

**PERCEPTUAL ANALYSIS OF CONSUMERS AND
ENTREPRENEURS OF HEMP PRODUCTS :
A CASE STUDY OF MANALI TOWN
IN HIMACHAL PRADESH**

Project Report

by

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submitted to



**Dr. YASHWANT SINGH PARMAR UNIVERSITY OF
HORTICULTURE & FORESTRY
SOLAN (NAUNI) HP- 173 230 INDIA**

in

**partial fulfilment of the requirements for the degree
of**

**MASTER OF BUSINESS ADMINISTRATION
(AGRIBUSINESS)**

**DEPARTMENT OF BUSINESS MANAGEMENT
COLLEGE OF HORTICULTURE**

2022

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CERTIFICATE-I

This is to certify that the project report titled “**Perceptual Analysis of Consumers and Entrepreneurs of Hemp Products: A Case Study of Manali Town in Himachal Pradesh**” submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration (Agribusiness) in the discipline of Agribusiness Management** to Dr. Yashwant Singh Parmar University of Horticulture & Forestry, (Nauni) Solan (HP) - 173 230 is a bonafide research work carried out by **Rohit Kumar (H2020-30-ABM)** Son of Shri Subhash Chand under my supervision and that no part of this project report has been submitted for any other degree or diploma .

The assistance and help received during the course of this investigation have been fully acknowledged.

Place: Nauni, Solan
Date:

Dr. Rashmi Chaudhary
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CERTIFICATE-II

This is to certify that the project report titled “**Perceptual Analysis of Consumers and Entrepreneurs of Hemp Products: A Case Study of Manali Town in Himachal Pradesh**” submitted by **Rohit Kumar (H-2020-30-ABM)** Son of Shri Subhash Chand to the Dr. Yashwant Singh Parmar University of Horticulture & Forestry, (Nauni) Solan (HP) - 173 230 India in partial fulfilment of the requirements for the degree of **Master of Business Administration (Agribusiness)** in the discipline of **Agribusiness Management** has been approved by the Advisory Committee after an oral examination of the student in collaboration with an External Examiner.

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ACKNOWLEDGEMENTS

With limit less humility, I am grateful to ALMIGHTY God who is full of mercy and due to her blessing, I am able to complete my project on time and I also owe this pride to my beloved parents for their prudent persuasion, selfless sacrifice and heartfelt blessing which have meet this manuscript to be reality.

"No scientific endeavour is a result of an individual's efforts. And so, comes the time to look back on the path traversed during this endeavour and to remember the faces and spirits with sense of gratitude"

*I deemed it to be my profound privilege to express my deep sense of gratitude and profound personal regards to esteemed teacher and Project Advisor, **Dr Rashmi Chaudhary** (Associate Professor), Department of Business Management, College of Horticulture, UHF, Nauni whose superb guidance, critical analysis, constructive criticism, constant encouragement and unparalleled execution of the essential requisites during the entire course of study are beyond reach of my formal words.*

*I emphatically extend my heartiest thanks to the worthy teachers **Dr. Krishan Kumar** (Professor and Head), **Dr. Kapil Kathuria** (Professor), **Dr. Rashmi Chaudhary** (Associate Professor), **Dr. Yasmin Janjhua** (Associate Professor), **Dr. Piyush Mehta** (Associate Professor), **Dr. Nisha Kumari** (Assistant Professor), **Dr. Rahul Dhiman** (Assistant Professor) and the entire staff of the Department of Business Management for their moral support extended to me time to time. I adduce from core of my heart a sincere thanks to **Dr. Chandresh Guleria** (Assistant Professor) Department of Social Sciences , College of Forestry.*

*I can hardly overlook the co-operation, timely help and moral support extended my seniors and friends **Swapandeep Kaur, Richa Kaushal, Sourav Bose, Saurabh Naryan and Aditya Chauhan** who have always supported and helped me anytime I needed.*

*I am grateful to my parents **Mr. Subhash Chand** and **Mrs. Sunita Devi** and sibling **Swati Bhardwaj** for instilling in me the values that make me the person that I am.*

I am sincerely thankful to my respondents who spread their valuable time to provide me the pertinent information.

I owe entire responsibility for all the errors and omissions.

Place: Nauni, Solan
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(Rohit Kumar)

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ABBREVIATIONS USED

| | | |
|---------------|---|------------------------------|
| % | : | percentage |
| & | : | and |
| <i>et al.</i> | : | <i>et alli</i> (co-worker) |
| i.e | : | that is |
| NO. | : | Number |
| FPO | : | Farmer Producer Organization |
| SD | : | Standard Deviation |

:

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Chapter-1

INTRODUCTION

Hemp production in India is very old and go back to thousands of years. In fact, the Vedas, estimated to be at least 3400 years old, refer to it as one of the five most sacred plants. Traditionally, hemp in India was used for preparing natural medicines, nutritional foods and also fibre to make textiles. Traditional hemp use in India is associated with Ayurveda, a holistic medical system that focuses on promoting good health and preventing illness through healthy lifestyle practices and herbal remedies. Ayurveda originated nearly 3000 years ago and it elaborately characterises different parts of the hemp plant for a variety of curative purposes. Ayurveda describes hemp (ganja) as a sleep giver, stress reliever, pain absorber & even refers to it as god's food. But then what happened in the past century that the god's food is not just banned but its uses are punished for the same (Mishra, 2018).

It all started in the year 1890 when British wanted to introduce the English liquor & allopathy medicines in the country. Then did an extensive research & hence realized that until Ayurveda & Ganja remains in the market they cannot do anything, this extensive report is called British hemp commission report which comprises of hundreds of interview through thousands of pages done across the length & breadth of the country. But this was in standard qualitative research without. Backing. Yet they only came to a conclusion of it not being harmful unless. Abused which let me clarify never happened or at least was never documented. Almost 150 years & Britishers have been able to successfully place there plans in action in the country of Vijaya. Today around the world countries are moving not only towards medical but even recreational, its researchers in the field of environment, medicine/health, fuel, paper, plastic, cloth & more; still the Indian masses fail to see the glory of this plant. In the 1960's 70's India lost the freedom of using this herb & completely banned it (or so we presumed) unless in the case of religious sacrament in few places like Ujjain, Banaras, Jodhpur etc, where one can find Bhang or leaf extract balls to mix with cold milkshake. Ayurvedic & Siddha medicines aren't booming in the country of its origin is because of the limitations one has in the usage of the herbs to be used in the same. Who gave the rights to decide for us & our ancient wisdom toinvaders. They are the very people who are minting money of it (Murray, 1894).

