

PRODUCT DEVELOPMENT AND PENETRATION OF DESICCATED COCONUT POWDER

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ABSTRACT

The dehydrated shredded flesh of coconut known as desiccated coconut is often used as a substitute to grated coconut in food preparations such as curries, cakes, sweets and chutneys. Confectionery and bakery units are the main consumers of desiccated coconut. It finds extensive use in confectioneries, puddings and many other food preparations as a substitute to raw grated coconut.

This research is conducted in face to face interaction with the customer and data filled from 15 industrialists and 50 customers. This report is based on 30 satisfactory questions. Study was conducted through sample random population of customer and industrialists. The primary objective is to know the product development strategy and penetration of a product in local market.

Another important objective of this study was to identify the needs and expectations of the customer who use the product regularly. A few questions were set to identify the same. The study reveals that companies are not concentrating on the local market to promote the product in local market, they also not concentrating in promotional activities. But majority of local customers are using this product. If the companies promotes a product in local market they will definitely grab the market and also earns maximum profit with low risk.

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1. INTRODUCTION:

Coconut desiccated powder is extracted from the kernel or meat of matured coconut harvested from the coconut palm (Cocoas). Throughout the tropical world it has provided the primary source of fat in the diets of millions of people for generations. It has various applications in food, medicine, and industry. Coconut desiccated powder is very heat stable so it makes an excellent cooking and frying.

Desiccated coconut is coconut meat which has been shredded or flaked and then dried to remove as much moisture as possible. There are a number of different styles of desiccated coconut used around the world, and availability of this coconut product varies, depending on the region where one is shopping. If desiccated coconut is not available, regular dried coconut can be used as a replacement, although dried content tends to have higher moisture content, despite the “dried” in the name.

One of the most common forms of desiccated coconut is an unsweetened, very powdery product which is produced by drying shredded coconut and then grinding the shreds. It is also possible to find coarser desiccated coconut, such as desiccated shreds and even flakes of coconut. Many producers also make sweetened versions. The label should clearly specify whether or not the coconut has been sweetened.

2. STRENGTH OF INDIAN COCONUT INDUSTRY

- One of the leading producers of coconuts in the world producing 13 billion nuts per annum.
- Coconut area distributed in 18 states and three Union Territories under different agro-climatic conditions.
- 3000 years' tradition in coconut cultivation.
- Premier coir manufacturing country in the world.
- Producer of best grade milling copra in the world yielding high grade coconut oil known for its aroma and flavour.
- Large number of farmer's co-operative societies in primary processing and marketing.
- Government agencies such as Kerafed, State Trading Corporation, Kerala State Marketing Federation and Karnataka State Marketing Federation in manufacturing and marketing of branded coconut oil in small packs.
- Hundreds of reputed and established private firms in manufacturing and marketing of various coconut products including branded coconut oil in small packs.
- Wide range of coconut products both edible and non-edible available for export.
- Technical know-how and trained manpower for the manufacture of various coconut based products.
- Availability of research support by reputed research organizations such as CSIR, ICAR and DRDO.
- Good number of cultivars / varieties having specific nut characteristics.

WHY IS DESSICATED COCONUT PREFERRED CHOICE ?

- Desiccated coconut has the natural goodness of fresh coconut and is hygienically processed to give the real state of real taste of fresh taste
- It adds new flavor to curries, chutneys, gravies, stews, side-dishes, savorys, cakes, sweets, pastries, ice-cream, Biscuits, Bakeries and Confectionery delicacies

- It is a total boon to busy house wives and fast moving food production centers
- Desiccated coconut is economical, easy to store and handle
- No artificial coloring, preservatives or flavor is added. No oil contents removed. True to the original coconut.

Industrial applications : Dried coconut, also known as coconut dust, is in dehydrated form and has many uses. Its shelf life is more and it is effortless to transport. Ease of use of fresh coconuts is adequate in coastal areas only and therefore dried coconut is popular in all other region. Desiccated Coconut is generally by the following segments:

- Confectionery Industry
- Bakery Products
- Frozen Food Industry
- Food Processing Industry
- Food Service Industry
- Consumer Products industry.

3. LITRATURE SURVEY:

1.The Coconut Development Board says :

Coconut has been the staple food of people in many parts of Asia and Pacific Islands. The dehydrated shredded flesh of coconut known as desiccated coconut is often used as a substitute to grated coconut in food preparations such as curries, cakes, sweets and chutneys. Confectionery and bakery units are the main consumers of desiccated coconut. Desiccated Coconut Powder is obtained by drying ground or shredded coconut kernel after the removal of brown testa. It finds extensive use in confectioneries, puddings and many other food preparations as a substitute to raw grated coconut. In India the product is manufactured by small-scale units scattered in Karnataka, Tamil Nadu, Kerala and Andhra Pradesh. A study conducted by the Coconut Development Board has revealed that a growing consumer demand for desiccated coconut powder could be developed in the country by resorting to organized market promotion activities for the popularization of the product in consumer packs for household uses. The survey has also shown that desiccated coconut powder in consumer packs is acceptable not only in non-coconut producing states but also in Kerala. From the survey it was revealed that a sizeable section of the middle class and upper class families residing in cities and towns in Kerala would prefer desiccated coconut powder, if readily available, to raw nuts.

