



## OLD ROOT WITH NEW SPROUTS: A STUDY FOR INTRODUCING FLAVORS IN KUNDA&KARDANTIN BELAGAVI

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### **Abstract**

*The Belagavi (formerly known as Belgaum) is famous for two traditional sweets i.e. Kunda nad Kardant. To attract the new buyers and capture the market one marketing idea was conceptualized to introce some flavors in these twao dishes. In order to check the consumers perception about introduction of flavors in Kunda and Kardant in the market, relevant primary data was collected and analyzed. Present research is an articulation of this conception. Resaercher has concentrated on analysis of consumer's perception and preference for such diversified product.*

**Keywords: Consumer, Flavor, Kunda, Kardant, Preference.**

### **INTRODUCTION**

Belagavi, recognized as second capital of Karnataka, has also some peculiarities with it. One of it is special food items like Kunda and Karadant. These locally prepared sweet dishes are so popular that sometimes Belagavi is also referred as 'Kundanagari'. The method of preparing these food items is quiet traditional so as to keep the taste original.

The marketing mantra for any business is to develop the product to give higher level of satisfaction to the consumer. The dynamic business environment and change in taste and preferences of consumers has created the need to make changes in characteristics of these food items.

In present research, the concept of introducing the flavors in Kunda and Kardant is coined and has been put for the test for the analyzing consumer acceptance for such innovations.

This research is conducted by Department of PG Studies in Commerce, Lingaraj College (Autonomous), Belagavi as an academic activity for M.Com Students.

### **CONCEPTUAL FRAMEWORK**

#### **About Kunda**

Kunda, a sweet cuisine, is famous especially for its unique taste. It is made out of milk and sugar. It is liquid version of Pedha and solid version of Basundi. It should be consumed as fresh sweet. Belagavi town is very famous for Kunda. As a state border city, it is full with outsiders and more number of tourists. They are usual targets for Kunda sellers. Since it is purely milk made sweet, any flavor can be added to it. Suggested flavors are Keshar, ilaichi, mango, chocolate etc. Such flavors are not available in the market.

#### **About Kardant**

Kardant is also a sweet cuisine and famous for its unique taste. Actually Karadant is produced in neighboring town for Belagavi city i.e. Gokak. However the lead market is Belagavi city. It is more durable product. It contains desiccated coconut, edible glue and dry fruits. It is nutritious cuisine. Suggested flavors for it are Honey, Chocolate, Mango etc.

### **LITERATURE REVIEW**

i. Ray Winger , a food engineer in U.S.A. has explained the issue of introducing innovations in food product. In his research work he opined that Food Product Development is very systematic and commercially developed research work to satisfy consumers and gain more profit.

ii. The normative models for such kind of development in food products are given by Booz, Allen and Hamilton Inc. (1982) and that of Cooper and Kleinschmidt (1986). There are essentially four basic stages in these models for every product development process. These are:

- a) Product strategy development
- b) Product design and development
- c) Product commercialization
- d) Product launch and post-launch

iii. A more technical assessment has been given by Earle and Earle (2000). They defined the innovation spectrum as “new to the world”, “product improvements” and “cost reductions”. They then defined three broad levels of innovations: incremental, major and radical. Product platforms were then used to group similar products. Changes to products made within a platform are “derivative” changes. It is also possible through radical changes to form new platforms of products.

iv. Article published in Economic Times has spoken about ‘crisis of creativity’, it has expressed that least innovations are tried in food sector i.e. 1.6%. Such research development budget is majorly spent for innovation in packaging and not for making product development.

v. Discussion with staff members of *Kunda and Kardant* Sellers has indicated that they never try new recipes or innovations if the product is already popular.

### 10 Famous Similar Innovations in the Market

Following are the shortlisted innovative products. The innovation proposed in present research is quiet similar to following list. The companies which have made innovations; have claimed that these innovations are successful.

