

PERCEPTION OF CONSUMER BEHAVIOUR TOWARDS PACKAGED FOOD: AN REVIEW

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Abstract:

While conducting any research the first and most important concept is to understand the topic in depth. Review of literature is the base for understanding the topic and also to get the deep insight into the topic. In this research paper the researcher has taken more than 30 articles in order to understand the topic and to get the base for further research. Most of the articles taken are related to consumer behaviour. Most of the researcher have used factor analysis and many of such techniques for analyzing the data and some factors such as quality, hygiene, and price are some of the most important factors which consumer looks in the products while deciding about purchase decision.

Key words: Consumer behaviour, packaged food, Packaged food industry

Review of Literature:

- **Park (1982)** observed that price plays a distinctive role at different stages of choosing a product. The study emphasised that the function of the factor "price" in choosing behaviour is often portrayed, as it is seen in scenarios in which the consumer has full knowledge of all other product characteristics. According to the study, customers should view price differently and apply it differently.
- **Lepiston (1985)** examined the development stages that adults experienced as they went up the life cycle. The study made the case that taking into account people's ages could be useful when analysing different facets of consumer behaviour. The way businesses market to consumers must adapt as consumers' ages change. The study stressed that a person's priorities, product selection criteria, and product use do not remain the same throughout their lifetime. According to the author, marketers would be better equipped to target different age groups with greater understanding and intelligence if they were aware of the benefits of ageing and changing tastes.

- **Lesser and Huges (1986)** tested whether the psychographic profile of shoppers across geographic markets could be generalized. On a 0 to 10 scale, respondents were asked to rate how much they agreed or disagreed with each of the 34 psychographic statements. There were seven distinct sorts of shoppers who constantly emerged in the market, establishing psychographic divisions that could be applied to different regional markets. According to the survey, businesses should focus on developing marketing plans that appeal to the most prevalent consumer demographics.
- **Tai and Tam (1996)** pointed out consumer buying habit is affected by lifestyle. In their study of consumers in Hong Kong and Singapore, they discovered that women consumers are more frequently impacted by friends and family when making decisions since they live a lifestyle where they typically go shopping with friends and family. This illustration demonstrates how lifestyle has a big impact on buying habits.
- **Shine et al. (1997)** emphasized that as the modern consumer was becoming more and more health conscious, their interest in nutrition labelling was also increasing. The authors also believed that nutrition information on product packaging had a significant impact on their decision to buy, particularly when buying food items. The authors' survey revealed that consumers wanted to read the nutritional labelling because they wanted to steer clear of harmful nutrients. The authors recommended that food product manufacturers give the idea of nutritional labelling significance.
- **Rowley (1998)** inquired about the role of promotional related actions such as sales promotion, direct marketing, advertising, public relations and publicity in the information market as it plays a key role in shaping prosperity and market accomplishment. The study analysed the many processes in the architecture of communications and awareness strategies, applied the multiple regression analysis technique, and explored ideas including positioning the target audience, examining communication channels, and evaluating the effectiveness of promotional efforts. According to the survey, marketing initiatives are essential to an organization's survival because they aid in meeting revenue goals.

- **Nancarrow et al. (1998)** emphasized that proper understanding of consumer psychological processes and an efficient use of marketing research techniques could help a company to design its food packing and labelling strategies effectively. The writers made the point that a firm would unquestionably have an advantage over rival businesses if it understood the psychological processes of consumers. The study emphasised the significance of customers' perceptual processes when they inquire about pack design and labelling.
- **Putrevu and Lord (1999)** investigated the dimensions of grocery search on a random sample from the United Nations and attempted to identify and profile consumer segments based on distinguishing patterns of search behavior. Eight different categories of search dimensions were found in the sample, according to the study. These included written product reviews, promotions promoted, the number of retailers visited, coupons, brand comparisons, unit costs, word of mouth, and price tag checks. The study also classified consumers into five groups: those who put forth little effort and rarely compared prices or brands; those who put forth much effort and sought out the best deals; those who opposed searching; those who engaged in extensive searching; and those who engaged in little searching due to time constraints. The study also emphasised the differences in demographics between the segments and emphasised how search characteristics and demographic profiles can help marketers better understand the types of target customers who are likely to search for their products and in what ways, enabling better promotional efforts.
- **Gupta & Verma, (2000)** observed the influence of husband, wife and children and the interaction between them in the purchase decision process. The study also examined how socioeconomic characteristics including age, education, income, and employment influenced decision-making and discovered that the primary determinants of family decision-making were women's employment and income. When making purchases, husbands frequently focus on very significant practical product features like price while wives on relatively unimportant aesthetic product attributes like colour. Additionally, he made the point that the financial resources that the husband or wife contribute to the family can have an impact on decision-making.

