



A STUDY TO FIND THE CONSUMPTION PATTERN OF PAAN IN URBAN TERRITORY

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Abstract: Over the time the traditional paan is changed many a times to fit the modern culture and taste. Creativity just flows in such products, for example Chocolate paan, fire paan, icecream paan etc. But even after so much customization of paan to grab the modern taste, likings and also with such great health benefits of its own (100% Tobacco free & Nicotine free paan), the consumption of paan is very low in urban culture. Rather they go for the cigarette, Tabaco and other harmful products for refreshments. Here is where our research comes in to find out the reasons why people don't prefer eating paan as a digestive product after lunch or dinner or whether it be for mid-day refreshment (mouth freshener). The research consists of understanding the consumption patter of paan on urban territory and reason why paan consumption is low in the upper middle class and higher class population. It also consists the reasons why people do not consume paan, Is it the product which the consumers are not liking it, is it the taste or is it the packaging or do we just need brand repositioning to change the perspective of people towards paan. The researcher has followed a qualitative as well as a quantitative research design and analyzed the consumption patter and reasons of the demand for paan in urban culture specially in the upper middle class and higher class income group. Hence with the findings to start a food startup which will penetrate the market and will replace the habits of the consumers which are leading to the bad health. Example: To reduce the consumption of Cigarette, Mint and other mouth fresheners. It will also help to create the awareness of the varied health benefits of the paan. And to reposition the product paan in the market.

Keywords: Paan, Tabaco, food Star-up.

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Introduction: Consumption of paan after meals is a traditional habit in India that is still followed in many cultures. Credit to its refreshing and medicinal properties, it never went out of fashion. But, the fads that have followed it are exotic, creative and even adventurous.

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It's a common site to find a small kiosk selling paan at the corner of any alley, a commercial complex or any other place that garners crowd, be it in big cities or small towns.

While make-shift stalls with tarpaulin roofs continue to sell the traditional paan, there are fancy ones opening in malls and at other city hubs, selling the fresh, leafy goodie and its modern, innovative variants.

Traditionally consumed as a mouth freshener and even as a digestive aid, paan is a pop of flavourful and fragrant ingredients wrapped in a fresh green betel leaf.

Interestingly though, and to one's luxury of choice, there are variations of the patta or leaf as well. While the desi, Banarsi and maghaipatta hold a sharp and strong flavour, the meethapatta is the sweeter one.

Travel anywhere in India and you might come across a paan shop selling this age old tradition with minuscule twists, sometimes only in the names, which mend according to the language of the state.

In West Bengal, for instance, meetha paan would become mishti paan and saada paan or the paan with a flat taste would be bangla paan.

Still consumed in homes to put an end to a meal or at weddings commemorated in traditional styles, paan has a host of health benefits too.

The paan patta is said to have components that can reduce the level of sugar in blood, thus helping in treating diabetes. It is also believed to aid weight loss by working on cutting body fat. Chewing betel leaves in moderation also prevents oral cancer by maintaining the levels of ascorbic acid in the saliva. In ancient times, people would also cure wounds by using the leaves for bandages.

A small pop of flavours, fragrance and good health, the traditional paan is being creatively played with, in manners that are refreshing to the eyes and to the palate.

The same old make-shift shop with a tarpaulin continues to sell the same old traditional paan, but the options are aplenty now. Chocolate, blueberry, strawberry, raspberry, brownie,

honey, almond, kiwi – the paan makers in India have given an exotic twist to the centuries old mouth freshener.

Being creative and rather adventurous, the many kiosks around India now sell the fiery paan. And, it literally is, on fire. Peppermint brass is added alongside other fillings to make it catch flames. Harmless as it might be, if the idea fire in your mouth doesn't suit you, try the ice paan and enjoy the cool aftertaste in your mouth.

Objectives of The Study

- To understand the consumption patter of product paan in urban territory.
- To find out the what do the upper middle class and higher class prefer for mid-day refreshments, mouth freshener and digestive agent after lunch and dinner.
- To find out whether the upper middle class and higher class prefer buying paans from local small paan bidi shops.
- To enlist the prospects and the road ahead of the study and offer appropriate suggestions for an effective implementation of marketing strategy and brand repositioning of the product paan.

