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A PROFOUND REVIEW ON CUSTOMER ATTITUDE TOWARDS PACKED FOOD PRODUCTS WITH SPOTLIGHT ON SOUTH INDIA'S MANCHESTER CITY

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Abstract:

Consumer behavior is influenced by the type of packaging of the product too easily. The better and eye-catching the packaging is the more consumers are attracted towards them. Packaging refers to the outer layer of the product wrapped around the original product to allow ease to carry and attract the consumers to buy. Similarly packaging makes the product different from the other product and also develops brand recognition. The present study made an attempt to study on customer attitude towards packed food products at Coimbatore. Retail shops are the major source of information and source of purchase of Instant Food Products. The study deals with the objectives, to analyze the brand awareness towards selected food items, the brand preference of consumers towards selected food items and to study the factors influencing brand preference of consumers towards selected food items. The research design of the study is descriptive research design. The primary data was collected through questionnaire which was framed with the objectives. The sampling method used for this study was convenience sampling technique. The total respondents were 101 for the study. The tools used for the analysis simple percentage test and chi square test. There is association between the annual income of the respondents and the purchase of packed foods. There is association between the gender of the respondents and the changing in lifestyle of packed foods.

Keywords: Packed products, Brand, Retail, Food Products

Introduction:

India's food processing industry is significant to India's development, primarily due to linkages and synergies it promotes between the two pillars of our economy - industry and agriculture. The country is the second- largest producer of food and agri-commodities in the world, thereby playing a vital role in the global food processing industry. The food processing industry in India is one of the largest in terms of production, consumption, export and growth prospects. Important subsectors in food processing industries are fruit and vegetable processing, fish-processing; milk

processing, meat and poultry processing, packaged/convenience foods, alcoholic beverages and soft drinks and grain processing.

Need of the Study:

The purpose of the study is to know about the customer attitude towards packed food products at Coimbatore.

Scope of the Study:

Packaged Food Market in India is one of the most promising sectors of India. The packaged food, also known as convenient food has become an essential part of the middle class kitchen. The scope of the Packaged Food Market is immense with the increase in the general level of income. The packaged food market offers a variety of processed food, ready to serve, curry pastes, frozen vegetables, fruit juices, dairy products, processed meat and poultry, processed seafood, desserts, ice creams, biscuits, breakfast, cereals etc.

Objectives of the Study:

- To study the customer attitude towards packed food products at Coimbatore.
- To study the brand awareness of consumers towards selected food items
- To study the brand preferences of consumers towards selected food items
- To study the factors influencing brand preference of consumers towards selected food items

RESEARCH METHODOLOGY:

Haphazard execution of the study will end up itself in chaotic result, so to evade such happenings, the scholar is also required to plan well before he can start his work. The researcher is required to prepare a system operating procedure of action which is known as research design.

It ensures that

- (1) the study will be germane to the problem and
- (2) the study will employ economical procedures

Descriptive research design:

The descriptive research is secondhand for this study. The main objective of consuming descriptive research is to pronounce the state of affairs as it exists at present. It mainly involves surveys and fact verdict enquiries of different classes.

Statistical Tools and Techniques:

The collected data were edited and then consolidated by using simple statistical tools. The simple statistical tools are employed for the analyses of data are,

- Percentage analysis
- Chi-square test

Data Analysis and Interpretation

The collected data has been analyzed through simple percentage analysis and Chi Square Test. The inferences given below in the table make the reader to understand the problem as well as solution to the problem.

Percentage Analysis Method

Table showing gender of respondents

Particulars	Frequency	Percentage %
Male	54	53.5
Female	47	46.5
Total	101	100

Inference:

The above table denotes that out of 101 respondents. 53.5% of them come under the category of male and 46.5% of them come under the category of female.

Chart showing gender of respondents

Table shows the respondent's Frequency of Purchase of the Packed Food Products

Period Of Purchase	Respondents	Percentage
Daily	7	6.9
Weekly	31	30.7
Monthly	38	37.6
Occasionally	23	22.8
Others	2	2
Total	101	100

Inference:

The above table denotes out of 101 respondents.6.9% are daily consumption of packed foods.30.7% are weekly consumption of packed foods.37.6% are monthly consumption of packed foods.22.8% are occasionally consumption of packed food

Chart shows the respondent's on Frequency on Purchase of Packed Food Products

Chi-Square Test

Null hypothesis (H₀): There is no association between the annual income of the respondents and purchase of packed foods

Alternate hypothesis (H₁): There is an association the annual income of the respondents and purchase of packed foods

Purchase Income	daily	Weekly	monthly	occasionally	Other s	Total
below 2,00,000	2	15	11	11	1	40
2,00,000- 3,00,000	1	7	11	4	0	23
3,00,000- 4,00,000	2	2	7	3	1	15
Above 4,00,000	16	3	7	3	1	30
Total	21	27	36	21	3	108

Calculated Value Chi- square value	Degree of Freedom (No. of row – 1) × (No. of column – 1)	Probability Level	Critical Chi- Square Value
39.24	12	0.05	15.51

Interpretation:

The calculated value, 39.24 is not less than the critical chi-square value, 15.51, null hypothesis is rejected. The alternate hypothesis is accepted.

Hence, there is association between the annual income of the respondents and the purchase of packed foods.

Inference

The test has proven that there is association between the annual income of the respondents and the purchase of packed foods.

Findings

- Maximum 53% respondents come under the category of male.

- There is an association the annual income of the respondents and purchase of packed foods

Suggestions

- The distribution channel should be improved.
- Develop a market strategy to attract the customers.
- There should be more promotional activities done in the public area.
- The ad campaign should be made with the brand ambassadors.
- New ideas should be implemented to grab customer attention.

Conclusion:

Along with many other intersecting factors, food and beverage marketing influencing the diets and health prospects of children and youth. Food and beverage marketing practices geared to children and youth are out of balance with healthful diets, and contribute to an environment that puts their health at risk. Food and beverage companies, restaurants, and marketers have underutilized potential to devote creativity and resources to develop and promote food, beverages, and meals that support healthful diets for children and youth .Achieving healthful diets for children and youth will require sustained, multispectral, and integrated efforts that include industry leadership and initiative. Public policy programs and incentives do not currently have the support or authority to address many of the current and emerging marketing practices that influencing the diets of children and youth.

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