

Beliefs, Attitudes and Motivation That Affect Marketing of Forest Honey (A Case Study of Honey Marketing In West Bengal)

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Abstract: *The interrelationship between the various factors of consumer behavior like motivation, belief and attitude is studied in reference to consumer market and industrial market. The jurisdictions of the work were Southern districts of West Bengal, India. The cauterization is as follows : Section I deals with 'Introduction'. The researcher discusses about salient features of honey. Section II elaborates the various aspects of 'Consumer Behaviour' as a process and Howard and Seth Model. In the next section 'Literature Review' one can find a summary on the existing literature available pertaining to the topic of the present study. Section IV deliberates on 'Research Methodology'. In this section hypothesis, objectives of the study, design of research and jurisdiction of the work, primary and secondary sources of data, tools for collecting data, Cronbach Alpha values which tests reliability of questionnaire, tools for analysis of data and basis of conclusion are discussed. In the 'Analysis of Data' section one could find two parts namely Survey of Consumers and Survey of Industrial Buyers. Descriptive Statistics and Inferential Statistics have been comprehended. Thurstone Scale V analysis is done on Motivation. The score profile of each section was condensed to Discriminant Scores and association tests were conducted to establish relationship between Motivation and Belief and then between Belief and Attitude. The intensity of association was studied with Φ -values. Finally in the 'Conclusion and Scope of Further Research' section two models are obtained in which the magnitude of association between motivation and belief and then between belief and attitude pertaining to various micro-segments within the macro segments of consumers and industrial buyers is determined with the help of phi-coefficient values. The results obtained are compared with the contribution of previous researchers. At the end the researcher elaborates scope of further research.*

I. Introduction

In one of the world's most efficient factories, the beehive, honey is produced. Just to make a pound of honey bees may move as far as 55000 miles in order to visit more than 2 million flowers and gather enough nectar (<http://www.americanhoneycompany.com>).

Bees produce different types honey using nectar from flowers for human consumption. Honey bees convert nectar into honey and store it inside the beehive. In Beekeeping, honey is produced in plenty so that the surplus can be taken out without affecting the bees. Honey is sweet due to the monosaccharides like fructose and glucose. It helps in baking. Some people like to have honey over sugar. Most microorganisms do not grow in honey. Honey has a long history of human utility. It is significant in religion. It is also used in various medicines to cure diseases (<http://en.wikipedia.org/wiki/Honey>).

Honey is widely accepted and most effective aliment to generate heat, create and replace energy, and furthermore, to form certain tissues of the body. Honey supplies the organism with substances in order to form enzymes and other biological ferments to favour oxidation. It can kill germs unlike milk, breeding-ground for bacteria. Honey is a most valuable food which frequent, if not daily use, is vitally important (<http://www.honey-health.com>).

Honey, aside from being a tasty snack, can be used for a variety of home and health-related applications. With its natural formulation, it is used as a treatment for some illnesses and a vitamin supplement. It is also known to moisturize and disinfect the skin, making it an unconventional moisturizer, antiseptic and antibacterial solution.

Honey is a medical resource used before modern medicine became established. It may not replace many of the technological methods currently practiced in hospitals, but it can certainly match some of the medicine prescribed by physicians. The bee fluid, as it turns out, is a miracle drug that cures quite a number of ailments and diseases. We can use it and get good health for a fairly low price. (<http://lifehackery.com/2009/02/02/15-unconventional-uses-for-honey>).

II. Consumer Behaviour

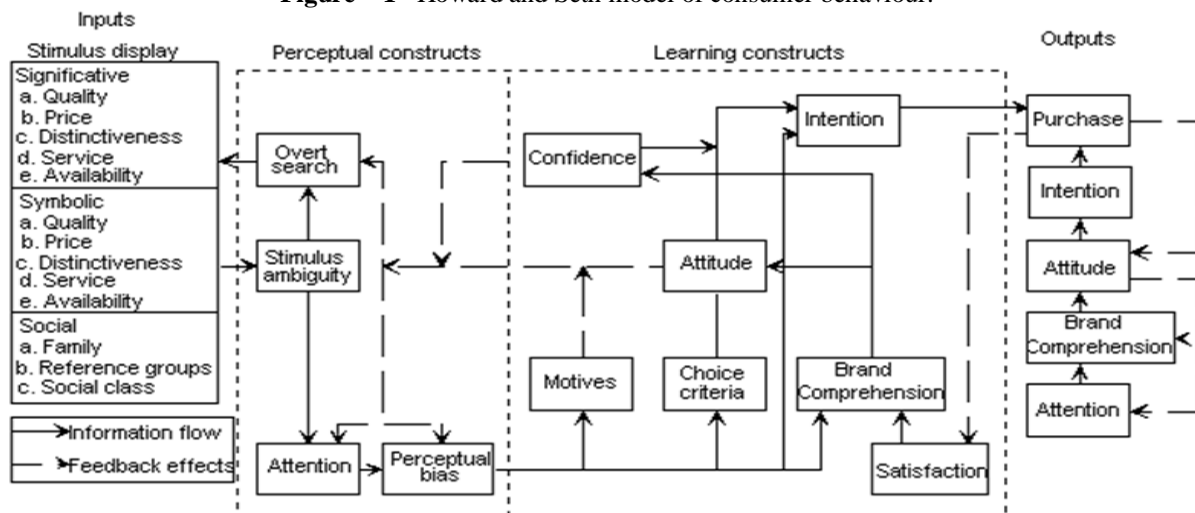
Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general (http://en.wikipedia.org/wiki/Consumer_behaviour).

