Consumer Behaviour Analysis Of Spices(Curry Powders)In Kottayam District Of Kerala State

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Abstract

Spices and aromatic vegetables products were used as a flavouring substance or condiment normally refer to the derivatives from certain herbs like seed, Leaves, Bark, root etc. They were used mainly for enhancing taste of the food. The word spice is derived from the word spices which were applied to groups of exotic foodstuffs in the middle ages.Spice term was formerly applied also to pungent or aromatic food, as ingredient of incense or perfume and to embalming agent. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference .such dishes are called by specific names that refer to their ingredients ,spicing and cooking methods.

Curry powder, a commercially prepared mixture of spices is largely a western notion ,dating to the 18th century. Dishes called ‘curry’ may contain meet, poultry, fish or shellfish, either alone or in combination with vegetables .Curries may be either wet or dry .Wet curries contain significant amount of sauce or gravy. Dry curries are cooked with very little liquid which is allowed to evaporate, leaving the other ingredients coated with the spice mixture.

Keywords: curry powder,masala,spices,dishes etc

Introduction

The main spices found in most south Asian curry powders are turmeric, coriander and cumin .A wide range of additional spices may be included depending upon the geographic region and the foods being included (white/red meat,fish,lentils,rice and vegetables) .

‘Malayali’ curries of Kerala typically contain shredded coconut paste or coconut milk, curry leafs ,and various spices. Mustard seeds are used in almost every dish, along, sliced red chilies fried in hot oil. with onions, curry leaves .Most of the non vegetarian dishes are heavily spiced.

Kerala is known for its traditional “sadya”,a vegetarian meal served with boiled rice and a host of side dishes such as parripu (green gram),papadum, aviyal,kaalan, kichadi, pachadi, injipuli, kootukari, pickles (mango/lime),thoran,one to four types of payasam,boli,pulissery,moru(butter milk),upperi,banana chips,etc.The sadya is customarily served in a banana leaf.

In India more than 80% of Indian recipes were prepared with onions, ginger and capsicums and 76% called for garlic . Curry is a collective term for a mixture of spices in Indian ,south east asian and middle eastern countries

In 3000 B.C, turmeric, cardamom, pepper and mustard were cultivated in Harappa and Mohenjo-Daro, in the Indus valley, were of occupied mixed stock somewhat larger in structure than either the Sumerians and Egyptian, where cumin, anise and cinnamon were used for embalming by 2500 BC. By 1750 BC Harappa civilization had disappeared probably due to flood and tonic shift were replaced by the Aryans who invaded via Hindu Kush by 1500 BC. The Aryans had considerable contact with Babylon from whence the original flood legend arose o be adopted by both the Aryans and the Hebrews and several other civilization.

In Britain the term “curry” has come to mean almost any Indian dish whilst most from the sub-continent would say it is not a world they use but if they did it would mean a meat, vegetable or fish dish with spicy sauce and rice or bread.

Seasoning blends are mixtures of spices and herbs. Check spice companies for exact mixtures. Some examples of seasoning blends are-Chilli powder (red pepper, cumin, oregano, salt and garlic powder), Curry powder (coriander, turmeric, cumin, fenugreek seed, white pepper, allspice, yellow mustard, red pepper and ginger), Poultry seasoning (white pepper, sage, thyme, marjoram, savory, ginger, allspice and nutmeg), Pumpkin pie spice (cinnamon, ginger, nutmeg, allspice and cloves).

The earliest literary record in India on spice is the Rig Veda. (BC1500). Spices and herbs are good not only for our taste buds but also for our health. They supply calcium, iron, vitamin B, vitamin C, carotene and other antioxidants. Besides herbs and spices have very low fat, so you can eat them to your hearts pleased. Rajasthan, a
state of India is an important producer of spices including seed spices such as fenugreek, cumin and coriander among others. The Rajasthani chilly varieties, especially from the State's Jodhpur regions are popular not only in the country but also appeal to the taste buds of the Indian Diaspora abroad. The special quality and special flavour of Rajasthani spices are usually accredited to the favourable climatic conditions and natural methods being used here for ages. Rajasthan has the distinction of producing 17 of the total 60 varieties of Indian spices.

