

A Study On Factor Affecting Shopping Behavior Of Consumer Towards Packaged Food With Reference To Bahadurgarh City

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Abstract:

Customer is the king of market. Understanding the consumer behaviour is the one of the most crucial requirement of marketing and sale strategy. Consumer behavior is a behavior that an individual display in searching, evaluating, purchasing and disposing the products and services. Consumer behavior helps to identify various determinants to decision-making process, which affects the purchasing behavior of user. It is important to understand consumer behavior in order to forecast and understand preference for product and brand. The study is undertaken to analyze the factor affecting shopping behavior of consumer towards packed food in Bahadurgarh city.

Keywords: Packaged Food, Consumer Behaviour, Indian Shopping, Customer Centricity.

1. Introduction:

Food being the basic need of humankind is an essential tool for survival. The condition of spending more on food is more favorable with the availability of disposable income in the hand of the customers. Individual are keener to try to taste new and different products available in the market. The change witnessed in the food industry is due to the changing nature of household eating pattern. The change in modern working style has affected not only lifestyle but also with change in technology, demand for packed food has also increased.

2. Significance of the study:

Global food packing market is valued at 46.5 billion in 2021 and is currently expected to expand at a growth rate (CAGR) of 5.5% from 2022 to 2030. Changing lifestyles and alternative eating habits are expected to boost

demand for convenience food products and thus positively contributing to the industry demand. Studying consumer behavior means identifying the possible behavior presented by consumer at all levels (Individual/Group level). This study helps in determining the induced behavior while making decision of picking; buying, consuming and disposing off the food items. Moreover, consumer from child to working professional seeks elements to satisfy their basic need and requirements.

The major segments of packaged food:

- Fruits and vegetables
- Meat and poultry processing
- Dairy sector
- Grain Processing
- Beverages
- Sea food
- Other multistate and cultural dishes

3. Objectives of the study:

- To study awareness towards packaged food products in Bahadurgarh city.
- To analyze factors affecting shopping behavior of consumer towards packaged food products.

4. Review of Literature:

Karuppusamy and Arjunan (2012) attempted to examine the buying behaviour of individual households regarding convenience foods and tried to conceptualize the demand model for these convenience foods in the city Coimbatore. The result of their study revealed that all consumers of the sample under study were well cognizant about the pickles and sambhar masala but a very few percentages of consumers were aware about dosa and idli mix available in the market as ready-to-cook products. Their study further revealed that many consumers prepare the convenience products by their own which is done at a reasonable cost and with better taste which leads to non-consumption of these convenience foods.

Banerjee et. al. (2013) also steered a research and concluded that, "Awareness of consumer towards convenience and ready to eat food among working and nonworking women. Their study has supported the argument that packaged food is the result of development in modern technology in the field of food processing, preservation techniques and the invention of various newer food additives.

5. Research Methodology:

Research methodology means to systematically solve the research problem. It may be understood as a science of studying how research is done systematically.

▪ Sample area:

Researcher selected the Bahadurgarh city of Haryana as a sample area as per convenience.

▪ Sample selection:

In the present study, purposive sampling has been used by researcher. On the basis of primary and secondary data, the researcher selected Bahadurgarh city of Haryana. For the sample selection researcher contacted the 50 individual of Bahadurgarh city.

▪ Hypothesis of the study:

H₀ There is no significant difference among the customer opinions towards packaged food in Bahadurgarh city.

▪ Data collection:

The researcher collected the data from primary as well as secondary source of data. Secondary data was collected from journals and different websites. The researcher has collected the primary data with the help of scheduled questionnaire. The details were collected and assessed with five-point Likert scale through 23 statements.