- **Blackett and Robbins (2001)** conducted various researches and consistently stated that the key triggers of demand for packed food products are awareness and familiarity about the food products, perceived quality, sales quality along with ease in availability and its price. These key determinants further influence the strength of perception of customer in terms of decision making.
- **Ling, Dawn and Choo (2004)** has conducted a study to make a comparison between the groups which were innovators, early adopters and non-innovators. In this study the researcher has tried to find out the characteristics that these groups opt in order to take a purchase decision.
- **Ahmed, Ahmed & Salman (2005)** has made a study to investigate what are the most important issues that are really important in case of food business. The main stress was done on packing, packaging, extremely good practice in case of food and drink sector, role of innovation in this segment, safety, quality, supply chain efficiency and at last the best of the current markets practices in case of food segment. Accessibility, functionality and indulgence are found to be the most important and the best among all in case of food sector.
- **Dixon et. al (2006)** in their study, emphasized that in Australia the growing expenditure on convenience and ready to eat foods is moving to upward trends in overweight. It is further supported that the purposeful food sector is well located in a context where consumers are being encouraged to embrace convenient food solutions, while also being concerned about the nutritional qualities of foods.
- **Johan, Ulf & Nicklas (2007)**) has conducted the study to make and develop a better framework to understand the drives which motivates the customer to buy a product. The paper mainly concentrate on the brand equity and studies related to the grocery products. The study is done on 150 respondents. The data is collected through the personal telephonic interview. The interview includes the questions related to the geographical, demographical, psychological and behavioral features of the consumers. The random sampling was done through the public telephone register. Age and influence on the purchase decision was the criterion for the selection of the respondents for the telephonic

interview. The sample consist 72.5 percent women and rest 27.5 percent man. The average age of the women found to be 50 years. Awareness, qualities, associations and loyalty are the four most important traditional dimensions which are found to be in line with the brand equity and price premium. The study further suggests that brand association and quality can be used for further measurement and to make the superior research in this field.

- **Tiwari and Verma (2008)** conducted a study aimed at identifying the perception of Indian consumer towards fast food with special reference to Dehradun city. The study indicated that the ready to eat packed food has become the fastest growing food types not only in India but also worldwide. As per the estimates, nearly half of the total restaurants in developed countries are reacting to packed food and the future growth seems very bright in this context. However, some of the most rapid growth is occurring in the developing world; where it is radically changing the way people eat. People buy fast food because it is cheap, easy to prepare, and heavily promoted.
- **Ali & Kapoor (2010)** has analyses the buying behaviour of consumer related to the food products in the emerging economy. They have taken the sample of 101 households from the Gomtinagar area of Lucknow. The data is collected through the well-structured questionnaire and they have used the descriptive statistics as well as factor analysis and ANOVA to make the analysis of the collected data. They have found that the consumers are very much interested in taking the cleanliness/freshness at the priorities. Appropriateness of price, good quality, variety of products, good packaging and availability of products as and when required are the factors which makes the consumer interested in the products. Further the consumer has preferred those places where they can have the better convenience, extra services, playing area for children, and the basis factors such as economy in operation and purchase with all the basic amenities. The study conclude with the remarks like the fruits and vegetables are purchased on more frequent basis and grocery items are less frequently purchased. The consumer also prefer to buy the loose products in case of grocery items.
- **Estiri et al. (2010)** conducted a study on a sample of 175 respondents in Refah stores, Iran to examine the relationship between packaging of food products and consumer behaviour. The study evaluated packaging elements and studied its effect on the behaviour of a consumer. The behaviour during three phases was observed that is, before purchase, during

the purchase, and after purchase. It was observed by the authors that before a purchase, buyers paid consideration to the packing elements of a specific product, when they felt the need for information collection. While making a purchase, buyers paid attention to instructions mentioned on the food package and image elements like colour, texture and shape of package. After the purchase, a package played two key roles that lead to satisfaction or dissatisfaction. If the package delivered the desired condition for keeping the product it lead to satisfaction. Consumers also used the products to compare all information mentioned on the package with the actual product. If the performance of the product was lower than their expectation it lead to dissatisfaction.

- **Lakshmi & Rengaraja, (2011)** found that women play a major role in taking purchase decision for durables. An understanding of purchase behaviour of women towards durable goods is an essential as it reflects the influence of brands, price, quality, quantity, mode of purchase, etc. The success of the market or the failure depends on the purchase behaviour of consumers. Women are taking the lead roles as of today than the past years. This is due to the outcome of education, employment, etc. Thus, to achieve success in the market, it has become highly inevitable to produce goods in such a manner as preferred by the customer, as he is the king around whom the entire marketing activity revolves.
- **Birch & Lawley (2012)** has conducted the study to investigate what are the most important drivers that motivates an Australian consumer to go for the sea food product. The study was conducted in two stages. The data was collected from the six states and it consist of 1815 consumers. Taste, health safety, convenience, and willingness for variety of products are some of the factors that are very important in case of sea food, whereas the price , concern on safety, freshness, maintaining of quality, inspection of quality, texture are the concern for the consumers in case of sea food products. So price , concern over quality are main concern and taste and health are the factors for which the Australian consumer is looking in case of buying the sea food.
- **Deliya (2012)** attempted to understand consumer behaviour towards FMCG products. He observed that in the modern markets, which were highly competitive, good packaging acquired great significance. It provided a consumer with relevant information and induced him to take positive buying decisions. The author emphasized that a well-designed pack

was powerful than advertising as it had a direct impact on the mental perception of the consumers.

