

Usage and Attitude towards Rice in Goa

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by

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DATE: APRIL 2023



Examined by: *Teja Khandolkar*

Seal of the School

DECLARATION BY STUDENT

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I hereby declare that the data presented in this Dissertation / Internship report entitled, "**Usage and Attitude towards Rice in Goa**" is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Mr/Ms/Dr/Prof. Teja Khandolkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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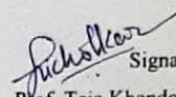
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COMPLETION CERTIFICATE

This is to certify that the dissertation/internship report "Usage and Attitude towards Rice in Goa" is a bonafide work carried out by Ms. Sneha Sanjeev Hasbe under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **MBA** in the Discipline of Marketing at the Goa Business School, Goa University.


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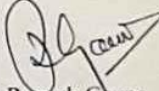
This is to certify that Ms. Sneha Hasbe, Student of the Goa Business School, undergoing Master of business Administration (MBA) has successfully completed Internship between 1st March 2023 to 26th April 2023 at Farm Express.

During the internship, she was found to be sincere, hardworking & dedicated towards the tasks assigned to her.

We wish her all the best & success in her future endeavour.

Place: Thivim Industrial Estate

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BRIEF PROFILE OF THE COMPANY

Farm Express is Goan based company which is situated in Thivim. Farm Express is a wholesale supplier of various staple products such as rice, dal and pulses, wholegrains, spices, and dry fruits. They supply their products all over Goa one of the best-selling brands in Goa.

Farm Express sells one of the best and finest qualities of rice and whole grain. It is wholesome, healthy and sortex cleaned. It is the most trusted brand with 0% impurities and 100% taste. Farm Express brings the finest selection of whole grains, dals, rice, spices, and dry fruits to make the food truly loveable.

The quality of the product is best, and attention to detail is a hand-picked product that makes Farm Express stand apart from the other brands. It is directly picked from the farmers, mandis, and mills. Which is processed and packed in a clean, pest-controlled facility and sorted, cleaned, quality checked produced. And it is taken care that only freshest batch is in every store.

Farm Express supplies its products to various mega marts and supermarkets in Goa. These supermarkets include Delfino's, Magsons, AJ supermarket, Farm Express wholesale stores, Bardez Bazar, etc.

INTRODUCTION ON THE PROJECT TOPIC

Ever since the beginning of agriculture in human history, rice has provided the ultimate benefits to mankind as a staple food. Rice has rich carbohydrates that give ample energy and also provide fats, vitamins, and some other essential nutrients. Rice is probably the greatest source of energy for human beings. Since ancient times rice has been a major food in the world it does not exclude India. As we all know that, India is the world's 2nd largest producer of rice.

In India rice is grown in 43.86 million ha, the production level is 104.80 million tones and the productivity is about 2390 kg/ha (Agricultural Statistics at a glance-2015). It is grown under diverse soil and climatic conditions the productivity level of rice is low compared to the productivity levels of many countries in the world.

We also know that Rice is the predominant staple food crop of Goa occupying more than 37 percent of the net cultivated area in the State. It is cultivated under three distinct ecologies during the *kharif* season. In *morod* lands, midlands or *kher* lands and the *khazan* lands 32 percent and the rest covered under *rabi* season.(Korikanthmath et al., 2010)

This project topic is mainly based on ‘Usage and attitude towards rice in Goa’. This project topic is to understand buying patterns of the customer’s and retailers’ usage and attitude towards rice in Goa. This will help in understanding the customer’s choice and preference towards different types of rice for their daily as well as occasional consumption. This will help in understanding why people prefer certain types of rice or not. And to help retailers behaviour in selling the best rice to the customer’s demand. And the need to concentrate on relaunching the four different types of rice i.e. local boiled rice, Sona-masuri steam rice, Jeera steam rice and Kolam raw rice.

LITERATURE REVIEW

Rice is one of the most important grains in the world. It is not only consumed as a staple food in many Asian countries, but its acceptance and interest are getting bigger in Europe and the United States. Accordingly, rice is traded internationally and international rice market has been expanded greatly in the past decades.(Son et al., 2014). The need necessary knowledge of the circumstances which require the production, supply and the market to determine appropriate policies and programs in the agriculture sector, planners' awareness of consumer buying behavior is important too. The true identifying of consumers’ buying behavior can help the

producers, suppliers, sellers, market planners and agricultural activists in Iran to plan suitable programs for rural and rural economic development.(Rahnama, 2017).

We also see that improving the sustainability of rice production is important given rice's position as a global staple food and its relatively large environmental footprint. The Sustainable Rice Platform (SRP) initiative aims at increasing the adoption of sustainable practices in rice production globally.(Okpiaifo et al., 2020).

It is also seen that there is a vast consumer preference in the bulk and packaged rice. it is known that expiration clarity is a positive attribute in both packaged rice and bulk rice, followed by the ease of obtaining in the bulk rice, and the contents in the packaged rice. The attributes with positive value indicates the key factor that determine consumer's assessment in choosing certain rice brand. From the differential comparison, it is found that branded packaged rice is generally better in attributes as compared to bulk rice. And the efforts to increase rice agro-industrial in local farmer level are recommended, so that they can enjoy the benefits of the multi-attributes attached in the branded packaged rice that they produced.(Widayanti et al., 2020).

It is also knowing and see that Consumers' preference toward rice that has the aroma trait is evolving. It can be see that due to the income growth, as income rises, diversification away from non-aromatic rice to aromatic rice in the diet has increase. It also says that consumer preferences for rice is expected to converge to aromatic rice, resulting in a further increase in demand for this rice. As rice importers are the ones bringing these preferences in from the exporting countries, it calls for the convergence of preferences toward aromatic rice Jasminization.(Kariyasa & Dewi, 2011).

It can be also seen that different Socio-Economic Status (SES) group characteristics and sensory evaluations related to rice. This is also a better target to investigate consumer preference and determine if sensory attributes can be used to predict consumer acceptability

for different varieties of rice. It is to signify different from ordinary rice regarding outlook, good cooking, palatability and cleanliness. Consumers are also willing to pay more for such other varieties.(Azabagaoglu & Gaytancioglu, 2009)

Also we see that the probability of choosing soft rice is highest for consumers in Cambodia. The second and third most preferred rice attributes are taste and aroma, respectively. The results also indicate that rice consumption is significantly affected by location, economic class of consumers, family size and educational attainment.(Bairagi et al., 2019).

Consumer's high affinity for imported rice could partly be attributed to the poor quality and non-availability of the domestically produced rice. Domestically milled rice is of poor quality and only a small portion of it is made available at the key urban markets. This is because local rice is produce mostly by farm households at subsistence level of which a portion is kept for family and the surplus is sold at the village market centres. consumers prefer imported rice to locally produced rice because of the absence of foreign material, better grain quality, ease of cooking, and fragrance. Apart from price and grain characteristics that influence consumer's rice preference, there another socio-economic factors that could consumer's preference for rice in Ghana and other parts of the world.(Danso-Abbeam et al., 2014).

It is also seen that parboiled rice consumption trends by households is important because parboiled rice provides economic benefits as well as health benefits compared to non-parboiled ordinary milled rice. Thus, the objective of this study is to examine the patterns and determinants of parboiled rice consumption by Sri Lankan households. And also seen that despite its nutritional and health benefits, results show that the likelihood of consuming parboiled rice has decreased over the years. There are significant ethnic and regional differences in consuming parboiled rice supporting the claim of heterogeneous distribution of rice consumption patterns even within the same country.(Pallegedara, 2020).