Scope of Work

- The study is specific to Mumbai.
- Respondents: Young students, Salaried professionals, Businessmen and Businesswomen.
- The study is covers only Upper middle class and Higher middle class.
- The future researcher can cover lower middle class and low-class population.
- The future researcher can extend the study to different states of the India.

Research Methodology: The research will be carried out in various phases that constitute an approach of working from whole to part. It includes subsequent phases trying to go deeper into the consumer's psyche and develop a thorough understanding of what a consumer looks for while buying paan.

The phase is with some respondents who will be interviewed with the help of questionnaire keeping in mind the time and cost constraints.

Tools of Data Collection: The information relevant for study was drawn from Primary data collected through survey method, which alone was not sufficient. Hence Secondary data was collected to study successfully.

Primary data: It will be collected using a questionnaire. A well laid out questionnaire will be designed for this purpose.

Secondary data: This information will be obtained from secondary sources which include newspapers, magazines, reliable websites, internal reports and other published sources.

Sample Design: The research was carried out in various phases that constituted an approach of working from whole to part. It included subsequent phases trying to go deeper into the consumer's psyche and develop a thorough understanding of what the consumer looks for while buying paan. Study a sample of 150 persons was chosen from the in Mumbai city. The sample was judgmental and methodology was convenient non-probability sampling.

Plan of Analysis: Raw Primary data has been collected with help of questionnaire. The raw data has been tabulated with the help of table. From the tables, concept, analysis and inferences are drawn which in turn was used for interpretation.

Based on, these charts were prepared to better pictorial understanding of the study. From the set of inferences and interpretation, conclusion have been drawn which is followed by suggestions, keeping the objectives in mind throughout the study.

Size of Sample	150
Sampling technique	Convenience non-probability Sampling method
Location from which samples were taken	Mumbai city

Limitations of The Study: This research is geographically restricted to Mumbai city only. Hence the result cannot be extrapolated to other places.

Sample size was confined to 150 respondents keeping in view of time and cost constraints.

Findings are based on sample survey. The information executed by respondents may or may not be true because some respondents may not be serious. However, all possible has been made to collect the information as authentically as possible.

All interview questions are undisguised or direct. Hence there is a scope for the respondents to be biased or pretentious.

Data Analysis and Data Representation

Table No.1: Table showing the profile of respondents based on Gender.

Gender	No. of Respondents	Percentage
Female	46	30.66%
Male	104	69.33%

Graph No.1: Graph showing the profile of respondents based on Gender.

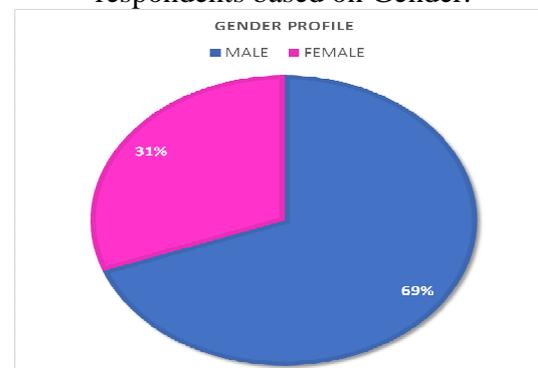


Table No.2: Table showing the profile of respondents based on age.

Age	No. Of Respondents	Percentage
18 to 30	43	28.6%
30 to 40	68	45.3%
40 to 50	30	20%
50 to 60	9	6%
60 and above	0	0%

Graph No.2: Graph showing the profile of respondents based on Age.

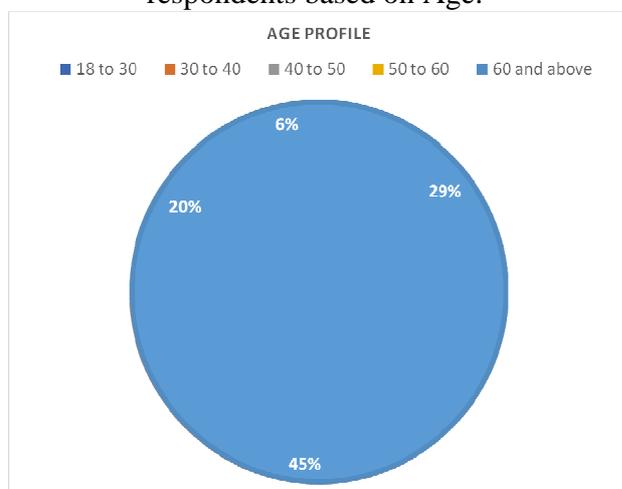


Table No.3: Table showing the profile of respondents based on Income.