▪ Statistical techniques used:

- Factor analysis (Multiple component analysis)
- Percentage analysis
- Graphs

6. Data Analysis and Interpretation:

▪ Factor Analysis:

H₀ here is no significant difference among the customer opinions towards retail strategies of packaged food in Bahadurgarh city

Table – 1

Profile of the Respondents

Profession	Numbers	Percent	Valid Percent	Cumulative Percentage
Private Job	11.0	22.0	22.0	22.0
Government Job	7.0	14.0	14.0	36.0
Professional	10.0	20.0	20.0	56.0
Agriculture	6.0	12.0	12.0	68.0
House wife	9.0	18.0	18.0	86.0
Other	7.0	14.0	14.0	100.0
Total	50.0	100.0	100.0	

Figure – 1

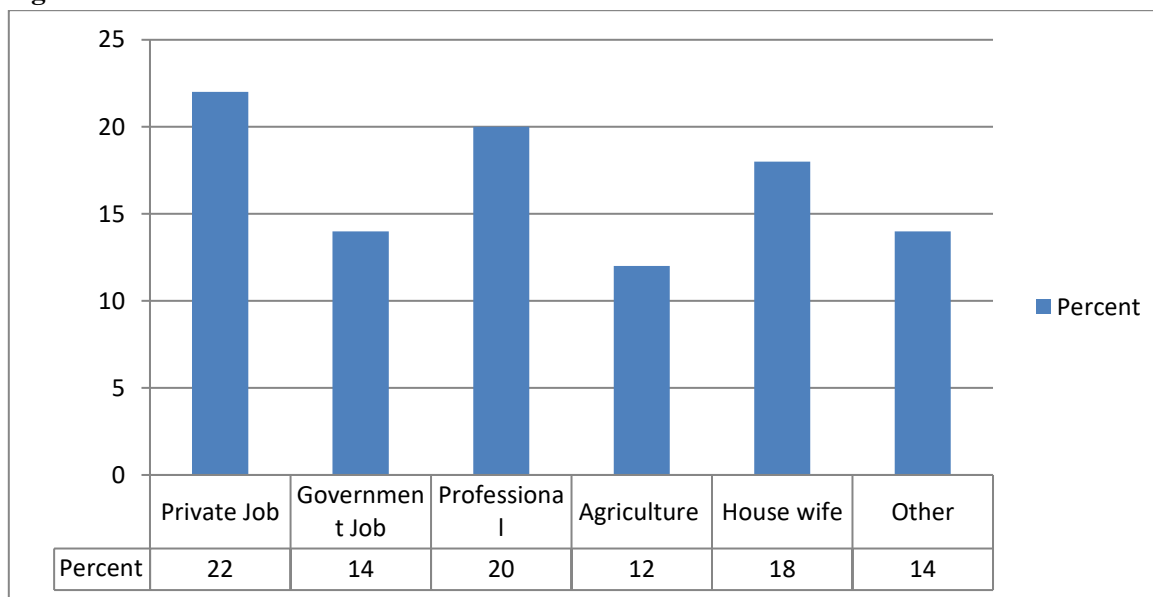


Table – 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sample Adequacy.	.776
Bartlett's Test of Sphericity	Approx. Chi-Square
	1670.409
	df
	253
	Sig.
	.000

Table – 2(a)

Factor	Loading	Eigen Value	% of Variance
F1	Quality conscious	7.874	8.766
F2	Health Conscious	18.848	8.908
F3	Primary User Behavior	5.461	7.329
F4	Usual Kitchen Perception	5.719	7.992
F5	Spontaneous behavior	5.249	7.140

▪ **Factor Analysis:**

We have used 23 statements in relation to shopping behavior of individual towards packed food items. The factors affecting the shopping behavior are found using 23 statements given in questionnaire. Here factor analysis is used to shrink the multiplicity of variables into restricted number of factors. The importance of variables is measured with five point Likert scale.

The value of Chi-square statistic is 1670.409 with 253 degree of freedom, which is significant at 5 percent level of significance. The value of KMO statistic (0.775) is also large (greater than 0.6). There are correlations between the variables; therefore, factor analysis is suitable. Hence, Principal Component Analysis method is applied for abstraction of variable for the component or factor concerned.

