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A STUDY IN TO TOMATO KETCHUP CONSUMPTION PATTERNS OF INDIANS WITH SPECIAL REFERENCET TO KISSAN FRESH TOMATO KETCHUP

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Abstract

Tomato processing is the process of taking raw tomatoes and transforming them into products such as tomato paste, canned tomatoes, tomato juice, ketchup, and sauce. In the today's busy life of every person's needs some breakfast most of the job holders prefer fast food to consume with in short period of time with tasty supplement and they prefer Kissan Fresh Tomato Ketchup for their taste and good quality. In this regard our research is focus on consumption pattern, consumer fulfilment level, brand preferences, and its qualities. The perception and consumer satisfaction level is most.

The study aims to find out Tomato Ketchup consumption patterns of Indians with special reference to Kissan Fresh Tomato Ketchup. The majority of times that Kissan fresh tomato ketchup is consumed at the time of fast food consumptions. Products' taste and attributes, the majority of consumer's preference given to Kissan fresh. Product attributes like flavour, convenience, and availability affect how satisfied customers are with their purchases. The easy accessibility of Kissan fresh tomato ketchup with superb taste and attributes made the majority of consumers happy.

Key Words: Brand Preference, Perceptions, fulfilment level, food consumption, food processing.

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1. INTRODUCTION

Food Processing:

The food processing industry is a large and diverse sector of the economy. It includes the processing of raw agricultural products into food products, as well as the production of prepared and packaged foods. The industry is one of the most important sectors of the economy, as it provides a large amount of employment and contributes significantly to economic growth. The food processing industry includes a range of activities, including food packaging, food preservation, food processing and food distribution. The industry is highly regulated and is subject to various regulations and standards, including food safety and quality assurance. The industry is highly competitive, with a wide range of companies operating in the sector. Companies in the food processing industry are typically large, multinational corporations that have a global presence. These companies are involved in a variety of activities, including research and development, marketing, production, and distribution. food processing industry is a key driver of economic development and growth in many countries. It is responsible for providing employment and income for millions of people, and contributes to a country's overall economic health. The industry is also a major contributor to global trade, as food products are exported to many countries around the world.

Tomato Processing:

The vegetable crop that is most widely grown and used commercially is the tomato. In an area of around 0.458 million hectares, India produces tomatoes in an estimated 7.277 million tons per annum. Since it is crucial from an economic perspective, the production of tomatoes has expanded by 300% globally over the past forty years, with temperate and tropical regions producing the majority of the crop. Tomatoes are regarded as a significant agricultural crop and a crucial component of the human diet all over the world. A few key factors, such as shifting dietary patterns, a preference for western lifestyles and cultures, and the use of unique ketchup varieties, are what propel the ketchup business. Although though the ketchup market is expanding quickly, a few issues are limiting its growth, including the abundance of ketchup substitutes

on the market and the low consumption of sugar-containing foods. Nonetheless, there are positive chances for ketchup in the food business, including the popularity of quick-service restaurants growing and the release of creative ketchup produced with organic ingredients.

Tomato ketchup consumption in India:

Tomato ketchup is widely used as a condiment in India, mainly as a dip for snacks such as French fries, samosa, and pakodas. It is also used as a topping for various dishes like burgers, sandwiches, cutlets, and rolls. According to a survey conducted by the National Institute of Nutrition (NIN), around 70% of the households in India use tomato ketchup regularly. It is also estimated that the average Indian consumes around 5.5 kg of tomato ketchup annually.

Kissan Tomato ketch up is a popular brand of tomato ketchup. This ketchup is made from ripe, juicy tomatoes, which are cooked and then blended to create a smooth, delicious condiment. It has a slightly tangy taste, with a hint of sweetness. The ketchup is free from added preservatives and is 100% natural. Kisan Tomato Ketchup is a great accompaniment to burgers, fries, sandwiches, and other snacks.

In India, ketchup is regarded as one of the most crucial snacking partners. Although it isn't really an ingredient in Indian cuisine, the country has long used it. Dry nibbles taste better with ketchup. Ketchup is occasionally used to add flavours of one are choosing. Currently, ketchup options on the market are not limited to tomato-based varieties. As Indian consumers' incomes have grown, their palates have become increasingly used to flavours other than those found in traditional ketchups. Ketchup is a table condiment or sauce. Tomato ketchup is a sweet and tangy condiment made from tomatoes, sugar, and vinegar, with seasonings and spices.