And we also see that demographic factors and consumer preference for special rice attributes were identified to affect purchasing behavior for special rice. Size of household, marital status, number of children, household income and gender of consumers are the main socio-demographic factors that significantly influence households' choices of special rice for home consumption in the area. It also suggests that product attributes such as flavour and aroma, availability, brand name and quality also influence the frequent purchasing of Basmati rice among the Malaysian consumers. However, price and easy preparation are not significant in influencing the frequent purchasing of Basmati rice since most consumers are aware that special rice such as Basmati is expensive and all rice has to be prepared in a usual way.(Abdullahi Farah et al., 2011).

RESEARCH GAPS AND QUESTIONS

To understand the different types of rice and customer's preferences towards different types of rice and to understand the usage and attitude of the retailers to sell the demanded rice by the customers. And also to help the company make a better decision on relaunch of the 4 different types of rice in the market i.e. local boiled rice, Sona-masuri steam rice, Jeera steam rice and Kolam raw rice.

And the Research Questions for Survey on Rice are as follows:

Q1. What is the market potential for Rice?

Q2. What are the variants of Rice consumers purchase?

Q3. What are the factors that influence consumers while purchasing their daily Rice?

Q4. Where do consumers prefer to purchase daily Rice?

Q5. Quantity of Rice purchased at a time?

Q6. How often do consumers purchase daily Rice?

Q7. What do consumers look for in Rice?

PROJECT OBJECTIVES

The project objective of this rice survey research is to

1. To understand the usage and attitude towards rice in Goa.
2. To understand the rice retailers of Goa.

PROJECT METHODOLOGY

Data collection

1. Primary source:

The collection of primary source of information was gathered from the consumers as well as the retailers to understand the rice purchase behaviour of the customers. Primary data was the prime source of information for the survey to understand usage and attitude. The google form questionnaire consisted of a Likert scale which had nominal and scale-based questions.

2. Secondary data:

Elaborated on various types of secondary data in the research on the topic 'Usage, attitude towards rice in Goa'. Sources like various research papers, internet searches, other online data from various websites, etc. These sources were most considered secondary data.

Sample size

To study on "Usage and Attitude towards rice in Goa", 150 customers are selected to study the Goan customers and 40 retailers of various supermarkets have been taken as sample size to

understand the usage and attitude towards different types of rice used. The sample is selected based on convenient sampling.

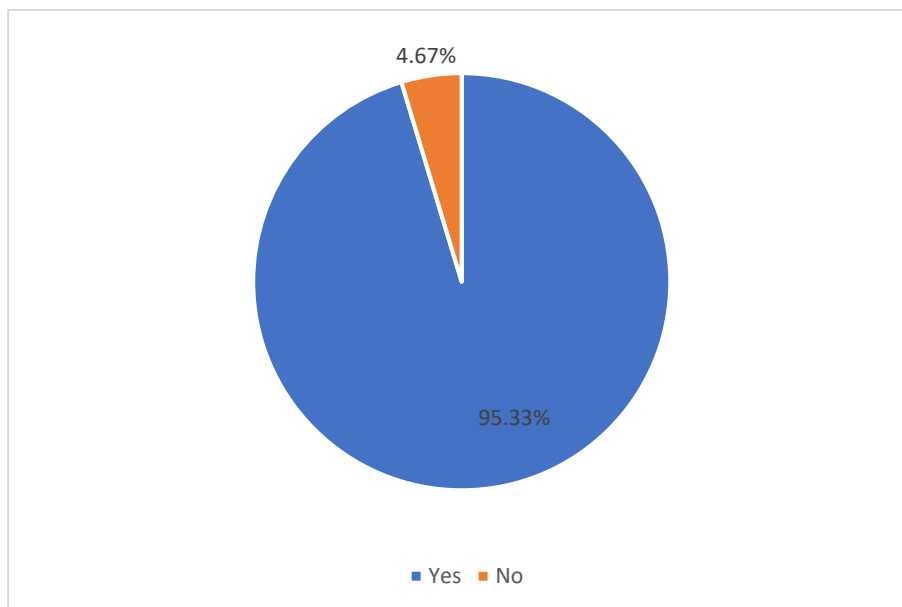
Period of study

The period of study was two months.

DATA ANALYSIS AND DISCUSSION

A) Analysis of Consumer's Responses Towards Rice

To study and understand the rice purchase behaviour of the customers, 150 consumer responses across various parts of the state were taken as a sample. The analysis of the data collected from 150 consumers has been analysed as follows.



The above pie chart depicts the consumer's responses toward rice consumption. It can be seen that out of 150 respondents most of the respondents i.e. 95.33% of the customers prefer rice as part of their daily meals. Out of that, only 4.67% do not prefer rice as a part of their daily meal.

I. Descriptive Statistics of Demographic Profile of the Consumers:

In the below table, we can see that Descriptive Statistics of the demographic variables are shown below and explained with its respective diagram with their respective matrices.

1. Age

	Frequency	Percent	Cumulative Percent
18 - 24	7	4.7	4.9
25 - 34	33	22.0	28.0
35 - 44	41	27.3	56.6
Valid 45 - 54	33	22.0	79.7
55 - 64	23	15.3	95.8
65+	6	4.0	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts the distribution of age groups. Out of the 143/150 respondents, 4.7% of the respondents are 18 - 24 years old, 22.0% of the respondents belong to the age group of 25 - 34 years old, 27.3% of the respondents belong to the age group of 35-44 years and 22.0% of the respondents belong to the age group of above 45-54 years. And 15.3% belong to 55-64 years old. The remaining 4.0% are in the age category of 65+. Thus, the majority of respondents are aged between 35 - 44 Years old years.

2. Gender

	Frequency	Percent	Cumulative Percent
Male	43	28.7	30.1
Valid Female	100	66.7	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The chart shows the gender of respondents, where 30.1% of respondents are male, 69.9% are female respondents out of 150 respondents. Thus, the majority if the respondents are females of around 66.7%.

3. Education

	Frequency	Percent	Cumulative Percent
Valid			
Below SSC	1	.7	.7
SSC	5	3.3	4.2
HSSC	12	8.0	12.6
Graduation	104	69.3	85.3
Post-Graduation	21	14.0	100.0
Total	143	95.3	
Missing			
System	7	4.7	
Total	150	100.0	

The above chart depicts the educational background of the respondents. 69.3% of the respondents are Graduates, 14% of the respondents are Post-Graduates, 8% of the respondents are HSSC passed, 3.3% of the respondents are SSC and 0.7% of the respondents have education below SSC out of 150 respondents. Thus, the majority of the respondents are Graduates.

4. Occupation

	Frequency	Percent	Cumulative Percent
Valid			
Business	6	4.0	4.2
Service	70	46.7	53.1
Home maker	52	34.7	89.5
Retired	15	10.0	100.0
Total	143	95.3	
Missing			
System	7	4.7	
Total	150	100.0	

The above chart depicts the occupation of the respondents. 46.7% of the respondents are service oriented. 34.7% are homemakers, and 10.00 % of the respondents are retired. 4.00% own their business. Thus, the majority of the respondents are from the service sector.

5. Annual Income

	Frequency	Percent	Cumulative Percent
Valid Below 2 Lakh	9	6.0	6.3
2 Lakh to 5 Lakh	74	49.3	58.0
5 Lakh to 10 Lakh	58	38.7	98.6
Above 10 Lakh	2	1.3	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts the annual income of age groups. Out of the 150 respondents, 6.00% of the respondents are earning below 2 lakhs, 49.3% of the respondents earn 2 lakhs to 5 lakhs, 38.7% of the respondents earn 5 lakhs to 10 lakhs and 1.3% of the respondents earn above 10 lakhs. Thus, the majority of responders are earning between 2 lakhs to 5 lakhs.

