

A PROJECT REPORT ON

“CUSTOMER AWARENESS ON HERITAGE PRODUCTS”



1051-20-405-003

N .NIMISHA

Project submitted in partial fulfillment of for the award of the degree of

B. Com Computer Applications

By

Osmania University, Hyderabad-500007



Certificate

This is to certify that the project work entitled

“A STUDY ON CUSTOMER AWARENESS ON HERITAGE PRODUCTS”

Is the Bonafide work done by

N NIMISHA

1051-20-405-003

As a part of their curriculum in the Department of Commerce

Aurora’s Degree & PG College,
Chikkadpally, Hyderabad-500 020.

This work has been carried out under my guidance

Project Mentor Head of the Department External Examiner Principal

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Aurora’s Degree & PG College, Chikkadpally, Hyderabad-20.

ANNEXURE I
DECLARATION

I hereby declare that this project titled “**A STUDY ON CUSTOMER AWARENESS ON HERITAGE PRODUCTS**” submitted by me to the Department of Commerce, Osmania University, Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other university or institution for the award of any degree, diploma/certificate or published any time before.

Name and Address of the Student

Signature of the Student

N NIMISHA

HYDERABAD



Certificate of Participation

Online Workshop
RESEARCH METHODOLOGY & PROJECT REPORT

Organised by
Department of Commerce
Osmania University, Hyderabad

This is to certify that **Mrs. Veena Malkhed, Aurora's Degree and PG College** has participated in **Online Workshop** on **"Research Methodology & Project Report"** organized by the Department of Commerce, Osmania University, Hyderabad, Telangana State on 11th April, 2022.

Prof. V. Usha Kiran
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Dr. I. Sekhar
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GOVERNMENT CITY COLLEGE(A), HYDERABAD**

Certificate of Participation

This is to certify that Mr/Kum N Nimisha

B.Com VI Semester, Hall ticket number 1051-20-405-003

College Aurora's Degree and PG College

has participated in **Free Online Student Development Program (SDP)** on
"Project Report Preparation", Organized by Telangana State Council of
Higher Education, Department of Commerce-Osmania University and
Government City College(A), Hyderabad to the B.Com Students on 25
February, 2023

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Co-Ordinator
Govt City College(A), HYD

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Prof. R. Limbadri
Chairman, TSCHE

ANNEXURE-II
CERTIFICATION

This is to certify that the Project Report title “A STUDY ON CUSTOMER AWARENESS ON HERITAGE PRODUCTS” submitted in partial fulfilment for the award of B. Com Computer Applications Programme of Department of Commerce, Osmania University, Hyderabad, was carried out by **N NIMISHA** under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name of the Mentor

Signature of the Mentor

MRS.VEENA MALKHED

ACKNOWLEDGEMENT

This project work would not have been complete without the mention of following people. We express our hearty gratitude to our principal sir Dr. Viswanadham Bulusu for providing us the opportunity and platform to work on the project. And our project mentor Mrs. Veena Malkhed who has supported and guided us throughout our project.

ABSTRACT

Interest in heritage products is increasing among customers. Heritage products have shown higher resilience than modern varieties and have the potential to supply the market with alternative products that have an attractive cultural background. Delicious and nutritious products based on heritage have a growing market potential. Customers attitudes and preferences to different products are affected by factors such as age, gender, and education. The main aim of this study was to investigate and analyse different consumer groups and awareness, attitudes and preferences towards heritage products. It has been concluded that most of the customers are aware of heritage products. Bread and milk are the most consumed products and are regarded as the most popular future products to be based on heritage products. The most essential factors in bread are taste and flavour followed by freshness and texture.

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CHAPTER-1

INTRODUCTION

Customer Awareness: -

Today's consumer trends are moving more towards the local and regional production of crops mainly due to a rising interest in sustainability. It has been shown that the taste experience of a product of the greatest importance to the consumers. Furthermore, product claims, such as ancient, natural, organic, or 'local are the most likely to have a positive impact on customer's preference or choice. High acceptability has, for example, been shown for breads.

There is currently a trend of received interest in heritage products from consumers. Farmers of organic crops are interested in heritage cereals, which makes them suitable for organic production. Heritage cereals might as well supply the market with new type of products that have an attractive cultural background. Encouraging the production and consumption of heritage cereals is in line with the Swedish food strategy and the current government goal to increase organic food production. Cereal-based food products constitute a large and central part of ancient cereals. Thus, the development of delicious products based on these ancient cereals may enhance the large market potential as well as boost the consumption of whole grain.