6 The States hold the decision to implement such laws which has worked against Cannabis until now in India. Cannabis known as Bhang (Cannabis Leaves) in some parts of the country is legal in Banaras, Jodhpur, Jaisalmer, Ujjain & more. The common connection these places have in Shivaism/Jyotirling & Bhang is an important component of his Puja /rituals. At these places one can legally buy bhang from Government Authorized shops & enjoy the treat usually mixed in milk, dry fruits & cream is also known as Thandai (Mishra, 2018).

Hemp stalk

The Hurds of the stalk can be used to make animal beddings, mulch, fibre-boards, Insulation and Hemp Crete (Organic Bio-Concrete which is made without the toxic cement). The fibres of the stalk provide raw material to produce hemp twine, ropes, netting, canvas, bio-composites, shoes, bags etc. The Stalk has the potential to substitute fuel, paper, textiles, plastic, construction materials and furniture. The Stalk has the potential to substitute fuel, paper, textiles, plastic, construction materials and furniture (Anonymous, 2013).

Industrial applications

Hemp has many industrial application and the major among them are:

1. Hemp furniture

Hemp hurds are the soft inner core of the hemp stem. It is highly absorbent and rich in cellulose which offers thermal and acoustic insulation (Anonymous, 2013).

2. Hemp paper

We are cutting down trees and forests across the world to make paper from the pulp of the wood. It takes a tree up to 20 years to mature. Deforestation for meeting supply of wood is a global problem and hemp paper is a solution to stop cutting of millions of trees (Anonymous, 2013).

3. Hemp textile

Hemp fibres are one of the strongest fibres known to man. If it wasn't for these hemp ropes, no ship would have ever sailed and the world as we know it wouldn't be here

today! These fibres have been used throughout our history to make twines, clothes and ropes. Its stronger than cotton, and it requires no chemicals to grow or process it, and the hemp textiles are durable, lasts longer and breathes better than the cotton alternative (Anonymous, 2013).

4. Hemp crete

Hemp crete is a stronger, lighter and more environmentally friendly version of concrete. Cement is the most fundamental thing in our modern life. And it requires a lot of heat to produce it. And to supply cement for a global demand a lot of coal is being burnt which is adding huge amounts of carbon emission into the atmosphere which results in all the heat to be trapped inside the earth which is driving the global warming levels upwards. Cement is one of the largest polluting industry in the entire world. Hemp crete is the future of sustainable living. It requires no heat to process or produce...and its cheaper, lasts longer and safer on our environment (Mishra, 2018).

Status of hemp cultivation in India

In 2016, Uttarakhand became the first Indian state to permit large scale commercial cultivation of industrial hemp. The licence was awarded to the Indian Industrial Hemp Association (IIHA) to plant cannabis on 1,000 hectares. According to the NDPS Act 1985, the hemp leaves, seed and stalks are exempted only (Sharma, 2018).

High and wild that is how the cannabis plant has grown in India. But, its uses have not been restricted. Though many farmers in the upper Himalayan reaches have grown the weed for its recreational use, women of Shauka and Kuthalia Bora tribes in Uttarakhand's Kumaon, Pithoragarh and Almora districts have been planting cannabis for its fibre and medicinal properties. Today, women in the state are cultivating cannabis as part of Uttarakhand's industrial hemp cultivation promotion policy (Sharma, 2018).

Hemp grows in the wild, almost in all districts across the state, barring Lahaul and Spiti. Traditionally, hemp was cultivated in the parts of old Himachal comprising Shimla, Mandi, Kullu, Chamba, Sirmour and inhabitants of this land locked village used to make baskets, ropes and slippers from hemp. Hemp seeds were used in traditional cooking (Mishra, 2019).

Himachal Pradesh cabinet is likely to discuss and approve the government's proposal to allow controlled cultivation of hemp to mobilise resources and jobs in the hill state. The move to legalise hemp has also come in the wake of growing unemployment and limited resources of income in the state.

“The proposal will be placed before the cabinet for its consideration.” Said a government official. Under the NDPS Act, 1985, there are provisions for the cultivation, production, maintenance and transportation of cannabis (Anonymous, 2022).

Need of study

Hemp is a crop which is of great commercial value as large number of goods can be made using it. Hemp in the society is taboo despite of the fact that it was traditionally used by our forefathers. The industry has a great potential in a hilly state like Himachal Pradesh where hemp can be grown very easily. The study will create awareness among the entrepreneurs and also assist the policy formulators for visualizing the importance of this industry and we hope it is made legal in Himachal Pradesh in years to come.

Objective for conducting research

1. To study the perceptions of the customers for hemp products in the study area.
2. To identify the factors that influence the customers to buy hemp products.
3. To study the perceptions of the hemp entrepreneurs for hemp products.
4. To study the constraints faced by entrepreneurs of hemp industries.

Chapter -2

REVIEW OF LITERATURE

An effort has been made to review significant studies linked to the current investigation in this chapter. A literature review is a thorough summary of earlier studies on a subject. The literature review examines scholarly books, journals, and other sources that are pertinent to a particular field of study. A quick summary of the literature that is currently available on the present topic and other associated areas are given below:

Bouloc *et al.* (2013) investigated the Hemp production for industrial purposes continues to grow worldwide, and is currently being used for many applications including house insulation, paper making, animal bedding, fabric, rope making and also as a biofuel. This book brings together international experts to examine all aspects of industrial hemp production, including the origins of hemp production, as well as the botany and anatomy, genetics and breeding, quality assessment, regulations, and the agricultural and industrial economics of hemp production. A translation of *Le Chanvre Industriel*, this book has been revised and updated for an international audience and is essential reading for producers of industrial hemp, industry personnel and agriculture researchers and students.

Adamovics *et al.* (2015) investigated the sector of hemp growing and processing is subjected to significant changes through the past decades, historically hemp growing was widespread and in Latvia hemp was broadly used in everyday life—in the local cuisine, for feeding animals and also as a building and textile material. It had lost its popularity but following the global tendencies in agriculture, growing and processing of hemp (*cannabis sativa L.*) is slowly regaining its positions mainly due to the versatile possibilities of using hemp. Though the total number of hemp growers is significantly smaller nowadays as it has been historically, the use of hemp is expanding and during recent years several enterprises have introduced new products that includes using hemp in food production, production of ecological construction materials, paper, production of textiles, biodegradable plastics and as mentioned, renewable energy production. Agriculture, including hemp production and processing, is one of the industries subject to risks due to changing weather conditions, diseases and pests and volatile market prices on inputs and products produced.