6. Main cook in the house/ user of rice.

	Frequency	Percent	Cumulative Percent
Valid Myself	99	66.0	69.2
My Spouse	29	19.3	89.5
My Parents	13	8.7	98.6
Maid	1	.7	99.3
Anyone else	1	.7	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts the main cook in the house/ the user of rice in the household. We can see that 66.00% of the respondent's cook rice by themselves in the house, whereas 19.3% of

the respondent's spouse cook at their house. 8.7% of the respondent's parents cook rice at their house. The remaining 0.7% are the respondents like maid or anyone else who cook rice at the house. Thus, the majority of the respondents are the customers themselves who are the main cook in the house/user of rice.

7. Who decides which rice to buy? / Buyer of rice

	Frequency	Percent	Cumulative Percent
Valid Myself	101	67.3	70.6
My Spouse	26	17.3	88.8
My Parents	14	9.3	98.6
Maid	2	1.3	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above pie chart depicts, who decides which rice to buy/ Buyer of the rice in the household. We can see that 67.3% of the respondent's buy rice by themselves in the house, whereas 17.3% of the respondents are the spouse who buy rice in their house. 9.3% of the respondent's parents buy rice at their house. The remaining of 1.3% of the respondents are maid to buy rice at the household. Thus, the majority of the respondents are customers themselves who decide which type of rice to buy/ buyer of rice.

8. Household size

	Frequency	Percent	Cumulative Percent
Valid 2 members	19	12.7	13.3
3 members	24	16.0	30.1
4 members	58	38.7	70.6
5 members	28	18.7	90.2
More than 5 members	14	9.3	100.0
Total	143	95.3	
Missing System	7	4.7	

Total	150	100.0
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The above pie chart depicts, the household size of the consumer. We can see that almost 38.7% of respondents are 4 members, whereas 18.7% respondents have 5 members. 16.0% of the respondents are 3 members, 12.7% of the respondents are 2 members and the remaining 9.3% of the respondents are more than 5 members in a household. Thus, the majority of the respondents are from the category of 4 family members in a household.

II. Descriptive Statistics of Purchase Behaviour of the Customer towards Rice

In the below table, we can see that Descriptive Statistics of the purchase behaviour of the customer towards rice variables are shown below and explained with their respective diagram with their respective matrices.

1. Frequency of rice eaten daily

	Frequency	Percent	Cumulative Percent
Valid Two meals per day	92	61.3	64.3
One meal per day	50	33.3	99.3
Less than 3 times per week	1	.7	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts that the frequency of rice eaten daily for their everyday meal. We can see that 61.3% of the respondents eat rice for two meals per day, whereas 33.3% of the respondents consume rice for only one meal per day. And 0.7% of the respondents consume meal for less than 3 times per week. Thus, the majority of the respondents are from the category of consumption of rice for two meals per day.

2. Awareness of rice

	Frequency	Percent	Cumulative Percent
Valid Raw (Surai)	41	27.3	28.7
Valid Steam	75	50.0	81.1
Valid Par Boiled (Ukade)	27	18.0	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts the Awareness of rice in the consumers. We can see that 50.0% of the respondents are aware of steam rice, whereas 27.3% of the respondents are aware of raw rice. And 18.0% of the respondents are aware of par boiled (Ukade) rice. Thus, the majority of the respondents are those who are aware of steam rice.

3. Types of Rice

	Frequency	Percent	Cumulative Percent
Valid Sona-masuri steam rice	22	14.7	15.4
Valid Jeera steam rice	52	34.7	51.7
Valid Kolam raw rice	37	24.7	77.6
Valid Local boiled rice (Goan Ukade rice)	27	18.0	96.5
Valid Other	5	3.3	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts the types of rice preferred by the customers. We can see that 34.7% of the customers prefer Jeera steam rice, whereas, 24.7% prefer Kolam raw rice and 18% prefer Local boiled rice (Ukade rice). Whereas, 14% of the customers prefer Sona-masuri steam rice and 3.3% of the customers prefer any other rice. Thus, the majority of the respondents prefer Jeera steam rice for their daily consumption.

4. Quantity of rice purchased

	Frequency	Percent	Cumulative Percent
Loose by the Kilo	2	1.3	1.4
1 kg pouch	20	13.3	15.4
5 kg packet	54	36.0	53.1
10 kg packet	35	23.3	77.6
26 to 30 kg Bags	32	21.3	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts that the quantity of rice purchased by the customers. We can see that around 36.0% respondents prefer to buy 5 kg packet of rice whereas, 23.3% of the respondents agree to buy 10 kg packet of rice for their daily use. 21.3% of the customers prefer 26-30 kg bag to buy and 13.3% of the respondents prefer 1 kg pouch to buy. And the least 1.3% of the respondents prefer to buy Loose by the kilo. Thus, the majority of the respondents prefer to buy 5 kg packet of rice for daily consumption.

5. Purchase of daily rice

	Frequency	Percent	Cumulative Percent
Weekly	7	4.7	4.9
Monthly	64	42.7	49.7
3 Months	43	28.7	79.7
6 Months	26	17.3	97.9
Yearly	3	2.0	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts that how the purchase of daily rice is done by the respondents. We can see that 42.7% of the respondents to buy their daily rice on monthly basis, whereas 28.7% of the respondents prefer to buy in 3 months' time period. 17.3% of the respondents prefer to buy in 6 months. Whereas 4.7% buy on weekly basis and 2% of the respondents prefer to buy on

yearly basis. Thus, the majority of the respondents prefer to buy their daily rice on monthly basis.

6. Price of rice

	Frequency	Percent	Cumulative Percent
<Rs. 500	20	13.3	14.0
Rs. 500 to Rs. 1000	66	44.0	60.1
Valid Rs. 1000 to Rs. 1500	47	31.3	93.0
> Rs. 1500	10	6.7	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts that price range of the rice preferred by the respondents for the rice.

We can see that 44% of the respondents prefer between the price range of Rs. 500 to Rs. 1000.

Whereas 31.3% of the respondents prefer Rs. 1000 to Rs. 1500 range. 13.3% prefer <Rs 500 and 6.7% of the respondents prefer >Rs. 1500. Thus, the majority of the respondents prefer to buy their rice from the price category of Rs. 500 to Rs. 1000.

7. Place of rice purchased

	Frequency	Percent	Cumulative Percent
Convenience Store	9	6.0	6.3
Supermarket	92	61.3	70.6
Valid Special Rice Wholesaler	39	26.0	97.9
Shop in your town	2	1.3	99.3
E-Commerce platforms	1	.7	100.0
Other	1	.7	
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts that the place of rice purchased by the respondents, almost 61.3% of the respondents prefer to buy rice from the supermarket whereas 26% of the respondents prefer

to buy from special rice wholesalers. 6% of the respondents prefer to buy from the convenience stores and 1.3% of the respondents prefer from E-Commerce platforms. 0.7% prefer from other sources. Thus, the majority of the respondents prefer to buy rice from supermarkets.