Table – 1 Interaction of stimuli, consumer characteristics, decision process and consumer responses

ENVIRONMENTAL FACTORS		BUYER'S BLACK BOX		BUYER'S RESPONSE
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technological	Motivation	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	Purchase timing
	Demographic	Lifestyle	Post-purchase behaviour	Purchase amount
	Natural	Knowledge		

Consumer behaviour is influenced by: culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups, lifestyle, market mix factors (http://en.wikipedia.org/wiki/Consumer_behaviour).

Figure – 1 Howard and Seth model of consumer behaviour.



Howard and Sheth Model

John Howard and Jagdish Seth presented their buyer model in 1969. It is an integrated model. It assumes problem solving approach in buying. Howard introduced learning process in buying. Satisfaction leads to brand loyalty. Discontentment creates brand switching by the buyers. In other words, the logic of the model is that there are inputs in the form of stimuli. There are outputs beginning with the attention to a given stimulus and ending with purchase. In between these inputs and the outputs there are variables affecting perception and learning. These variables are 'hypothetical' as they cannot be directly measured at the time of occurrence.

Categories that Effect the Consumer Buying Decision Process

A consumer, making a purchase decision will be affected by personal, psychological and social factors:

Personal factors

Unique to a particular person. Demographic Factors. Sex, Race, Age etc. Who in the family is responsible for the decision making. Young people purchase things for different reasons than older people..

Psychological factors nclude:

Motives

A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal.

Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix.

Beliefs

The first component is beliefs. A consumer may hold both positive beliefs toward an object (e.g., coffee tastes good) as well as negative beliefs (e.g., coffee is easily spilled and stains papers). In addition, some beliefs may be neutral (coffee is black), and some may differ in valance depending on the person or the situation (e.g., coffee is hot and stimulates--good on a cold morning, but not good on a hot summer evening when one wants to sleep). Note also that the beliefs that consumers hold need not be accurate (e.g., that pork contains little fat), and some beliefs may, upon closer examination, be contradictory (e.g., that a historical figure was a good person but also owned slaves).

Attitudes

Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object--within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. (<http://www.consumerpsychologist.com>)

A large portion of the market for goods and services is attributable to organizational, as opposed to individual, buyers. In general, organizational buyers, who make buying decisions for their companies for a living, tend to be somewhat more sophisticated than ordinary consumers. However, these organizational buyers are also often more risk averse. There is a risk in going with a new, possibly better (lower price or higher quality) supplier whose product is unproven and may turn out to be problematic. Often the fear of running this risk is greater than the potential rewards for getting a better deal.

