Consumer Perception on Basic Spice: A Comparative Study between Branded & Open Spice

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Abstract: **The study on consurmer perception on basic spice was undertaken to analyse the gap between consumers' perception & existing market scenario with reference to opened and branded ones specially chili, turmeric, cumin and coriander. Data for the study were collected both from secondary as well as primary sources through content analysis, questionnaire and face to face conversation It is observed from the analysis that most of the respondents used branded spices under Radhuni Powered Spice which they found most hygenic than open spices. The study recommended that Radhuni Basic Spice(RBP) need to conduct frequent consumer survey to develop new user group for the products with increased promotional expenses. The study concluded that more research work should be done on RBS to expand market in competitive situation and to attract the consumers in broader perspectives.**

I. INTRODUCTION

1.1 *Statement of the Problem*

Spices are the imperative ingredient to make food tasty and delicious. It is the most common and important ingredient for food items of our daily consumption. A Bangladeshi cannot think of a meal without using spices, it is our food habit and traditionThe history of spice is almost as old as human civilization. It is a history of lands discovered, empires built and brought down, wars won and lost, treaties signed and flouted, flavors sought and offered, and the rise and fall of different religious practices and beliefs. Spices were among the most valuable items of trade in ancient and medieval times. In the organization the policy planner must be benefited through this study. They know about the perception of consumer, they can understand how the consumer divert from open spice to branded spice, and what they think about the branded spice specially Radhuni.

1.2 Literature review

The study considered the question of whether consumers believed their buying decisions had a real effect on issues such as environmental impact. The researchers concluded that consumers' self-perception was a driving factor in whether or not they placed a priority on socially conscious purchase and consumption practices. Consumers who viewed themselves as socially conscious tended to place more weight on issues such as environmental impact when making buying decisions than consumers who did not hold similar views of themselves.

In consumer behavior, however, perception refers to much more than just the biological use of our sense organs. It includes the way stimuli are interacted and integrated by the consumer. Although there are numerous definitions in literature explaining perception from a consumer behavior perspective.

- Van der Walt (1991) adds that perception occurs when sensory receptors receive stimuli via the brain, code and categories them and assign 49 certain meanings to them, depending on the person's frame of reference. A person's frame of reference consists of a/l his previous held experiences, beliefs, likes, dislikes, prejudices, feelings and other psychological reactions of unknown origin.
- The entire process by which an individual becomes aware of the environment or a thing and interprets it so that it will fit into his or her frame of reference. (Walters et al, 1989)

A problem though with perception and related studies (Schiffman et ai, 1991) is that two individuals may be subject to the same stimuli under apparently the same conditions, but how they recognize, select, organize and interpret them is a highly individual process based on each person's own needs, values, expectations and the like. Individuals furthermore act and react on the basis of their perceptions, not on the basis of objective reality. With this in mind (Schiffman et ai, 1991), it is important that marketers understand the whole notion of perception and its related concepts so that they can more readily determine what influences consumers to buy.

The process by which people select, organize and interpret information to form a meaningful picture of the world. (Kotler & Gray)The process, by which an individual selects, organizes and interprets information to create a meaningful picture of the world. (Kerin, Hartley nad Redelious)

It's the way people gather and record information. (Gillbert A. Churchill. Jr & J Paul Peter)

Perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. (Kotler) A marketing concept that encompasses a customer's impression, awareness or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences, technology and other channels. Perception is equated with reality for most practical purposes and guides human behavior in general.Spice as powder form found in open market and in packed condition. These two the available option for a consumer to purchase powdered spice. We have conducted a consumer survey on structured questionnaire on brand perception of spice. Perceptions are developed over time through a variety of sources, including: Previous experience with the brand, Interactions with sales, customer service and other employees. Recommendations from friends and colleagues, Advertising

Before buying the spices product consumer think about the price of the product. They want to use of quality of product, in this case urban peoples are quality conscious and hygiene factor is important for them. Generally people are busy with various activities. So are very much unwilling to buy open spices and get bored of doing a manual process. They give importance availability of products. In this case they like branded spice which is hassle free and time saving.

The report is based on a comparative study between open powder spice and branded spice taking spice as generic in consideration. Mainly I focus on consumer perception of branded & open spice. And also focus on main reason for using branded spice, market share analysis, and consumer trend of using spices. Finally draw conclusion on marketing strategy of Radhuni Powder Spice.

1.3 Objective of the Study

The broad objective of this study is to analyze consumer perception on basic spices (chili, turmeric, cumin, coriander) with reference to opened and branded ones.

The specific objectives of the study are as follows:

- To know the marketing practices of Radhuni powder spice brand and its basic spices.
- To analyze the consumer perception regarding basic spice.
- To identify the gaps between the customers' perception and existing market scenario of Basic Spice**.**
- To suggest policy implications arising out of the study

1.4 Methodology

- Data sources: Data for the study were collected from secondary and primary sources
- Secondary Sources: Data collected from secondary sources were from the following areas as given under.