8. Communication to Purchase rice

	Frequency	Percent	Cumulative Percent
Advice from Friends & Family	84	56.0	58.7
Advertisements in Newspapers, Radio & TV media	3	2.0	60.8
Valid Information on social media like FB, Instagram, Google	7	4.7	65.7
Information on the Package of Rice	49	32.7	100.0
Total	143	95.3	
Missing System	7	4.7	
Total	150	100.0	

The above chart depicts that the communication to purchase rice. We can see that 56% of the respondents are reliable to purchase rice from the advice from friends and family. Whereas 32.7% of the respondents are reliable on the information of the package of the rice. Around 4.7% of the respondents prefer information from various social media handles and 2% of the respondents familiar with that advertisements in newspapers, radio and TV media. Thus, the majority of the respondents communicate to purchase rice from the advice of friends and family.

III. Descriptive Statistics Rice Attributes of Purchase Behaviour of the Customer

In the below statements, purchase behaviour of the customer towards rice variables are measured in the form of Likert scale and bar diagrams and shown with their respective matrices and percentages.

1. Fixed budget of rice.

		Frequency	Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.4
	Disagree	5	3.3	4.9
	Neutral	31	20.7	26.6
	Agree	80	53.3	82.5
	Strongly Agree	25	16.7	100.0
	Total	143	95.3	
Missing	System	7	4.7	
Total		150	100.0	

From the above chart we can depict that the preference to buy daily rice within the fixed budget.

We see that 16.7% of the respondents strongly agree that they like to buy their rice within a fixed budget. Whereas, 53.3% of the respondents agree to buy rice within fixed budget and 20.7% are neutral of the opinion that they buy rice in a fixed budget. 3.3% of the respondents totally disagree and 1.3% of the respondents strongly disagree on buying daily rice within a fixed budget. Thus the majority of the respondents *agree* that the prefer to buy their rice within a fixed budget.

2. Quality of rice 1 (less-sticky rice).

		Frequency	Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.4
	Disagree	5	3.3	4.9
	Neutral	26	17.3	23.2
	Agree	60	40.0	65.5
	Strongly Agree	49	32.7	100.0
	Total	142	94.7	
Missing	System	8	5.3	
Total		150	100.0	

From the above chart we can depict that the preference for less-sticky. 32.7% of the respondents strongly agree that they prefer to buy less sticky rice, whereas 40% of the respondents agree that they prefer less sticky rice. 17.3% of the respondents are neutral about their taste towards less sticky rice. 3.3% of the respondents disagree while 1.3% of the respondents strongly

disagree. Thus the majority of the respondents *agree* that they prefer less sticky rice as a quality of the rice.

3. Quality of rice 2 (Rice sorted clean and free of impurities).

		Frequency	Percent	Cumulative Percent
Valid	Neutral	2	1.3	1.4
	Agree	23	15.3	17.5
	Strongly Agree	118	78.7	100.0
	Total	143	95.3	
Missing	System	7	4.7	
Total		150	100.0	

From the above chart we can depict that the preference for sorted clean and free of impurities. 78.7% of the respondents strongly agree that they prefer sorted clean and free of impurities rice to buy for their daily consumption. 15.3% of the respondents agree whereas 1.3% of the respondents are neutral regarding the cleanliness of the rice purchased. Thus the majority of the respondents *strongly agree* that they prefer to buy rice sorted clean and free of impurities as quality of the rice.

4. Quality of rice 3 (Aromatic rice)

		Frequency	Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.0	2.1
	Disagree	13	8.7	11.2
	Neutral	55	36.7	49.7
	Agree	44	29.3	80.4
	Strongly Agree	28	18.7	100.0
	Total	143	95.3	
Missing	System	7	4.7	
Total		150	100.0	

From the above chart, we can depict that the preference for aromatic rice can be seen. 18.7% of the respondents strongly agree, and 29.3% of the respondents agree. Whereas, 36.7% of the respondents are neutral regarding their preference towards aromatic rice. 8.7% of the

respondents disagree and 2% of the respondents strongly disagree. Thus the majority of the respondents are *neutral* regarding aromatic rice as part of the quality of the rice.

5. Quality of rice 4 (High nutritional value)

		Frequency	Percent	Cumulative Percent
Valid	Neutral	3	2.0	2.1
	Agree	55	36.7	40.8
	Strongly Agree	84	56.0	100.0
	Total	142	94.7	
Missing	System	8	5.3	
Total		150	100.0	

From the above bar chart, we can depict that the preference for high nutritional value rice can be seen. 56% of the respondents prefer high nutritional value rice, whereas 36.7% of the respondents prefer agree. And 2% of the respondents are neutral about high nutritional value rice. Thus the majority of the respondents *strongly agree* that they prefer high nutritional value rice as a quality of the rice.

6. Variety of rice

		Frequency	Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.4
	Disagree	11	7.3	9.1
	Neutral	42	28.0	38.5
	Agree	57	38.0	78.3
	Strongly Agree	31	20.7	100.0
	Total	143	95.3	
Missing	System	7	4.7	
Total		150	100.0	

From the above chart, we can depict that the understanding of different varieties of rice available in the market can be seen. 20.7% of the respondents strongly agree that they understand the varieties if rice available in the market. 38% agree whereas, 28% of the respondents are neutral regarding the varieties of available in the market. 7.3% of the

respondents disagree whereas, 1.3% of the respondents strongly disagree. Thus the majority of the respondents *agree* that they understand varieties of rice in the market.

7. Branded rice

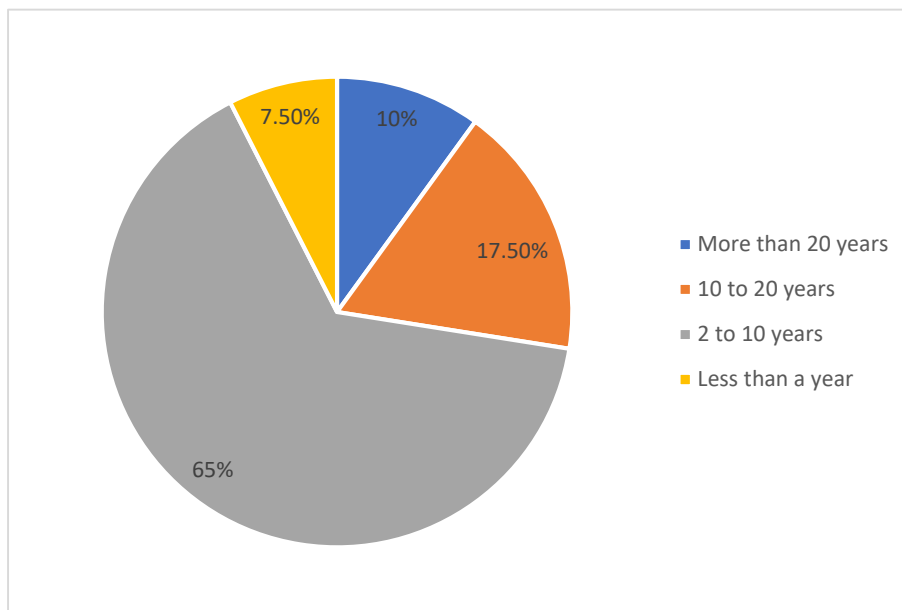
		Frequency	Percent	Cumulative Percent
Valid	Disagree	13	8.7	9.1
	Neutral	34	22.7	32.9
	Agree	52	34.7	69.2
	Strongly Agree	44	29.3	100.0
	Total	143	95.3	
Missing	System	7	4.7	
Total		150	100.0	

From the above chart, we can depict that the preference for Branded rice can be as seen. 29.3% of the respondents strongly agree that they prefer branded rice, 34.7% of the respondents agree, whereas 22.7% of the respondents are neutral as per their preference towards branded rice. 8.7% of the respondents disagree. Thus the majority of the respondents *agree* that they prefer branded rice.