Rivza et al. (2015) conducted agriculture (including hemp production and processing) is one of the industries subject to risks due to changing weather conditions, diseases, pests and volatile market prices on inputs and products produced. However, the use of risk assessment methodologies in hemp production and in agriculture as a whole are not widespread. This article aims to reflect the preliminary results of the risk evaluation in hemp production and processing. The following tasks were set to reach this aim: to analyse the risk evaluation methodology and risk calculation methodology; to determine and systematize risks in hemp production and to carry out a preliminary evaluation for risks in hemp production using semi quantitative evaluation. For the evaluation purposes the hemp production is divided in five stagespreparation of soil and sowing of hemp; growing of hemp; hemp harvesting; hemp processing; and selling of the produced output.

Catus et al. (2016) studied the development on cultivation processing and applications of fibres, shivs seeds and flowers of hemp in Europe. The study found that hemp fibres were used for producing light weight papers, insulation material and bio composites, shivs are used for animal bading and construction and seeds can be consumed raw or pressed into hemp seed oil. It was also found that both seeds and oil are used for human food and animal feed. Further study suggested that increasing awareness should be there regarding hem products in order to utilize their benefits.

Fike et al. (2016) conducted the Hemp (*Cannabis sativa* L.) has been a species of value to humans for much of our history given its broad adaptation and multiple uses. The plant is thought to have originated in Eurasia but has been carried to much of the rest of the world, largely for use as a fibre crop. Declining needs for fibre and competition from other plant fibre sources began to reduce demands for hemp. In turn, concern over potent forms of hemp (i.e., marijuana) would lead to the crop's effective prohibition during much of the 20th century. Growing recognition of the many uses for hemp beyond the traditional rope, cordage, and canvas has helped revive interest in the crop, and a majority of US states have reduced restrictions to allow research with the plant.

Fike et al. (2016) investigated the Opportunities for hemp have increased with the recognition that the crop offers growing and diverse uses for not only its fibres, but for its seed grain and essential oils as well. Several studies indicate that hemp grains are nutritious

as feed and food additives and its essential oils are of interest given a number of pharmacologically beneficial properties. Although full of promise given its numerous potential benefits and uses, building markets for these products will be a critical (and likely slow) part of hemp's development into a useful agronomic species for US growers.

Kogan *et al.* (2016) studied the consumer perception of hemp products for animals to determine which hemp products the pet owners purchased, reasons for purchase and the perceived values of the products on pet's health. A sample size of 632 was chosen for the study. The study revealed that maximum of the respondents used hemp products for dogs for treating illness or other conditions diagnosed by veterinarians such as seizures cancer anxiety and arthritis. The study further suggested that the results would offer guidance to researchers seeking to perform clinical studies on hemp.

Giombi *et al.* (2018) studied consumers perception of edible marijuana products for recreational uses in order to understand the reasons for preferring edibles relative to other forms of marijuana and their concerns regarding the consumption of edibles. Eight focus groups were selected for the study and the collected data was analysed with the help of qualitative analysis software and coding reports. The study found that majority of the respondents preferred edibles to smoking marijuana because of no smell from smoke and also due to convenience discreetness, longed lasting highs, and more relaxation from anxiety. Further study suggested that the results would help to guide policy makers and regulators in establishing regulations for edibles and also help to inform educational campaigns on proper use of edibles for recreational purposes.

Li (2018) studied the hemp food entrepreneurs and hemp food industry of Manitoba with the help of inductive qualitative design and in-depth case study. Industry legitimization model and three propositions based on the hemp food industry legalisation and commercialisation was used for data analysis. The study found that it took 4 years for the entrepreneurs to legalize the Canadian hemp industry and the dynamic process of commercialising the hemp products is still going on. Study further suggested that the institutional entrepreneurs should build their businesses and more new industries should be established.

Shen et al. (2020) studied that China is the world's largest importing and exporting country of hemp products, but the mechanized field production technology is still at a start-up stage in the domestic industry chain of hemp, and the development of hemp is faced with challenges. In this paper, an introduction was given to the value of hemp and the development prospect of hemp in China, and the application statuses of whole-course mechanization for hemp at home and abroad were summarized. In addition, the research thoughts about wholecourse mechanization for field production of China's hemp were proposed. The mechanization of field harvesting was the research emphasis of whole-course mechanization for hemp in China, and the study of field harvesting mechanization was divided into fibre stalk harvesting/leaf & seed harvesting as well as field harvesting of northeast plain/mountain harvesting of southwest hills.

Rampold et al. (2021) conducted to examine Florida consumers' stance on legalizing the growing and processing of hemp, recently redefined as an agricultural commodity. Factors were explored that may explain their stance to provide insight into the communication needs in the early stages of the US hemp industry revival. Results indicated that respondents who had more favourable attitudes toward legalizing hemp were also more likely to fall within the category of being overall "for legalizing hemp" when offered a binary choice. Further, attitude toward legalizing hemp was predicted by respondents' objective knowledge of hemp topics, attitude toward legalizing marijuana, and perceived personal relevance of legalized hemp cultivation and production. A strong association between hemp and marijuana was also observed in both the quantitative and qualitative findings, and respondents indicated some confusion regarding the mind-altering properties of marijuana compared to hemp.

Hannah et al. (2022) conducted the study on addition of the hemp production has persisted over several centuries, although its relevance has ebbed and flowed. Its popularity has been interrupted by competing products, public health concerns, and regulatory barriers. A renaissance of hemp production has emerged over the past few decades, giving rise to a market of diverse hemp based food, medicinal, textile, and industrial products. Critical to the crop's long term success is an understanding of the hemp cannot survive.

Chapter-3

MATERIALS AND METHODS

Research methodology is scientific and systematic methods that helps in solving the various research problem. Research methodology helps to study and discuss the methods adopted in selecting the various samples. It also helps in selecting various statistical tools and techniques that helps in analysing the data.

The detailed research methodology for the present study is discussed below:-

3.1 Area of study:

The area of study is that area where the research study is being conducted. The present study has been conducted among the consumers of hemp products in Manali and among entrepreneurs of hemp industry located in Manali.

3.2 Sampling technique:

Sampling is a technique used for selecting various people from predetermined number of observation population in order to calculate the characteristics of the entire population. For the present study, convenient sampling technique are used. Convenient sampling is the non-probability sampling that involves the sample being from that part of the population that is close to the hand.

3.3 Sample size:

Sample size is defined as the number of observations used to calculate the estimate of population. Sample size of present study comprised of 50 consumers of hemp products & 5 entrepreneurs of hemp industry.