Serial No.	Sources	Nature of Data
1	**Company websites**	
	• www.squarefoods.com.bd	• Square consumer products ltd
	• http://www.foodproductdesign.com/articles/herbs-and-spices.html	• SWOT analysis of Radhuni Basic Spice
2	**Related Articles & Journals**	
	• Sadeghi, Tooraj and Khadijeh Ghaemmaghami Tabrizi (2011), The Correlation between Feelings and Brand Perception on Purchase Intention, world Applied Sciences Journal 12 (5): 697-705, 2011.	• Adulterations of Open Market Spice • The Main Reason for Using Branded Spices
3	**Related book**	
	• Kotler, Philip.Armstrong, Gary. 2008.principles of Marketing, Pearson Prentice Hall, United State of America (Consumer Perception, P-145-146)	• Definition of consumer perception

Primary Sources:

Data collected from primary sources were based on the following stages as given under.

Selection of the study area: Data is based on Radhuni Powder Spice brand (chili, turmeric, cumin, coriander) of Square Consumer Products Ltd and Mohakhali as well as Gulshan areas were considered as the study areas . The reason was that these two areas are adjacent to researcher's organization which is easily accessible with shortest possible time with minimum cost.

Selection of the study sample: In the study, no conventional method of sampling was used because of unknown nature of the population size (N). In such a situation, considering time & fund constraints, a convenient method of sampling was used and only 200 customers who frequently consumed four basic spices under Radhuni brand were finally selected as a sample for the studies.

Data collection: The instrument for collection of data i.e. questionnaire was prepared with the variables in line with the objectives of the study. The draft questionnaire was pretested to test the suitability in the real life situation .& minor modifications were made to make it a final shape .The period of data collection continued between (5th August to 5th November,2013)

Processing and analysis of data: The collected data were coded and tabulated for analysis. The simple average, graphs, pie charts etc. were used for better interpretation of data.

1.5 Limitation

There are some limitation of the study:

- This study is a part of research program and from all over Bangladesh the researcher have selected only two areas i.e Mohakhali and Gulshan which is too small for a study .
- The researcher took only 200 respondents because of time constraints.
- This research study was made on the basis of consumer perception at Gulshan and Mohakhali areas. In different area

consumers may have different response and perception which was not possible to collect because of time and fund constraints.

- The employees of the organization were unable to provide some necessary information for pressure of their work.
- Many respondents were not well in English and needed to translate them in Bengali. So it was a matter of time.
- Finally, the criteria of selection of the respondents did not lead itself to generalization of the result.

II. SQUARE CONSUMER PRODUCTS LTD AND RADHUNI POWDER SPICE BRAND:

A Marketing Practice

2.1 Available Sources of Basic Spice in Bangladeshi Market

In case of powdered spice, consumers have two options to purchase Basic Spices.

- Open Market
- Branded Spice.

Open Spice: The sources of open spice are mainly found in the bazaars, grocery shops. and tendency of using open spices is high in the rural areas.

Branded Spice: Branded spice are basically the packed spiced that are available in our country. Major brands in our country are Radhuni, PRAN, BD, Pure, Arku etc. Branded spices claimed themselves pure and hygienic

2.2 Adulterations of Open Market Spice

Sl.No	Spice	Adulteration	Test
1	Chili Powder	Brick powder grit, sand, dirt, filth, etc.	Pour the sample in a beaker containing a mixture of chloroform and carbon tetrachloride. Brick powder and grit will settle at the bottom.
2	Turmeric Powder	Starch of maize, wheat, tapioca, rice powder and color	A microscopic study reveals that only pure turmeric is yellow colored, big in size and has an angular structure. While foreign/added starches are colorless and small in size as compared to pure turmeric starch.
3	Cumin Powder	Grass seeds colored with charcoal dust	Rub the cumin seeds on palms. If palms turn black adulteration in indicated
4	Coriander Powder	Powdered bran and saw dust, Dung powder	. Sprinkle on water surface. Powdered bran and sawdust float on the surface. Soak in water. Dung will float and can be easily detected by its foul smell.

2.3 The Main Reason for Using Branded Spices Quality remains same and Ease of carrying

- Special Taste in Crushed Spices
- Less Wastage and Quality Remains OK
- Dust free and so Its Healthy
- Saves Time & Healthy
- Hassle Free & Time Saving
- Easy to Use
- Facilitate Fast Cooking
- Hygienic

2.4 Square Consumer Products Ltd

SQUARE CONSUMER PRODUCTS LTD. have started producing and marketing intrinsic quality of powdered spices (Like chilli, turmeric, cumin and coriander), mixed spices and some ethnic snacks (Like Meat Curry Masala, Fish Curry Masala, Garam Masala, Haleem Mix, Chatpati Mix, Chanachur etc.) in terms of taste, flavor & texture. Beside these, our plan is manufacture and market various food & beverage items very shortly.