SI No.	Name of Product	Description
1.	DF Mavins	<ul style="list-style-type: none"> <li>Non Dairy Icecreams</li> <li>Ice Craem made from Soya and Coconut Milk</li> </ul>
2.	Ek Chok (by Cocaso Chirilo)	<ul style="list-style-type: none"> <li>Organic Chocalate</li> <li>Nutralite initiative</li> </ul>
3.	Chio Pod	<ul style="list-style-type: none"> <li>Healthy milk consistier in eatable flavors especially snacks</li> </ul>
4.	Epic (by BISON)	<ul style="list-style-type: none"> <li>Protine Bars with catchy non veg food test</li> </ul>
5.	Frozen meals (by Lyfe Kitchen)	<ul style="list-style-type: none"> <li>Frozen whole meal</li> <li>For instance Orango Mango Chicken</li> </ul>
6.	Sweet Lorens	<ul style="list-style-type: none"> <li>Ready to bake cookies</li> </ul>
7.	Sosu	<ul style="list-style-type: none"> <li>Artisian Sauces</li> <li>Sauces in flavors like lemon grass, yellow curry</li> </ul>
8.	Udi’s	<ul style="list-style-type: none"> <li>‘Soft’ Baked Cookies</li> </ul>
9.	Kolat Superfood	<ul style="list-style-type: none"> <li>Fusion food</li> </ul>
10.	Amy’s	<ul style="list-style-type: none"> <li>Organic Candy</li> </ul>

#### ▪ Case Study of famous Indian sweet ‘Pedha’:

‘Pedha’ is a very famous Indian sweet which is available all over country. There are may flavors of pedha already introduced in the market. These flavors are Malai, Mango, Pista etc. They are equally popular in the Indian sweets market. The product Kunda is similar to pedha as it has same ingredients.

#### ▪ Lessons

- i. Kunda and Kardant made in Belagavi are very popular products in market.
- ii. There is no benchmark in the industry for introducing innovations.
- iii. Recepies of Kunda and Kardant provides wide scope of innovations.
- iv. If flavors are going to be introduced 4 step developmental model should be used.
- v.

Present research aimed to find out introducing such flavors will be acceptable by customers or not. During Pilot study, it was realized that such flavored items will have acceptance and branding of particular seller is possible. However it will not replace the original product and it will not render any super profit.

#### Objectives

1. To identify consumers’ response if flavors are introduced in ‘Kunda’ and ‘Karadnat’
2. To identify consumers perception for change in present taste of ‘Kunda’ and ‘Karadnat’

## Rationale

The concept of introducing flavors is originated from marketing of ice creams and beverages through flavoring. Milk products are usually available in many flavors as they are accepted by the market. Kunda and Kardant are also milk products. Flavors for these has not been provided anywhere in the market. The present research is an attempt to find out whether this strategy will be accepted by customers or not.

## Hypothesis

H<sub>0</sub>: Customers will prefer flavored Kunda&Kardant.

H<sub>1</sub>: Customers will not prefer flavored Kunda&Kardant.

The above hypothetical proposition is converted into quantitative terms for data analysis and interpretation

## Research Design

The following steps are followed to collect and to analyze data so as to find conclusion for stated research problem:

1. Step I: Drafting questionnaire

One close ended questionnaire is framed to analyse the consumption behavior pattern of Kunda and Kardant consumers. The questionnaire is drafted in such a way that respondent will prescribe his opinion and willingness for purchase of flavored Kunda and Kardant. The questionnaire was common for Kunda and Kardant innovations.

2. Step II: Determination of sample:

For this research simple random method was used. Students were sent to 3 Kunda and Kardant selling centers. They have interacted first 100 customers on a particular day.

3. Step III: Collection of Data:

By above process, 100 customers have become respondent for the research and interviews with them have worked as source of Primary data.

Secondary data was collected through books, journals and internet.

4. Step IV: Data Analysis:

- i. Each choice available for respondent carries some value already assigned to it. If response is in favor of hypothesis then value will be 2 and if it is not in favor value will be 1.
- ii. Responses were analyzed and calculation of total score obtained by each respondent was calculated. More the favor to hypothesis higher will be the score.
- iii. On above basis respondents are classified into four groups and pivot table was prepared.

iv. Statistical Processing:

For above data Mean, S.D. and Student's T distribution is calculated.

v. Findings and Interpretation

5. Step V: Conclusion

## Limitations

1. Sampling method was simple one. Sample size has become zero which is not considered as ideal.
2. Respondents were confused as they don't have such experience at Kunda shop. They were not classified on the basis of their loyalty and amount of consumption.
3. Flavors were not fixed rather respondent was supposed to suggest some flavors.
4. Questionnaire was set close ended questions, majority of which were dichotomous questions.