III. Literature Review

Author, Year	Article Topic	Summary of findings
Politz, 1956	Although the term motivation research is sometimes used to refer to consumer research, the author sees it as only one step in the process. Alfred Politz, who directs the activities of his own consumer research organization, describes the problems of consumer behavior research and what he considers the inadequacies of motivation research.	The paper conforms the view that motivation as a factor only partially explains the Consumer Decision-Making Process.
Kassarjian, 1974	The paper reviews several concepts gleaned from research on learning as studied both by psychologists and consumer researchers. Several applications of learning theory, attitude change, and image formation are then applied to the field of advertising, not from the usual view of the advertiser but rather from the view of corrective advertising.	The impact of attitude as a corrective factor in reference to search process pertaining to consumer purchase process has been highlighted.
Ward, 1974	The paper traces the development of interest in consumer socialization. Major policy and conceptual issues are posed, and research in several areas of study is reviewed	The impact of socialization as an element in belief and attitude formation affecting information search pertaining to consumer decision-making process has been identified.
David, et al., 1975	The Fishbein model realizes the importance of a person's attitude as an interviewing variable in predicting brand choice. Specifically, intention to perform is based on attitude.	Attitudes are measured using Fishbein Intention Model.
Holbrook, 1978	The author argues that marketing research has focused too narrowly on the static structure of attitude at the expense of its informational determinants. An experimental study investigates the effects of one fundamental dimension of advertising content on the components of attitude structure.	The role of external information search pertaining to attitude formation as a factor impacting the Consumer Decision-Making Process has been highlighted.
Locander, et al., 1978	In this research, Katz's functional theory is used to examine theoretical, measurement, and statistical issues surrounding the problems of operationalizing the utilitarian, value-expressive, knowledge, and ego-defensive functions. The results are very encouraging in that they show the functional approach offers a multifaceted, motive-based measure which links motives to attitudes.	The paper focuses on types of motives and their impact on the attitude formation in the Cognitive, Affective and Behavioral stages of Consumer Decision-making Process.
Bettman, 1979	The paper reviews research and theory on human memory, emphasizing key findings and concepts of importance to marketing and consumer choice. Several implications for promotional decisions are discussed.	The impact of internal search(memory) affecting beliefs and attitude has been discussed pertaining to consumer decision-making process has been focused and identified.
Mizerski, et al., 1979	Attribution, as a process, is related to consumer decision making by a descriptive model. An assessment of the potential for attribution theory in consumer research is offered.	Attribution theory could be advocated as one of the basis for explaining the consumer decision-making process.

Ryan, et al., 1980	In the Fishbein Intentions Model one finds that an individual's intention and subsequent performance of a given behavior are a function of the weighted sum of: 1. the individual's beliefs about the benefits or consequences of performing a behavior and the evaluative aspect of the beliefs, and 2. the individual's beliefs about what others expect concerning performance of the behavior	Buyer behavior is influenced by individual beliefs which can be explained with the help of Fishbein Intentions Model.
De, 1982	The paper examines the various facets of human motivation at work and explores it from the perspective of organizational scientists, clinical psychologists/psychoanalysts, cultural/comparative anthropologists/sociologists and development economists.	Human motivation is studied in details in reference to generic marketing aspects of social marketing pertaining to Consumer Decision-Making Process.
Gutman, 1982	To practitioner and researcher alike, consumer values play an important role in understanding behavior in the marketplace. This paper presents a model linking perceived product attributes to values.	The focus is on the fact that there exists relationship between Beliefs (in reference of product attributes) and attitudes in the form of values pertaining to market place.
Desbarats, 1983	The paper first examines the reasons for the limited success of empirical studies of movement behavior in documenting a consistent relationship between spatial behavior and its psychological antecedents. It then proposes an integrated conceptual framework to incorporate the mediating and determining role of constraints on spatial behavior.	Consistent relationship between spatial behavior and its psychological antecedents which frame the belief, an important factor affecting Consumer Decision Process.
Miniard, et al., 1983	Understanding behavior involves understanding personal and normative reason for engaging in behaviour.	Parental Belief is an important factor in understanding buyer behavior process.
Smith, et al., 1983	The role of direct versus indirect experience in the attitude-behavior consistency issue is reviewed. Using a new communications model, the authors extend the direct/indirect experience paradigm to a common marketing scenario: product trial versus product advertising.	It reviews the impact of direct and indirect experience on attitude-behavior consistency it references to product trial and product advertising.
Berger, et al., 1989	The influence of advertising repetition on several non-evaluative dimensions of attitudes and the strength of the relationship between attitudes and behavior are examined.	The importance of external search on non-evaluative dimension of attitude in reference to the relationship between the affective and behavioral stage of Buyer Behavior Process has been the focus of this study.
Klein, 1990	A model is proposed that presents a curvilinear relationship between the feasibility of a task and motivation to perform it, to account for theory, research, and anecdotal evidence consistent with both a positive and negative relationship between the two variables.	Curvilinear relationship exists between two variables – feasibility of a task and motivation, irrespective of whether such relationship is positive or negative.
Mittal, 1990	A model finding in prior research has been that attitude toward the advertisement (AA _d) outperforms brand beliefs in explaining brand attitude. The author shows that when beliefs are covered more comprehensively, the role of beliefs as predictors is enhanced.	Contrary to the erstwhile opinion that attitude is more important than belief the finding of the study reflects that belief, if comprehensively covered, will act as enhanced role-predictor in consumer Decision-Making process.
Berger, 1992	In the article, the notion that attitude accessibility and attitude confidence are distinct psychological constructs, exerting independent influences on attitude-behavior consistency was introduced and tested. It was argued that in deliberative decision-making situations, attitude confidence is a more influential moderator of attitude-behavior consistency than attitude accessibility.	The study highlighted the impact of attitude accessibility and attitude confidence on the Decision-Making Process and therefore the two variables could be used as moderators to a Conclusive Buyer Behavior.
Berger, et al., 1992	The authors used a 1989 environmental opinion poll of the Canadian population to examine the influence of perceived consumer effectiveness (PCE) and faith in the efficacy of others (FIO) on the relationship between environmental attitudes and consumer behaviors.	Relationship between environmental attitudes and consumer behavior exists in reference to perceived consumer effectiveness on efficacy of others.
Pechmann, et al., 1992	The researchers examined the issues of when, and how, consumers' prior beliefs or "theories" might bias their judgments of the association between price and quality using a task that involved taste testing orange juices.	The bias of consumers' beliefs impacts the attitude in reference to buying decision-making process pertaining to external stimuli like price, quality etc.
Scheer, et al., 1992	The authors demonstrate that a target's attitude toward an influencer is affected by both (1) the influence type used by the influencer to achieve the target's compliance and (2) the performance outcomes that result from the behavior adopted by the target in compliance with that influence.	The type of stimuli of expectation impacts attitude of the target audience in reference to Consumer Buying Behavior.
Achenbaum, et al., 1993	Growth in packaged-goods companies was accompanied by tremendous progress, particularly in the quantitative measurement and analysis of beliefs and attitudes. The more fragmented markets are, the more researchers need to know	In case of packaged food, the more the market is fragmented, the higher should be the research orientation of Belief, Attitude and Motivation so that the product is successful.