B) Analysis of Retailer's Responses Towards Rice

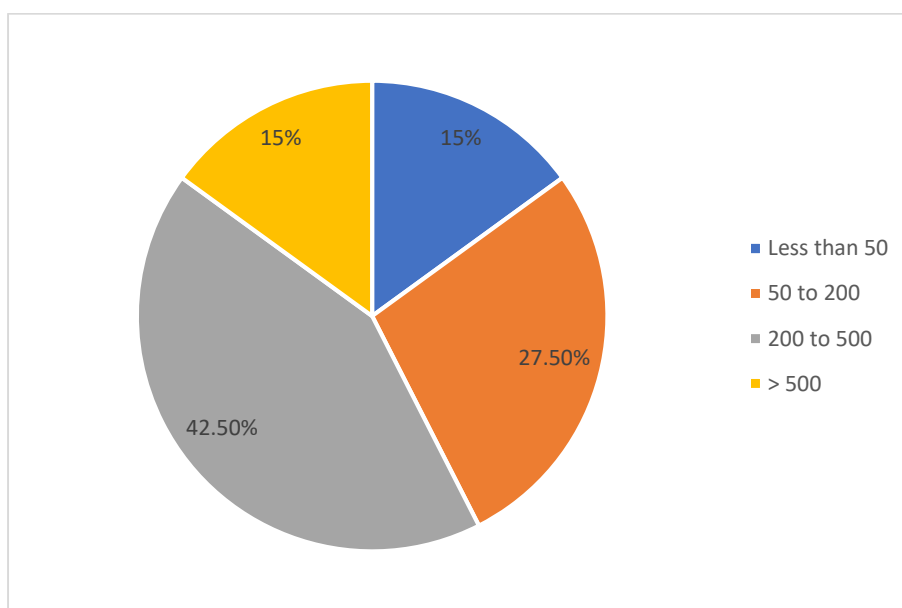
To study and understand the retailer's responses towards rice, we have collected 40 retailer's responses from various supermarkets across various parts of the state were taken as a sample. The analysis of the data collected is from 40 retailers has been analysed as follows.

1. How many years are you running this store?



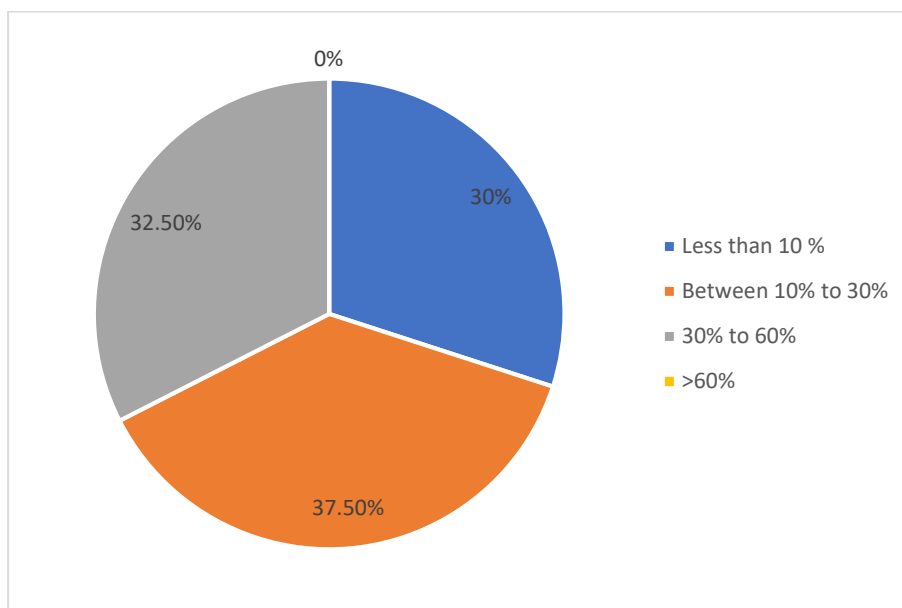
From the above pie chart, we can depict that, 65% of the retailers are running their store between 2 to 10 years. Whereas, 17.50% of the retailers have been running between 10 to 20 years. 10% of the retailers have been running more than 20 years, whereas 7.50% of the retailers have been running for less than a year.

2. How many people visit the store on an average day?



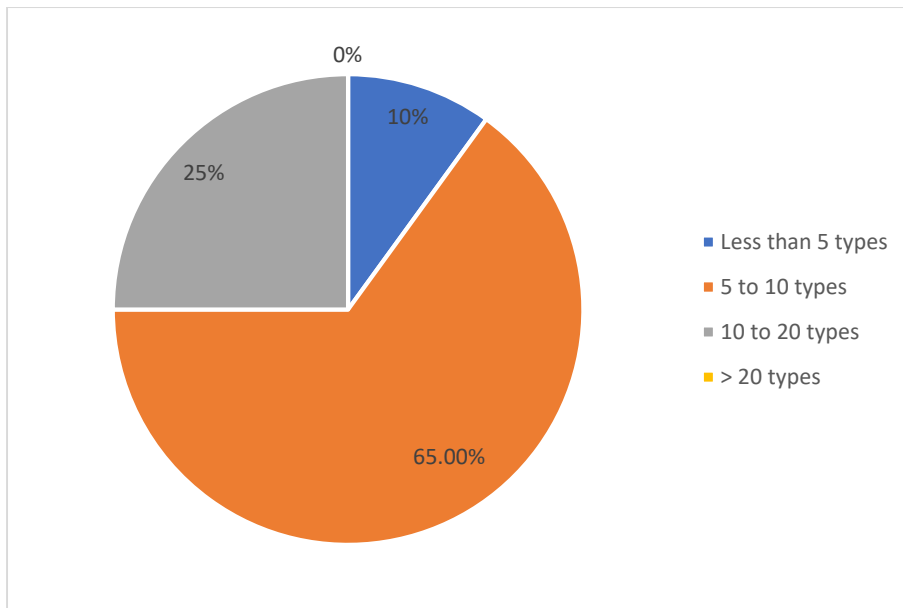
From the above pie chart, we can depict that the visitation to the retail store of customers on average day can be seen. We can see that 42.50% of around 200 to 500 customers visit retail store on an average day. Whereas, 27.50% of around 50 to 200 customers and 15% of around less than 50 customers in few retail stores, whereas 15% for > 500 customer's footfalls in few stores.