2.5 SWOT Analysis of Radhuni Basic Spices

Strengths:	**Weakness:**
• Coming from the house of " SQUARE" • SQUARE has the reputation in producing hygienic and superior quality products. • RADHUNI has established itself as a household name • Strong brand presence in the mind of the consumers	• Some consumers perceive our products to be of high price • Retailers are not happy with the benefits that we offer • Price gap with the open market is very noticeable.
Opportunities:	**Threats:**
• Rise in middle class population • Consumers have more disposable income • Consumers are saying YES to good life styles. • People are more brand conscious • Consumers are now becoming conscious about their well-being.	• No entry barrier • The consumers are heavily influenced by Indian Culture, if a reputed Indian company partners with a local company, the consumers will shift to the Indian Branded products • Political Instability • Natural disasters

Source: http://www.foodproductdesign.com/articles/herbs-and-spices.html

2.6 Market Share Analysis

Competitor	Market share (%)	Strengths	Weaknesses
Radhuni	64%	SQUARE has the reputation in producing hygienic and superior quality products.	Some consumers perceive our products to be of high price
Pran	15 %	Established itself as household brand. Strong distribution network. More than 250 products. Separate sales force	Considered as cheap products, Made headlines for adulteration
Tiger	7%	Popular in the Sylhet Region Strong distribution in Sylhet	Lack of national availability, Consumer cannot recall the brand, Established itself as a regional brand, No presence in any communication

RANI	4%	Coming from the house of Partex, which is popular in the Particle Board & Condensed Milk category.	Customers lack awareness and lack of availability
ACI Pure	3%	ACI Pure Atta, Moida and Suzi is a household name. The brand value of ACI is positive among the consumers	Limited presence in the media, lack of awareness in the mind of consumers
Others	6%	--	--

III. CONSUMER PERCEPTION- CONCRETE FINDINGS

In this section customer perception on basic spices on the basis of interview of two hundred customers and their results are furnished below

3.1 Gender of the respondents

As branded spice consumer was both the male and female, so the researchers decided to conduct survey on both male and female consumers. Therefor it was needed to identify the frequency of male and female of the survey.

Table 1: Gender of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	156	78	78	78
	Female	44	22	22	100
	Total	200	100	100	

Source: Field Survey(2013)

From the table it was found that among 200 respondents, 78% were male and the rest 22% were female. Graphically represented the information as follow:.

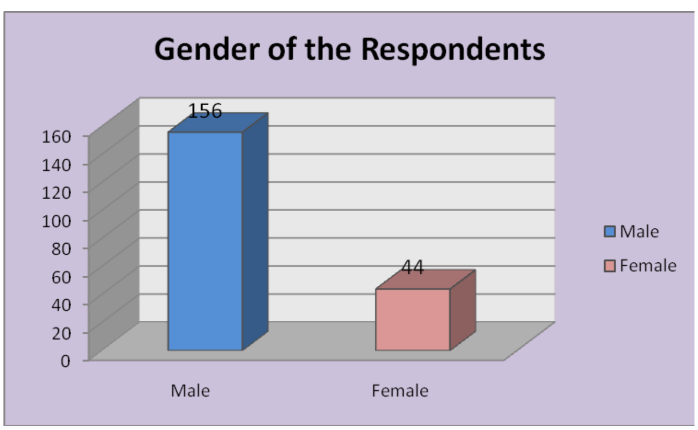

Chart 1: Gender of the respondents

3.2 Age of the Respondents

As the researcher surveyed 200 consumers for the research findings the age limit of respondents were grouped into four .. The following table shows the frequency of survey findings regarding age of the respondents.

Table 2: Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	30	15	15	15
	30-39	110	55	55	70
	40-49	40	20	20	90
	Above 50	20	10	10	100
	Total	200	100	100	

source : Field Survey(13)

It was found that 15% respondents belonged to age group 20 to 29; 55% respondents belonged to age group 30 to 39; 20% respondents beloned to age group 40 to 49; rest 10% respondents were above 50 age. The graphically represented findings of the above table shows in the following chart.

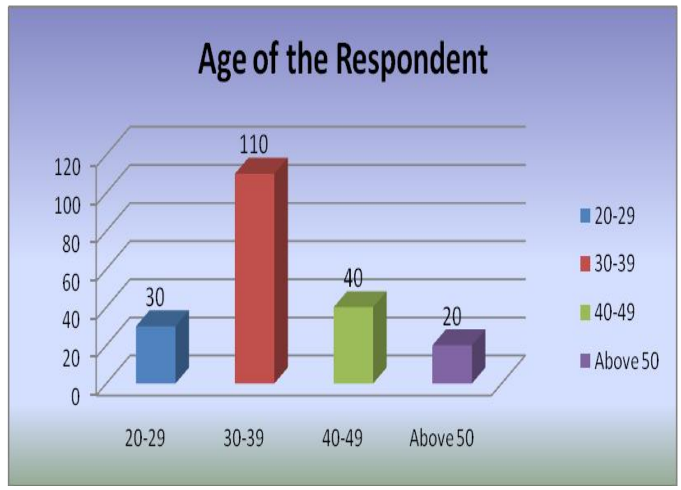

Chart 2: Age of the respondents

3.3 Occupation of the Respondents

Occupation is a very important factor in the survey because some classes of consumers thought about packet spice. Obviously they are educated and have judgmental quality. We surveyed on following sector. Note that others occupation referred to student, educated homemaker and old people.