	their size, makeup, behavior, and motivation.	
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Focus on Research Gap

Honey is also an ethnic product since much of its consumer use is culturally guided. The vedas have evidences of using honey as an ingredient for puja and medicinal purposes. The ayurveda which is a part of alternate medicine finds its usage mainly in the ethnic communities. Most of the time it is considered as an FMCG and therefore most of the papers considered above in the Literature Review delved into the Pre-Consumption and Post-Consumption Stages. The Consumption Stage of Decision-Making Process has not been adequately covered. Below is an Integrated Model of Decision-Making Process.

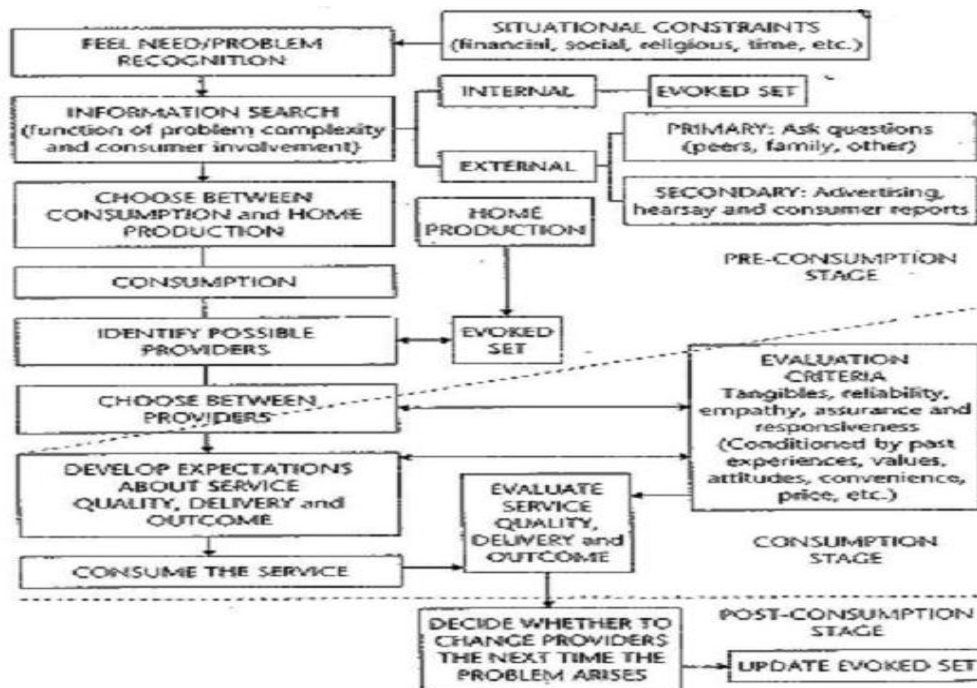


Figure - 2 Integrated Model of Decision-Making Process

Source : Ethnic Marketing – Accepting the Challenge of Cultural Diversity
 Guilherme D. Pires and P. John Stanton

If one considers the Integrated Model of Decision-Making which depicts a cognitive process model of consumer decision making process that integrates several well-known models one could find that in case of ethnic product like honey evoked set and secondary data in the form of consumer reports, advertising are not available or scantily available.