- **Hino (2012)** has made a study investigating the impact of life style of consumers on the buying pattern among the different sectors. The study mainly concentrate on the inter type cross shopping behavior. The data is collected for 637 Israeli Jewish and Arab consumers for the purpose of study. Multiple regression analyses is used to analysis of data and making the recommendation for the study. The result of the study is supporting the fact that the life style or way of life is one of the most important factor that is going to effect the buying behavior of the consumer. The study also made a cross study related to the shopping behavior of the consumers. It means that the way of life is one of the most important factor for cross shopping behavior of the respondents and in general consumers.
- **Kathuria & Gill (2013)** Kathuria & Gill (2013) has conducted the study to understand the awareness of brand within the consumers and how the attitude of the consumer is going to effect the purchase decision in case of branded food products. Two products are taken for the study which includes branded rice and branded sugar. Data is collected for 200 respondents from the different locations and localities within India. Friends, peer groups, display point, reference group, suggestions by retailer and recommendation by relatives are some of the factors that are important for the purchase of such products. Adulteration, use of less pesticides or zero pesticides, no use of harmful chemicals are the chief point of concern for the respondents. Flavor of rice, aroma of rice, free from insecticides or pesticides for both products and free from adulterants for both products are also found to have a significant relation to the purchase decision for the consumer for buying such products. So the consumers are mainly directed and recommended those products which are really safe to consume and free from all the pesticides.
- **Pradeepa and Kavitha (2013)** has conducted a study to understand the behavior of the customers towards the ready to eat food products .This paper describes that due to liberalization there is immense/enormous changes in Indian cooking and lifestyle. There are different another factors are responsible for this viz. are double income , fissile families , advanced kitchen use mass media development, altering nutrition habits etc. Due to extensive operational hours there is always less time to cook. All these elements gave the

rise in the demand of ready to eat products. In this study data was collected through questionnaire method that are filled by 200 respondents. Convenience sampling method was used to collect data from the respondents for the study are women (i.e. 26-30 years). This study is carried in Coimbatore city which is known as the manchester of south india. In this study ready to eat food product like Pulav, Chaat, Channa masala, Gobi Manchurian, Pav Bhaji, Sabji, Palak Paneer, Dal Makhni, Biryani were only taken for the study due to time limitation and cost limitation. Statistical tool like percentage analysis and likert scale was used to analyse the collected data. This study find out that due to changes in life style, two some operational (not just the husband), unavailability of spices (to prepare masala), stress-free cooking and savoring much better are responsible for consumer to buy ready to eat food products. This study find out that working women prefer instant food product in comparison to housewives and nuclear families in comparison to joint families.

- **Suki (2013)** has made a study to investigate how the ecological behavior of a young consumer can affect the purchase decision. The researcher has tried to find out knowledge of the young consumer over the healthy food, healthy way of life and more concern to the ecological environment. The study has also investigated the how the variables such as age and gender is going to put an impact on the ecological behavior of the consumer. Data is collected from 200 respondents and then the researcher has applied the regression model on the collected data. The empirical results shows that there is an impact on the ecological behavior if the consumer has the knowledge about the healthy life style and other things. The study further conclude that there is contradiction on the basis of demographic characteristics.
- **Fernqvist, Olsson & Spendrup (2014)** has made a study to find out how consumers are perceiving the advantages and disadvantages of packaged as well as unpackaged products in the food category of fruits and vegetables. The data was collected through the interview and from three focused groups. Thematic analysis technique was used for analyzing the data. The empirical results show that in there are nine important factors that are related to the packaging material; pack size; protection and preservation; convenience; price; communication and information; ethical perspectives; novelty and innovation;. The study further conclude that the factors that are stated above has a very good impact on the packaged as well as on the non-packaged food.