Consumer's awareness for different kinds of products may differ according to the factors such as age, gender, education level and geographic background. In the case of bread consumption, pointed towards a more traditional consumption structure among Swedish consumers, however a lower consumption of whole grain bread could be observed among younger consumers. Consumers with higher educational level are more aware of the health aspects and are more responsive to trends however, knowledge about the level of impact from education is low. Geographical and cultural backgrounds are further factors that might have an impact on the consumers. Thus, it is an interest of study awareness, knowledge and attitudes towards heritage products among different groups of consumers in higher education arenas.

Discussion: -

The study shows a great consumer interest in heritage cereals, where almost all consumer would consider purchasing bread or other products based on heritage cereals. This may be explained by the health trends and their relation to heritage cereals. It is noteworthy the bread and pasta are the most consumed heritage cereal products. These are also the products that the respondents indicated as most suitable for future heritage cereal products and which they were most willing to purchase.

This study showed that the most important factors for bread are taste and flavour. This is supported by rising consumer interest for better and more authentic flavours. Freshness and texture are other important factors and, according to the respondents, they are more important than other factors such as health factors, being organic and origin.

For instance, younger consumers are more aware of heritage products than older consumers. The high level of awareness is reflected by younger consumers showing a greater interest in natural products. The younger respondents were willing to pay more for heritage products compared to respondents in the older consumer groups, which could be explained by differences in economic levels. This in line with the results in this study were the older consumers were willing to pay a higher price for products based on heritage cereals than younger consumers. The same pattern could be seen in the habit of purchasing bread at the bakery, which was more frequent among the older consumers

1.1 NEED OF THE STUDY

To investigate and analyse consumers awareness, attitudes, and preferences towards heritage cereal products. A study whether consumers differing in academic and geographic backgrounds varied in the mentioned aspects while taking age and gender into account.

1.2 OBJECTIVES OF THE STUDY:

- To know customers opinion on quality price, packing of heritage products.
- To know how they are aware regarding the product.
- To know in which way are aware regarding the product.

1.3 RESEARCH METHODOLOGY:

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

This study is based on primary data.

- **SOURCE OF DATA:**

Data which is to be used for the project has come from both primary and secondary sources

- **PRIMARY DATA:**

Primary data was collected through structured source for this data

- **SAMPLE SIZE:**

The maximum number of respondents should be 30

- **SAMPLING UNIT:**

The attitudes and preferences of consumers were selected as the sampling unit to collect the data regarding the customer awareness

- **STATISTICAL TOOL:**

Statistical tools were used to analyse the data collected and interpretation of the same was done with the help of bar charts and pie diagrams respectively.

1.4 SCOPE OF THE STUDY:

The study includes customer awareness to the brand products of heritage cereals. The scope is confined to examine the customer awareness, preferences to heritage fresh foods.

1.5LIMITATIONS:

- The sample selected is based on convenient random sampling only.
- INTERPRETATION is confined to specified period.
- The study is limited to Hyderabad and Secunderabad areas.

CHAPTER-2
REVIEW OF LITERATURE

Top mind-awareness

Consumers will normally purchase one of the top three brands in their consideration set. This is known as top-of-mind awareness. Consequently, one of the goals for most marketing communications is to increase the probability that consumers will include the brand in their consideration sets

When discussing top of mind awareness among larger group of consumers it is more often defined as the “most remembered” or “most recalled” brand name.

1. **L Gosine** (2019) Consumer attitudes towards alternative grains:
Recently, alternative food grains have been used to produce several food products common to North Americans. The objective of the study was to identify the attributes that drive consumers liking of alternative grains. A literature review and two focus groups were conducted. For attributes were identified as being important to consumers when purchasing alternative grains. These attributes included grains, product type, flavour and claims. A choice-based conjoint analysis survey was created and administered.
2. **R Teuber** - Food Quality and Preference, (2016) Consumer preferences in whole grain bread: The German bread market is considered one of the most developed and diverse bread markets worldwide. However, until so far no empirical evidence exists with respect to consumers liking and willingness to pay for different valueadded attributes in whole grain bread. Thus, our study is the first one providing empirical evidence on how German consumers perceive different attributes in whole grain bread, how much they are willing to pay for these attributes and to which extent liking scores and willingness to pay.
3. **A Kraus** - Journal of the American, (2017) Consumer and the motivations for functional food consumption: It is to determine the role of gender, age and education in the evaluation of multidimensional

criteria of the purchase of functional products, which were quality and organoleptic attributes, attributes of packaging and labelling, healthful properties, functional components, base products and most important motives for the purchase and consumption of functional food among consumers of different sociodemographic profile.