2. COMPANY PROFILE:

Kissan Fresh Tomato Ketchup is a leading brand of tomato ketchup in India. The company was established in 1968 and is part of the Hindustan Unilever Limited portfolio of brands. It is one of the oldest and most trusted ketchup brands in India. The company offers a variety of ketchups in different sizes and

flavours, including original, hot and sweet. It is available in different packaging options such as bottles, squeezable tubes, and sachets. The company has a wide distribution network across India, including supermarkets, hypermarkets, convenience stores, and even online stores. It is also available in other countries such as the United States, Canada, and the United Kingdom. The company's products are made from high-quality ingredients and are free from preservatives, artificial colours, and flavours.

The ketchup is made from fresh tomatoes and is blended with a unique blend of spices. It is available in a range of sizes and flavours including mild, hot, and extra hot. Kissan Tomato Ketchup is widely available in retail stores and supermarkets across the country. Kissan Fresh Tomato Ketchup is made with 100% real, naturally ripened Tomatoes. The Tangy Tomato Ketchup can either be paired with or complemented with almost every dish to make them so much tastier. Whether you are in the mood for crispy pakodas or looking for something to pair your veggies. Kissan story of pioneering innovation began with the launch of new formats of food, such as canned fruits and vegetables, baked beans, and the like.

HUL continued its practice of giving a buy-back guarantee of produce to farmers. HUL provides vital support by imparting farmers with knowledge and expertise in sustainable agriculture practices for Tomato cultivation. This includes the latest agricultural techniques, irrigation practices, and the recommendation of the right type of seeds. In one such practice, a new Tomato varietal developed was employed by farmers which take lesser time (90 days) to harvest versus traditional varieties (150 to 180 days). These Tomatoes had a brighter red colour which would fetch farmers' better prices and helps enhance their returns on yields.

3. REVIEW OF LITERATURE:

Oladejo, J. A. and Oladiran, J.O.: To increase their effectiveness, tomato marketers should create cooperative groups so that tomatoes can be bought in large quantities on their behalf. Members can join for less money, which lowers average transaction costs to the benefit of marketers. This could have a

positive effect for consumers by stabilizing tomato market prices. As an advantage of participating in the cooperative groups, members of the suggested cooperative organizations might obtain timely loans.

Dr. Belur Baxi and Dr. Shailja Tiwari :

Ketchup is regarded as one of the key components in Indian snacks. In the current study, an effort was made to understand the variables influencing customer choice of ketchup brand. Ketchup consumer behaviour has been researched. The Indian ketchup market is expanding, and the Kissan brand has dominated it for a while. Customers take taste into account in addition to price, size, and availability of a specific packing size. With the help of a straightforward random sample technique, we spoke with 100 inhabitants of Ahmedabad to learn about their preferences for ketchup. The process of choosing a brand has been looked at.

IIFPT Report: Since consumers desire a larger selection of innovative, value-added goods, tomato output is rising globally. As a result, production and processing require a lot of mixing technology. The tomato processing sector is enormous. The majority of the tomato crop grown worldwide is converted into tomato paste or puree, which is then used as an ingredient in numerous foods, mostly soups, sauces, and ketchup. India exports processed tomatoes in the form of ketchup and tomato paste. With appetizers like rolls, cutlets, samosas, chops, soup, fried rice, and other continental as well as Chinese cuisine, tomato sauce is frequently used. All contemporary foods and snacks use a colour tomato-based blend as essential ingredients.

Britt Burton Freeman and Kristin Reimers:

Lycopene and antioxidant activity were the main topics of the early investigations on tomato eating and illness risk reduction. Most current theories take into account the benefits of the entire tomato; as a result, research on tomato products' contribution to lowering disease risk goes beyond their antioxidant effects to take into account additional protective mechanisms like antithrombotic and anti-inflammatory effects. Raising the amount

of vegetables consumed each day in the American diet has the potential to have a large positive impact on health. Because of their widespread availability, established acceptability, cost-effectiveness, and convenience of many forms, tomatoes and tomato-related products may help boost overall vegetable intake in addition to their specific benefits. Using new research on tomatoes and tomato-related items may be a quick and easy way to help people eat more tomatoes.