After going through the existing literature review the researcher identifies a gap in the evaluation criteria in the consumption stage pertaining to honey which is an ethnic product as well as FMCG stated above. Researchers have not considered evaluation stage. So in the present study the researcher has focussed on the evaluation criteria in the consumption stage of 'Integrated Model of Decision-Making Process'.

IV. Research Methodology

4.1. Hypothesis

- 1) Belief is an important factor in case of consumer market as well as buyers of industrial market and has its impact on consumer buying process.
- 2) Attitudes considered to be positive, neutral or negative are also evaluative criteria during the consumption stage.
- 3) Motivation is another important factor for the preconsumption stage as well as consumption stage.
- 4) There exists a relationship between belief, attitude and motivation in reference to honey as a forest product in consumer market as well as industrial market.

4.2. Objectives of work

- (1) To find out the important factors in relevance to consumer belief across the following categories: age groups, gender, qualification, location.

- (2) To find out the important factors in relevance to consumer attitude across the following categories: age groups, gender, qualification, location.
- (3) To find out the important factors in relevance to consumer motivation across the following categories: age groups, gender, qualification, location.
- (4) To find out the important factors in relevance to industrial belief based on years of operational existence.
- (5) To find out the important factors in relevance to industrial attitude based on years of operational existence.
- (6) To find out the important factors in relevance to industrial motivation based on years of operational existence.

4.3. The design of the research and jurisdiction of work

Normally a research could be designed according to three variants- the exploratory, the descriptive and the causal. Research at higher level normally follows a causal design. The inference from causal design reflects the association between the variables and dependent and independent relationship in terms of cause and effect. This study has followed therefore a causal design drawing upon inferences in similar pattern. The jurisdiction of the work has been limited to southern parts of West Bengal consisting of the following districts : 24 Parganas (North and South), Medinipur (East and West), Howrah, Hooghly, Burdwan, Bankura, Nadia, Purulia, Murshidabad and Birbhum.

4.4. Source of data

The source of data has been primary and secondary. The secondary data has been collected from 'Khadi Gramudyog Limited' and 'Drugs Control Board of India'.

The documents are placed in annexures (i) and (ii). The primary data was collected through personal interview using questionnaire as instruments. A sample survey was conducted using random sampling on two respondent groups- consumers and industrial buyers.

A sample size of 126 has been considered for consumers. The sample was randomly drawn. Since the list was drawn from "Khadi Gramudyog India Ltd" random number table was used to identify these shops. The shops are located in southern parts of West Bengal. On a particular day of the week the surveyor would stand between 11 A.M. to 4 P.M. and survey all who would come randomly to buy goods.

In case of industrial buyers the population in terms of list is provided by 'Drugs Control Board of India' pertaining to the jurisdiction of study was conducted. The researcher used personal interview method based on questionnaire to elicit response.

4.5. Tool for collecting data

Tool for collecting data for both the consumer survey and industrial buyer survey has been undisguised, structured questionnaire and questions are all closed-ended. In case of consumers questionnaire has three Sections- Section A referring to Consumer Motivation, Section B referring to Consumer Belief and Section C referring to Consumer Attitude, followed by a section referring to personal data of respondent. Questions on Consumer Motivation refer to the frame work of Maslow that is the hierarchy of need. The scale used to capture the data has been an ordinal scale, rank 1 being the most preferred and rank 5 being the least preferred. Section B refers to Consumer Beliefs with subsections between them, each subsection being compensatory. The basis of subsections refers to Parent-Adult-Child Model of Belief. The scale has been an interval scale as per Likert ranging in a continuum from -2 to +2, -2 being referred as strongly disagree and +2 being referred as strongly agree. Section C refers to attitude of consumers in reference to positive, negative and neutral attitude. Likert scale has been used to capture the data.

Reliability of the questionnaire of consumers has been tested using Cronbach Alpha and the result obtained are as follows:

Questions referring to	Cronbach alpha
Parent Belief	0.604
Adult Belief	0.632
Child Belief	0.754
Overall Belief	0.747
Attitude	0.633

Since Section A has been ordinal ranking so Cronbach Alpha on it could not be performed.

In case of Industrial Buyers a structured undisguised questionnaire has been administered and question are all closed-ended. Section A of the questionnaire refers to Industrial Motivation in relevance to the following factors: reliability, quality, pricing, service, timely-support and flexibility were delved. Ranking an ordinal scale was used in which the respondents were asked to rank in scale of 1 to 6 ,6 being the least preferred and 1 being

the most preferred. Section B of the questionnaire considers Industrial Beliefs in reference to Product, Service and Trade. Interval scale in a continuum of -2 to +2 was used to elicit information. Subsection A refers to Product-Related Belief, Subsection B refers to Supply-Service Oriented Belief and Subsection C refers to Trade-Related Belief. Section C is related to attitude of Industrial Buyers in reference to positive, negative and neutral attitude. Likert scale has been used to capture the data.

