

A Multi Methodological Classification Approach Towards Consumer Perception on Traditional and Modern Packaged Foods From Demographic Perspective

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ABSTRACT

Consumer Preference on Traditional and Modern packaged foods from particular demographic location towards purchase decisions of wide variety of consumers was studied by administering a specially developed questionnaire to 625 consumers. Consumer Preference in relation to various factors like taste, lifestyle, heritage, regions economy, knowledge, health, safety, convenience, sustainability, price and variety has been analyzed on the particular demographic location with a rapid change in consumer patterns. This analysis aimed to fill a research gap by applying the multi methodological classification approach on the survey as it necessary to understand consumer motives and cognitive structures in respect to Traditional Foods and Modern Packaged Foods. The survey data has collected consumer perception to classify the various perspectives using Cluster analysis and Chi-square test for independence has become popular as a means of understanding consumers' motivations. In fact, the objective is to map the demographic profiles of the consumer with their preference by way of applying one way ANOVA for the data obtained. The study also tries to find out the impact of the different factors on basis of magnitude of their influences with respect to Traditional and Modern Packaged Foods. On findings, relationship has been established between the respondent's lifestyle along economic status as important cluster towards the consumption of the Modern Packaged Foods depending on consumer demographic regions has been revealed. In addition, respondent's health and nutrient dependency, preservation of their heritage and culture determines relationship for consumption of the Traditional Foods as another cluster on the multi methodological ranking of the factors of the determinants of the Food consumption choices in the particular demographical location. Finally study tries to establish the significant impact of the demographic profiles of the consumers on their preferences towards food categories and it imposes a strong branding or communication strategies.

Keywords: Consumer Perception, Traditional Foods, Modern Packaged Foods, Cluster Analysis, Multi Methodological Classification

INTRODUCTION

Lifestyle and Health in parallel has a powerful influence on consumer perception of the electronics and food choices (Torijusen et.al, 2001). In these days where the life is at fast rapidity with the time and it is very valuable to every person because people desire to save the time and to spare on the other works. Due to this situation, consumption of food has been varied based on the people on specific demographic location (Verbek. W & Ward. R.W, 2006). There are

varieties of foods available in the market to choose from and they have been a part of everyday life such as Traditional Foods and Modern Packaged Foods (Atkinson, L., Rosenthal. S, 2014). It is observed that the demand for Traditional Foods increase due to health and nutrients aspects on children's and old aged peoples(V.S.Osburg et.al , 2019) where as demand for Modern Packaged Foods increases to working professionals in middle ages and youngsters in order to save time (Aschemann Witzel.J. & Peschel, A.O, 2019).

In addition to health and nutrient values, Traditional Foods (R. Brecic et.al ,2017) frequently consumed or associated to specific celebrations and/or seasons (F. Sinesio et.al, 2019), transmitted from one generation to another, made in a specific way according to gastronomic heritage (Chamhuri.N & Batt.P.J, 2015), naturally processed, and distinguished and known because of its sensory properties and associated to a certain local area (Wang.X & Li. D.A, 2012). Traditional products contribute to rural development and sustainability, conservation of biodiversity by preserving indigenous varieties of plants and breeds (Barrett et.al 2010), support rural diversity and social cohesion (P. Lampila et.al 2012). Commercialization and development of production of these products, especially if marketed as brands (Fife-Schaw. C. & Rowe.G ,1996), lead to augmented demand and sales, higher employment and a raised income of the local population, consumers are increasingly looking for indigenous products especially those with a known origin or health and safety reasons (S. Shim et.al , 2011), but also in order to satisfy their nostalgic or sentimental feelings and to help to preserve local economy and traditions (Knox.B,2000). A growing tendency towards quality rather than quantity of food products has created a growing market for value-added products that carry a strong identification with a particular geographic region (M. Wandel et.al ,2001). These products are perceived as high-quality products with a positive image and positive health effects (E. Van Loo et.al , 2010).

Due to innovation and technology, the people have new foods processing vessels (Sulitang et.al, 2011), equipment and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food. In the ever changing socio-domestic scenario, both men and women have to necessarily depart for employment to augment the household income and cooking traditional foods(Selvakumar & Yoganandan, 2019) is really an ordeal for women (H. Lam, 2013). Capitalizing this situation, business firms ranging from small time manufactures to Multinational Corporations have started innovating and commercializing Modern Packaged Foods (J. Wang et.al 2011) like Noodles, Instant Mixes (Readymade mixes and powder for dosas, vadai, sambar and variety foods). The Modern Packaged Food products are not only easy to cook but also have a significant role and place in the celebration of the family functions and religious functions of the people (Saltmarsh.M and L.Install, 2013).