Bharathi Murugesan, K. B. Sivakami: Increased yield, uniform and healthy water and land conservation, superior products, reduced labour costs, and control of environmental contamination is only a few benefits of hydroponic farming. We create soilless culture equipment for future food requirements. Despite being artificial, it will result in improved growth, strong yields, and high-quality food. The device includes a water source, nutrients solvent, and light source. It can be used inside the house itself and doesn't require a lot of room. We can achieve good growth by using fewer nutrients and water resources. Plants are protected from illnesses and are not harmed by insecticides. We can swiftly obtain wholesome foods using this equipment, and there are no negative side effects.

OBJECTIVES:

- To study the awareness of Kissan Tomato Ketchup.
- To understand the Product usage pattern in the identified area.
- To know consumption patterns of tomato ketchup.
- To study fulfilment levels.

RESEARCH QUESTIONS:

1. What are the different flavours of Kissan fresh tomato ketchup consumed?
2. What kinds of Product quality and taste improvement should bring in to improve the fulfilment level of consumers?
3. What is certification getting company to manufacture and export of products?

RESEARCH METHODOLOGY:

Research Design: The research study is a descriptive one. The study's research design would try to focus on the study's objectives.

The primary data: Sources for the survey were questionnaires filled out by respondents during direct interviews. Observations of consumers in Pune city areas.

Secondary data: This is usually a collection of published sources that were originally gathered for another purpose. Company records, government publications, reports, and journals.

Sampling Method Techniques used: simple random sampling.

Sample Size: Sample size of study was 295 consumers in India.

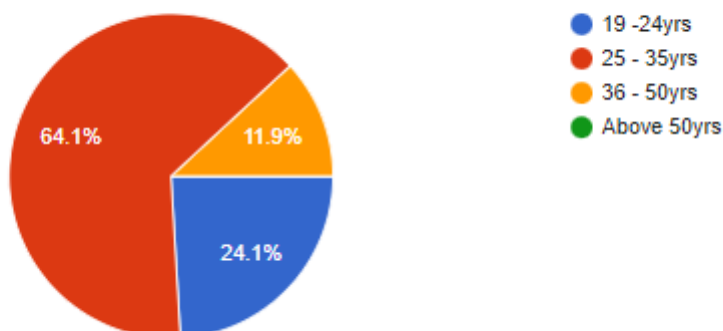
Scope of the Research:

Focus was consumption patterns and people's reactions after consumption of snakes or fast food.

RESULTS AND DISCUSSIONS:

Age group:

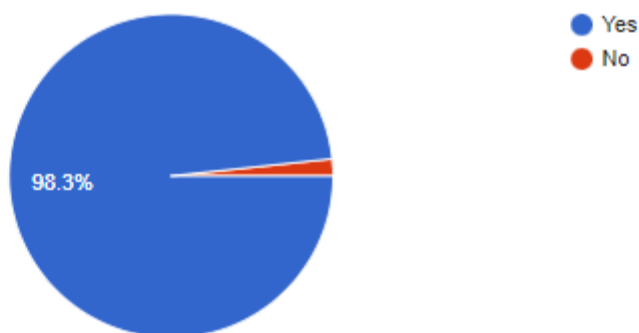
295 responses



Most of the consumers consume tomato ketchup in 25 to 35 years because they are job seekers. 64.1% peoples are in age group of 25 to 35 years was given preferences. Age group of 19 to 24 years consume tomato ketchup mostly in fast food. 24.1% peoples consume tomato ketchup in the age group of 19-24.

Q.1. Do you know about Tomato Ketchup?

295 responses

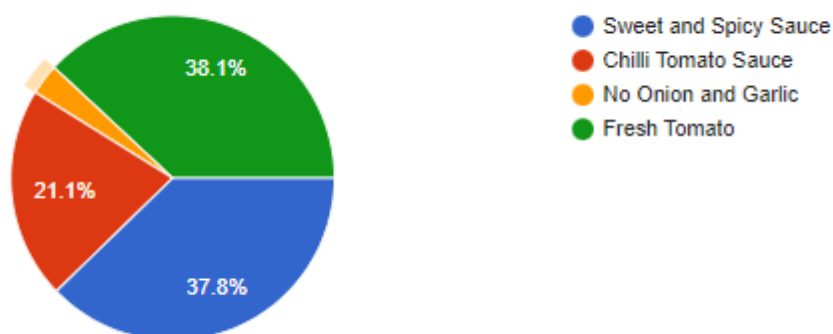


Out of 295 respondents it was found that the maximum 98.3% of the respondents was aware of tomato ketchup, sauce and various brands involved in manufacturing of tomato ketchup.