3. What is the percentage of Rice sales in your total sale?



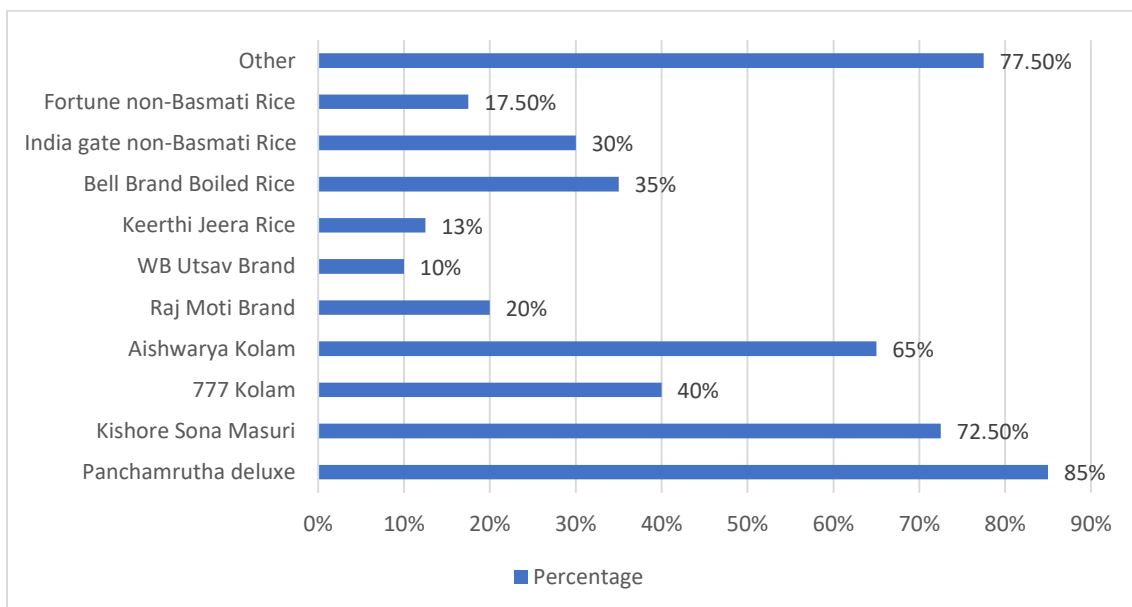
From the above pie chart, we can depict that the percentage of rice sale in the total sale of a retail store can be seen as follows. 37.50% of the rice sale is between 10% to 30% of few retail stores, whereas, 32.50% of the rice sale is between 30% to 60%. And around 30% of the rice sale out of total rice sale in few retail store is less than 10%.

4. How many types of Rice are you stocking in your shop?



From the above pie chart, we can depict that the types of rice stocking done in a retail shop is as follows. Almost 65.00% of the rice stock is of 5 to 10 types. 25% of rice stocking is done of 10 to 20 types, whereas 10% is done of less than 5 types.

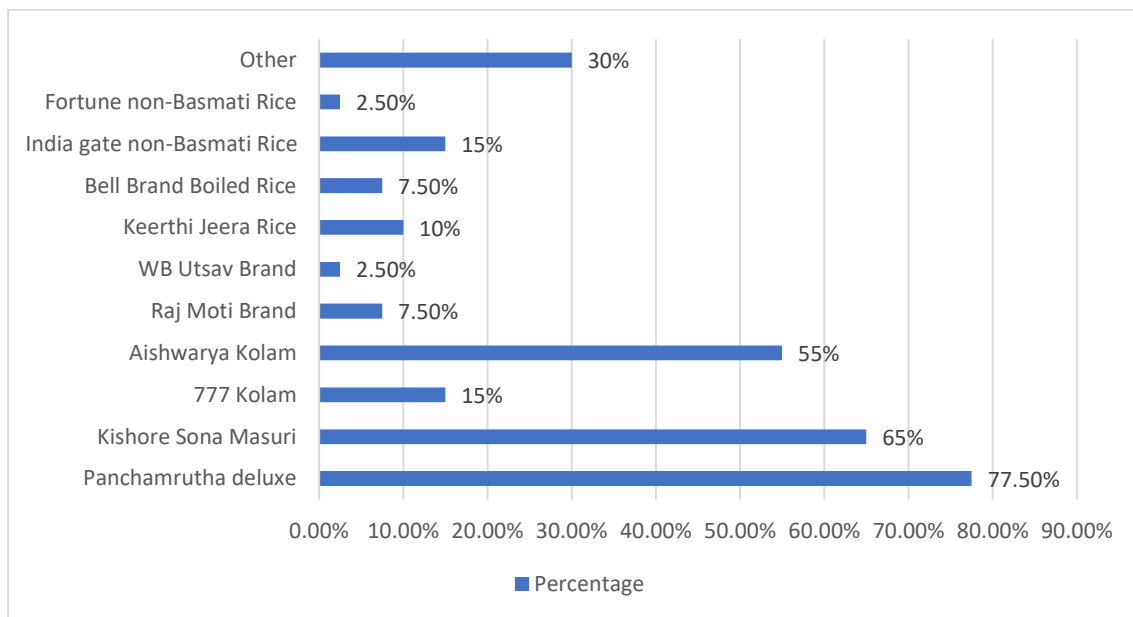
5. Which brand of rice are you selling in your store?



From the above bar chart, we can depict that the brands of rice selling in the store are as follows. 85% of Panchamrutha deluxe is sold, 77.50% of any other brand, 72.50% of Kishore Sona

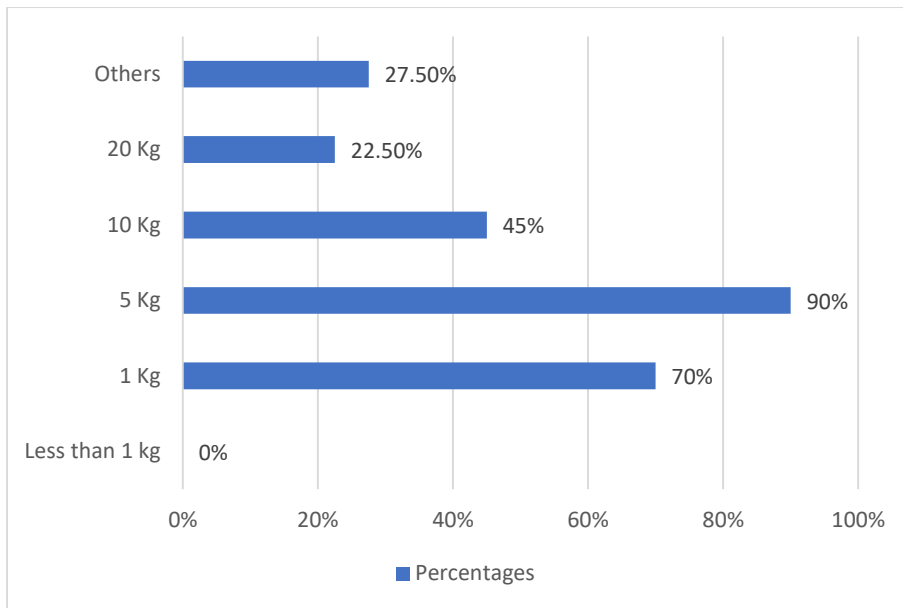
Masuri, 65% of Aishwarya Kolam, 40% of 777 Kolam, 35% of Bell Brand Boiled Rice, 30% of India gate non-Basmati rice, 20% of Raj Moti Brand, 17.50% of Fortune non-basmati rice, 13% of Keerthi Jeera rice and 10% WB Utsav brand rice. These were the brands selling in the store.