4. **C Nazzaro** - British food journal, (2019) Do consumers like food crop innovations? An analysis of willingness to pay for innovative food products: Purpose The purpose of this paper is to investigate consumer's acceptance toward product innovation in the agri-food sector, uncovering consumer's characteristic able to encourage food innovation acceptance. The study on consumers' willingness to pay to assess consumers' acceptance towards the innovative product.
5. **T Bosona** – Foods, (2018) Consumer's perception of food quality and sustainability in relation to organic food production: Consumer's demand for locally produced and organic foods has increased. The objective was to identify consumers' demand in relation to organic food production, and to understand how the consumers evaluate food quality and make buying decisions.

CHAPTER -3

COMPANY PROFILE

Heritage



The Heritage Group was founded in 1992 by Telugu Desam Party Chief and former Chief Minister of Andhra Pradesh Shri Nara Chandrababu Naidu. with three-business divisions Dairy, Retail and Agri under its flagship Company Heritage Foods Limited (HFL), one infrastructure subsidiary - Heritage Infra Developers.

Heritage milk products have market presence in Andhra Pradesh Karnataka, Kerala, Tamil Nadu, Maharashtra, Delhi, Rajasthan and Punjab. It has retail stores across Bengaluru, Chennai, Hyderabad and Visakhapatnam. Integrated agri operations are in Chittoor and Medak Districts and these are backbone to retail operations.

Heritage by choosing Chittoor District of Andhra Pradesh and its primary procurement base of milk, had taken full advantage of the large, high yielding and cross-bred cow population found in this area. Heritage Infra Developers Limited and other associate companies viz, Heritage Finlease Limited, Heritage Intenational Limited, and Heritage AgroMerine Private Limited. The annual turnover of Heritage Foods crossed Rs.347 crores in 2017-2018 and is amining for Rs.700 crores during 2018-2019.

Today Heritage has network in the states of Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Maharashtra and Delhi for procurement and distribution of quality milk and milk products. Heritage products are also distributed in the state of Kerala. Heritage has drawn plans to be a pan-Indian player in the dairy.

In the year 1994, HFIL went to public issue to raise resources, which was oversubscribed 54 times and its shares are listed under BI category on BSE (Stock Code:519552) and NSE (Stock Code: HERITAGE FOOD)

Heritage Foods (india) Limited in May 2009 announced that board of directors has approved for investment of Rs50 crore in a special purpose vehicle engaged in generation of Hydro Power.

In 2011 the company received the Certificate of Commencement of the Business of subsidiary Company named M/heritage Conpro Limited.

ABOUT FOUNDER

Sri Chandra Babu Naidu is one of the greatest Dynamic, Pragmatic and Visionary Leaders of the 21st Century. With an objective of bringing prosperity into the rural families through co-operative efforts, he along with his relatives, friends and associates promoted Heritage Foods in the year 1992

taking opportunity from the Industrial Policy, 1991 of the Government of India and he has been successful in his endeavour.

At present, Heritage has market presence in all the states of South India. More than three thousand villages and five lakh farmers are being benefited in these states. On the other side, Heritage is serving more than 6 lakh customers needs, employing more than 700 employees and generating indirectly employment opportunity to more than 5000 people. Beginning with a humble annual turnover of just Rs. 4.38 crores in 2016-2017, the sales turnover has reached close to Rs. 300 crores during the financial year 2018.

Sri Naidu held various coveted and honourable positions including Chief Minister of Andhra Pradesh, Minister for Finance and Revenue, Minister for & Cinematography, Member of the A.P. Legislative Assembly, Director of A.P. Small Industries Development Corporation, and Charminar of Karshaka Parishad.

Sri Naidu has won numerous awards including "Member of the World Economic Forum's Dream Cabinet. (Time Asia), "South Asian of the Year" (Time Asia), "Business Person of the Year" (Economic Times), and "IT Indian of the Millennium". (India's today).

SWOT ANALYSIS

Sri Naidu was chosen as one of the 50 leaders at the forefront of change in the year 2000 by the Business Week magazine for being and unflinching

proponent of technology and for his drive to transform the State of Andhra Pradesh

Forward looking statements:

“We have grown, and intended to grow, focusing on harnessing our willingness to experiment and innovate our ability to transform our drive towards excellence in quality, our people first attitude and our strategic direction.