India produces 2.5 million tons to 3 million tons of spices annually. India produces spices of different categories worth around US$ 3 billion. In terms of volume and value, India accounted for 48 percent and 23 percent in value of global spice trade. (Source: Spices Board India) India accounts for 25-30 percent of world's pepper production, 35 percent of ginger and about 90 percent of turmeric production.

Among the Indian Federal states, Kerala tops in pepper (96 percent), Cardamom (53 percent), Ginger (25 percent) production in the country. Andhra Pradesh leads in Chilly and Turmeric production in the country with 49 percent and 57 percent. In coriander, cumin and fenugreek production in the country, Rajasthan emerges as the largest producer with 63 percent, 56 percent and 87 percent. The world spice trade is estimated at US$ 7.5-8 billion in terms of value and 500,000 tonnes in terms of quantity.

There are many countries producing these spices but the 'little Kerala' is considered as the only source of top quality pepper and cardamom, which are the most important spices aptly, called the 'Royal Couples' of spices. Kerala contributes the lion's share of total spices production of India. 2,69,178 hectares of land in Kerala is used for spice cultivation producing more than 1,60,000 tonnes of spices annually. Pepper alone is cultivated in 1,85,000 hectares, producing on an average more than 50,000 tonnes of black pepper. It has been estimated that more than 90 percent of Indian pepper is produced in Kerala. Similarly, about 40,000 hectares of land in Kerala is under cardamom cultivation. Producing more than 5,000 tonnes of cardamom annually. This is about 60 percent of the total cardamom cultivation in India. More than 70 percent of the cardamom produced in India is the contribution of Kerala. Along with pepper and cardamom Kerala has remarkable contributions of ginger, Clove, turmeric, nutmeg etc. From the above statistics it is clear that the name 'spices land of India' is suitable to the state of Kerala. It is equally important that a large number of families in Kerala resort to the spices sector for their livelihood. Another notable factor is that the lion's share of the spices production in Kerala is from Idukki and Wayanad districts. As regards cardamom, Idukki district has almost monopoly while in the case of pepper there are Wayanad and Kannur districts contributing a sizeable share. Idukki district has domination both in the area of pepper cultivation and the quantity of production, followed by Wayanad and Kannur districts.

Objectives of the study:

a) To conduct a market research for instant curry powders in Kottayam district.

b) To compare the attitude of customers with competitors products.

c) To compare the brand preference of the customers towards different brands of instant curry powders.

d) To understand the customers' buying habits and factors influencing the buying.

e) To understand the market concentration level.

Scope Of The Study

Market is more competitive nowadays. Customers look out for products that are more advanced in technology and quality. The study enables to know the market conditions and buying habits of customers to instant curry powders. This also helps to know about the customer choices and can market products accordingly. Certain new suggestions and strategies are adopted for the marketing of a newly branded product.

Research Methodology

The study is based on both primary and secondary data. Response of the customers who are coming to shops for purchasing malaas, spices etc are taken as the primary data. Simple statistical tools like percentage analysis & chi-square test are used for the analysis. The sources of secondary data are company website and referring textbooks, magazines of the company, booklet and annual report, and profile of the company. The data is collected from the customers/house holders/shop keepers etc of the Kottayam district of Kerala state.

Hypotheses:

1) There is no significances on consumer buying behaviour on age of the customers.

2) There is no significances on consumer buying behaviour on income of the family.

3) There is no significance on locality of the consumer on purchasing of the curry powders.

4) There is no significances on brand name of the spices on consumer purchasing behaviour.
1 Classification of the respondents according to age

<table>
<thead>
<tr>
<th>Age in years</th>
<th>Less 20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51-60</th>
<th>Above 60</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>nil</td>
<td>17</td>
<td>48</td>
<td>20</td>
<td>7</td>
<td>8</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the customers coming to the shops for purchasing is in the age group of 31-40 yrs (48%), followed by 41-50 yrs (20%) & 21-30 yrs (17%).

2 Gender/sex of customer:

<table>
<thead>
<tr>
<th>Sex</th>
<th>male</th>
<th>female</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>30</td>
<td>70</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents are female. This means that ladies are coming to the front to purchase their day to day household items from the shop.