## Primary Data Collection

1. Interview with *Kunda & Kardant* Consumers:

As discussed earlier in Research Design, close ended questionnaire was drafted and same has been given to respondents to give their opinion. Close ended 9 questions were asked along with open ended 2 questions. To keep responding process easy and unambiguous, more number of dichotomous questions were asked. Students of M.Com. have made groups and visited top 3 Kunda and Kardant selling centers in Belagavi. First 100 customers were the respondents for interaction.

2. Interview with Sellers:

The *Kunda & Kardant* sellers and their laborers have agreed that innovation in present process for making above item is not difficult. Addition of flavor will improve the present taste without any price differentials. They also have presented case study of 'Flavors in *Pedha*'

## DATA ANALYSIS

### Step 1: Coding of questionnaire

Each choice has been given code. If respondent select particular answer, the code will be added his total score. If the answer is favorable to hypothesis code will be '2' and '1' will be for non-favorable answer. Each respondent will be gaining a separate score and he will be classified accordingly. At the end Pivot Table is prepared.

### Step2: Preparation of Pivot Table

According to score obtained, respondent will be classified in a particular range. More number of score renders affirmation to hypothesis. Minimum possible score was 7 and maximum was 13. In simple word we can say that if the response sheet obtains score 7, respondent will 'not at all buy' flavored cuisines. And if it scores 13 then respondent will 'surely' buy such products.

Further respondent are also classified in two more categories i.e. 'Probably buy' and 'Probably not buy'.

Following Pivot Table has been produced

SI. No.	Category	Range	Frequency
1	Not at all buy	6.5- 8.5	01
2	Probably not buy	8.5-10.5	37
3	Probably buy	10.5-12.5	54
4	Surely buy	12.5-14.5	08

Arithmetic Mean= 10.88

Standard Deviation=4.5362

### Step 3: Quantifying hypothetical statements

$H_0$ : Customers will prefer flavored Kunda&Kardant.

$H_1$ : Customers will not prefer flavored Kunda&Kardant.

For further process above statements are converted into following manner.

$H_0: \mu_0 \geq 10.5$  and  $H_1: \mu_1 < 10.5$

Since  $H_1$  contains '<' it is left sided test.

### Step 4: Test statistic

Since standard deviation for the whole population is unknown following formula has been used to calculate Test statistic.

$$T_c = \frac{\text{Mean} - \mu_0}{S1\sqrt{n}}$$

$$T_c = \frac{10.88 - 10.5}{4.53 - \sqrt{100}}$$

$$=- 0.8376$$

### Step 5: Critical Value using T Distribution:

The test statistic follows Student's T distribution with n-1= 99 degree of freedom. For left tailed test and for level of significance of 0.05, the critical value (using the table) is - 1.6604

### Step 6: Decision Making

Since calculated value of test statistic is greater than critical value 'Accept the Null Hypothesis i.e. Customers will prefer flavored Kunda&Kardant.'

## SIGNIFICANT FINDINGS

1. The above data analysis has shown that more number of people agreed that they will prefer flavored Kunda and Kardant i.e. 62%
2. Moreover from Pivot table researcher has estimated that only 1% people will not at all buy, it means remaining 99% will not deny the product at least before consumption. This also suggests that people are ready to compromise present taste of Kunda and Kardant for better taste.



3. Only 8% has shown commitment to buy such product. The data analysis has shown that respondents are not very anxious for such change in flavor.
4. However T statistics has proved that the experiment will not be worthless. **Customers will prefer flavored Kunda&Kardant.** Hypothesis is proved.

### **CONCLUSION**

People are ready to compromise present taste of Kunda and Kardant for better taste. More number of customers are not native from Belagavi. Both of dishes doesn't have any religious significance like Pedha . Hence there is scope for innovation. If this innovation is made through introducing flavors, definitely customers will buy the products. By adopting aggressive marketing techniques people will get convinced to buy these innovated products.

However this innovation will not replace the original products. If innovated products are too good then only they will be preferred hence this research work is titled as 'old root with new sprouts'

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