SLOGANS

When you're healthy, we are healthy

When you're happy we are happy

We leave for your “HEALTH & HAPPINESS”

Quality of Policy HFIL

We are committed to achieve customer satisfaction through hygienically processed and packed Milk and Milk Products. We strive continually improve the quality of our products and services through upgradation of technologies and systems.

Heritage soul has always been imbued with an unwritten perpetual commitment to itself, to Always produce and provide quality products with continuous efforts to improve the process and Environment.

Today Heritage feels that the ISO certificate is not only an epitome of achieve Targets, but also a scale to identify & reckon, what is yet to be achieved on a continuous basis.

Though, it is a beginning, Heritage has initiated the process of standardizing and adopting systems at most of its other plants.

COMMITMENTS:

Milk procedure: Change in lifestyles of rural families in terms of Regular high income through co-operative efforts.

Women participation in income generation.Saved from price exploitation by un-organized sector.

SERVICE:

Highest impotence to investors service; no notice from any regulatory authority since 2001 Respect of inventor service very transparent disclosures

SUPPLIERS:

Dochlar: technical collaboration in milk drinks, yogurts drinks and fruit flavored drinks

Alfa Laval: supplier of high-end machinery and technical support Focusing on Tetra pack association for Products package.

SOCIETY:

Potential Employment Generation.

More than 3500 employees are working with heritage

More than 9500 procurement agents got self-employment in rural areas

More than 5000 agents associated with the company

Employment for the youth by providing financial and animal husbandry support for establishing

MINI DARIES

Producing highly health-conscious products for the society qualities of management principles:

Customer focus to understand and meet the changing needs and expectations of customers .People involment to promote team work and tap the potential of people.

Leadership to set constancy of purpose and promote quality culture throughout the organization

Process approach to assess the efficiency and effectiveness of each process

Continual improvement processes for improved business results

ENSURE ITS ACCURACY

1. Dairy:

It is the major wing among all. The dairy products manufactured by

HFIL are Milk, curd, butter, ghee, flavoured milk, panner, ice cream

2. Retail:

The retail sector HFIL has mainly “Fresh@.” In those stores the products sold are vegetables, milk products, grocery, pulses, fruits etc.

In Hyderabad 19 retail shops are In there. In Bangalore&Chennai,3&4 respectively are there. Totally there are 26 retail shops

Fresh@is a unique chain of retail stores, designed to meet the needs of modern Indian consumer.

The unique and distinctive feature of Fresh@ is that it offers the widest range of fresh fruits and vegetables which are directly handpicked from the farms.

Freshness lies in their Merchandise and the customers are always welcomed with fresh fruits and vegetables no matter what time they walkin 3 Agri

Business:

In this business HFIL employees will go to farmers and have a deal with them. those farmers will sell their goods like vegetables, pulses to HFIL only. And HFIL will transport the goods to retail outlets.

The agriculture professors will examine which area is suitable to import vegetables from and also examine the vegetables, pulses and fruits in the lab. And finally, they report to the head. Representatives as per the instructions given by the agri professors will approach the farmers and make a deal with them.

Heritage Foods Ltd is seeking to increase its business from value added products to 40 percent from the current 24 percent. It has charted out a strategy to achieve are turnover of Rs 6000 crore by 2022.The company has recently announced a strategic tie up with French dairy company Novandie for value added products a proposal to set up a new unit through the venture.

Just like the past 25 years, the company informed that in line with its commitment, it would strive for the welfare of farmers without compromising on value sets out by its founder Chandra Babu Naidu

During the first quarter ended June 30,2017 the company had reported 32 percent increasing revenue and attributed to rebranding, acquisition of reliance dairy business and other marketing related push. With a bigger market presence, Heritage Foods has emerged as a national player after is entry into western markets and the acquisition of reliance dairy.

Heritage launches to new variants of lassi:Ragi Lassi & Sabja Lassi
Hyderabad 09 march,2019 Heritage Foods Limited,a leading dairy player, today launches new range of health drinks with the introduction of new variants of lassi with goodness of Ragi & Sabja.Heritage has taken the lead in making consumers healthy.Ragi lassi helps in cholesterol reduction and weightloss,whereas Sabja Lassi improves digestion.Both the variants have high calcium content.Ragi Lassi and Sabja Lassi would be available in Heritage Parlours,Modern Trade Outlets and General Trade Outlets.