Table 3: Occupation of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	104	52	52	52
	Business	40	20	20	72
	Others	56	28	28	100
	Total	200	100	100	

Source: Field Survey(2013)

The following chart shows the graphical picture of the above table. It was found that that 52% respondents were various services, 20% respondents from business sector. Rest 28% respondents came from others sector.

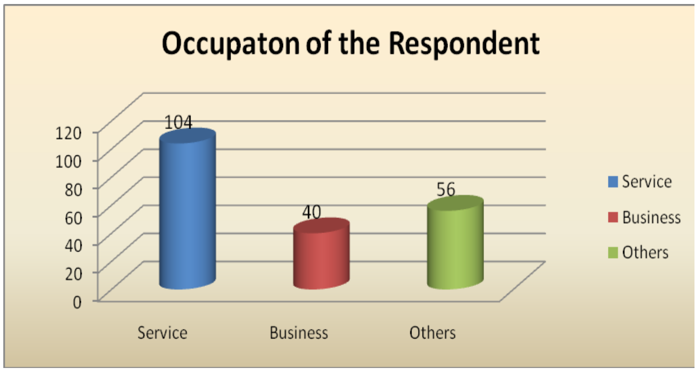

Chart 3: Occupation of the respondents

3.4 Income Level of the Respondents

Income level of the respondents is important to purchase the banded spice. As the target customer was high profile people so income level is an important factor. The following results from survey of 200 randomly selected respondents are given below:

Table 4: Income Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000 - 19000	20	10	10	10
	20000 - 29000	44	22	22	32
	30000 - 39000	96	48	48	80
	Above 40000	40	20	20	100
	Total	200	100	100	

Source: Field Survey(2013)

It was found that out of 200 respondents, 48% respondents belonged to monthly income level of Tk. 30000- Tk. 39000, 22%respondents belonged to Tk. 20000- Tk. 29000. Almost 20% respondents belonged to above Tk. 40000 income level per month. So it was found that that, our target customers iwere mostly high income group who could easily effort branded spice as branded spice is comparatively costly than the open spices. The below graph will make the result more clear.

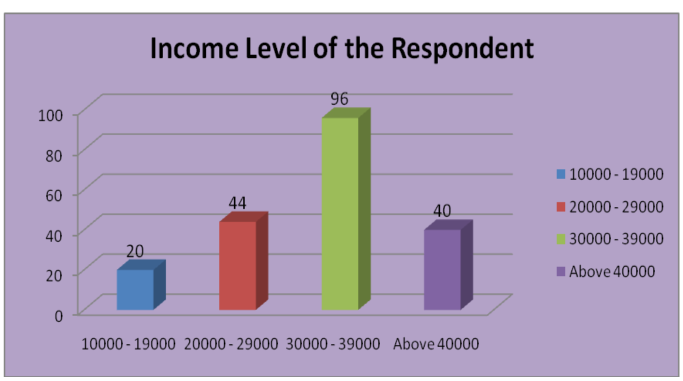

Chart 4: Income level of the respondents

3.5 Type of Spice Consumed

To make the report fruitful the researcher need to know what type of spices is used by our target customer. Because customer mainly used branded spices or open spices. Some people still tend to use spices managed by their own. Among the 200 respondent, the observation is as follows.

Table 5: Type of Spice Consumed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Branded Spice	130	65	65	65
	Open Spice	44	22	22	87
	Other	26	13	13	100
	Total	200	100	100	

Source: Field Survey(2013)

It was found that, maximum 65% respondent used branded spice and 22% respondent usd open spices. 13% consumers still manage spices by their own. They basically collected the raw spices and made the powder through local mill. They believed only in this process they can get the original taste, flavor of spices. Graphical representation of the data is as follows.

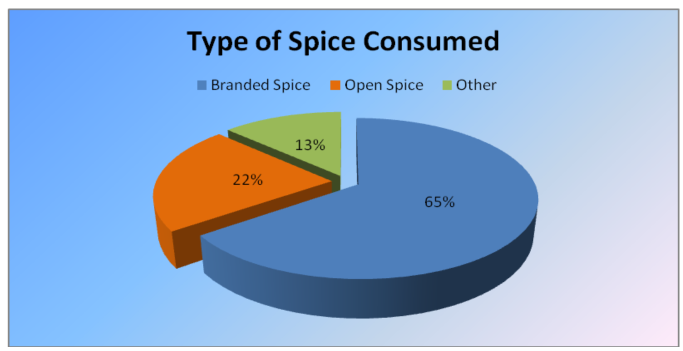

Chart 5: Type of spice consumed

3.6 Preferred Brand for Respondents

The researcher needed to identify which brand our respondent mostly consumed. we asked this question to identify the market share of Radhuni brand. .In question we named four top brand and other options indicates brands such as Tiger, ACI, Rupchada, Fresh etc.