3.4 Data collection:

Data collection is defined as a process of collection of the data for research purpose by using various resources. The data for present study has been collected through primary as well as secondary sources.

Primary data:

The primary data has been collected from the respondents on various demographic factors such as age, gender, educational qualification, occupational status, marital status. Pre-structured questionnaires were used to collect data from respondents during personal interviews.

Secondary data:

Secondary data is information that has already been gathered and can be obtained from other sources. Secondary data for the current study was gathered from a variety of sources, including research papers, journals, magazines, and an online portal.

3.5 Data analysis :

Data analysis is the process of evaluating data using statistical and/or logical approaches. The current study's data was analysed using a variety of statistical and mathematical tools, including percentage analysis, mean and standard deviation.

- **Percentage method**

Percentage analysis is a useful technique for comparing samples with varying numbers of observations. Percentage is calculated by dividing the frequency of a specific category by the total sample size and multiplying by 100.

The formula for percentage analysis is:

$$P = \frac{x}{y} * 100$$

P = Percentage %

x = number of respondents falling in particular category

y= Number of total respondents

Mean

The arithmetic mean is calculated by dividing the sum of all the values in a series by the total number of items in the series.

The formula for calculation of mean is:

$$X = \frac{\sum x}{N}$$

Where, stands for mean

$\sum x$ = stands for summation of relative values of variables

N = stands for total number of observations

- **Standard deviation**

The standard deviation measures how far apart a set of data is from the mean. The higher the standard deviation and the magnitude of the value's dispersion from its mean, the greater the dispersion or variability. It denotes a distribution's absolute variability.

The formula for calculation of standard deviation is:

$$S.D = \frac{\sqrt{\sum x^2}}{N}$$

Where

$x = (x_i - \bar{x})$ x_i = Value of the i^{th} item = mean of the observations

N = total number of items

Chapter- 4

RESULTS AND DISCUSSION

The present investigation entitled “Perceptual Analysis of Consumers and Entrepreneurs of Hemp Products: A Case Study of Manali Town in Himachal Pradesh” has been conducted to study the perceptions of the consumers and entrepreneurs of hemp products. The findings of the study are presented in this chapter under the following subsection.

- 4.1 Demographic profile of entrepreneurs
- 4.2 Perceptions of entrepreneurs
- 4.3 Demographic profile of consumers
- 4.4 Perceptions of consumers

4.1 DEMOGRAPHIC PROFILE OF ENTREPRENEURS

Table 4.1.1 : Gender-wise distribution of the respondents

| Gender | Frequency | Percentage |
|---------------|------------------|-------------------|
| Male | 5 | 100 |
| Female | 0 | 0 |
| Total | 5 | 100 |

Table 4.1.1 presents gender wise distribution of the respondents. Analysis of the data reveals that all the respondents are males.

Table 4.1.2 : Age of respondents

| Age | Frequency | Percentage |
|--------------|------------------|-------------------|
| 20-30 | 0 | 0 |
| 31-40 | 3 | 60 |
| 41-50 | 2 | 40 |
| >50 | 0 | 0 |
| Total | 5 | 100 |

Analysis of data in table 4.2 reveals that 60 per cent of the respondents belong to age group of (31-40 years) followed by 40 per cent who belongs to the age group of (41-50 years).

Table 4.1.3 : Marital status

| Marital Status | Frequency | Percentage |
|-----------------------|------------------|-------------------|
| Married | 5 | 100 |
| Unmarried | 0 | 0 |
| Total | 5 | 100 |

Table 4.1.3 presents the marital status of the respondents. Analysis of the data reveals that 100 per cent of the respondents are married and none of the respondents are unmarried.

Table 4.1.4 : Educational status of the respondents

| Education | Frequency | Percentage |
|------------------|------------------|-------------------|
| Primary | 2 | 40 |
| High School | 1 | 20 |
| Sr. Sec. | 1 | 20 |
| Graduate | 1 | 20 |
| Total | 5 | 100 |

Table 4.1.4 represents education qualification of the respondents. Data analysis reveals that 40 per cent of respondent are educated up to primary followed by 20 per cent who are educated up to high school, 20 per cent are educated up to senior secondary and remaining 20 per cent respondents are graduates.

Table 4.1.5: Annual income of the respondent

| Annual Income | Frequency | Percentage |
|----------------------|------------------|-------------------|
| ≤ 1,00,000 | 0 | 0 |
| 1,00,001-2,00,000 | 4 | 80 |
| ≥ 2,00,000 | 1 | 20 |
| total | 5 | 100 |

Above Table represent the annual income of the respondents. Analysis of data reveals that 80 per cent of respondents have income between (1,00,001-2,00,000) and 20 per cent of the respondents annual income is more than 2 lakhs.

Table 4.1.6: Hemp production as main occupation of respondents

| Occupation | Frequency | Percentage |
|-------------------|------------------|-------------------|
| yes | 3 | 60 |
| no | 2 | 40 |
| total | 5 | 100 |

Table 4.1.6 represent hemp production as the main occupation of respondents. Analysis of data reveals that 60 per cent respondents have hemp production as their main occupation.

4.2 Perceptions of entrepreneurs

Table 4.2.1 : Training done by the respondents

| Training | Frequency | Percentage |
|-----------------|------------------|-------------------|
| yes | 5 | 100 |
| no | 0 | 0 |
| total | 5 | 100 |

Table 4.2.1 represents data regarding the training done by the respondents. Data analysis reveals that 100 per cent of the respondents have attended training for hemp processing.

Table 4.2.2 : Experience of the respondents in hemp industry

| Experience (years) | Frequency | Percentage |
|---------------------------|------------------|-------------------|
| less than 5 | 5 | 100 |
| 5-10 | 0 | 0 |
| More than 10 | 0 | 0 |
| Total | 5 | 100 |

Table 4.2.2 represents the experience gained by the respondents. Analysis of the data reveal that 100 per cent of the respondents have experience between (1-5 years) in the hemp industry.

Table 4.2.3 : Reasons for entering hemp industry

| Reasons for entering hemp industry | Frequency | Percentage |
|---|------------------|-------------------|
| Traditional | 0 | 0 |
| Availability of resources | 3 | 60 |
| Living Source | 2 | 40 |
| Government Support | 0 | 0 |
| Total | 5 | 100 |

Table 4.2.3 presents the reasons of the respondent to enter hemp industry. Data analysis revealed that 60 per cent of the respondents have entered the industry due to the availability of the resources and remaining 40 per cent have entered the industry because it serves as living source for them.