Q.2. Which KISSAN Sauce you may like?

Varieties of Kissan sauce available in market such as sweet and spicy, chilli, no onion and garlic and Kissan fresh tomato sauce. 38.1% consumers were given preferences to consume fresh Kissan fresh tomato sauce. 37.8% peoples was given preference to consume sweet and spicy sauce. 21.1% consume chilli tomato sauce and remaining low population consumes no onion and no garlic sauce.

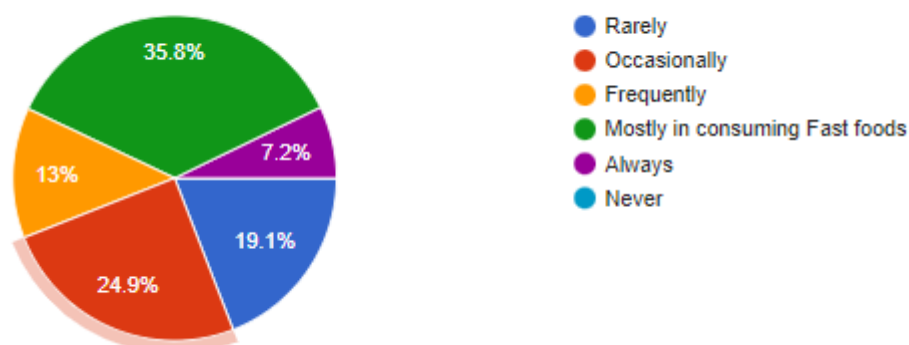
294 responses



Q.3. how often do you consume tomato ketchup?

Most of the consumers having job seekers they consume mostly fast food they want Kissan tomato fresh ketchup additionally for consumptions for improving taste of the foods. 35.8% consumers demanded to fast food companies given Kissan fresh tomato ketchup. 19.1% consumers rarely consume tomato ketchup. 24.9% peoples was given greater preference to consume tomato ketchup occasionally. 13% consumer consume ketchup frequently depends on their mood and quality of food items. 7.2% consumers are regular consumers to consume tomato ketchup.

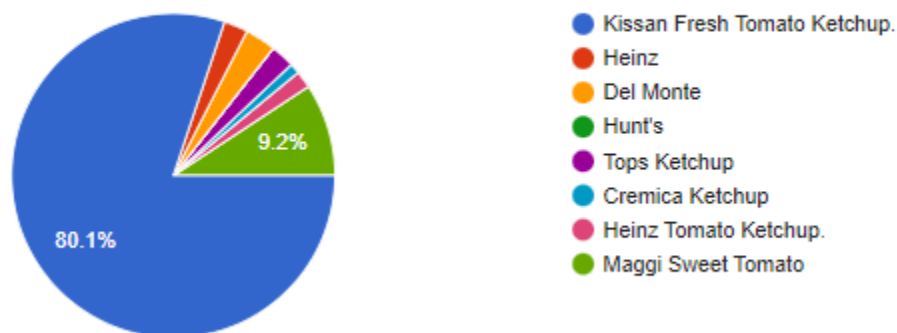
293 responses



Q.4. what is your preferred brand of tomato ketchup?

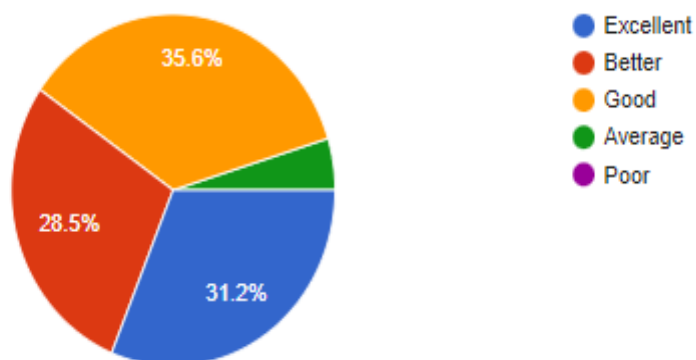
Consumer prefers that brand which is having good quality, taste and strong reputation in to the market. As per our findings Kissan fresh tomato ketchup is the preferred brand of majority of the peoples. 80.1% consumers were given preferences to consume only Kissan fresh tomato ketch up. 9.2% peoples was given preferences to consume Hunts and Maggi sweet tomato brands remaining consumer chosen del monte, tops ketchup, chemical ketchup and other brands.