Table 6: Preferred Brand of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radhuni	132	66	66	66
	PRAN	38	19	19	85
	BD	14	7	7	92
	Arku	6	3	3	95
	Others	10	5	5	100
	Total	**200**	**100**	**100**	

It was found that 132 respondents used Radhuni branded spice.38 respondents used PRAN spice. 18 respondents used BD, 6 respondents used Arku, 10 respondents used others spisces.

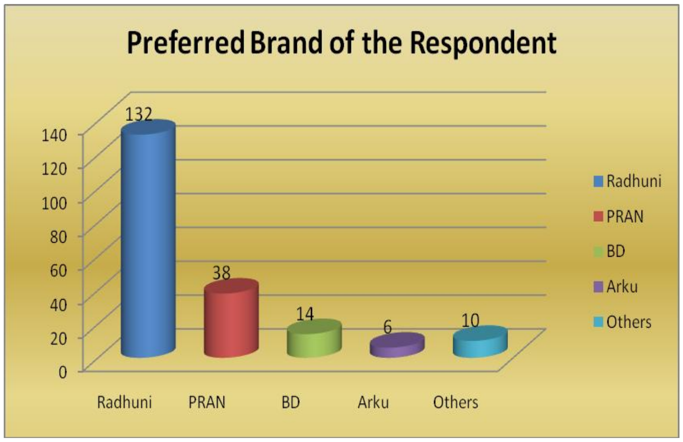

Chart 6: Preferred brand of the respondents

3.7 Does Brand name is important to the Respondents

I need to know how important the brand name is. What they feel regarding the brand name against the question we get the following result from our 200 respondent.

Table 7: Brand name is important for Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	28	14	14	14
	Agree	104	52	52	66
	Neutral	14	7	7	73
	Disagree	38	19	19	92
	Strongly Disagree	16	8	8	100
	Total	**200**	**100**	**100**	

We found that 52% respondent thought that brand name is important to them. 19% respondent thought that brand name is not important for them, 14% respondent strongly agreed about brand name. 8% respondent strongly disagreed that brand name is not important at all.

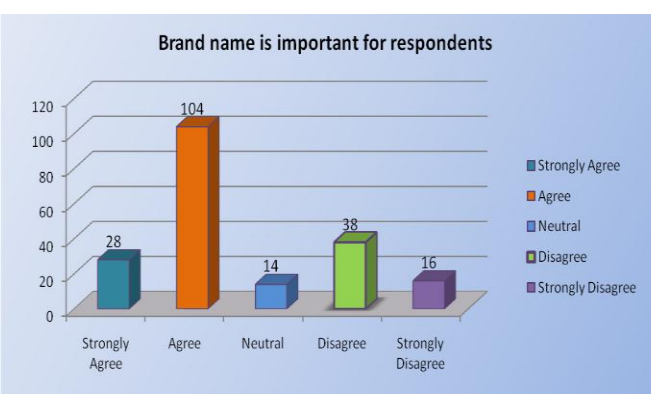

Chart 9: Brand name is important for respondents

3.8 Availability of the products is important for Respondents

Customers want the product available within their reach availability of the Product is important to them. We asked this question to our respondent and get the following response.

Table 8: Product Availability is Important for Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	156	78	78	78
	Agree	44	22	22	100
	Total	**200**	**100**	**100**	

Source:Field Survey(2013)

78% respondent thought that the products should be available within their reach. They needed the demanded products right after they felt the need of the products where ever they stay. Whereas only 22% respondent thought they would give extra effort to get their desire product if that is not that available surround them. Because they will not accept any alternative of that products.

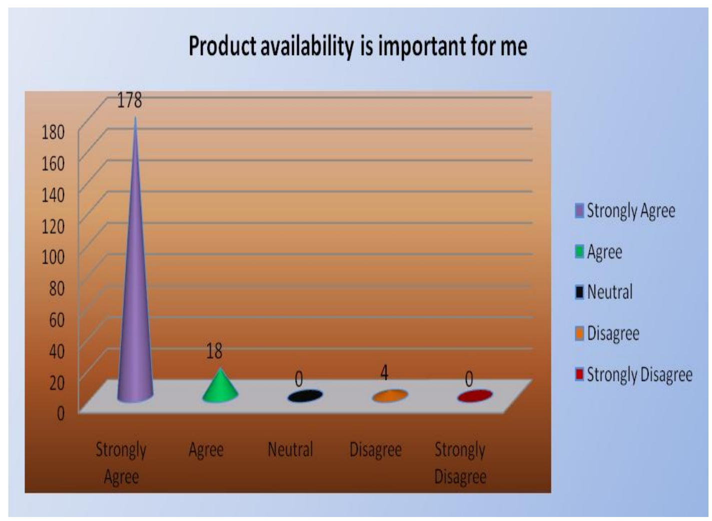

Chart 10: Product availability is important for respondents

3.9 Emphasis on Quality of Branded Spice

We need to identify the consumer perception of the branded spice quality. Usually people demanded the quality products for their daily consumption. Response from 200 respondent is as follows.