Speaking on the development Ms. Brahmani Nara-Executive Director

Heritage Foods

Ltd.Said” This is another major step towards strengthening our value added products. We have always understood our consumer needs well and have come out with value added products at a right time. I am sure this product will win the hearts of our consumers and help them to become healthy.



CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

1 The gender of the respondents

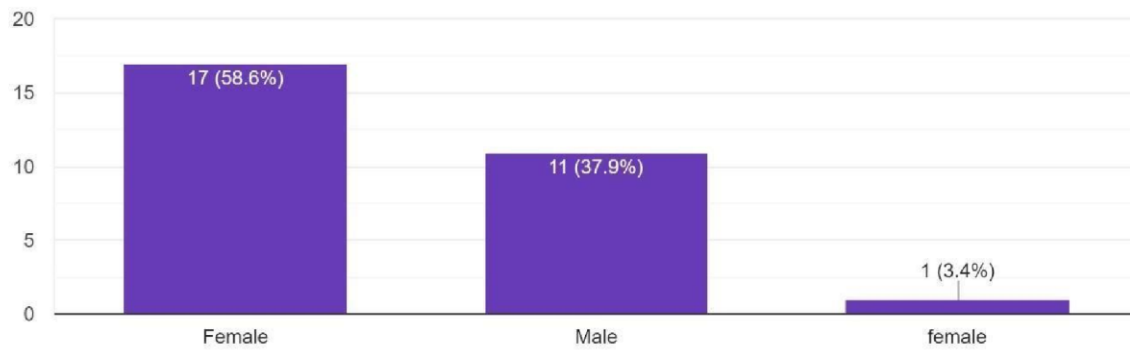


TABLE 4.1

OPTIONS	NO	%
Male	11	37.9%
Female	18	58.6%

FIGURE4.1

INTERPRETATION: From the above table it has been observed that the gender of the respondents. It show that 37.6% of people are males,58.6% of the people are females.

2.The occupation of the respondents

TABLE4.2

OPTIONS	NO	%
Software engineer	1	3.7%
Software developer	1	3.7%
Student	22	77.8%
Studying	2	7.4%
Graduation	1	3.7%

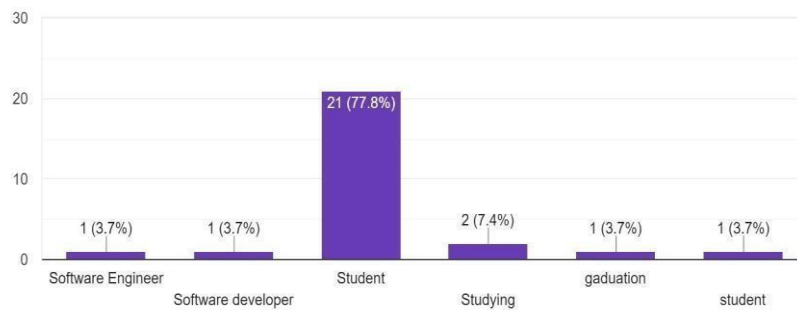


FIGURE4.2

INTERPRETATION: From the above table it has been observed that the occupation of the respondents of people. It shows that 3.7% of people are software engineer, 3.7% of people are software developer, 77.8% of people are students and 3.7% of people completed their graduation.

3. Which company super market do you prefer shopping in

TABLE 4.3

OPTIONS	NO	%
Heritage	23	43.3%
Reliance fresh	2	23.3%
Other	3	26.7%
More	-	-

Which company super market do you prefer shopping in
30 responses

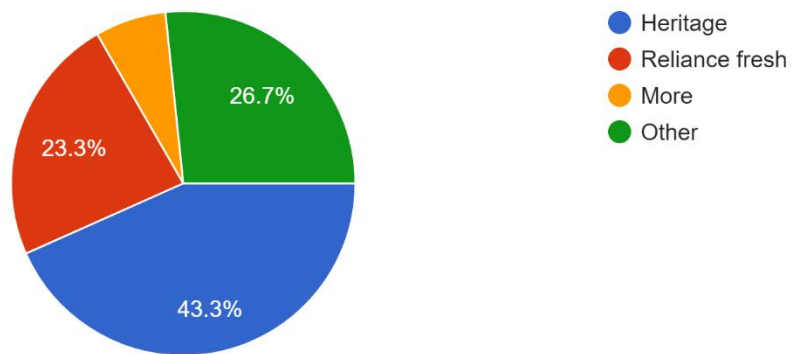


FIGURE 4.3

INTERPRETATION: From the above table it has been observed that in which company super market people prefer for shopping. It shows that 43.3% of people prefer heritage, 23.3% of people prefer reliance fresh and others 26.7%.