Annual Income	No. Of Respondents	Percentage
9 Lacs to 11 Lacs	72	48.00%
11 Lacs to 13 Lacs	46	30.67%
13 Lacs to 15 Lacs	18	12.00%
15 Lacs to 17 Lacs	12	8.00%
17 Lacs and Above	2	1.33%

Graph No.3: Graph showing the profile of respondents based on Income.

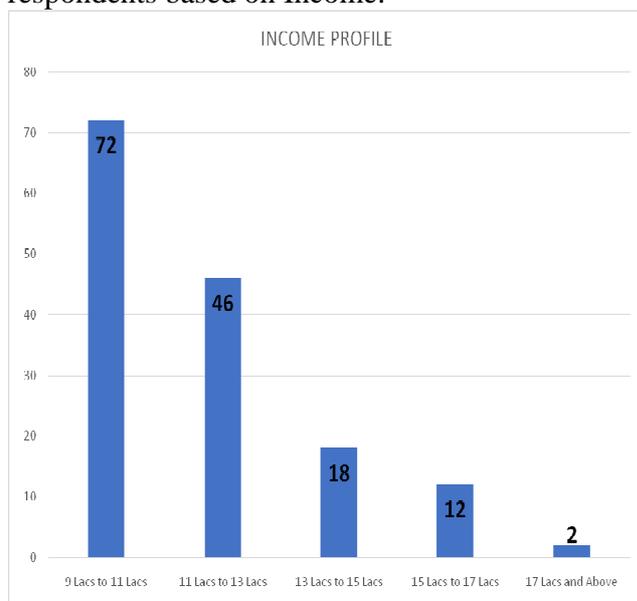


Table No.4: Table showing the profile of respondents based on Occupation.

Occupation	No. of Respondents	Percentage
Self employed	21	14%
Service	63	42%
Student	20	13.33%
Homemaker	46	30.66%
Retired	0	0%

Graph No.4: Graph showing the profile of respondents based on Occupation.

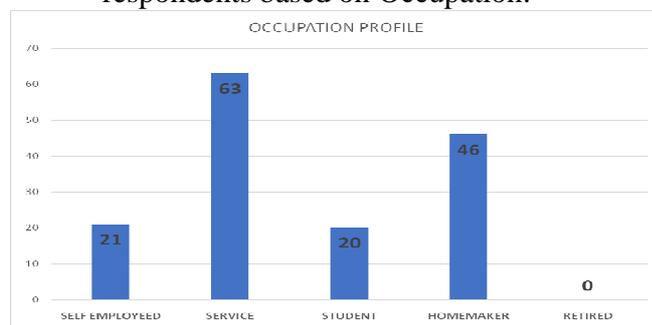


Table No.5: Table showing the profile of respondents based on preference towards various products.

Products	No. of respondents	Percentage
Chocolate	138	92.00%
PAAN	104	69.33%
Mint	145	96.67%
Cigarette	110	73.33%
Mouth Freshener	80	53.33%
Chewing gum	45	30.00%

Graph No.5: Graph showing the profile of respondents based on preference towards various products.

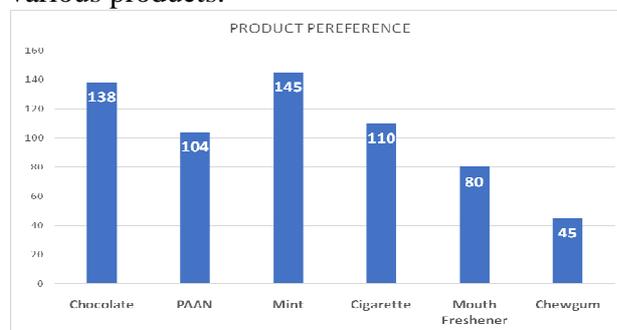


Table No.6: Table showing the profile of respondents based on preference towards paan.