Table 4.2.4 : Direct selling of hemp products

| Do you sell hemp product to factory | Frequency | Percentage |
|--|------------------|-------------------|
| Yes | 5 | 100 |
| No | 0 | 0 |
| Total | 100 | 100 |

Table 4.2.4 shows the percentage of the respondents who sell their products directly from factories to sellers. Analysis of the data reveals that all the respondents are directly selling the products either from factories or through their retail outlets.

Table 4.2.5: Processing of fibre

| Do you process your own fibre | Frequency | Percentage |
|--------------------------------------|------------------|-------------------|
| Yes | 0 | 0 |
| No | 5 | 100 |
| Total | 5 | 100 |

Table 4.2.5 represents data whether that respondents process their own fibre. Analysis of the data reveals that 100 per cent of the respondents do not process their own fibre.

Table 4.2.6 Products manufactured using hemp

| Category | Frequency | Percentage |
|--|------------------|-------------------|
| Bags | 1 | 20 |
| Clothes | 2 | 40 |
| Slipper | 1 | 20 |
| Others(Shawls, gloves, thread). | 1 | 20 |
| Total | 5 | 100 |

Table 4.2.6 represents the products manufactured by the respondents using hemp. Analysis of the data reveals that 40 per cent of the respondents are manufacturing clothes and 20 per cent each are manufacturing bags, slippers and others (Shawls, gloves, thread etc).

Table 4.2.7 : Distribution channels followed by respondents

| Distribution Channel | Frequency | Percentage |
|-----------------------------|------------------|-------------------|
| Supermarkets | 0 | 0 |
| Specialty stores | 2 | 40 |
| Online stores | 2 | 40 |
| Wholesale markets | 1 | 20 |
| Others | 0 | 0 |
| Total | 5 | 100 |

Table 4.2.7 represents the distribution channels followed by the respondents. Analysis of data reveals that 40 per cent of the respondents distribute through speciality store, 40 per cent through online store and remaining 20 per cent respondents distribute through wholesale marketing.

Table 4.2.8: Perception of respondents regarding hemp products

| Statements | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-----------|-----------|-----------|-------------------|
| The government Schemes will helps in growth of hemp business. | 5 (100) | - | - | - | - |
| Government is providing proper subsidies regarding production and marketing of hemp. | - | - | - | - | 5 (100) |
| Processing of Hemp is difficult process. | 1 (20) | 1 (20) | 1 (20) | 1 (20) | 1 (20) |
| The marketing of hemp products is a difficult process | 1 (20) | 1 (20) | 1 (20) | 1 (20) | 1 (20) |
| Advertisement plays a crucial role as tool of marketing. | 2 (40) | 2 (40) | 1 (20) | - | - |
| Fine processing of hemp affects the marketing of hemp product. | 1 (20) | 2 (40) | 2 (40) | - | - |
| The brand you offers is better than others. | 5 (100) | - | - | - | - |
| The market price offered by you is reasonable for consumer. | 2 (40) | 2 (40) | 1 (20) | - | - |
| Brand name of hemp is one of the factors that influence the buyer to purchase hemp products | 2 (40) | 1 (20) | 1 (20) | - | 1 (20) |
| Provide any sales promotion schemes like discount and coupons etc. | - | 1 (20) | 1 (20) | 2 (40) | 1 (20) |
| Price are the top criteria for selecting of hemp product by consumer. | - | - | 1 (20) | 1 (20) | 3 (60) |
| Mechanization helps in saving time, labour | 3 (60) | 1 (20) | - | 1 (20) | - |
| Mechanization has improved hemp processing | 5 (100) | - | - | - | - |

Table 4.2.8 reveals 100 per cent of the respondent strongly agreed that government schemes will help in growth of hemp business, 100 per cent of the respondent strongly disagreed that government is providing proper subsidies regarding production and marketing of hemp, whereas 40 per cent of the respondents either agreed or strongly agreed that processing of hemp is a difficult process. A large majority (80 %) of the respondents either agreed or strongly agreed that advertisement plays a crucial role as a tool of marketing. All the respondents strongly agreed that brand they offers is better than others, whereas 80 per cent of the respondents strongly agreed or agreed that the market price offered by the consumers is reasonable. More than half (60 %) of the respondents either strongly agreed or

agreed that brand name of hemp is one of the factors that influence the buyer to purchase hemp products and the same number either strongly disagreed or disagreed that they provide any sales promotion schemes like discount and coupons. Majority (80 %) of the respondents strongly agreed or agreed that mechanization helps in saving time and labour. Analysis show that all the respondents strongly disagreed that mechanization has improved hemp processing.

Table 4.2.9 Problems faced by hemp processors

| Problems | Mean | Standard Deviation |
|--|------|--------------------|
| Lack of financial support. | 1.40 | 0.54 |
| Lack of skilled labour. | 1.80 | 0.44 |
| Lack of transportation facilities | 1.00 | 0.00 |
| High cost | 2.40 | 0.54 |
| Marketing inaccessibility | 2.20 | 0.83 |
| Lack of appropriate marketing knowledge. | 2.60 | 0.54 |

Table 4.2.9 represent constraints and problems faced by entrepreneurs of hemp industry. Analysis of the data reveals that respondents have lack of appropriate marketing knowledge (M=2.60, SD=0.54) followed by high cost structure (M=2.40, SD=0.54), marketing inaccessibility (M=2.20, SD=0.83), lack of skilled labour (M=1.80, SD=0.44) . Analysis also reveal that lack of financial support (M=1.40, SD=0.54) and lack of transportation facilities are also problems of hemp entrepreneurs to some extent. .

Table 4.2.10: Opinion for overcoming the constraints

| Problems faced by respondents | Mean |
|---|------|
| Awareness about marketing channels | 1.00 |
| Marketing information | 2.00 |
| Timely training program | 1.20 |
| Formation of FPOs | 1.80 |
| More emphasis should be given on value addition | 1.80 |
| Government should encourage processor to export their produce | 1.20 |

Table 4.2.10 depicts the respondents' opinion for overcome the constraints. Entrepreneurs were of the view that constraints faced by them can be solved through market information (M=2.00), formation of FPOs (M=1.80) and more emphasis on value addition.

4.3 Demographic profile of consumers

Table 4.3.1: Gender of respondents

| Gender | Frequency | Percentage |
|---------------|------------------|-------------------|
| Male | 25 | 50 |
| Female | 25 | 50 |
| Total | 50 | 100 |

Table 4.3.1 present gender-wise distribution of the respondents. Analysis of the data reveals that there is equal representatives of both the genders in the sample.