2. Desiccated coconut powder units in doldrums By The hindu News Paper Reporter(2004)

The desiccated coconut powder manufacturing units in Tamil Nadu, Karnataka and Kerala are in trouble, because the imports from other countries.

According to T. Sundararajan “Nearly 60 units in Tamil Nadu, Karnataka and Kerala and 90 units all over the country have been closed down, as they could not compete in the market, of VATS Coconut Products, Peravurani. He said the import of desiccated coconut

powder and other coconut products under the World Trade Organization regime had badly affected the manufacturers as well as growers. A recent bulk import from Sri Lanka and Malaysia, he claimed, had badly hit the domestic industry.

"All desiccated coconut powder units in the country are small-scale units based in rural areas, and provided jobs to thousands of rural workers. Most of these units have borrowed from banks and financial institutions, and they could not pay back the loans," he said.

3. In a memorandum to the Prime Minister, Manmohan Singh, the manufacturers in Tamil Nadu, Kerala and Karnataka have demanded that desiccated coconut powder be made a restricted item. They also demanded that its import be made through a proper agency to eliminate any scope for manipulation. They also called for imposing anti-dumping duty on the product imported from Sri Lanka.

4. RESEARCH DESIGN:

STATEMENT OF PROBLEM:

To study on effective product development and penetrating strategy which influence the industrialist to promote a product in local market and customer to purchase a product in local market.

5. OBJECTIVES:

- To study and analyze the factors influencing to promote a product in local market.
- To study and analyze factors influencing to purchase of desiccated coconut powder.
- To determine the effective promotional activities.
- To access the industrialist perception about promoting product in local market.

6. METHODOLOGY:

- Primary data

Primary data is the first hand data which is collected for the purpose of the study. Primary data can be obtained by distributing questionnaire to the consumers. Also by conducting to personal interview and interaction is conducted to get more information and suggestions regarding the study.

- Secondary data

Secondary data is a data or information which is already collected through various sources for the purpose to solve the specific problems of research. Secondary data is collected from the magazines, journals, reports and website etc.

- Location of the study

The study is conducted in Tiptur and surroundings.

- Sampling size

A sample size of 50 respondents are selected for the study.

- Sampling technique

The sample technique used for research is simple random sampling.

- Method of analysis

After the collection of primary data questionnaire was scrutinized and tabulated manually. An appropriate statistics are used to draw the results.

7. LIMITATIONS:

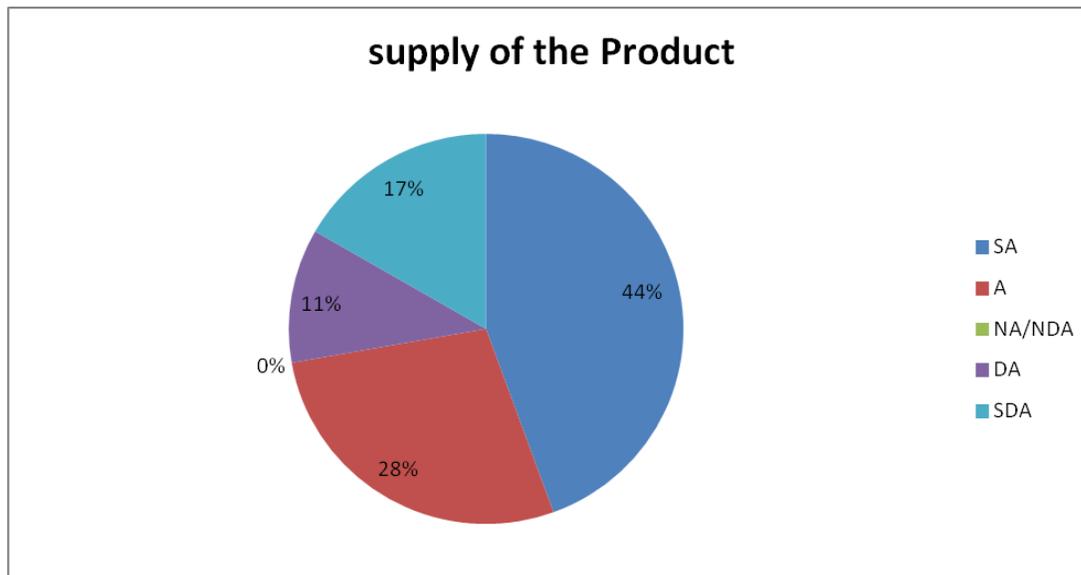
- The study is confined to only Tiptur and surroundings
- The study period was less.
- Preference and responses can change frequently

8. DATA ANALYSIS:

1. Supply of the product to local market involves more risk.

Number of Respondents: 15

Particulars	No. of Respondents
Strongly Agree	8
Agree	5
Niether Agree nor Disagree	0
Disagree	2
Strongly Disagree	3



Analysis: From the above graph, It states 44% of industrialists strongly agree the statement and 28% agree and 11% of them disagree and 17% of them are strongly disagree.