4. Which type of dairy products you prefer more

TABLE 4.4

OPTIONS	NO	%
Milk	23	76.7%
Ghee	-	-
Curd	-	-
Paneer	-	-
Butter milk	-	-
Butter	-	-
Other	-	-

Which type of dairy products you prefer more

30 responses

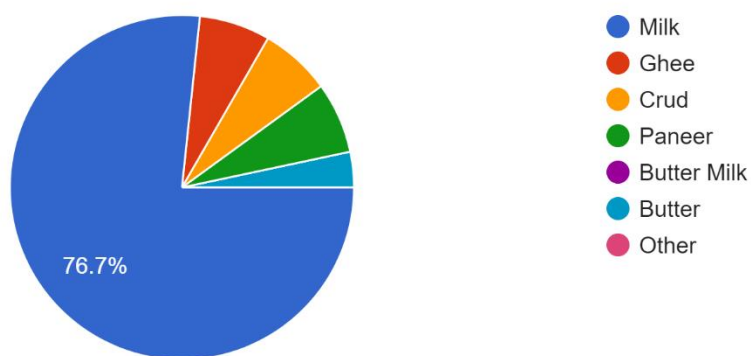
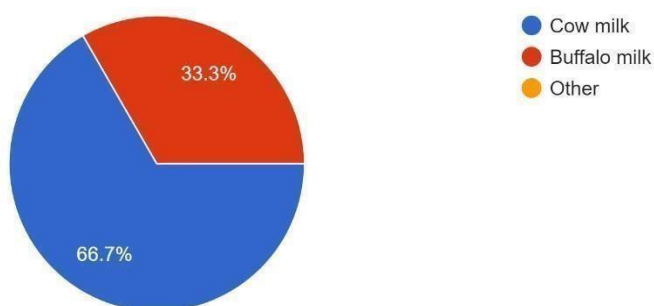


FIGURE 4.4

INTERPRETATION: From the above table it has been observed that which type of dairy products people prefer more. It shows that 76.7% of people prefer milk and others prefer other products like ghee,

5. Which type of milk do you prefer

TABLE 4.5



OPTIONS	NO	%
Cow milk	5	33.3%
Buffalo milk	25	66.7%
Other	-	-

FIGURE4.5

INTERPRETATION: From the above table it has been observed that 33.3% of people prefer cow milk, 66.7% of the people prefer buffalo milk.

6.What comes to your mind when you think of heritage

TABLE 4.6

OPTIONS	NO	%
Reputed known brand	25	63.3%
Low maintenance	-	-
Good service	3	23.3%
High performance	2	10%
Other	-	-

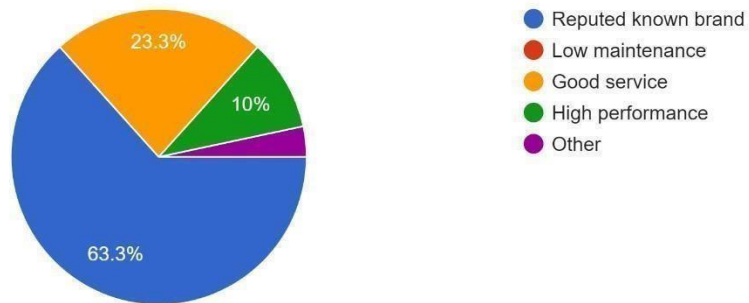


FIGURE 4.6

INTERPRETATION: From the above table it has been observed that what comes to peoples mind when they think about heritage. It shows that 63.3% of people think about reputed known brand,23.3% of people think of good service in heritage and 10% of people think of high performance

7.How do you first hear about heritage

TABLE 4.7

OPTIONS	NO	%
Television	24	56.7%
News paper	2	6.7%
Magazine	-	-
Internet	2	6.7%
Friends and relatives	2	30%