Answer	No. of respondents	Percentage
YES	104	69.33%
NO	46	30.66%

Graph No.6: Graph showing the profile of respondents based on preference towards paan.

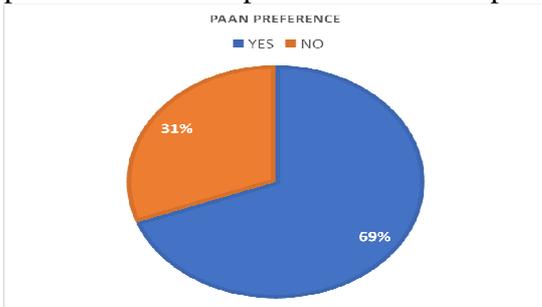


Table No.7: Table showing the profile of respondents based on the consumption of paan.

Answer	No. of respondents	Percentage
YES	84	56%
NO	66	44%

Graph No.7: Graph showing the profile of respondents based on consumption of paan.

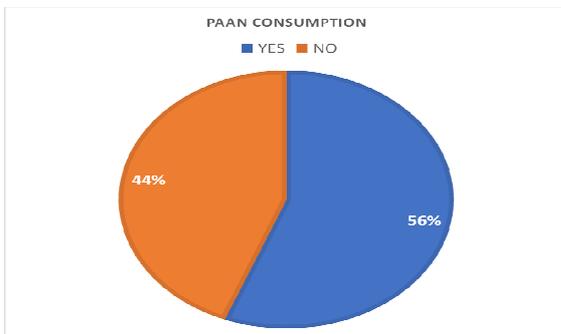


Table No.8: Table showing the profile of respondents based on the reasons why people don't prefer paan.

Reasons	No. of Respondents	Percentage
Unhygienic	33	50%
Low class perspective (status)	17	25.75%
Makes the mouth red	8	12.12%
Others	8	12.12%

Graph No.8: Graph showing the profile of respondents based on the reasons why people don't prefer paan.

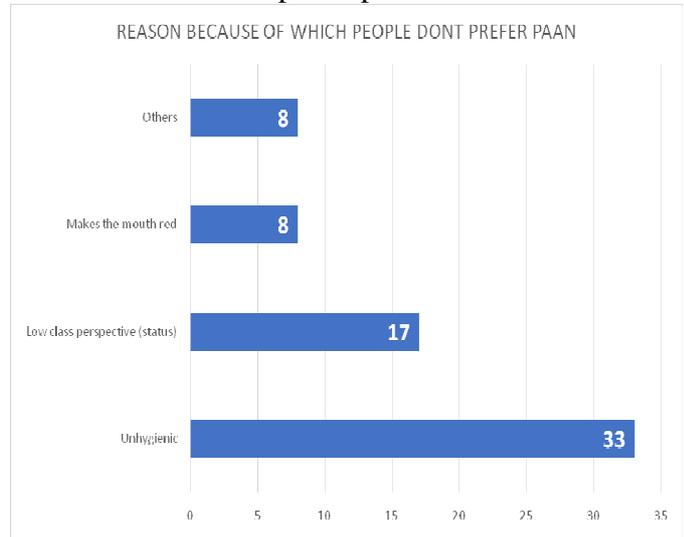


Table No.9: Table showing the profile of respondents based on the frequency of consumption.

Frequency	No. of respondents	Percentage
Daily	26	30.95%
Thrice a week	20	23.81%
Twice a week	8	9.52%
Once a week	5	5.95%
Once a month	5	5.95%
Occasionally	20	23.81%

Graph No.9: Graph showing the profile of respondents based on the frequency of consumption.

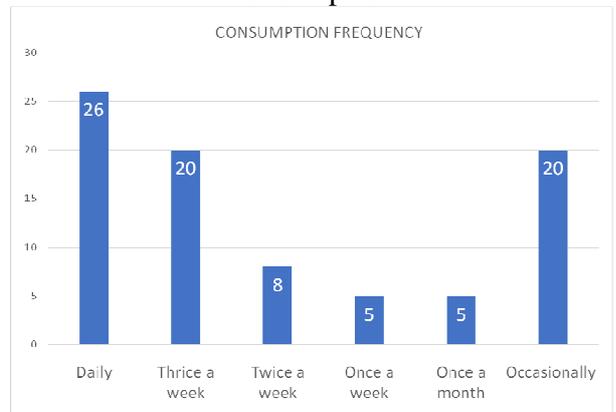


Table No.10: Table showing the profile of respondents based on the reasons people prefer going to Local small PAAN Bidi Shops to buy paan.