6. Which is the most sold Rice Brand on a monthly basis?



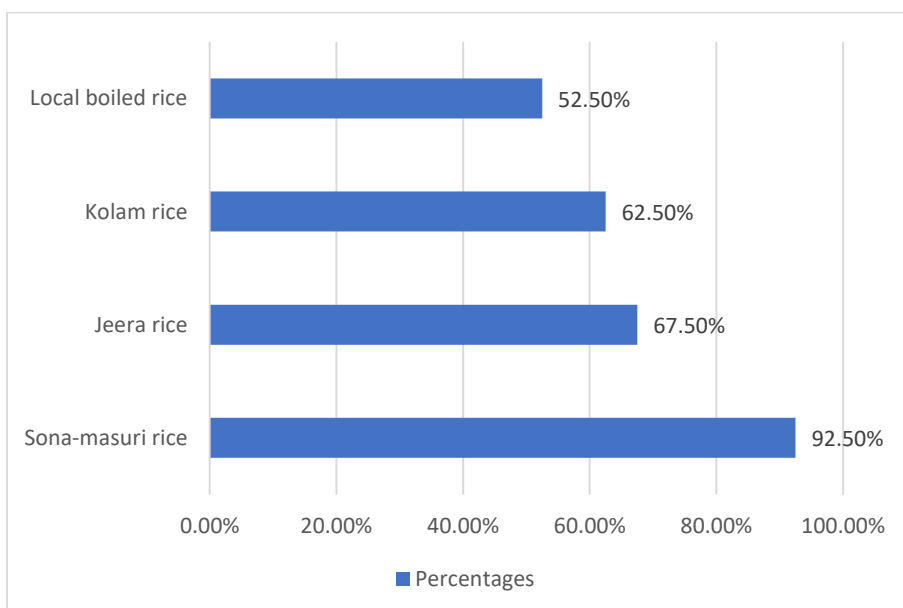
From the above bar chart, we can depict that the most sold rice brand on the monthly basis are as follows. Panchamrutha deluxe is sold most at around 77.50%, 65% of Kishore Sona Masuri, 55% of Aishwarya Kolam, 30% of other rice brands, 15% of 777 Kolam and India gate non-basmati rice. 10% of Keerthi Jeera rice, 7.50% of bell brand boiled rice, and 2.50% of both WB Utsav brand and Fortune non-basmati rice.

7. What quantity of rice is purchased by the customer from your store?



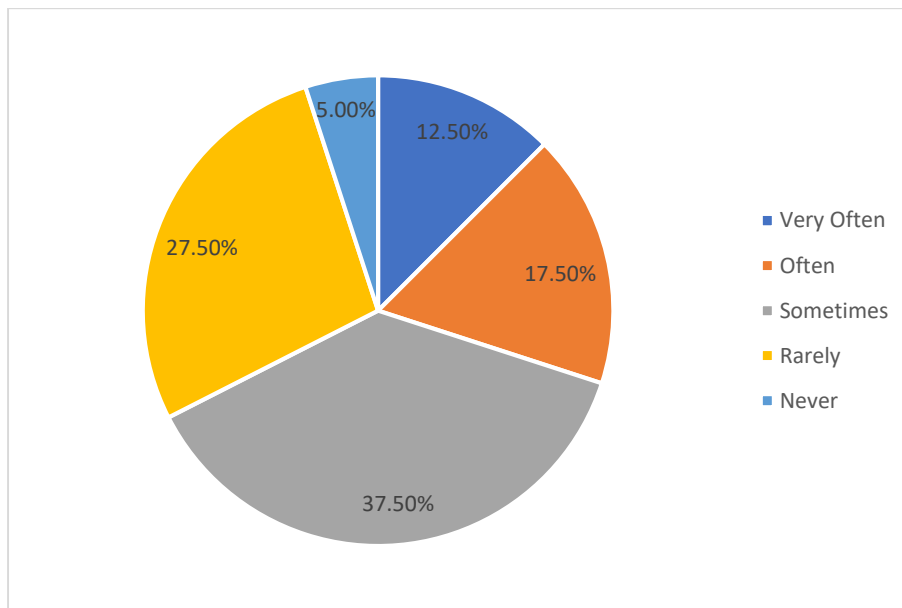
From the above bar chart, we can depict that the quantity of rice is purchased by the customer from store as follows. 90% of 5Kg rice packet is purchased by the customer from the store for daily use. Whereas, 70% of the 1 kg rice pouch is purchased. 45% is purchased of 10 kg rice packet and 20 kg of rice is around 22.50%. and other are around 27.50%.

8. Which is the most sold type of rice given below on monthly basis?



From the above bar chart, we can depict that the most sold type of rice given below on monthly basis as follows, 92.50% of the rice sold on monthly basis is Sona Masuri. 67.50% of Jeera rice is sold and 62.50% of Kolam rice. Whereas, around 52.50% of local boiled is sold.

9. How dependent the customers on your opinion to buy type of rice?



The above pie chart depicts that; how dependent are the customers on the opinion of the retailers on which type of rice to buy. We can see that 37.50% of the customers are sometimes dependent on the retailer's opinion to buy rice. 27.50% of the customers rarely dependent, 17.50% of the customers are often dependent on the retailer's opinion. Whereas, 12.50% of the customers are very often dependent and 5.00% of the customers are never dependent on the opinion of the retailer.

PROJECT FINDINGS AND CONCLUSION

- In the present study, we examined the various rice attributes that are valued by the consumers from various parts of the state of Goa and the various factors that influence consumer's decisions on buying daily rice for the consumption of the consumer.

- It can be seen that there is a very high frequency of consumption of daily rice.
- We have also seen that the rice consumption pattern is affected by the annual income, user of rice, buyer of rice, household size, occupation, gender, education and age of the consumer.
- The important part is that the household size and total number of members in a household also positively influences the customer's preference for rice, the quantity and quality of rice to buy additional to keeping the annual income in mind. They also see other features in rice such as how clean and free of impurities the rice is and also the nutritional benefits.
- It can be seen that the customers are aware of the processing of rice. Majority of around 50% prefer steam rice. Whereas, 27.3% of the customers are aware of raw rice and 18% of ukade rice.
- It can be seen that the majority of the customers that prefer different types of rice as for the part of their daily meal. But the majority of the customers i.e. around 34.7% of them preferred to buy steam Jeera rice for their daily meal.
- Majority of the customers prefer i.e. 36% of the customers prefer to buy 5 kg quantity of rice for their daily meal. And also around 23.3% of the respondents prefer to buy 10 kg rice for daily meal purposes.
- Majority of the customers, 42.7% like to buy their daily rice on a monthly basis, whereas 28.7% prefer to buy it in 3 months.
- Majority of the respondents of around 31.3%, preferred to buy their rice within the price range of ₹1000 - ₹1500.
- Majority of the customers of around 61.3%, preferred place to buy their is from the supermarket in that area.

- Majority 56% of the communication of rice is done through the advice from friends and family.
- While looking at the attributes of the rice, we can see that the majority of around 53.3% of the respondents agree that they prefer to buy their rice at a fixed budget.
- And regarding the four different types of quality of rice we see that, quality of rice one, 40% of the respondents agree that they prefer less sticky rice, whereas regarding quality of rice 2 i.e. rice sorted clean and free of impurities is strongly agreed and preferred by almost 78.7% of the respondents. As of aromatic rice i.e. quality of rice 3 we see that 36.7% of the respondents are neutral. The respondent's response for the quality of rice 4, having high nutritional value 56% respondents strongly agree about it.
- Regarding the other attributes of rice, we see that the 38% of the respondents agree that they understand the varieties of rice available in the market. And majority of 34.7% of the respondents agree that they prefer branded rice.
- To understand the retailers of Goa, we collected 40 retailer's responses towards rice from various supermarkets across various parts of the state, and sample where collected. The analysis of the data collected is from 40 retailers has been analysed and understood.
- From the interaction with the 40 retailers we see that, majority of 65% of the retailers are running their store between 2 to 10 years. And on an average day, 42.50% of the retailers said that there are around 200-500 customer's footfalls or visit on average day at the store.
- Regarding the percentage of rice sale out of the total sale of the retail store, we see that majority of 37.50% of the rice sale is done between 10% to 30% out of the total sale.
- Regarding the types of rice are stocked the shop, we can see that the majority of 65% of the rice stock is of 5 to 10 types of rice done in every particular store.