Table 4.3.2: Age of the respondents

| Age | Frequency | Percentage |
|--------------|------------------|-------------------|
| 20-30 | 28 | 56 |
| 31-40 | 19 | 38 |
| 41-50 | 2 | 4 |
| Above 51 | 1 | 2 |
| Total | 50 | 100 |

Analysis of data in table 4.3.2 reveals that 56 per cent of the respondent belong to age group of (20-30 years) followed by 38 per cent respondent in the age group of (21-40 years), 4 per cent respondent who belongs to the age group of (41-50 years) and 2 per cent respondent belongs to the age group of (above 51 years).

Table 4.3.3: Education qualification

| Education | Frequency | Percentage |
|------------------|------------------|-------------------|
| Primary | 1 | 2 |
| High school | 4 | 8 |
| Senior Secondary | 10 | 20 |
| Graduate | 35 | 70 |
| Total | 50 | 100 |

Table 4.3.3 represents education qualification of the respondent. It is clear from analysis that 70 per cent of respondent are graduates followed by 20 per cent of the respondent who have qualified up to senior secondary and 8 percent of the respondent are qualified up to high school and 2 per cent of the respondent are qualified up to primary.

Table 4.3.4: Occupational status of the Respondents

| Occupation | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Student | 23 | 46 |
| Unemployed | 7 | 14 |
| Businessmen | 10 | 20 |
| Self employed | 10 | 20 |
| Total | 50 | 100 |

Table 4.3.4 represents the occupation of the respondents. It is clear that 46 per cent of respondents are students and 20 per cent each are businessmen and self-employed and remaining 14 per cent of the respondents are unemployed.

Table 4.3.5: Marital status

| Marital status | Frequency | Percentage |
|-----------------------|------------------|-------------------|
| Married | 15 | 30 |
| Unmarried | 35 | 70 |
| Total | 50 | 100 |

Table 4.3.5 represents marital status of the respondent. It is clear from analysis that 30 per cent of the respondents are married and 70 per cent are unmarried.

4.4 Perceptions of consumers

Table 4.4.1: Hemp product bought most by the respondent

| Hemp products | Frequency | Percentage |
|---|------------------|-------------------|
| Bags | 10 | 20 |
| Clothes | 15 | 30 |
| Slippers | 8 | 16 |
| Others (Shawls, gloves, mask, thread etc) | 17 | 34 |
| Total | 50 | 100 |

Table 4.4.1 represent the analysis of the hemp products bought by the the respondents. It is seen that 34 per cent of the respondents have bought products like shawls, gloves, mask and thread followed by 30 per cent of the respondent who have bought clothes, 20 per cent who have bought bags and 16 per cent of the respondents have bought slippers.

Table 4.4.2: Hemp product is eco-friendly

| Hemp products are Eco-friendly | Frequency | Percentage |
|---------------------------------------|------------------|-------------------|
| Yes | 31 | 62 |
| No | 19 | 38 |
| Total | 50 | 100 |

Table 4.4.2 represent the respondents view that hemp product is eco-friendly or not. Analysis of the data reveals that 62 per cent think that hemp product is eco-friendly and 38 percent think they are not.

Table 4.4.3: Reasons for preference of hemp products.

| Reasons for Preference of hemp products | Mean | Standard Deviation |
|--|-------------|---------------------------|
| Quality | 4.20 | 0.85 |
| Social value | 3.60 | 1.35 |
| Brand | 3.20 | 1.19 |
| Price | 3.42 | 3.42 |
| Durability | 3.36 | 1.08 |
| Environment friendly | 3.80 | 1.03 |
| Finishing of products | 3.14 | 1.34 |
| Showcase the cultural value | 3.16 | 1.36 |
| Attractiveness | 3.30 | 1.21 |
| Suggested by many | 2.90 | 1.34 |
| Innovativeness | 3.24 | 1.22 |
| Comfort | 3.14 | 1.51 |

Table 4.4.3 depicts the reason for preference of hemp products by the respondents. From the analysis of data it is observed that respondent preferred hemp products because of quality (M=4.20, SD=0.85) followed by the reason that they are environment friendly (M=3.80,SD=1.03), social value (M=3.60,SD=1.35), price (M=3.42, SD=3.42), price (M=3.42, SD=3.42) and attractiveness (M=3.30,SD=1.21), further it can be said that hemp products are less preferred because of innovativeness (M=3.24,SD=1.22), Brand (M=3.20,SD=1.19, cultural value (M=3.16,SD=1.36), comfort (M=3.14,SD=1.51), and finishing of products (M=3.14,SD=1.34). Analysis also revealed that very few respondents preferred hemp products because of suggestion by others (M=2.90, SD=1.34).

Table 4.4.4 Perception of the respondent for hemp products

| Statements | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|--------------|----------------|-----------------|--------------------------|
| Govt. outlets should sell hemp products. | 17 (34) | 8 (16) | 6 (12) | 4 (16) | 15 (30) |
| Industrial hemp is not marijuana, there is confusion among consumer. | 9 (18) | 14 (28) | 12 (24) | 9 (18) | 6 (12) |
| There is low awareness related hemp-based products. | 11 (22) | 9 (18) | 13 (26) | 14 (28) | 3 (6) |
| Hemp-based products should be legal to produce | 12 (24) | 7 (14) | 5 (10) | 15 (30) | 11 (22) |
| Hemp products and other material can be easily distinguished | 12 (24) | 12 (24) | 8 (16) | 6 (12) | 12 (24) |
| Owning a hemp product gives swadeshi feeling | 10 (20) | 11 (22) | 8 (16) | 6 (12) | 15 (30) |

Table 4.4.4 revealed that 34 per cent of the respondents strongly agreed and 16 per cent agreed, whereas 16 per cent disagreed and 30 per cent strongly disagreed that government outlet should sell hemp products. Further 46 per cent of the respondent either agreed or strongly agreed that they are aware that industrial hemp is not marijuana and 30 per cent disagreed for the same. Analysed show that 40 per cent of the respondents either agreed or strongly disagreed that there is low awareness related hemp based products and 34 per cent disagree or strongly disagree from this. Further 38 per cent either agreed or strongly agreed that hemp based products should be legal to produce and 52 per cent disagreed or strongly disagreed from the statement. 48 per cent strongly agreed or agreed that hemp products and other material can be easily distinguished, 36 per cent disagreed or disagreed for the same. Further 46 per cent either agreed or strongly agreed that owning a hemp product gives swadeshi feeling and 42 per cent strongly disagreed or disagreed for the statement.