Answer	No. of Respondents	Percentage
Yes	40	38.46%
No	64	61.53%

Graph No.10: Graph showing the profile of respondents based on the reasons people prefer going to Local small PAAN Bidi Shops to buy paan.

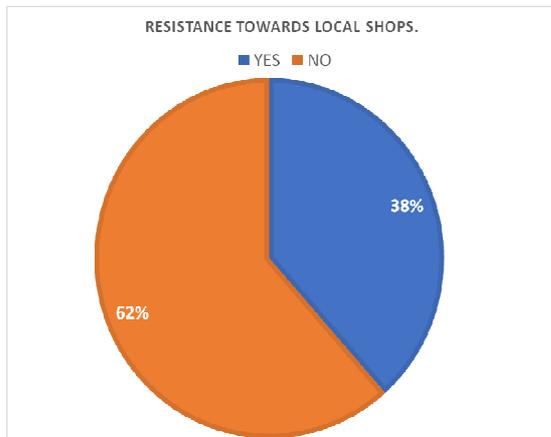


Table No.11:Table showing the profile of respondents based on awareness of the people about the health benefits of paan.

Answer	No. of respondents	Percentage
YES	45	30%
NO	105	70%

Graph No.11: Graph showing the profile of respondents based on awareness of the people about the health benefits of paan.

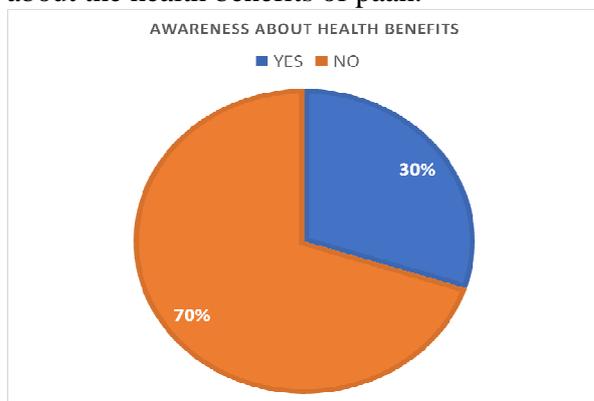


Table No.12: Table showing the profile of respondents based on the awareness of different health benefits when provided with the information.

Benefits	No. Of Respondents
Prevents Constipation	15
Prevents Gastric Pain	5
Increases Hunger	0
Promote Digestion System	80
Relieves Cough	8
Treats Respiratory Problems	5
Promotes Oral Health	75
Promotes Good Alertness	30

Graph No.12: Graph showing the profile of respondents based on the awareness of different health benefits when provided with the information.

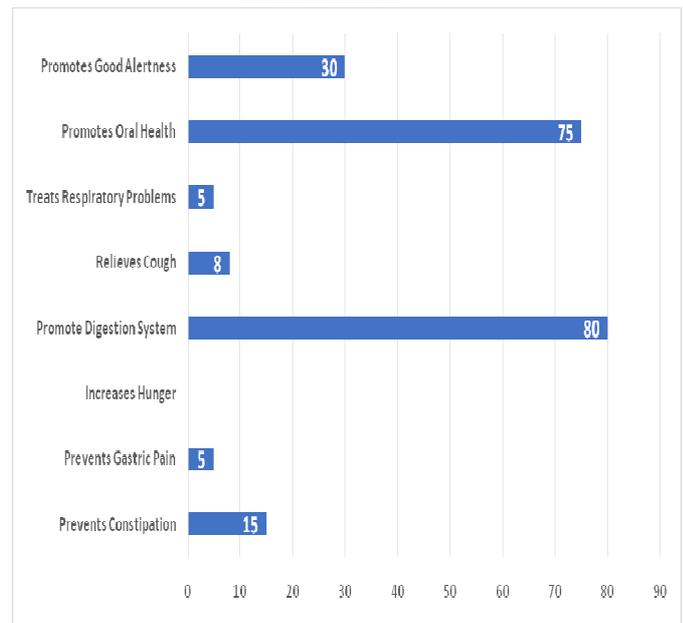
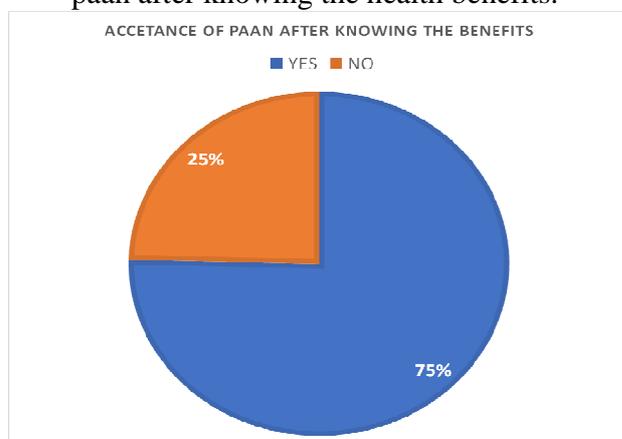