The objective of this paper was to explore the differences between consumer motives regarding purchase of Traditional Food and Modern Packaged Foods with a rapid change in consumer patterns. To achieve this objective the Cluster Analysis, ANOVA and Chi Square were used to identify and visualize the importance of the food based on the important factors such as age category, lifestyle, heritage and health. The rest of the paper is organized as follows; section 2

describes the related works which extracts the beneficial and impact information on consumer's preference towards Traditional and Modern Packaged Foods. Section 3 provides Research Methodology and Section 4 provides Analysis Outcome in terms of major findings through interpretation and finally Section 5 Concludes the work.

RELATED WORK

In this section, Review of Literature related to the Consumer Perception has been explored on various factors of Traditional and Modern Packaged Foods. Traditional and Modern Packaged Foods consumption has been analyzed along other aspects like demographic location of the consumers and their usage due to health, heritage lifestyle and nutrition benefits of the foods and finally on the economic benefits of particular culture has been discussed to outline the Research Model.

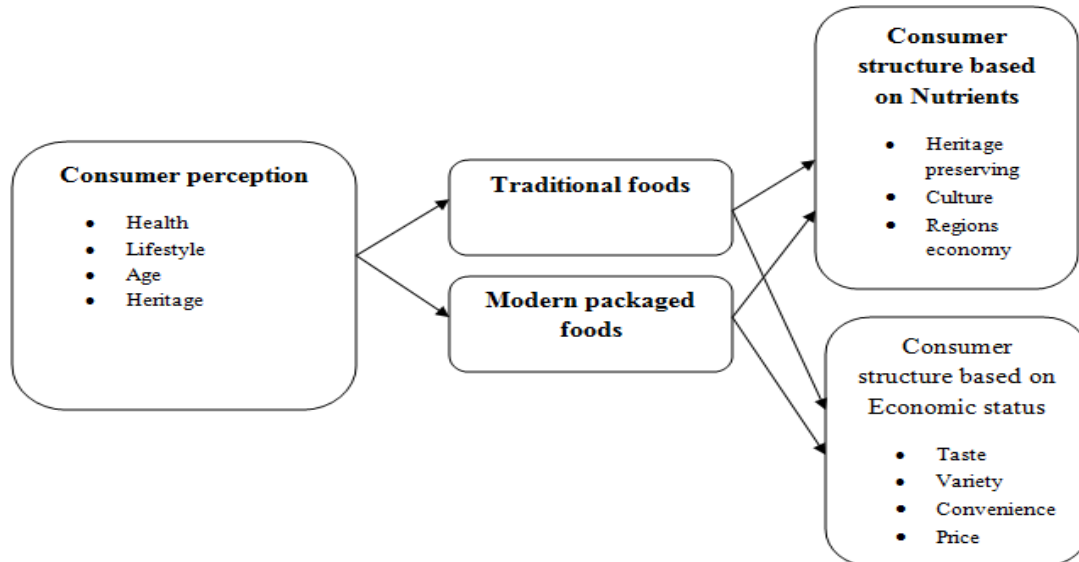
Consumers' Perceptions on Traditional Foods Attributes and Cognitive Attitudes as Determinants of their Intention.

The current study investigates how consumers perceive Traditional Food Attributes, which in turn influence their utilitarian and hedonic attitudes (Yoganandan ,2020) and intentions to consume Traditional Foods. Specifically, consumers' perceptions of nutritional content (Chen.S et.al, 2016), ecological welfare (K. Zhong et.al 2015), and price attributes (Frewer, L. J et.al , 2010) of traditional benefits have strong effects on utilitarian attitudes as well as hedonic attitudes toward adapting to traditional food, while perceptions of the sensory appeal attribute have a strong effect on hedonic attitudes (Fischer.A et.al , 2005). Interestingly, consumers' perceptions of the natural content attribute of Traditional Food are not a significant determinant of the two dimensions of attitude. Lastly, utilitarian and hedonic attitudes play an important and influential role in determining behavioral intentions to adopt for Traditional Food (W. Qin et.al, 2013). This study raises questions about the lack of a theoretical framework in previous Traditional Food studies. Therefore, a modified S–O–R model (J.Xiong et.al 2011) is applied to provide theoretical support for food research(Yoganandan & Baskar, 2020). In addition, this study employs a bi-dimensional approach to attitudes (i.e., utilitarian and hedonic attitudes), contributing to a better understanding of consumers' expectations and perceptions(Magnier et.al, 2016) in their behaviors regarding traditional food (Z. Huang et.al, 2018).