The reliability of the questions were tested using Cronbach Alpha and the results are as follows:

Questions referring to	Cronbach alpha
Product-related Belief	0.787
Supply-related Belief	0.665
Trade-related Belief	0.628
Overall Belief	0.621
Attitude	0.681

4.6. Tool used for analysis

Descriptive Statistics has been worked out as a prima facie analysis of the responses and it is in terms of percentages. The mean and standard deviation has been taken into consideration for making factual inferences. In case of motivation, the data generated has been of ordinal type. The ordinal data has been transformed into cardinal type using Thurstone Scale V. The nature of the data captured through the scale has been non-parametric. Under the circumstance non-parametric test of association chi-square has been performed. However since chi-square talks only of association and not intensity of association, phi-coefficient has been considered so that intensity of association can be investigated. Discriminant Analysis has been conducted to discriminant scores in reference to each respondent in reference to their motivation, their belief and their attitude. The scores have been used to the chi-square ie the association between motivation and belief and then between belief and attitude. Again correlation analysis has been used using the discriminant scores of motivation and belief and then belief and attitude and correlation coefficient(R value)has been calculated. The tools of analysis are same both for analysis of questionnaire of consumers and questionnaire of industrial buyers.

4.7. Findings and Conclusions

Conclusions are built given in two sections-Section A for Consumers and Section B for Industrial Buyers. The basis of conclusions are quantitative findings as well as subjective discussions the researcher had during the course of gathering the data. The blend has been drawn using secondary sources that is view of other researchers, their supportive arguments as available in the literature review. There exists a chronological match between the objectives and the conclusions. The researcher has developed a model showing the relationship between the variables indicating in which specific cases association exists and their relative intensity.

4.8. Summary of research method

Methods	Field Interview
Systematically recorded interaction	126 interactions in reference to consumer survey and 25 interactions in reference to industrial target audience. used to capture data was undisguised structured questionnaire. In case of consumer survey each interaction ranged minimum of 30 minutes and maximum of 45 minutes. In case of industrial target audience each interaction ranged minimum of 20 minutes and maximum of 30 minutes.
Breadth of interaction	In case of consumer survey the southern part of West Bengal was considered as the jurisdiction of survey. Random sampling was done using random number table on the list of shops provided by 'Khadi Gramudyog Limited, Government of India'. In case of industrial buyers the whole population(census) was considered. 'Drugs Control Board of India' gave a list of 25 shops and all 25 shops were considered for collecting the data.
Primary insights gained	The data captured stated the important factors of beliefs, attitudes and motivation that are of concern to the consumers. It also brought out the association between beliefs, attitudes and motivation. In case of industrial buyer survey it captured important factors in relevance to industrial beliefs, attitudes and motivation based on years of operational existence. Association between beliefs, attitudes and motivation was established. The intensity of association through phi-scores was brought out and finally a model showing phi-values and correlation coefficient values across age, location, gender and qualification was developed. A similar exercise was also conducted for industrial buyers where operational existence of the firm was the criterion.

V. Analysis Of Data

Descriptive statistics had been conducted to obtain mean and standard deviation. The nature of data gathered through the questionnaires were non-parametric. The ordinal scale used in Motivation was transformed to cardinal scale using Thurstone Scale Case V. Then Inferential Statistics was performed. The score profile of each section was condensed to Discriminant Scores for individual respondents and association tests were conducted to establish relationship between Motivation and Belief and then between Belief and Attitude with the help of chi-square test and Correlation Coefficient. Phi-coefficient were computed to understand the relative magnitude of association.

Part A: Survey Of Consumers

Table - 2 Table showing Correlation between Consumer Motivation and Belief and then between Belief and Attitude