Table No.13:Table showing the profile of respondents based on acceptance of the product paan after knowing the health benefits.

Answer	No. of respondents	Percentage
YES	113	75.33%
NO	37	24.67%

Graph No.13: Graph showing the profile of respondents based on acceptance of the product paan after knowing the health benefits.



Findings: Mint is the most highly consumed when it comes to refreshment, after which Chocolate and Cigarette.

- 1) 70% people like Paan out of which only 56% people actually have Paan frequently.
- 2) 44% people don't consume Paan do to reason like Unhygienic at the top most reason following by affects the status of the consumer.
- 3) The frequency of Paan consumption is 31% Daily, 23.81% Thrice a week, 23.81% Occasionally, 9.52% Twice a week, 5.95% once a week and 5.95% once a month.
- 4) 61% people don't prefer to buy Paan from local small Paan Bidi shops.

- 5) 70% people are not aware about the health benefits of Paan.
- 6) 80% of people are only aware of two health benefits of consuming paan. They are as follows:
 - Promotes Digestion System
 - Promotes Oral Health
- 7) 75% people agreed to have Paan on frequent basis after knowing the various health benefits of the Paan.

Conclusion: 100% Tobacco free & Nicotine free Paan is like by majority of population. But due to reasons like Unhygienically made paans on the small local paan bid shops consumers are resisting to buy.

Consumers are also resisting to eat paan because paans are majorly available at the local paan bidi shops which affects the status of the upper middle class and higher-class consumers.

Majority of the consumers and prospect consumers are not aware of the health benefits of the paan, because of which they are not interested in consuming this product.

From the research findings it is found out that once the consumers are aware of the various benefits of the paan they are highly interested in adding paan in their daily diet.

Suggestions

Starting a start-up with the following marketing mix using creative packaging and Brand and product repositioning.

Segmentation	Targeting	Positioning	Differentiation
<ul style="list-style-type: none"> • AGE: • 18 TO 25 • 26 TO 35 • 36 TO 45 • 50 AND ABOVE 	<ul style="list-style-type: none"> • Youth • Adults • Senior citizen 	<ul style="list-style-type: none"> • Mouth Freshener • Desserts 	<ul style="list-style-type: none"> • Variety of flavours • FDA Certified • 100% Organic Ingredients
<p>Eating Habits:</p> <ul style="list-style-type: none"> • Regular paan eaters • Occasional paan eaters • Non – Paan eaters 			

Suggested Marketing Mx:

Product:

- Organically grown betel leaves (USP)
- Refreshing Taste
- FDA certified (USP)
- Safe and hygienic(USP)
- 100% Tobacco free & Nicotine free
- 100% Customizable Ingredients(USP)

Packaging: Triangular Box with tissues and plastic tweezer so that the hands don't get clumsy due to which consumers won't resist having paan in public.

Price:

- Premium pricing (also called prestige pricing) is our strategy
- Pricing at or near the high end of the possible price range will help attract status-conscious consumers
- The price will be an indication of good quality and hygiene
- It's a sign of self-worth -;" it authenticates the buyer's success and status; it is a signal to others that the owner is a member of an exclusive group

Pricing range: Rs.50 TO Rs.250

Customizable paan: pricing as per the ingredients.