3 Classification of the customers based on educational qualifications:

<table>
<thead>
<tr>
<th>Educational qualifications</th>
<th>Up to class X</th>
<th>Up to class X11</th>
<th>Degree</th>
<th>Above degree</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>14</td>
<td>10</td>
<td>50</td>
<td>26</td>
<td>100</td>
</tr>
</tbody>
</table>

The survey shows that majority of the respondents coming to shops are degree and higher degrees holders. This shows that customers who comes to the shop qualified and having capability to know which one is good and which one is bad.

4 Marital status of the respondents:

<table>
<thead>
<tr>
<th>Status</th>
<th>single</th>
<th>married</th>
<th>divorced</th>
<th>Window/er</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>38</td>
<td>60</td>
<td>1</td>
<td>1</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents (customers) are married.

5 Occupation of the respondents/customers:

<table>
<thead>
<tr>
<th>Occupation/status</th>
<th>House wives</th>
<th>salaried</th>
<th>student</th>
<th>Self employed</th>
<th>Retired/others</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>30</td>
<td>50</td>
<td>4</td>
<td>9</td>
<td>7</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority (50%) of the respondents are salaried class followed by house wives (30%)

6 Number of dependent members in the family:

<table>
<thead>
<tr>
<th>Dependents</th>
<th>Up to 4</th>
<th>5-6</th>
<th>Above 6</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>10</td>
<td>70</td>
<td>20</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the families having 5-6 members

7 Monthly income in the family:

<table>
<thead>
<tr>
<th>Income in Rs</th>
<th>Up to 10000.00</th>
<th>10001-20000</th>
<th>20001-35000</th>
<th>35001-50000</th>
<th>Above 50001</th>
<th>total</th>
</tr>
</thead>
</table>
No of respondents: 8 65 5 10 12 100

Majority of the respondents are in the income range of 10001-20000 rupees.

8 Locality of the respondents:

<table>
<thead>
<tr>
<th>Locality</th>
<th>Village</th>
<th>Small town</th>
<th>Big town</th>
<th>City</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>78</td>
<td>14</td>
<td>7</td>
<td>1</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents are (78%) are from the village areas.

9 Opinion about usage of the curry powders (spices/masalas):

<table>
<thead>
<tr>
<th>Usage</th>
<th>Never use</th>
<th>Occasionally</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>nil</td>
<td>8</td>
<td>7</td>
<td>60</td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents are often/always use curry powders.

10 Frequency of purchase:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Daily</th>
<th>Weekly</th>
<th>Fort nightly</th>
<th>Monthly</th>
<th>Once in two months</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>nil</td>
<td>30</td>
<td>12</td>
<td>55</td>
<td>3</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents purchasing curry powders once in a month (55%).

11 Quantity of purchase:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>100 gms pkt</th>
<th>200 gms pkt</th>
<th>250 gms pkt</th>
<th>500 gms pkt</th>
<th>1 Kg pkt</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>92</td>
<td>2</td>
<td>8</td>
<td>nil</td>
<td>nil</td>
<td>100</td>
</tr>
</tbody>
</table>

92% of the respondents purchasing 100 gms spices packets.

12 Which prompted you to purchase your preferred brand?

<table>
<thead>
<tr>
<th>Prompting features</th>
<th>Low price</th>
<th>Affordability</th>
<th>Quality</th>
<th>All the above</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>3</td>
<td>5</td>
<td>90</td>
<td>3</td>
<td>100</td>
</tr>
</tbody>
</table>

90% of the respondents purchasing the items based on quality of the product.

13 Brand choosing reason:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Availability</th>
<th>Discounts</th>
<th>Advertisements</th>
<th>Shop keepers recommendations</th>
<th>Attractive packing</th>
<th>Brand awareness</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>6</td>
<td>nil</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>81</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents choosing the items due to the band awareness of the items.
14 Customers opinion about different brands:

a) About quality of the brand

<table>
<thead>
<tr>
<th>Name of the brand</th>
<th>Eastern</th>
<th>Nirapara</th>
<th>saras</th>
<th>Double horse</th>
<th>koula</th>
<th>Sabari</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>36</td>
<td>34</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>7</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents (customers) eastern brand followed by nirapara brand.

b) Based on taste and freshness.