292 responses



Q.5. how would you rate the taste of tomato ketchup?

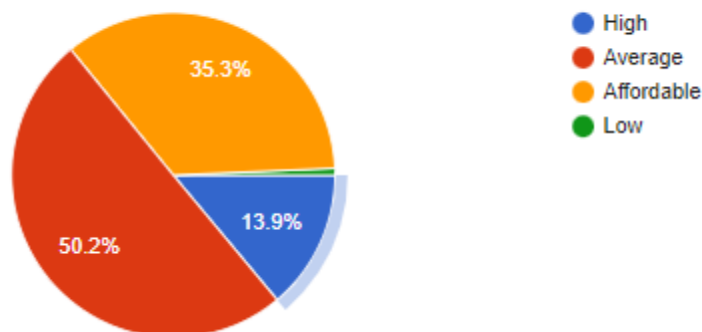
295 responses



Tomato ketchup consumptions are increasing day to day along with fast foods and snacks. Based on the responses of 295 consumers, 35.6% consumers were given better rating in terms of qualities and taste. 31.2% consumers were given excellent rating. 28.5% consumers were given better rating as per their taste and qualities.

Q.6. how do you think Kissan Tomato Ketchup is priced?

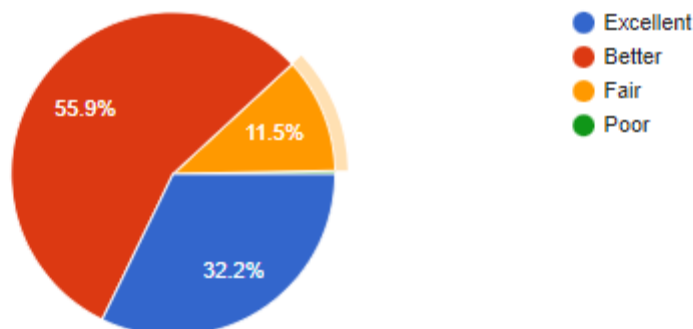
295 responses



Consumer will favour that product which is having good quality as well as having affordable in nature. In Kissan fresh tomato ketch up which is having good quality and It is having affordable in nature 35.3% of the peoples were given preferences to Kissan fresh tomato ketchup is an affordable in nature. 50.2% peoples were given preference to it is average cost, 13.9% consumer were given preference's to it is higher cost.

Q. 7. What do think about quality?

295 responses

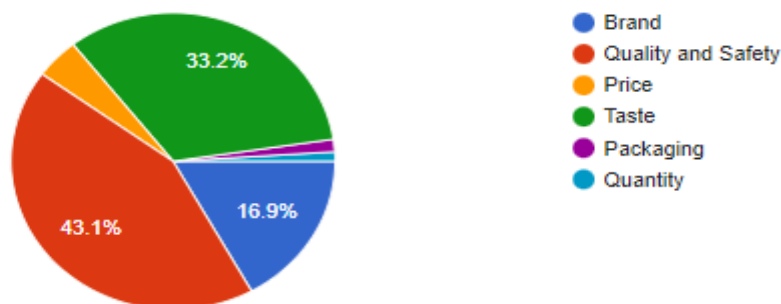


Product quality is most important because of excellent quality, consumers were mostly trust on your brand. According to our research findings 55.9% peoples were given response that Kissan fresh tomato ketchup it sis better quality products. 32.2% consumers was said it is having excellent quality and taste. 11.5% peoples was given response that having fair quality. Overall it is having better quality of products in terms of taste.

Q.8. On what basis do you prefer this product?