Place:

- Omni channel strategy**
- Manufacturing unit at Karjat located near railway station.
- Two carts which will move around areas.
 - Cart 1: Dadar – Matunga – Mahim
 - Cart 2: Bandra
- Physical store: Colaba
- Online Home delivery areas covered (Colaba to Bandra)

Promotion:

- Active social media pages:**
 - Instagram
 - Facebook
 - Snapchat
- Campaigns** on social media:
Examples: Asking audience to give names to the new flavored paan most creative name

will be taken as the product name and prizes will be given with paan hampers.

- 1) Tag 5 of your friends on the post and get 3 paan for free.
 - 2) Asking the audience for their suggestions on the customization and flavours, highest rated customization will be served as the Jaantas (public) choice of the month paan
- Creating website** for product displays, Home delivery orders, feedback and suggestions.
 - Creative Blogs** about the benefits of the paan, tradition of the paan, how paan is good for the health etc. to create awareness about this product.
 - Influencer marketing with the Food bloggers, Food youtubers.
Example: @mumbaifoodie, @foodtalks @tastebudsdontlie @foodtheory etc.
 - Sponsoring Events** and placing a Paan chart in the college events, corporate events.
 - Creative Packaging** and labelling with the brand names.

Mobile Application: A user friendly mobile application which will make the process time faster and easy for customers to locate the cart or the shop.

Customize your paan: consumer can customize their paan on the mobile app and then provide the code to the cart so the paan with same specifications can be delivered.

Check where the nearby cart is. (live location): Customer will be able to track the live location of the cart on the app so it is easy to locate the nearby cart.

Browse the menu: Customers can browse the different flavors of paan through the mobile app.

Check the availability of paan: Customers can check whether the paan which they want is in stock or not, so the customer won't travel to the cart and get to know that the paan which he/she want is not available.

Home delivery: Customer can order their own customized paan online through the app which will get home delivered so the higher middle class and higher class gets the convenience

because they usually resist to go to the shop and buy.

Annexures

Questionnaire:

1) Gender: *

- Male
- Female

2) Age: *

- 18 to 30
- 30 to 40
- 40 to 50
- 50 to 60
- 60 and above

3) Annual Income: *

- 9 Lacs to 11 Lacs
- 11 Lacs to 13 Lacs
- 13 Lacs to 15 Lacs
- 15 Lacs to 17 Lacs
- 17 Lacs and Above

4) Occupation: *

- Self employed
- Service
- Student
- Homemaker
- Retired
- Others _____

5) What do you consume for refreshment? *

- Chocolate
- PAAN
- Mint
- Cigarette
- Mouth Freshener (PassPass, MyBite, Saunf)
- Chewing gum
- Others _____

6) Do you like PAAN (Tobacco free & Nicotine free)? *

- Yes
- No

7) Do you consume PAAN? *

- Yes
- No

8) If No, then Select the following reasons for which you don't prefer PAAN:

- Unhygienic
- Low class perspective (status)
- Makes the mouth red

- Others _____

9) If yes then, how frequently do you consume?

- Daily
- Thrice a week
- Twice a week
- Once a week
- Once a month
- Occasionally

10) Do you prefer going to Local small PAAN Bidi Shops to buy paan?

- Yes
- No

11) What is the thing that stops you from going to small shops to buy paan?

12) Are you aware of the various benefits of eating PAAN? *

- Yes
- No

13) If yes then select the benefits which you are aware of from below:

- Prevents Constipation
- Prevents Gastric Pain
- Increases Hunger
- Promote Digestion System
- Relieves Cough
- Treats Respiratory Problems
- Promotes Oral Health
- Promotes Good Alertness

Please read: *

- Health Benefits of consuming paan are as following
- Source of Beneficial Nutrients
- Source of Antioxidants
- Prevents Constipation
- Prevents Gastric Pain
- Increases Hunger
- Promote Digestion System
- Relieves Cough
- Treats Diabetes
- Treats Respiratory Problems
- Increases Body Metabolism
- Promotes Good Alertness

- Promotes Oral Health
- Prevents Acne

14) After knowing these many health benefits of consuming paan would you add Paan in your daily diet? *

YES

NO

Bibliography

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