<table>
<thead>
<tr>
<th>Brand</th>
<th>eastern</th>
<th>nirapara</th>
<th>Double horse</th>
<th>saras</th>
<th>sabari</th>
<th>samis</th>
<th>koula</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>35</td>
<td>36</td>
<td>8</td>
<td>3</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents preferring spices based on taste and freshness is nirpara brand followed by eastern brand.

c) Based on brand image:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Nirapara</th>
<th>eastern</th>
<th>sabari</th>
<th>Double horse</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>38</td>
<td>39</td>
<td>7</td>
<td>16</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents opted that Eastern and Nirapara brand have more brand image than any other brand.

d) Based on cost-beneficial brand:

<table>
<thead>
<tr>
<th>Brand</th>
<th>nirapara</th>
<th>eastern</th>
<th>sabari</th>
<th>Double horse</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>34</td>
<td>36</td>
<td>20</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents have the opinion that eastern and Nirapara spices items are cost beneficial brand followed by sabari and double horse.

e) Based on availability of the brand:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Nirapara</th>
<th>Eastern</th>
<th>sabari</th>
<th>saras</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>37</td>
<td>36</td>
<td>17</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority of the respondents have the opinion that in brand availability Nirapara comes first followed by eastern.

f) Opinion on quality and standard of the company:

<table>
<thead>
<tr>
<th>Brand</th>
<th>sabari</th>
<th>nirapara</th>
<th>saras</th>
<th>eastern</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>35</td>
<td>30</td>
<td>20</td>
<td>15</td>
<td>100</td>
</tr>
</tbody>
</table>

Regarding quality of the product & standard of the company majority are preferring Sabari followed by nirapara, saras and eastern.

g) Opinion about promotion through advertisement:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Eastern</th>
<th>Nirapara</th>
<th>saras</th>
<th>Koula</th>
<th>Total</th>
</tr>
</thead>
</table>

Majority of the respondent have the opinion that promotion is doing by eastern more ,followed by nirapara, saras and koula.

**h) Opinion about attraction in packing:**

<table>
<thead>
<tr>
<th>Brand</th>
<th>eastern</th>
<th>Nirapara</th>
<th>Double horse</th>
<th>saras</th>
<th>Sabari</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondent</td>
<td>35</td>
<td>33</td>
<td>14</td>
<td>10</td>
<td>8</td>
<td>100</td>
</tr>
</tbody>
</table>

Majority have the opinion that attractive packaging is for eastern first ,followed by nirapara,Double horse,saras and sabari.

**Findings**

- a) Majority of the customers visiting the shop is in the age group of 31-40 years and majority are ladies coming to purchase.
- b) Majority who comes to shop are married and having qualification degree.
- c) Majority of the customers are salaried class and having 5-6 members in their family.
- d) Majority of the customers monthly income is between Rs 10001 to 20000 and 78% are coming from village areas.
- e) Majority of the customers are purchasing curry powder monthly basis and using often and majority purchasing 100 gms packet, based on quality of the product.
- f) Majority of the customers choosing brand due to brand awareness about the brand ,preferring eastern ,followed by Nirapara
- g) Based on taste and freshness ,customers preferring Nirapara followed by Eastern brand,Based on brand image and cost benefit, majority preferring eastern curry powder first followed by nirapara
- h) Based on availability of the brand nirapara comes first followed by eastern,about quality and standard of the company Sabari comes first followed by nirapara.
- i) Promotion of the product through advertisement first comes eastern brand,followed by nirapara,saras and koula,Atraction of the package eastern comes first ,followed by nirapara.