How do you first hear about heritage

30 responses

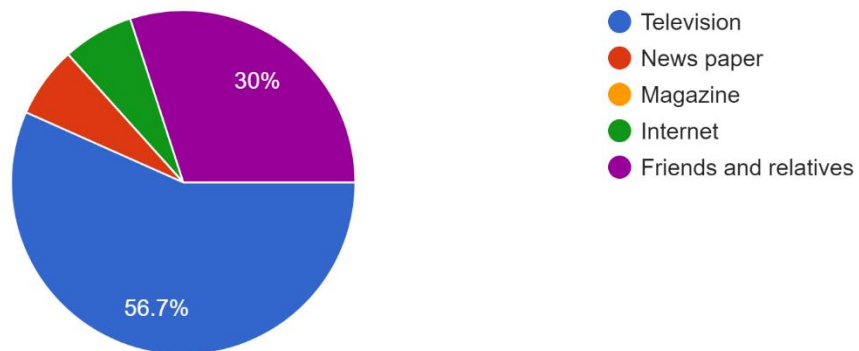


FIGURE4.7

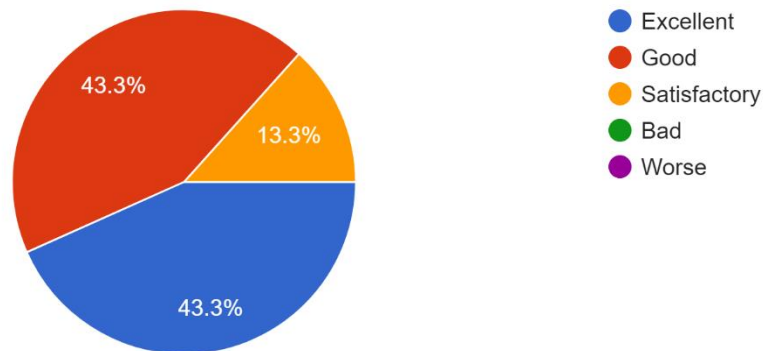
INTERPRETATION: From the above table it has been observed that how people hear about the heritage. It shows that 56.7% of people hear through television, 6.7% of people hear through reading newspaper, 6.7% of people through internet, and 30% of people hear through Friends and relatives.

8.If you have seen the advertisement of heritage what did you feel about the advertisement

TABLE4.8

OPTIONS	NO	%
Excellent	15	43.3%
Good	10	43.3%
Satisfactory	5	13.3%
Bad	-	-
Worse	-	-

If you seen the advertisement of heritage what did you feel about the advertisement
30 responses



INTERPRETATION: From the above table it has been observed that what people feel about the advertisement which they have seen about heritage. It shows that 43.3% of people are excellent,43.3% of people are good and 13.3% are satisfactory of the people opinion about the advertisement about the heritage.

9.Are you aware of new products launched by heritage

TABLE 4.9

OPTIONS	NO	%
Yes	24	56.7%
No	3	13.3%
May be	3	30%

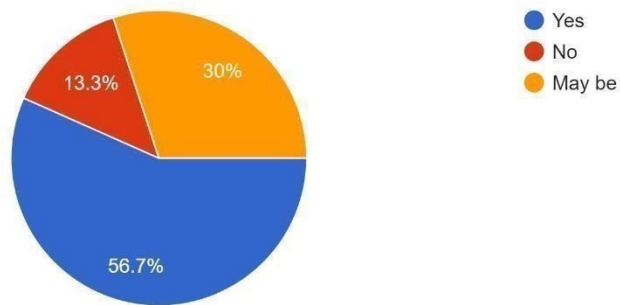


FIGURE 4.9

INTERPRETATION: From the above table it is observed that how people are aware of the new launched products on heritage. Most of the people that is 56.7% are aware of the products,13.3% of people are not aware of the products by heritage and some people are aware of the product i.e,30%.

10. What is your opinion about heritage foods

TABLE 4.10

OPTIONS	NO	%
Excellent	10	33.3%
Good	15	56.7%
Satisfactory	5	6.7%
Neutral	-	-
Bad	-	-

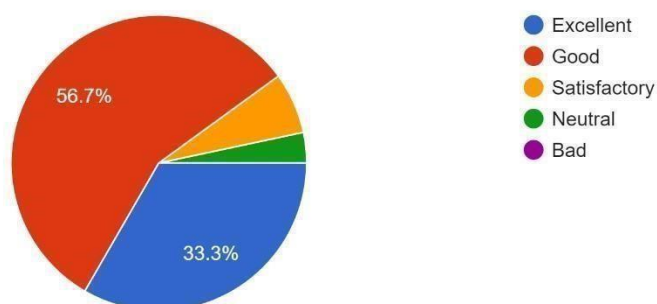


FIGURE 4.10

INTERPRETATION: The table shows the opinion of the people about heritage foods. It is observed that 33.7% of people opinion is excellent on heritage foods, 56.7% of people opinion is good and 6.7% of people opinion is satisfactory on heritage foods.