METHODOLOGY

Consumer from particular geographic location has been interviewed on various segments. Beside socio demographic variables, the questionnaire contained several questions about consumer perception in terms of taste, lifestyle, knowledge, heritage, regions economy, health, safety, convenience, sustainability, price, variety concerning traditional food and knowledge about selected Traditional and Modern Packaged Foods (P. Jackson et.al , 2017). Some preceding inquiries have investigated the association between these variables; however, lack of sufficient research, studying the relationship between these factors which forms the reason for carrying out this research.

Figure 1: Proposed Conceptual Model



Based upon the theoretical background presented and its core assumptions, this study aims to test a framework in order to explore the consumer perception(Saranya & Yoganandan, 2019) on Traditional and Modern Packaged Foods on the particular demographic location (X. Zhu et.al, 2015) based on various consumer motives and cognitive structures(Yoganandan & Prabhukumar, 2015). Figure 1 Provides the Proposed Conceptual Model of this paper.The focus of this exploratory empirical study is to look into how lifestyle and health (Padel et.al 2005) can lead to certain desirable behaviors(Yoganandan & Vetriselvan, 2017). on consumer towards Traditional and Modern Packaged Foods. Hence the following objectives are proposed.

- Conceptualize consumer’s lifestyle in the demographic region and validate a measure for its research
- Identify what the motives in food consumption perceived as contributing to their personal behavior on selecting the food category
- Examine if the relationship of lifestyle and economic status with personal and work-related outcomes are affected by food preference mediators such as taste and nutrients

INTERPRETATION

Empirical Research facilitates the researcher to establish meaningful and logical relationship between the variables measured in this study. The intension of this section is to exhibit the statistical analyses performed with the data collected. Data analysis is a crucial event in any research because the inferences are made only based upon the consequences from the analysis. A total of 625 questionnaires were distributed to all the respondents in Coimbatore and 570 people participated in the study. Filled-in questionnaires of 19 participants were rejected for the want of

completeness and the final number of questionnaire taken in the study is 551. This accounts to a response rate of 88%.

The respondents were almost equal in gender with 47% male and 53% female respondents. Most of the respondents (42 %) had done their graduation in engineering, science and arts, while 25% had finished their post-graduation. 19% of the respondents had a professional degree and 14% of the subjects possessed a diploma qualification. The mean tenure of the respondents in the current organization was 4.43 years (SD = 3.3) whereas the mean tenure in the current position was 1.9 years (SD = 1). The average tenure of total experience of the respondents were 5.7 years (SD = 3.8). Out of the sample 46% of the respondents were married. The detail of the respondents across various categories is portrayed in table 1.

T-Test is generally used to test whether there is a significant difference between the means of two samples (J.S. Elias et.al, 2010). In this study data was collected from the respondents from both Traditional Foods and Modern Packaged Foods (J. Thøgersen et.al 2015). The data were subjected to monitor whether statistical significance was portrayed between the samples and whether a comparative study can be done between the samples (M. Yazdanpanah et.al 2015).

Table 1: Distribution of respondents across various categories

Category		Frequency	Percent
Gender	Male	259	47
	Female	292	53
	Total	551	100
Marital Status	Married	251	46
	Single	300	54
	Total	551	100
Educational Qualification	Diploma	75	14
	Graduate	233	42
	Postgraduate	140	25
	Doctorate	103	19
	Total	551	100
Income Level (In Rupees)	Below 3,00,000	151	27
	3,01,000-5,00,000	244	44
	5,01,000-7,50,000	115	21
	Above 7,51,000	41	8
	Total	551	100

From the table 2 it can be seen that the mean did not vary significantly between both the samples for four of the five independent variables being studied, indicating lack of heterogeneity between the two categories (Yadav, R et.al, 2016).