**Limitations**

- a) As data are collected through interviews, the information is subject to the bias of the individual.
- b) The time available was a major limitation.
- c) Difficult to get some details because of its confidentiality.
- d) The questionnaire is prepared on the basis of customer’s viewpoint

**Bibliography**


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APPENDIX

QUESTIONNAIRE FOR MARKET SURVEY

PART I

1. Name & Address:

2. Gender:  [ ] Male  [ ] Female

3. Age:  [ ] Less than or equal to 25  [ ] 26-35  [ ] 36-45  [ ] 46-55  [ ] Above 55

4. Occupation:  [ ] House wife  [ ] Salaried  [ ] Student  [ ] Self employed  [ ] Retired/others

5. Monthly family income:
   [ ] Less than Rs.10,000
   [ ] Rs.10,001 - Rs.20,000
   [ ] Rs.20,001 - Rs.35,000
   [ ] Rs.35,001 - Rs.50,000
   [ ] Above 50,000

6. Locality:  [ ] Village  [ ] Small town  [ ] Big town  [ ] City

7. Are you a regular user of instant curry powders? (Sambar Masala, Chicken Masala, Meat Masala etc.)
   [ ] Never  [ ] Occasionally  [ ] Sometimes  [ ] Often  [ ] Always

8. How often do you purchase instant curry powders?
   [ ] Daily  [ ] Weekly  [ ] Fortnightly  [ ] Monthly  [ ] Bimonthly

9. How much quantity you purchase frequently?
   [ ] 100g  [ ] 200g  [ ] 250g  [ ] 500g  [ ] 1kg

PART II

RATE THE FOLLOWING FACTORS AFFECTING YOUR PURCHASE

1. PRODUCT FACTOR
10. Quality of the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

11. Features of the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

12. Taste and freshness of the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

13. Quantity of the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

14. Previous experience with the same product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant
2. VALUE FACTOR

15. Low price of the product
   - Highly important
   - Important
   - Neutral
   - Unimportant
   - Highly unimportant

16. Need of the product
   - Highly important
   - Important
   - Neutral
   - Unimportant
   - Highly unimportant

17. Affordability of the product with your income
   - Highly important
   - Important
   - Neutral
   - Unimportant
   - Highly unimportant

18. Intended benefits of the product
   - Highly important
   - Important
   - Neutral
   - Unimportant
   - Highly unimportant

19. Cost beneficial product
   - Highly important
   - Important
3. PROMOTION FACTOR

20. Advertisement to the product

☐ Highly important
☐ Important
☐ Neutral
☐ Unimportant
☐ Highly unimportant

21. Discount sales/offers to the product

☐ Highly important
☐ Important
☐ Neutral
☐ Unimportant
☐ Highly unimportant

22. Shelf display of the product

☐ Highly important
☐ Important
☐ Neutral
☐ Unimportant
☐ Highly unimportant

23. Relationship marketing/ direct marketing of the product

☐ Highly important
☐ Important
☐ Neutral
☐ Unimportant
24. Product education

- Highly unimportant
- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

4. TRUST FACTOR

25. Friend’s recommendation to the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

26. Availability of the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

27. Brand loyalty to the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

28. Government promotion to the product
5. LIFESTYLE FACTOR

30. Brand awareness of the product

☐ Highly important
☐ Important
☐ Neutral
☐ Unimportant
☐ Highly unimportant

31. Packaging of the product

☐ Highly important
☐ Important
☐ Neutral
☐ Unimportant
☐ Highly unimportant

32. Dignity of the product

☐ Highly important
☐ Important
33. Brand visibility of the product

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

34. If your lifestyle affecting the purchase of curry powders

- Highly important
- Important
- Neutral
- Unimportant
- Highly unimportant

35. According to you, which of the following brands are having high taste and freshness?

- Eastern
- Nirapara
- Saras
- Double Horse
- Melam

36. According to you, which of the following brand is having high product /brand image?

- Eastern
- Nirapara
- Saras
- Double Horse
- Melam

37. According to you, which of the following brand is highly cost beneficial?
38. According to you, which of the following brand is easily available in the retail stores?

☐ Eastern
☐ Nirapara
☐ Saras
☐ Double Horse
☐ Melam

39. According to you, which of the following brand is easily meeting the quality standards?

☐ Eastern
☐ Nirapara
☐ Saras
☐ Double Horse
☐ Melam

40. According to you, which of the following brand is having promotional offers/advertisement?

☐ Eastern
☐ Nirapara
☐ Saras
☐ Double Horse
☐ Melam

41. According to you, which of the following brand is attractive in packaging?

☐ Eastern
☐ Nirapara
☐ Saras
☐ Double Horse
☐ Melam

42. Please tick the brand of your choice from those given below