Chapter- 5

SUMMARY AND CONCLUSIONS

In this chapter, a brief summary of the present research study along with finding have been presented below :-

1. Analysis of data regarding age wise distribution of the hemp entrepreneurs revealed that 60 per cent of belonged to age group of (31-40 years) followed by 40 per cent who were in the age group of (41-50 years). All the respondents belonged to male gender and were married
2. Data analysis regarding educational qualification of the producers showed that 40 per cent of producers were qualified up to primary followed by 20 per cent of the producers were high school passed and 20 per cent of the producers attended senior secondary and remaining 20 per cent producers were graduate.
3. Data analysis regarding annual income of the entrepreneurs revealed that 80 per cent of producers had income between (1,50,000 to 2,00,000) and 20 per cent above 2 lakhs.
4. Analysis of data revealed that of the total respondents, 60 per cent have hemp processing as their main occupation.
5. Analysis of the data revealed that all the respondents are experienced. Data analysis regarding reason for entering hemp industry showed that 60 per cent of the respondent entered the industry due to the availability of the raw material.
6. Analysis of the data revealed that 100 per cent of the respondents did not sell their product through factory. Data analysis showed that 100 per cent respondents were not a part of cooperative.
7. Analysis of the data revealed that 100 per cent of the respondents did not process their own fibre.
8. Analysis of the data revealed that 40 per cent of the respondents manufactured clothes followed by 20 per cent who manufactured bags , slippers, Shawls, gloves and thread.
9. Analysis of data revealed that 40 per cent of the respondents distributed hemp products through speciality store, 40 per cent through online store and remaining 20 per cent respondents distributed through wholesale marketing.

10. Data analysis revealed 100 per cent of the respondent strongly agreed that government schemes will help in growth of hemp business, 100 per cent of the respondent strongly disagreed that government is providing proper subsidies regarding production and marketing of hemp, whereas 40 per cent of the respondents either agreed or strongly agreed that processing of hemp is difficult process, 40 per cent respondents disagreed or strongly disagreed from this. 80 per cent of the respondents either agreed or strongly agreed that advertisement plays a crucial role as a tool of marketing and the same percentage strongly agreed or agreed that mechanization helps in saving time and labour. Analysis shows that 100 per cent of the respondents strongly disagreed that mechanization has improved hemp processing.
11. Analysis of data regarding the constraints and problems faced by hemp processors revealed that the most major problem faced by respondents is lack of appropriate marketing knowledge followed by heaving cost structure, marketing inaccessibility, lack of skilled labour. Analysis also reveal that lack of financial support and also lack of transportation facilities are the minor problems faced by the producers.
12. Analysis of data revealed that 56 per cent of the consumer respondent belonged to age group of (20-30 years) followed by 38 per cent respondent in the age group of (21-40 years), 4 percent respondent who belonged to the age group of (41-50 years) and 2 per cent respondent belonged to the age group of (above 51years).
13. Data analysis regarding education qualification of the respondents revealed that 70 per cent of respondents were qualified upto graduation followed by 20 per cent of the respondent who had qualified up to senior secondary and 8 percent of the respondent were qualified upto high school and 2 per cent of the respondent were qualified up to primary.
14. Analysis of data regarding occupation of the respondents showed that 46 per cent of respondent were students and 20 per cent each businessman and self-employed and 14per cent of the respondent were unemployed.
15. Data analysis regarding marital status of the respondents showed that 30 per cent of respondent were married and 70 per cent were unmarried.

16. Analysis of data revealed that 34 per cent of the respondent purchased products like shawls, gloves, mask and thread followed by 30 per cent of the respondent who purchased clothes, 20 per cent of the respondent purchased bags and 16 per cent of the respondent purchased slippers.
17. Analysis of the data revealed that 62 per cent of the consumers thought that hemp products are eco-friendly and 38 percent thought they are not.
18. Analysis of data showed that respondent preferred hemp products because of quality followed by processing of fibre, social value, price and attractiveness further it can be said that hemp products were less preferred because of innovativeness, brand, cultural value, comfort, and finishing of products and very few respondents preferred hemp products because of suggestion by others.
19. Data analysis revealed that 34 per cent of the respondents were strongly agreed and 16 per cent agreed, whereas 16 per cent disagreed and 30 per cent strongly disagreed that government outlet should sell hemp products. Further 46 per cent of the respondent either agreed or strongly agreed that they were aware that industrial hemp is not marijuana and 30 per cent disagreed for the same. Analysis showed that 40 per cent of the respondents either agreed or strongly disagreed that there is low awareness related hemp based products and 34 per cent disagree or strongly disagree from this. Further 38 per cent either agreed or strongly agreed that hemp based products should be legal to produce and 52 per cent disagreed or strongly disagreed from the statement. 48 per cent strongly agreed or agreed that hemp products and other material can be easily distinguished, 36 per cent disagreed or disagreed for the same. Further 46 per cent either agreed or strongly agreed that owning a hemp product gives swadeshi feeling and 42 per cent strongly disagreed or disagreed for the statement.

On the basis of the findings of the present study, some suggestions have been discussed below:

1. Government should provide various schemes and subsidies so that the producers do not face excess production and marketing costs.
2. Regular training should be arranged by the extension department for skill development in hemp production and value addition.

3. Proper marketing and advertisement should be there for increasing public awareness regarding hemp products. Entrepreneurs should opt for digital marketing.
4. FPOs should be constituted for production and marketing of hemp products so that the entrepreneurs work collectively.

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APPENDIX

Perceptual Analysis of consumers and Entrepreneurs of Hemp Products: A case study of Manali Town in Himachal Pradesh.

Objectives:

1. To study the opportunity and challenge of hemp industries in the study area.
2. To examine the marketing channels of hemp products of the study area.
3. To study customer perception for hemp products.