Table 9: Emphasize on quality of branded Spices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	178	89	89	89
	Agree	18	9	9	98
	Disagree	4	2	2	100
	Total	**200**	**100**	**100**	

Among the respondent, 89% not agreed to compromise with the quality of the branded spice. They needed the quality products at any cost. They strongly agreed that quality issue is most important factor where 9% only agreed with them. Rest 2% disagreed with this opinion. They thought branded spice usually quality products. So they really don't think about quality issue regarding branded spice.

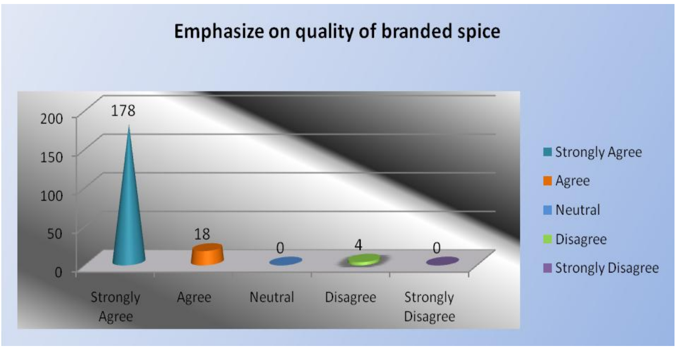

Chart 11: Emphasize on quality of branded spice

3.10 Branded spice is Costly compare than the Quality

What is the perception regarding the price of branded spice? what they thought about cost of branded spice.? Does the price is higher compare to quality? We asked the question and get the following response.

Table 10: Branded spice is costly compare than the quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	120	60	60	60
	Agree	40	20	20	80
	Disagree	40	20	20	100
	Total	**200**	**100**	**100**	

We found that 60% respondent strongly agreed that price of branded spice is higher as compared to its quality. 20% respondents simply agreed with this. Rest 20% disagreed with this statement.

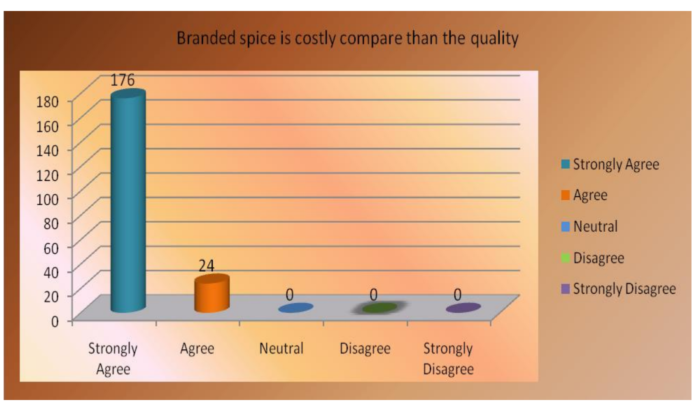

Chart 12: Branded spice is costly compare than the quality

3.11 Branded spice is Hassle Free & Time Saving

Does branded spice hassle free to use and time saving? We asked this question to our respondent and got the following response from the respondents:

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Table 11: Branded spice is hassle free & time saving

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	156	78	78	78
	Agree	30	15	15	93
	Neutral	6	3	3	96
	Disagree	8	4	4	100
	Total	**200**	**100**	**100**	

78% respondent strongly agreed that using braded spice is time saving and hassle free. Branded spice is easy to use. 15% respondent agreed that branded spice is time saving. Only 4% disagreed with this.

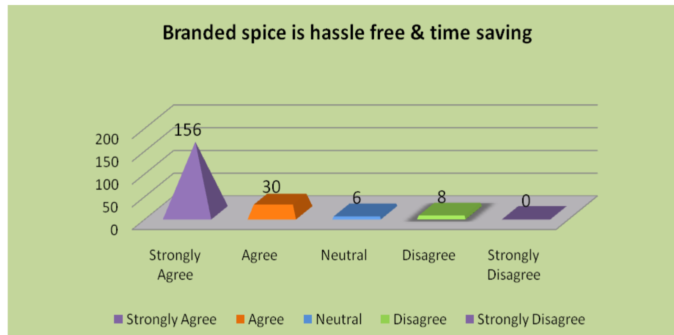

Chart 13: Branded spice is hassle free & time saving

3.12 Hygiene Factor is Important for Respondents

How much the hygiene factor is important to the consumer? What the consumer really think regarding the hygiene on branded spice. We needed to know the perception regarding the hygiene factor of branded spice.

Table 12: Hygiene factor is important for respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	176	88	88	88
	Agree	24	12	12	100
	Total	**200**	**100**	**100**	

88% strongly agreed that hygiene is very much important to them. They prioritize the health issue on consumer products. In addition, they are not agreed to compromise with hygiene issue.