11.Is only advertisement sufficient of purchasing the product

TABLE 4.11

OPTIONS	NO	%
Yes	24	60%
No	6	40%

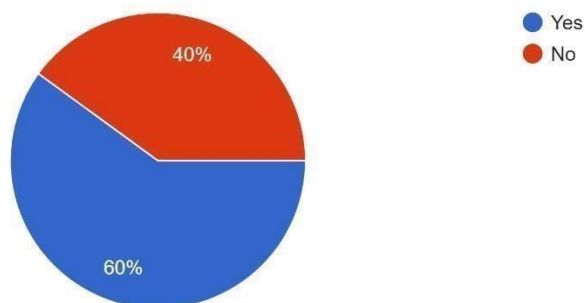


FIGURE4.11

INTERPRETATION: From the above table it has been observed that whether the people are sufficient of purchasing the product or not. It is observed that 60% of people are sufficient of the product, 40% of people are not sufficient of purchasing the product by seeing advertisement.

12. What do you see the most in a brand

TABLE 4.12

OPTIONS	NO	%
Quality	25	93.3%
Quantity	5	6.7%
Price	-	-
Package	-	-

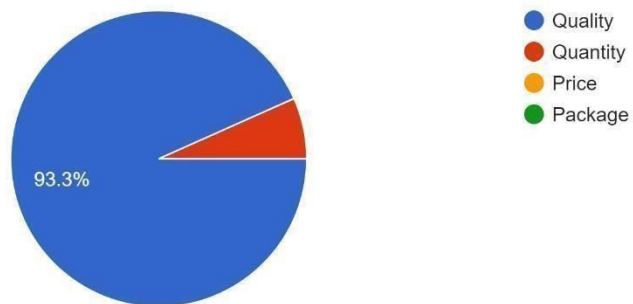


FIGURE 4.12

INTERPRETATION: From the above table it is observed that the people see most in brand, quality, quantity and price. 93.3% of people see the quality in a brand, 6.7% of people see the quantity in a brand.

CHAPTER-5

FINDINGS AND CONCLUSION

FINDINGS:

- Heritage has its recognition rate.
- Performance feature is influencing for the purchase of product.
- Television friends and relatives are effective when we first hear about heritage.
- Respondent opinion about HERITAGE advertisement is excellent.
- Majority of respondents agree that people aware of new products launched by heritage is 56.7%
- Most of the customers are interested in buying foods by advertisements.
- Most of the respondents come to their mind when they think of heritage is a reputed known brand.
- Majority of people prefer more on dairy product is milk.
- Respondents of people that they prefer is cowmilk with.
- From the survey respondents on the whole opinion about HERITAGE is good.

CONCLUSION:

From the survey it is concluded that most of the customers are not equally aware of the product because of the impact of previous model produced. To overcome this problem, HERITAGE has to use various means to communicate the people about the model. Bread and butter are the most consumed products and are also regarded as the most potential future products that could be based on heritage, while the consumers are more concerned about health aspects based on the heritage products. Older consumers are willing to pay more for products based on heritage than younger consumers. As on the whole opinion of respondent about HERITAGE is very good, it needs to maintain good service and High performance.

WEBLIOGRAPHY

WEBSITES

1. WWW.researchgate.com
2. WWW.HERITAGEFRESH.com
3. WWW.wikipedica.com

ANNEXURE

1Name

2Email ID

3Gender

4Occupation

5Education

6Which company super market do you prefer shopping in?

. Heritage

. Realaince Fresh

. More

. Other

7Which type of dairy products you prefer more?

. Milk

.Ghee

.Curd

.Paneer

.Butter milk

.Butter

.Other

8 Which type of milk do you prefer?

- . Cow milk
- . Buffalo milk
- . Other

9 What comes to your mind when you think of heritage?

- . Reputed known brand
- . Low maintenance
- . Good service
- . High performance
- . Other

10 How do you first hear about heritage?

- . Television
- . News paper
- . Magazine
- . Internet
- . Friends and relatives

11 If you have seen the advertisement of heritage what did you feel about the advertisement?

. Excellent

. Good

. Satisfactory

. Bad

. Worse

12Are you aware of new products launched by heritage?

. Yes

. No

. May be

13What is your opinion about heritage foods?

. Excellent

. Good

. Satisfactory

. Neutral .

Bad

14Is only advertisement sufficient of purchasing the product?

. Yes

. No

15 What do you see the most in brand?

. Quality

. Quantity

. Price

. Package