Table 2: Independent T - Test Results

S.NO	Dimensions	Traditional food		Modern Packaged Food		T value
		Mean \bar{x}	Standard Deviation Σ	Mean \bar{x}	Standard Deviation σ	
1	Price	3.55	.86	3.56	.73	-0.23
2	Nutrient Value	3.69	0.74	3.80	0.70	-1.70
3	Amount of satisfaction	3.69	0.83	3.78	0.80	-1.30
4	Convenience	4.00	0.82	4.19	0.54	-3.30 **
5	Busy work schedule	3.84	0.70	3.70	0.65	2.30

ANOVA is to estimate significance of the Hypothesis (Radman, M, 2005). The assumption of homogeneity of variance is the statistical assumption that needs to be tested for when comparing three or more independent groups on a continuous outcome with ANOVA. In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05

Table 3: ANOVA Analysis

Descriptive							
Lifestyle							
		Statistic	Bootstrap ^a				
			Bias	Std. Error	95% Confidence Interval		
					Lower	Upper	
Strongly agree	N	33	0	6	23	45	
	Mean	1.09	.00	.07	1.00	1.25	
	Std. Deviation	.384	-.059	.180	.000	.626	
	Std. Error	.067					
	95% Confidence Interval for Mean	Lower Bound	.95				
		Upper Bound	1.23				
	Minimum	1					
	Maximum	3					
Agree	N	99	0	9	81	117	
	Mean	2.34	.00	.06	2.22	2.46	
	Std. Deviation	.641	-.003	.050	.541	.734	

	Std. Error	.064				
	95% Confidence Interval for Mean	Lower Bound	2.22			
		Upper Bound	2.47			
	Minimum	1				
	Maximum	4				
Neutral	N	119	0	10	101	140
	Mean	3.05	.00	.05	2.96	3.14
	Std. Deviation	.502	-.004	.040	.420	.572
	Std. Error	.046				
	95% Confidence Interval for Mean	Lower Bound	2.96			
		Upper Bound	3.14			
	Minimum	2				
	Maximum	4				
Disagree	N	254	-1	12	230	278
	Mean	3.96	.00	.02	3.92	4.01
	Std. Deviation	.370	-.002	.030	.307	.422
	Std. Error	.023				
	95% Confidence Interval for Mean	Lower Bound	3.92			
		Upper Bound	4.01			
	Minimum	3				
	Maximum	5				
Strongly disagree	N	46	0	6	34	60
	Mean	4.70	.00	.09	4.51	4.86
	Std. Deviation	.591	-.019	.134	.351	.840
	Std. Error	.087				
	95% Confidence Interval for Mean	Lower Bound	4.52			
		Upper Bound	4.87			
	Minimum	2				
	Maximum	5				
Total	N	551	0	0	551	551

	Mean	3.36	.00	.04	3.28	3.45
	Std. Deviation	1.030	.000	.031	.966	1.089
	Std. Error	.044				
	95% Confidence Interval for Mean	Lower Bound	3.28			
		Upper Bound	3.45			
	Minimum	1				
	Maximum	5				
a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples						

Cluster Analysis has been carried out to identify the cognitive structures on the motives of consumers on the variables (S. Somsook et.al, 2008). It identifies the homogenous groups of cases. In this Hierarchical cluster method (A. Persaud & Schillo, 2017) has been employed. It generates a series of models with cluster solutions from 1 (all cases in one cluster) to n (each case is an individual cluster). Hierarchical cluster (G. Guido et.al, 2012) also works with variables as opposed to cases; it can cluster variables together in a manner somewhat similar to factor analysis (A. Hopkins et.al , 2014). In addition, hierarchical cluster analysis (Saba.A et.al , 2018) can handle nominal, ordinal, and scale data.

MAJOR FINDINGS

The major finding on basis of analysis on the data collected has been described as follows

- The dimensions of health related variables on the foods such nutrient value, culture and heritage were found to be significantly and positively related to Traditional Foods on the specific demographic region.
- Consumer motives namely, busy schedule, price and variety were found to be significant and those motivates has more preference to the Modern Packaged Foods with a positive impact on vitality.
- Age and convenience was found to be insignificant and was not related to consumption of Traditional Foods. Moreover culture preserving was significant and positively related to the preference of Traditional Foods.
- On Cluster Analysis, all cases in one cluster has same variable on both Traditional and Modern Packaged Foods. The cases are age and economic status.

CONCLUSION

Consumers' Food Perception has been analysed using multimethodological classification approach on the Traditional and Modern Packaged Foods. The present study placed a strong emphasis on culture and heritage protection on consuming the Traditional Foods. On the other hand, busy life styles leads to consumption of Modern Packaged Foods. These factors pose a significant challenge to consumers on evaluation of the consumer perception in particular

demographic region. In the process of undertaking this challenge, a richness of concepts dedicated to quality cues was encountered in future and they have to be incorporated in the analysis.

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