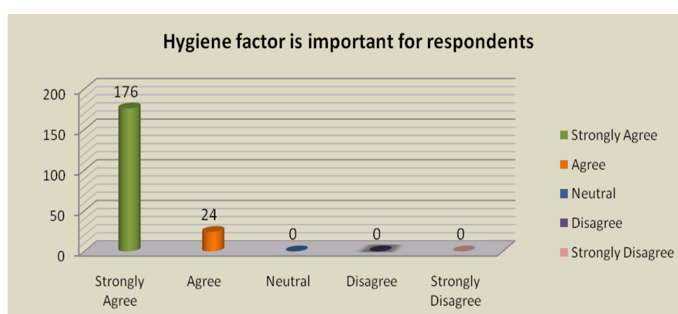

Chart 14: Hygiene factor is important for respondents

3.13 I think smell & test remain ok in branded spice

All brands usually claimed that smell and taste remain same in branded packed spice. However, what the customer's opinion regarding this issue? Does smell and taste really remain ok in branded spice? We get the following response from the respondent.

Table 13: Smell & test remain ok in branded spice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	24	12	12	12
	Agree	126	63	63	75
	Disagree	36	18	18	93
	Strongly Disagree	14	7	7	100
	Total	**200**	**100**	**100**	

12% respondent strongly agreed that test and smell agreed remained same in branded spice. While 63% respondent agreed with this. 18% respondents do not think that, taste and smell remain same in branded spice. They thought some sort of chemical is mixed with the packed spice which decreases the quality, taste and original smell.

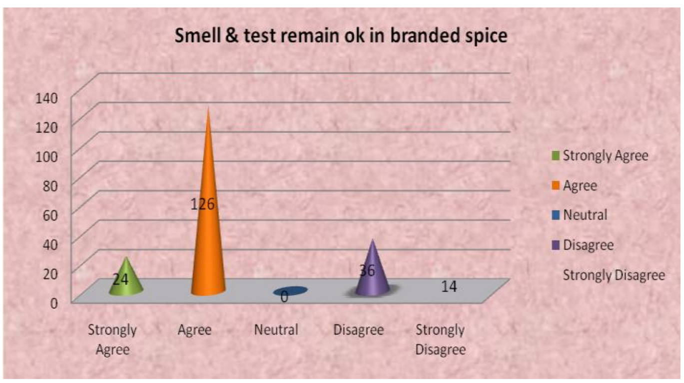

Chart 15: Smell & test remain ok in branded spice

IV. MARKETING STRATEGY TO OVERCOME PROBLEM

4.1 Target Customer Profile

Positioning Statement: Assurance of purity

Target Market of Spice*:* yes

Geographic Location: Urban

Demographic:

- Age: 25-40
- Gender: Female

Education:

- HSC/SSC: 34%
- Graduate: 33%
- Postgraduate/Vocational: 17%
- Degree/Diploma: 14%

Income Level:

- Tk. 20,000 and above: 48%
- Tk. 10,000-20,000: 47%
- Tk. 10,000 and less: 5%

Household Member:

- 3-5: 66%
- 6-8: 20%
- 1-2: 12%
- More than 8: 2%
- Social Stratification: Middle to Upper class
- Buying Habit : Frequent

- Psychographics: Look for Purity with authentic taste
  - Wants care & tenderness for the family
  - Sensible and conscious
  - Seek convenience in cooking

4.2 Consumer Trend & Outlook

Food product development needs to be based on consumers' needs and wants to be successful. Like mass-individualization, globalization and an altered interpretation of the food quality concept by consumers. Radhuni Powdered Spice has become relevant in this respect.

Female lifestyle scenario changed then one decade before. At that time, maximum female was homemaker, stay all day at house, gossiping with neighbor, watch TV, supervise maidservant, pass time to collect whole spices from market and prepare food dishes. These days unprecedented numbers of women are invading in different professions, they are well educated, concern about quality and nutritional value of product. Women also show greater concern about issues that directly affect the family and home life. They left at morning and return home at evening yet they want to take proper care of their family. Maidservants are not available like before so every work accomplished by their own. Therefore, Consumers' these days are more dependent on powdered ready spice. Since consumer have many options for branded powdered spice they want the one which assures the purity and deliver authentic taste and color.

Key consumer insights to Powder Spices

- Easy & fast cooking ensuring delicious aroma & flavor while cooking & eating.
  - Want to save time in cooking to give more time for kids, family & entertainment.
  - Want to cook with powder spice and expect traditional authentic taste and color.
  - More concern about the about the food quality and well-being of the family members and intend to take quality product.

4.3 Benefits from Radhuni Powder Spices

- Selected from best verities of quality raw materials from grower level
- Strictly maintain international quality standard.
- Assurance of quality, taste, and flavor of home – ground spice.
- Ensures delicious aroma & flavor while cooking & eating of different curries.

Product Strengths:

- Original and authentic taste & fresh aroma.
- Finely pulverized and not musty.
- 100% free from adulteration.
- Full release of flavor during cooking.
- Grinding procedure retain essential volatile oil.
- Grinded from selected crops.
- Produced from modern spice processing plant.
- Strong brand image.

4.4 Radhuni Strategy

Product Strategy

Radhuni Powdered Spice ensures purity. In the year 2012 they wanted to maintain this consistency of quality and delivered best quality spice to the consumer to satisfy their need and want. Besides basic spice is a product that have hardly any scope to add extra value to the product. Therefore we will add value through packaging by launching a different SKU in convenient Jar. Also we will add new variant of basic spice in the basic spice product range and that is "Pasted spice".