Interpretation: Most of the industrialists strongly agree with the statement.

HYPOTHESIS: 1

H_0 (Null hypothesis) - Supply of the product to local market involves more risk

H_1 (Alternative hypothesis) - Supply of the product to local market does not involves risk

From the test result, It is observed that Table value at 5% level of significance for 4 degree of freedom = 9.4

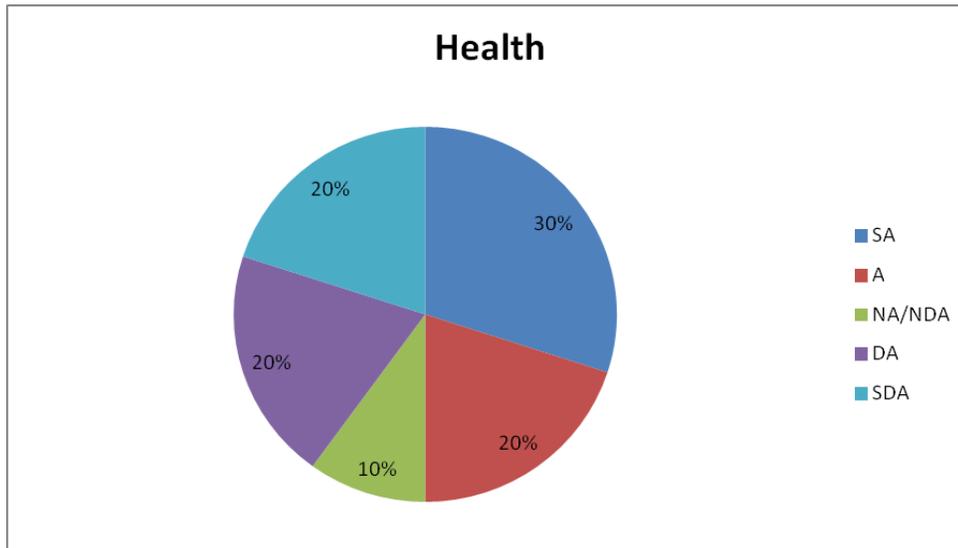
Since calculated value = 5.32, so that null hypothesis is accepted at 5% level of significance.

CONCLUSION: Supply of the product to local market involves more risk.

2. Cooking with coconut desiccated powder is Healthy

Number of Respondents : 50

Particulars	No. of Respondents
Strongly Agree	15
Agree	10
Neither Agree nor Disagree	5
Disagree	10
Strongly Disagree	10



Analysis: From the above graph, Its state’s 30% of customer strongly agree the statement and 20% agree and 20% of them disagree and 20% of them are strongly disagree.

Interpretation: Most of the customer agrees with the statement.

HYPOTHESIS: 2

H₀ (Null hypothesis) – Cooking with coconut desiccated powder is Healthy and Tasty

H₁ (Alternative hypothesis) - Cooking with coconut desiccated powder is not Healthy and Tasty

From the test result, It is observed that Table value at 5% level of significance for 4 degree of freedom = 9.4

Since calculated value = 5.0, so that null hypothesis is accepted at 5% level of significance.

CONCLUSION: Cooking with coconut desiccated powder is Healthy and Tasty

9. FINDINGS

- From analysis it is found that most of the people regularly using the product.
- Companies can also earn the profit by introducing product in local market.
- Advertising plays a very crucial part in the consumer decision making process.
- According to industrialists promoting a product in local market involves more risk and requires high cost.
- Payment is the major problem faced in the local market by industrialists.
- Quality, Price, flavor, Brand, Packaging of the product is important factor to purchase a product.
- Machine made desiccated powder is better than homemade.
- Coconut desiccated powder is less in fat contains; Cooking with coconut desiccated powder is healthy and tasty.
- Desiccated coconut is a very good alternative as fresh coconut is perishable and may not be available every time, when required.

10. SUGGESTIONS

Companies should concentrate more on TV advertisement they should show ads and promotional offers in a regular interval.

- Companies should make an effort to form good distribution channel in local market.
- Advertisers should always furnish valuable information about the product.
- The product/service quality should match the advertisements.
- By introducing a product in local market company can earn profit.
- By introducing a product in local market company can make less effort in searching for agents.
- Desiccated coconut is easy to store and handle.

11. CONCLUSION:

Coconut is food, beverage and oil seed. It is mainly used for manufacture of biscuits, chocolates and other confectionery items, Ice-cream, pharmaceutical products and costly paints. Desiccated coconut is not only a value added product but it being a labor intensive industry will also generate a large number of employment opportunities.

From the hypothesis testing, it proves that penetration of the product to local market involves more risk and not profitable according to the industrialists, but customers are regularly using the product because of its health benefits and taste and it is easy to store and handle.

By introducing a product in local market company can earn profit, and also it incurs low transportation cost, and can make less effort in searching for agents finally it reduces the risk to the industrialists.

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