

## RESEARCH PAPER

# Consumer behaviour for processed products in Pune district of Maharashtra

■ AKSHADA V. KHALADKAR, NEHA A. GODASE AND MAHESH M. KADAM

Received : 12.06.2017; Revised : 09.09.2017; Accepted : 23.09.2017

## ABSTRACT

Food processing has become very important to encourage forward as well as backward linkages in farming. The following objectives were studied to study the consumer behaviour and production and marketing behaviour parameters for processed food products. The conclusions of the study says that, Consumer purchase the Pratik pickle because of the availability, *i.e.*, 42 per cent, There is 75 % consumers are purchase the pickle from retailer in nearer area. The large preference after Pratik is goes to pravin lonche. 63% people are used the Pratik Mango pickle, instead of other by processed products. Highest people are satisfied with the Pratik Mango pickle *i.e.* 66 per cent. 87% people are aware about Pratik Mango pickle processed product. 87 % people are used the ready to eat pickle. 100% retailers are satisfied with form of processed food products and 60% service factors responsible for processed products.

**KEY WORDS :** Consumer behaviour, Processed products

**How to cite this paper :** Khaladkar, Akshada V., Godase, Neha A. and Kadam, Mahesh M. (2017). Consumer behaviour for processed products in Pune district of Maharashtra. *Internat. J. Com. & Bus. Manage*, 10(2) : 226-230, DOI: 10.15740/HAS/IJCBM/10.2/226-230.

## MEMBERS OF THE RESEARCH FORUM

### Correspondence to:

**AKSHADA V. KHALADKAR**, College of Agribusiness Management,  
Narayangaon, Pune (M.S.) INDIA  
Email: [akshadakhiladkar@gmail.com](mailto:akshadakhiladkar@gmail.com)

### Authors' affiliations:

**NEHA A. GODASE**, College of Agribusiness Management,  
Narayangaon, Pune (M.S.) INDIA  
Email: [godaseneha212@gmail.com](mailto:godaseneha212@gmail.com)

**MAHESH M. KADAM**, School of Agriculture, Lovely Professional  
University, PHAGWARA (PUNJAB) INDIA  
Email: [mahesh.20181@lpu.co.in](mailto:mahesh.20181@lpu.co.in)