Sl. No	Segment	Correlation Coefficient (R) between Motivation(M) and Belief(B)	Correlation Coefficient (R) between Belief(B) and Attitude(A)	Comment
1	gr1	0.622	0.462	Strong association between M&B and but weak association between B&A
2	gr2	0.655	0.352	Strong association between M&B and but weak association between B&A
3	m	0.644	0.47	Strong association between M&B and but weak association between B&A
4	f	0.686	0.498	Strong association between M&B and but weak association between B&A
5	u	0.167	0.042	Weak association between M&B and B&A
6	r	0.335	0.113	Weak association between M&B and B&A
7	mq	0.635	0.478	Strong association between M&B and but weak association between B&A
8	lq	0.03	0.004	Weak association between M&B and B&A
9	gr1_m	0.568	0.388	Strong association between M&B and but weak association between B&A
10	gr1_f	0.699	0.56	Strong association between M&B and B&A
11	gr1_u	0.207	0.1	Weak association between M&B and B&A
12	gr1_r	0.58	0.183	Strong association between M&B and but weak association between B&A
13	gr1_mq	0.532	0.422	Strong association between M&B and but weak association between B&A
14	gr1_lq	0.262	0.098	Weak association between M&B and B&A
15	gr2_m	0.715	0.503	Strong association between M&B and B&A
16	gr2_f	0.257	0.078	Weak association between M&B and B&A
17	gr2_u	0.24	0.103	Weak association between M&B and B&A
18	gr2_r	0.078	0.072	Weak association between M&B and B&A
19	gr2_mq	0.732	0.451	Strong association between M&B and but weak association between B&A
20	gr2_lq	0.112	0.056	Weak association between M&B and B&A
21	Overall	0.661	0.476	Strong association between M&B and but weak association between B&A

(gr1:less than or equal to 25 years,gr2:more than 25 years), (m:male, f:female), (u:urban,r:rural),(mq: more qualified, lq: less qualified),

M : Motivation , B : Belief , A : Attitude

Part B: Survey Of Industrial Buyers

Table – 3 Table showing Correlation between Industrial Buyers' Motivation and Belief and then between Belief and Attitude

Sl. No.	Segments	Correlation Coefficient(R)between Motivation(M) and Belief(B)	Correlation Coefficient(R) between Belief(B) and Attitude(A)	Comment
1	gr1	0.63	0.39	Strong association between M&B but weak association between B&A
2	gr2	0.13	0.62	Weak association between M&B but strong association between B&A
21	Overall	0.4	0.53	Weak association between M&B and but strong association between B&A

gr1:<=10years of operational existence,gr2>10years, M : Motivation , B : Belief , A : Attitude
 R<0 : Weak Association , R=0: Moderate Association , R>0 : Strong Association

Summary

The researcher now considers the consolidated view of magnitude of association in reference to consumer and industrial market of honey when one considers motivation and belief and then belief and attitude.

TABLE – 4 Table showing strength of association between Motivation and Belief of different user groups of honey by considering Phi-scores

(Weak association : $\Phi < 0.5$, Moderate association : $\Phi = 0.5$, Strong association) $\Phi > 0.5$)

Description of user group	Φ scores
Consumer	0.73
Industrial Buyer	0.36

TABLE – 5 Table showing strength of association between Belief and Attitud of different user groups of honey by considering Phi-scores

(Weak association : $\Phi < 0.5$, Moderate association : $\Phi = 0.5$, Strong association : $\Phi > 0.5$)

Description of user group	Φ scores
Consumer	0.50
Industrial Buyer	0.52

VI. Findings, Conclusion And Scope Of Further Work

6.1. Findings and Conclusion

The researcher now considers the consolidated view of magnitude of association in reference to consumer and industrial market of honey in various segments when one considers motivation and belief.

TABLE – 6 Table showing strength of association between Motivation and Belief of different segments of user groups of honey by considering Phi-scores

(Weak association : $\Phi < 0.5$, Moderate association : $\Phi = 0.5$, Strong association : $\Phi > 0.5$)

User group	Segments							
	gr1	gr2	m	f	u	r	mq	lq
Consumer	0.73	0.69	0.86	0.52	0.20	0.18	0.73	0.43
Industrial Buyer	0.65	0.02	X	X	X	X	X	X

Consumers : (gr1:less than or equal to 25 years,gr2:more than 25 years),(m :male, f :female),(u :urban, r :rural),(mq :more qualified, lq :less qualified)

Industrial Buyers : (gr1:less than or equal to 10 years,gr2:more than 10 years)

X : Not Applicable

From table 6 consolidated phi-score values showing association between motivation and belief of

different segments of user groups of honey are comprehended. One finds in relation to consumers strong association between motivation and belief in case of classifications namely gr1(less than or equal to 25 years), gr2(more than 25 years),gender groups-m(male) and f(female) and mq(more qualified).In case of industrial buyers one finds a strong association in case of gr1(less than or equal to 10 years).However in case of gr2(more than 10 years) such association is not visible. It is observed that in firms which exists for more than 10 years, quality, a factor of industrial motivation, is found to be more predominant compared to any other motivation factor like price, reliability, timely-support, service, flexibility etc. This conclusion further backs PIMS (Profit Impact of Marketing Strategies) Study. The PIMS program is administered by the Strategic Planning Institute, which gathers data from a number of corporations to establish a relationship between a variety of business factors and two measures of organizational performance- return on investment(ROI) and cash flow. By examining PIMS data, an organization can determine the effects of various marketing strategies on performance. According to PIMS's findings, those factors having the greatest impact on Return on Investment(ROI) are market share relative to company's three largest competitors, the value added to a product by the company, industry growth, product quality, level of innovation/differentiation and vertical integration(ownership of other channel members) (Reeder Robert R., et al)

The researcher now considers the consolidated view of magnitude of association in reference to consumer and industrial market of honey in various segments when one considers belief and attitude.