- We also see that the most preferred brand of rice as per the retailer's observation, majority 85% of the retailers say that *Panchamrutha deluxe* is the most preferred brand of rice by the customers. And as per the retailers, we see that majority of 77.50% of *Panchamrutha deluxe* is the most sold rice brand on monthly basis, followed by 65% *Kishore Sona-masuri* rice brand sold on monthly basis.
- The quantity of rice purchased by the customers from the retail store as per the retailer says that majority of around 5 kg packet is purchased by the customers for their daily rice consumption.
- The majority of the most sold type of rice on the monthly basis purchased by the customer for their daily use is the Sona Masuri rice i.e. is around 92.50% sold from as per every retailer.
- It was also seen that the dependence of the customers on the opinion of the retailers to buy the type of rice, we see that majority of the retailer around 37.50% said that the customers sometimes are dependent on the retailer's opinion to buy the rice.
- In addition, the customer's preferences are found to be completely different between various cities in terms of their priorities and choice of settings.

SUGGESTIONS AND RECOMMENDATIONS TO THE COMPANY

Based on the observations of the survey. I would suggest some recommendations as well as the plus points that need to be improved from my perspective.

- Advertising should show how Jeera rice is superior and can be combined with most non veg and veg curries while basmati is being advertised only for biryani.
- While 10kg packets should be made available due to customer preference as the data shows, it's also important to keep it pocket friendly i.e. cheaper as company will also save on packaging, distribution and storage of smaller quantity packets.

- Advertising should also focus on local cuisine and promote make in local as this generation is more focused on “buy local and think global”.
- Giving options for brown rice or unpolished rice would be an added advantage for diet conscious public and also cater to people with chronic diseases like diabetic etc.
- Packaging and advertising of the product should focus not only about the hygiene and nutrition but a small fact about the local rice which show the importance of it in local cuisine will make a positive difference.
- A small forgotten traditional recipe using rice behind the pack may encourage the people to try the brand.
- Recommended sales location also through corporate supermarkets like Bagayatdar etc.

LEARNINGS DERIVED DURING THE INTERNSHIP PERIOD

Working with Farm Express was truly a wonderful and initiative experience for me. During my internship period, the learnings derived are as follows.

- We got to interact with various customers and different retailers at various supermarket location.
- We got to understand the usage patter of rice by the customer. Their awareness towards different types of rice and rice processing activity. And also the retailer’s awareness and knowledge of the sale of brands of rice done.
- We understood the different types of rice available in the market, various rice processing techniques and the market size of the rice and many other different qualities and varieties of the rice.
- We also understood the dynamics of the retail store and understood the sale of rice out of the total sale taking palce.

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ANNEXURES

Questionnaire

CUSTOMERS QUESTIONNAIRE

Introduction:

Hi! I am _____ and I’m a student of Goa University (MBA). Today we hope to capture your valuable opinion on rice. The information that you share with us is completely confidential and we will never reveal your personal identity at any point through this study. Could we have 2 minutes of your time for the same?

Section A - Screener:

1. Do you eat rice as part of your meal?
 - Yes - Go to Section B
 - No - Close

Section B:

2. How often do you eat rice?
 - Two meals per day
 - One meal per day
 - Less than 3 times per week
3. Which of the following terms are you familiar with in daily rice processing?
 - Raw (Surai)
 - Steam
 - Par boiled (Ukade)
4. Daily, which of the following type of rice do you usually eat?
 - Sona-masuri steam rice
 - Jeera steam rice
 - Kolam raw rice
 - Local boiled rice
 - Other
5. When you purchase your **daily rice**, how much quantity pack size do you buy?
 - Loose by the Kilo
 - 1 kg pouch
 - 5 kg packet
 - 10 kg packet
 - 26 to 30 kg Bags
6. How often do you purchase your **daily rice**?
 - Weekly
 - Monthly
 - 3 Months

- 6 Months

- Yearly

7. On average, what is the monthly amount spent on the purchase of your **daily rice**?

- < Rs. 500
- Rs.500 to Rs. 1000
- Rs.1000 - Rs.1500
- > Rs.1500

8. From where do you purchase your **daily rice**?

- Convenience Store
- Supermarket
- Special Rice Wholesaler Shop in your town
- E-Commerce platforms
- Other

9. Rate the below statements

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
RP					
I prefer to buy my daily rice within a fixed budget.					
I prefer less- sticky rice.					
I like rice that is sorted clean and free of impurities					
I prefer aromatic rice.					
I prefer rice that has high nutritional value					
I Understand variety of Rice available in the market					

I prefer Branded rice					
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Demographic Profile

10. Who is the main cook in the house?

- Myself
- My Spouse
- My Parent
- Maid
- Anyone else

11. Who decides which rice to buy?

- Myself
- My Spouse
- My Parent
- Maid

12. What is the Source of information that enables you to make a decision on which rice to buy?

- Advice from Friends & Family
- Advertisements in Newspapers, Radio & TV media
- Information on social media like FB, Instagram, Google
- Information on the Package of Rice

13. How many people are there in your family/household?

- 2 members
- 3 members
- 4 members
- 5 members

- More than 5 members

14. Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

15. Gender:

- Male
- Female
- Other

16. Education:

- Below SSC
- SCC
- HSCC
- Graduation
- Post-Graduation

17. Occupation:

- Business
- Service

- Home maker

- Retired

- Other

18. Annual Income

- Below 2 Lakh
- 2 Lakh to 5 Lakh
- 5 Lakh to 10 Lakh
- Above 10 Lakh

19. Name of the store: _____

20. Place: _____

RETAILERS QUESTIONNAIRE

Introduction:

Hi! I am _____ and I'm a student of Goa University (MBA). Today we hope to capture your valuable opinion on agricultural produce. The information you share with us is completely confidential and we will never reveal your identity at any point through this study. Could we have 2 minutes of your time for the same?

1. How many years are you running this store?

- More than 20 years
- 10 to 20 years

- 2 to 10 years
 - Less than a year
2. Typically, how many people visit the store on an average day?
- Less than 50
 - 50 to 200
 - 200 to 500
 - > 500
3. What is the percentage of Rice sales in your total sale?
- Less than 10 %
 - Between 10% to 30%
 - 30% to 60%
 - >60%
4. How many types of Rice are you stocking in your shop?
- Less than 5 types
 - 5 to 10 types
 - 10 to 20 types
 - > 20 types
5. Which brand of rice are you selling in your store? (Multiple choice)
- Panchamrutha deluxe
 - Kishore Sona Masuri
 - 777 Kolam
 - Aishwarya Kolam
 - Raj Moti Brand
 - WB Utsav Brand
 - Keerthi Jeera Rice

- Bell Brand Boiled Rice
- India gate non-Basmati Rice
- Fortune non-Basmati Rice
- Other

6. Which is the most sold **Rice Brand** on a monthly basis? (**Rate Top 3 rice**)

- Panchamrutha Deluxe
- Kishore Sona Masuri
- 777 Kolam
- Aishwarya Kolam
- Raj Moti Brand
- WB Utsav Brand
- Keerthi Jeera Rice
- Bell Brand Boiled Rice
- India gate non-Basmati Rice
- Fortune non-Basmati Rice
- Other

7. What quantity of rice is purchased by the customer from your store?

- Less than 1 kg
- 1 kg
- 5 kg
- 10 kg
- 20 kg
- Others

8. Which is the most sold type of rice given below on monthly basis?

- Sona-masuri rice

- Jeera rice
- Kolam rice
- Local boiled rice

9. How dependent the customers on your opinion to buy type of rice?

- Very Often
- Often
- Sometimes
- Rarely
- Never

10. Name of the store: _____

11. Place: _____