Pricing strategy

In the year 2013, the objective was to maintain competitive and stable price. The company will not give competitors any scope to gain big price advantage They will also maintain the price at an acceptable range compared to open spice. Because consumers very easily compared the price with the open spice and tend to switch from branded spice to open spice. The company maintained the competitive price by taking following steps.

Distribution Strategy

The Company will follow the existing distribution strategy and network. Currently they are using separate distribution channels for retailers, different institution, and bulk buyers like super shop, hospital, canteen etc.

To reach the above organization they have the following distribution system-

To reach all over the country, the company have the following distribution system-

To meet the objective of 2014, the company need to take following steps regarding the distribution strategy.

- Improve the outlet reach especially in the north and south region.
- Explore the new organization for sale including outside Dhaka like number of large hotel In Chittagong, Sylhet, Cox's Bazaar and other Divisional cities.

Promotional Strategy

Since there are few differentiating factors in the existing brands, the Company have to use combination of rational & emotional strategy to communicate with the consumers. So far, they have taken the position of quality product and communicated with the consumers in the same line. Radhuni already won the credibility of high quality product from the consumers. Up to 2008, they have communicated the authentic taste of Radhuni powdered spice and its pure quality. In 2008 on the communication campaign the company focused on creating awareness among consumers about not to compromise with the quality of daily food of the family as there is family health issue is concern. In 2009 the company have re-enforced & further strengthened ongoing quality issue in spice consumption by launching endorsement campaign by Siddika Kabir in all media including ATL and BTL. For 2010 to 2012 the company concentrated promotional campaign on the uncompromising stand regarding finding the best quality food ingredients for family. In the year 2014 the company will concentrate on “Radhuni gives assurance of purity that delivers desired taste and color”.

Promotional objective:

- A safe & quality assured food ingredient that will give you the feel of traditional taste with living a healthy life
- Motivate consumers relay only on Radhuni because Radhuni gives assurance of purity that delivers desired taste and color.
- Motivate target consumers for choosing the pure & quality spice for cooking through rational and emotional appeal.
- Create aspiration for using Radhuni Branded Spice in food preparation and attract new consumer.
- Create strong emotional bonding with Radhuni Branded powder spice and make it an obvious choice for consumer because Radhuni ensure purity and deliver authentic taste.

Followings are the strategic activity to achieve objective.

- About 40% of the total promotional budget will be spent in electronic media to get maximum reach. Insertion frequency will be high during launching new campaign and festival.
- 8% of the total budget will be spent on print media to support launch of new campaign.
- Shera Radhuni competition and celebration of Naridibosh event will be held in 2013 which will promote the brand among TG.
- Consumer Promotion (CP) offer will be given to give consumer extra value for their expenditure. 10% of the total promotional budget will be spent to run CP program.

V. RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations

There are good numbers of brands coming with the same proposition of good quality, so SCPL is heading towards an immense competition in near future. In the backdrop of the above findings the following recommendations can be made:

- Majority of the consumer believe that the price of Radhuni is high. Because of its quality. SCPL should consider value based pricing instead of competitive and cost based pricing.
- To increase the efficiency of the dealers, SCPL can offer special trade promotions such as incentive, bonus, foreign tours etc. for the best performers.
- The promotional effort of SCPL is satisfactory and it should be continued. At the same time, they can adopt creative advertising to differentiate their products from others.
- To hold and create new customers of Radhuni Basic Spice, SCPL should consider the following:
- Conducting frequent customer survey
- Developing new user group
- Launching new value adding products
- Identifying new overseas market for further increase in export
- SCPL need to increase their promotional expenses and it should execute the action plan properly.
- SCPL need to increase the media presence to create new customer base and remain in customer mind

SCPL is holding the maximum market share with Radhuni Basic Spice. It maintains its leadership through well-planned action program, motivated and trained personnel and by projecting a favorable company image among the customers. Under intensifying competition in the market and changing attitudes towards the branded spice powder, SCPL should consider the above recommendations.

5.1 Conclusion

In 2001, Square Consumer Products Limited introduced Radhuni Basic Spice with a vision to provide quality “ready-to-cook” food ingredients for the housewives. Within a very short span of time, Radhuni Basic Spice drew attention of modern housewives those who had a latent demand for convenience and time-saving cooking. Dedication to quality has given Radhuni Basic Spice unique position in the market.

Radhuni Basic Spice considered as the pioneer in Branded spices. By ensuring taste, quality, attractive packaging & good coverage throughout the country, Radhuni has been getting a remarkable response from market. A year after its operation Radhuni Spice achieved the crown of the leader. Products ranging from Basic spices, mixed spices, Cereal & Pulses to Edible oil are currently available under the name of Radhuni.

Radhuni Basic Spice has been dominating branded spice market since 2003. Currently in branded powdered spice category, Radhuni is the brand leader. Radhuni achieved the crown of brand leader by offering superior quality of powdered spice and authentic taste. So it can be said that Radhuni has created the branded powder spice market. As consumers are shifting towards branded powdered spice, the market size of branded powder spice is increasing very fa

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