▪ **Interpretation:**

Factor 1: Quality conscious

The first factor named as Quality conscious is loaded significantly with variables like try and buy imported food items, store food items and

bulk shopping, if the consumer likes to go to big hypermarket and branded retail outlet

Factor 2: Health Conscious

The first factor is loaded significantly with experiment about food shopping, buying lot of organic products and lots of healthy food.

Factor 3: Primary User Behavior

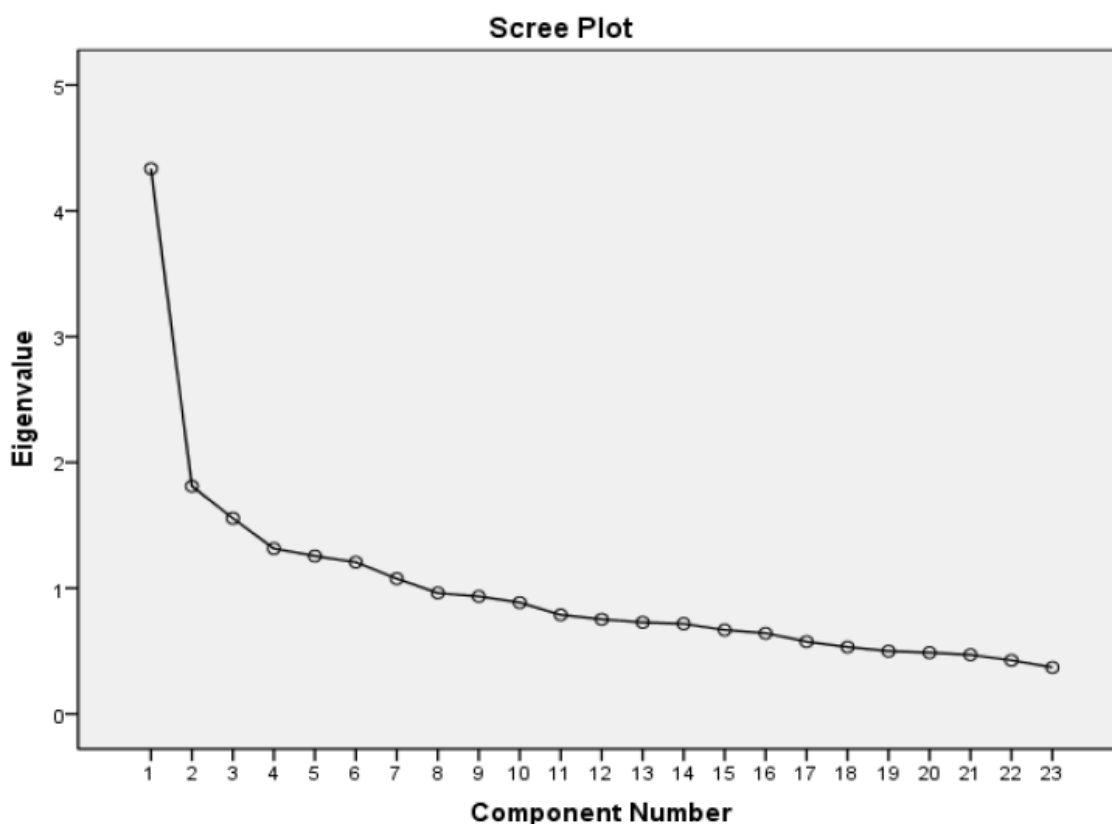
Primary user behavior is a factor loaded significantly with variable like to know the source of food products and to try newly introduced items.

Factor 4: Usual Kitchen Perception

Usual kitchen perception is a factor loaded with variable like going to the usual shop in the market or from kirana shop and planning beforehand.

Factor 5: Spontaneous behavior

Consumer perception is also dependent on the spontaneous behavior like food items on display by the retailer brand. It is the fifth factor.

Figure - 2

The Scree plot accompanying with analysis is specified in figure 2 which shows distinct break.

7. Conclusion:

From the interpretation we can say that healthy and organic food are more popular these days as consumer behavior are more inclined with health conscious food. Quality food and kitchen perception are also factor affecting consumer behavior.

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