I. Entrepreneurs

PART-A (Personal Information)

1. **Gender** (Please tick the appropriate)
a) Male b) Female
2. **Age in years** (Please tick the appropriate)
a) 20 to 30 b) 30 to 40 c) 40 to 50 d) 50 or above
3. **Marital status** (Please tick the appropriate)
a) Married b) Unmarried
4. **Educational status** (Please tick the appropriate)
a) Primary b) High school c) Senior secondary d) Graduate
5. **Annual income in rupees** (Please tick the appropriate)
a) <1.5 lakh b) 1.5 to 3 lakh c) 3 lakh or above
6. **Is Hemp processing the main occupation for you?** (Please tick the appropriate)
a) Yes b) No

PART-(B)

7. **Have you taken any training for processing of Hemp?** (Please tick the appropriate)
a) Yes b) No

8. **How much experience do you have in Hemp Industries?**

| Years | Please tick your option |
|--------------|--------------------------------|
| 0-15 | |
| 15-30 | |
| Above 30 | |

9. **What are the reasons for choosing in Hemp Industry?** (Please rank 1,2,3...)

| No. | Reasons | Rank |
|------------|---------------------------|-------------|
| 1. | Traditional | |
| 2. | Availability of resources | |
| 3. | Living source | |
| 4. | Govt. support | |

10. **Direct selling of hemp product**

a) Yes b) No

11. **Products manufactured using hemp.** (Please tick the appropriate)

By Type (Please rate on the rank of 1-5)

| By type | Rank |
|--|-------------|
| Bags | |
| Clothes | |
| Slippers | |
| Others (Shawls, gloves, mask. Thread etc) | |

Where are you selling your products ? (Please rate on the rank of 1-5)

| Distribution Channel | Rank |
|-----------------------------|-------------|
| Supermarkets | |
| Specialty Stores | |
| Online Stores | |
| Wholesale Markets | |
| Others | |

12. How strongly do you agree or disagree with the following statements?

SA- Strongly Agree A- Agree N-Neutral DA- Disagree SDA- Strongly Disagree

| Statements | SA | A | N | DA | SDA |
|---|----|---|---|----|-----|
| The government Schemes will helps in growth of hemp business. | | | | | |
| Government is providing proper subsidies regarding production and marketing of hemp. | | | | | |
| Processing of Hemp is difficult process. | | | | | |
| The marketing of hemp products is a difficult process | | | | | |
| Advertisement plays a crucial role as tool of marketing. | | | | | |
| Fine processing of hemp affects the marketing of hemp product. | | | | | |
| The brand you offers is better than others. | | | | | |
| The market price offered by you is reasonable for consumer. | | | | | |
| Brand name of hemp is one of the factors that influence the buyer to purchase hemp products | | | | | |
| Provide any sales promotion schemes like discount and coupons etc. | | | | | |
| Price are the top criteria for selecting of hemp product by consumer. | | | | | |
| Mechanization helps in saving time, labour | | | | | |
| Mechanization has improved hemp processing | | | | | |

13. Problems faced by hemp processor

| Problems/ Constraints | Very serious | Moderately Serious | Negligible serious |
|---|--------------|--------------------|--------------------|
| Lack of financial support. | | | |
| Lack of skilled labour. | | | |
| Lack of transportation facilities. | | | |
| Availability of modern implements and tools in your area. | | | |
| High cost | | | |
| Market inaccessibility. | | | |
| Lack of appropriate marketing knowledge. | | | |

14. Opinion for overcoming the constraints

SA- Strongly Agree **A**- Agree **DA**- Disagree **SDA**- Strongly Disagree

(Please tick the appropriate)

| Statements | SA | A | DA | SDA |
|--|-----------|----------|-----------|------------|
| Awareness about marketing channels | | | | |
| Market information | | | | |
| Timely training programs | | | | |
| Formation of FPOs | | | | |
| More emphasis should be given on value addition. | | | | |
| Government should encourage processor to export their produce. | | | | |

II. Customers

PART-A (Personal Information)

1. **Gender** (Please tick the appropriate)

- a) Male b) Female

2. **Age in years** (Please tick the appropriate)

- a) 20 to 30 b) 30 to 40 c) 40 to 50 d) 50 or above

3. **Marital status** (Please tick the appropriate)

- a) Married b) Unmarried

4. **Educational status** (Please tick the appropriate)

- a) Primary b) High school c) Senior secondary d) Graduate

5. **Occupation** (Please tick the appropriate)

- a) Student b) Household/Unemployed c) Businessmen

- b) d) Self-employment

6. **Which of these hemp products do you buy most ?** (Please tick the appropriate)

- a) Bags b) Clothes c) Slippers d) Others

7. **Do you think/believe hemp products are eco friendly ?** (Please tick the appropriate)

- a) Yes b) No

8. **Reasons for preference of Hemp products.**

| Reasons of Brand Preference | 5 | 4 | 3 | 2 | 1 |
|-----------------------------|---|---|---|---|---|
| Quality | | | | | |
| Social Value | | | | | |
| Brand | | | | | |
| Price | | | | | |
| Durability | | | | | |
| Processing of fibre | | | | | |
| Finishing of products | | | | | |
| Showcase the cultural value | | | | | |
| Attractiveness | | | | | |
| Suggested by many | | | | | |
| Innovativeness | | | | | |
| Comfort | | | | | |

9. Perception of the respondents for hemp products.

SA- Strongly Agree **A**- Agree **N**-Neutral **DA**- Disagree **SDA**- Strongly Disagree

| Statements | SA | A | N | DA | SDA |
|---|-----------|----------|----------|-----------|------------|
| Govt. outlets should sell hemp products | | | | | |
| Industrial hemp is not marijuana, there is confusion among consumers. | | | | | |
| There is low awareness related hemp-based products. | | | | | |
| Hemp-based products should be legal to produce | | | | | |
| Hemp products and other material can be easily distinguished | | | | | |
| Owning a hemp product gives swadeshi feeling | | | | | |

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ABSTRACT

Hemp industries is becoming popular day by day. But many entrepreneurs think that entering hemp industry may be a problem because of the taboo that hemp is illegal. The purpose of the present study is to study the opportunity and challenges of hemp industries, examine the marketing channels of hemp products and to study the customer perception of hemp products. The present study is conducted with a sample size of 55 respondents of Manali town of Himachal Pradesh of which 50 respondents are customers and 5 respondents are hemp producers. Pre-structured questionnaires were used to collect data during personal interviews of the respondents and the data was analysed with the help of statistical and mathematical tools like percentage method, arithmetic mean and standard deviation. Data analysis revealed that the hemp processors face problems of marketing, heavy cost structure, market inaccessibility and lack of skilled labour. The findings also show that there is a low awareness of hemp based products among the customers and most of the customers believe that owning hemp product derives a swadeshi feeling. The study suggests that Government should provide various schemes and subsidies, producers should be provided with regular trainings, proper marketing should be there for increasing public awareness, formation of FPOs can enhance the production and marketing of hemp production on cooperative basis and provision should be there for export of hemp products.

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|------------------------|----------------|----------------------------------|---|----------------|----------|
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| 12 th Class | March 2015 | Govt. Senior Secondary School | HPBOSE | 60% | First |
| B.Sc. (Agriculture) | September 2019 | DAV University Jalandhar, Punjab | DAV University | 56.92% | First |
| MBA (Agribusiness) | 2022 | College of Horticulture | Dr Yashwant Singh Parmar University of Horticulture & Forestry (Nauni) Solan (HP) | Result Awaited | |

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