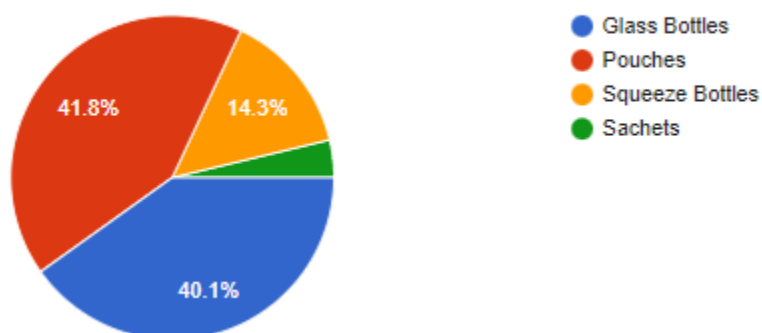
Preferences were given to consumer which is having good taste and quality. Based on 295 responses of consumers, 33.2% consumer was given preferences to Kissan fresh tomato ketchup because of its good quality nature. 43.1% consumer was given preference to buy products because of its taste and qualities. 16.9% consumer was given preferences to buy Kissan fresh tomato ketchup because of its quantity and taste.

295 responses



Q.9. In what form do you usually buy?

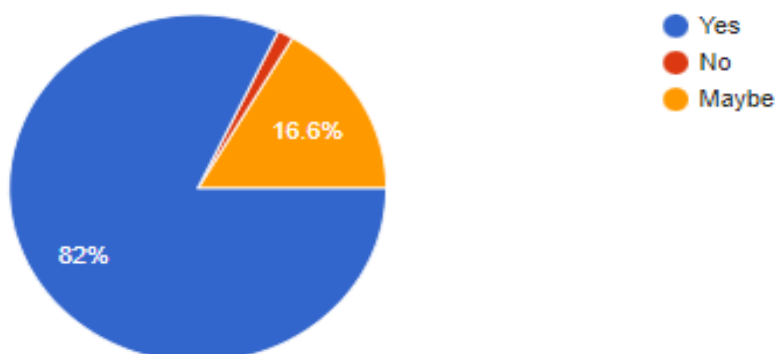
294 responses



Kissan fresh tomato ketchup mostly consumers are consumed at the time of fast food consumptions. Consumer buy and order Ketch up in the form of pouches, sachets, glass bottles, squeeze bottles. When consumer consumes fast food that time generally he orders in pouches. 41.8% peoples are usually buy tomato ketchup in the form of pouches. 40.1% peoples were given preferences to buy Kissan fresh tomato ketch up in the form of glass bottles but generally in the time of shopping. 14.3% consumer was given preference's to buy products in the form of squeeze bottles.

Q.10. Are you satisfied?

295 responses



Consumer fulfilment level depends on products qualities, taste, services, convenience and availability. Most of the consumer were satisfied because easy availability of Kissan fresh tomato ketchup with excellent taste and qualities. 82% peoples were given response they are completely satisfied after the consumptions of Kissan Fresh Tomato Ketchup. Whereas 16.6 % consumers are maybe satisfied

TOOLS USED FOR ANALYSIS:

Descriptive statistical measures of central tendency and dispersion

RESEARCH FINDINGS:

1. Total 295 consumers were surveyed and note down their responses in this research.
2. It is found that most of the consumers were mostly trust on Kissan Fresh Tomato Ketchup . Research findings

- 55.9% peoples were given response that Kissan fresh tomato ketchup which having better quality products.
3. It is observed that quality and taste is most important factor that having directly influence on consumer fulfilment level. 55.9% peoples were given response that Kissan fresh tomato ketchup it sis better quality products.
 4. Consumer fulfilment level depends on products qualities, taste, services, convenience and availability. Most of the consumer were satisfied because easy availability of Kissan fresh tomato ketchup with excellent taste and qualities. 82% peoples were given response they are completely satisfied after the consumptions of Kissan Fresh Tomato Ketchup.

CONCLUSIONS:

In Summary of Study in to Tomato Ketchup Consumption Patterns of Indians with Special Reference to Kissan Fresh Tomato Ketchup checks the most important factors such as qualities, taste, service and availability which effect on consumer fulfilment level. Kissan fresh tomato ketchup mostly consumers are consumed at the time of fast food consumptions. Consumer buy and order Ketch up in the form of pouches, sachets, glass bottles, squeeze bottles. When consumer consumes fast food that time generally he orders in pouches. Based on responses. Most of the consumer was given preference to buy products because of its taste and qualities. Tomato ketchup consumptions are increasing day to day along with fast foods and snacks. Majority of the consumers were given better rating in terms of qualities and taste.

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