TABLE – 7 Table showing strength of association between Belief and Attitude of different segments of user groups of honey by considering Phi-scores

(Weak association : $\Phi < 0.5$, Moderate association : $\Phi = 0.5$, Strong association : $\Phi > 0.5$)

User group	Segments							
	gr1	gr2	m	f	u	r	mq	lq
Consumer	0.47	0.44	0.56	0.45	0.11	0.26	0.60	0.18
Industrial Buyer	1	0.04	X	X	X	X	X	X

Consumers: (gr1:less than or equal to 25 years,gr2:more than 25 years),(m :male, f :female),(u :urban, r : rural), (mq : more qualified, lq : less qualified)

Industrial Buyers : (gr1:less than or equal to 10 years,gr2:more than 10 years)

X : Not Applicable

In consolidated table 7 showing the summary of association between belief and attitude in reference to magnitude (Φ value) one observes that in category of consumers it is stronger in case of male and more qualified groups of consumers. It is moderate in case of gr1(less than or equal to 25 years) in consumers,gr2(more than 25 years) in consumers and female group of consumers. In case of u(urban), r(rural),lq(less qualified) it is weaker. In reference to industrial buyer category, one finds that it is strong in reference to gr1(less than or equal to 10 years) and weak in reference to gr2(more than 10 years).

6.2. Scope of Further Work

The researcher would like to state the classification of firms has been considered for the purpose of this study based on duration of existence. It was so because the types of firms using honey are small scale industries mainly pharmaceutical firms producing ayurvedic medicines. Survey on small scale industries shows that most of the small scale industries become sick on or before 10 years. Therefore for the purpose of the study, this kind of classification was thought to be most appropriate. However one does not rule out that this classification is not exhaustive.

One has to note that the present research has further scope of work since major segmentation variables for business markets are namely the following:

- (i) Demographic
- (ii) Operating Variables
- (iii) Purchasing Approaches
- (iv) Situational Factors

Considering all these variables one could again delve into the relationships that motivation affects beliefs and beliefs affect attitudes. Needless to state that in consumer analysis this whole relationship has been queried and answered in reference to various segmentation variables such as age, location, gender and qualification.

Demographic segmentation variable has already been complied with as existence of the firm i.e., above 10 years and less than or equal to 10 years has been taken into consideration as has been stated above. On the demographic front if one thinks of having a different microsegment it could be location in different geographic regions or that is to say manufacturing firms of pharmaceuticals located in Northern India, Southern India, Eastern India, Western India and Central India etc.

One knows that operating variables are a major categorical segmentation variables in case of business to business market. Herein also a researcher could study the relationships in reference to Motivation and Belief and then within Belief and Attitude. The microvariable pertaining to this category is technology which could be homemade ayurvedic medicines (i.e., labour-intensive technology), machine-based low-intensive labour technology, small scale ayurvedic or pharmaceutical industry and capital-intensive technology such as large-scale ayurvedic firms. A different microsegmentation variable under the same category could be the user-status of the manufacturing unit. This could be typified as heavy users, medium users, light users etc.

In case of microsegmentation pertaining to purchasing approaches it could be based on purchasing functions of the firm such as centralized purchase or decentralized purchase. Another microvariable of the same macro category could be the purchase policies considering tender purchase and various types of non-tender purchases. Situational factors play an important role in the Business to Business market. Therefore situational factors are macrovariables of segmentation of industrial market. The microvariables could be urgency of the requirement such as frequent, relatively less frequent or occasional requirement. One could also use 'specific application' as microvariable which could be typified as usage as a major raw material, usage as a minor raw material, usage as a catalyst. A third microsegmentation variable within this macro category could be size of the order i.e., bulk purchase, small purchase or purchase in tiny lots.

The purpose of the researcher at the end of the study was to just tell the further dimensions which could be explored by a researcher in terms of industrial market. However the researcher feels the relationships motivation affects belief and belief affects attitude have been captured by this demographic classification of existence of firm based on years.

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