- **Kumar & Kapoor (2015)** has conducted the study to find out the factors that are mainly responsible for choosing the vegetarian and non-vegetarian products. The study was made on emerging economy. Data for 282 respondents are collected through the questionnaire from the two very similar cities of India. The various statistical tools along with the logit regression analysis is used in order to get the analysis done. The tools that are used in the study are very much in align with the objectives of the study. The empirical results shows that most of the consumers are preferring the vegetarian food as compared to the non-vegetarian food. A depth analysis is made by the consumers while buying the vegetarian food but such analysis is not performed in case of non-vegetarian food. Out of demographic factors age and income are the two factors which shows that there is difference in opinion on the basis of these two factors while buying the vegetarian food but there is no such difference in case of buying the non- vegetarian food. Credibility of the product as well as of the marketer plays a very important role in case of these two products. Packaged food products are not preferred by the consumers in both category.
- **Shahir and Amola (2015)** has made a study to investigate the behavior of rural consumers on the purchase decision of the food products. The study also makes an investigation between the factors and demographic factors. Data is collected from 200 respondents and the respondents are taken form the rural area of Ahmedabad city. ANOVA and post hoc analysis are used for the analysis of the data. Health, Convenience and mood have a very significant relationship with age and income has the significant relation with Health, mood, price and brand.
- **Malik (2016)** conducted a study to investigate how the emotional branding can be used for increasing the trust and confidence by using the advertisement related to the brand. This paper find out the relationship between demographic factors (age, gender & education) and emotional attachment with the brand advertisement. Moreover, this paper try to resolve the negative impression of any brand (specific case Maggie Noodles is taken here) and try to achieve customer trust and confidence again. In this study data is collected through structured questionnaire developed in Google form with likert scale. The total of 150 respondent are administered, response to 110 are received and found to be fit for analysis. In this study respondents are mainly packaged food buyers specially Maggie Noodles. Convenience sampling technique is used to order a customer survey. This paper find out

that 67.3% respondent agreed that their emotional attachment with the brand Maggie contributed a lot in regaining their trust and confidence in the brand after lead and MSG content reports by several agencies. Only 10.9% respondent disagreed with the same and 21.8% respondents kept their response in the neutral category. A Marketer can't ignore the power of emotional attachment as a tool to salvage trust and confidence in the brand.

- **Ramesh and Poornima (2016)** has conducted a research to investigate the preference of the consumer related to pasteurized package milk. In this study the researcher had tries to find out the most important factors that are responsible or motivate a consumer to go with the pasteurized milk product. Both primary and secondary data were used for the study. Primary data was collected through the questionnaire and secondary data was collected through the net and other available sources. They have taken sample of 100 respondent from the Gudalur town the Niligris. The statistical tool such as chi- square is administered to make the analysis of collected data. After analysis the result was mediating factors for the brand loyalty which lead to price and quality for the brand preference.
- **Gisha and Ramya (2016)** also conducted similar studies to explore about the purchase decision making process of rural women consumers regarding ready to eat and convenience foods in Palakkad city. To conduct this study, a sample of 205 females across diverse groups was taken. The result showed that there was a complete awareness of instant food products among rural women consumers. The study also revealed that television was the most familiar source that provided information about instant food products to female consumers.
- **Patel and Rathod (2017)** investigated about the connection among perception about packed food, its preference alongwith choices of food. The objective of this study was aimed at recognizing and finding out the reasons that have a significant impact on perception of packed food and its preference. The study also examined about the variation of factors that shape the preference of ready-to-eat food. It also provided a brief discussion of relationship between food preferences and food choice. The results of their study showed that further insight and research was needed in various such areas like cultural, historical and demographic factors.

- **Rathee et. Al (2018)** conducted a study to examine the women' s perspective regarding packed or ready to eat food in response to changing working pattern, life style and societal norms in India. Women used to be confined to their homes and play a specific function, but changing work habits and the idea of dual careers for couples have sparked the use of ready-to-eat foods in the Indian market. The majority of the 205 working women whose data were obtained using a questionnaire showed up in the study were aware of ready-to-eat food products. Working women's perceptions of packaged food were most strongly influenced by usefulness, simplicity of use, sales promotion, familiarity, liking, price influence, and time taken.
- **Zhu , Chryssochoidis & Zhou (2019)** has made a study to investigate the impact of added food ingredient on the calories estimation by the consumer while buying a product. The study tried to find out how the consumer is affected in case of AFI with the normal base food product. The researcher has collected the data by taking two components into consideration i.e 1A and 1 B. 1 A consist of 232 students with 123 make and 109 female, whereas in case of 1B a total of 108 students are taken with 55 male and 53 female. The study used ANOVA for making a comparison into the groups. The study concludes that the sellers in case of healthy food can make an increase in the sale if one can make the use of AFI in case of healthy foods. The study further conclude that there should be transparency by the entrepreneur in case of food products.

Conclusions and Managerial Implications

In the conclusion it can be said that one should do as much as extensive review of literature as can be possible. While making this paper the researcher was of the opinion that he can get the better understanding about the topic and after making this paper the researcher has really broaden his views on the topic and also get familiar about the various techniques that can be used in further research.

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