

CONSUMER PERCEPTION TOWARDS CANNED FOOD PRODUCTS - A STUDY OF YOUNGSTERS IN INDIA

Vaishnavi Marwaha¹, Dr. Pankaj Jain²

¹Research Scholar, Institute of Management Studies, Bikaner. Rajasthan Technical University, Kota (Raj.)

²Principal, BJS Rampuria Jain College, Bikaner

Abstract

Food is a vital component of life. Consumers' food propensities and buying inclination are continuously changing. Buyer tastes have modified from new to canned food as catholic cities have developed, families have transitioned from joint to atomic, work-life adjust has progressed, time has gotten to be scarcer, and ways of life have changed. Canned food takes small time to prepare, and in some cases, we have to pour hot water into it before eating. Between June 2022 and December 2022, 100 clients were addressed in Delhi NCR employing a standardized survey. Usually, canned food things are more well known among youth (matured 21 to 40), who buy them more habitually than others. It gives understanding into the viewpoint of client conduct. When it comes about recommend that freshness, quality, and bundling items are the foremost critical components to clients, and time investment funds are verifiable reasons to buy canned food. Promotions have a more prominent impact on clients whereas they are making buys. It gives genuine information on the sort and conduct of client utilization.

Keywords: Consumer Perception, canned food, Buying Decision, Demographics.

Historical Context of Canned Food Consumption

In the early 19th century for military campaigns the need driven to preserve the food and the canning process invented in 1809, which involved cooking food within sealed glass jars. It is the widespread adoption of canned food as a method of food preservation that is both convenient and maintains its quality over time. As a result of developments in both technology and transportation, canned food has become an indispensable component of the diets of people all over the world by virtue of its ever-increasing appeal.

In spite of the fact that there have been advancements in the technology that preserves food, tinned food continues to be a staple in many households due to the fact that it has a long shelf life and is convenient. The diversity of canned food, which includes anything from fruits and vegetables to soups and meats, makes it an excellent alternative for folks who are constantly on the go and are searching for quick and easy meal options.

Peter Durand was granted a patent for the utilisation of tin cans. The tin can was a game-changer in the world of food preservation because it provided a solution that was far more compact and

long-lasting than glass jars but it increases the cost of the packed food. canned food has become an indispensable component in households all over the world. Customers who are looking for quick and easy meal solutions can choose from a wide variety of options when using this form of food preservation, which continues to remain popular in today's world. There are a lot of busy households who have made canned goods a pantry staple. These items include everything from soups and veggies to meats and seafood. Not only is canned food popular due to its extended shelf life, but it is also popular due to the diversity it offers in terms of meal planning.

The beginning of India's canned food sector may be traced back to the gradual adoption of canning techniques by local businesses over the course of centuries. After the country gained its independence, the industry experienced substantial expansion, which was driven by the development of new technologies and shifting consumer preferences. Foods that are canned offer a wide range of adaptability in terms of cooking and meal planning, ranging from soups and stews to sauces and spreads. As the number of individuals who lead busy lifestyles continues to rise, the convenience and dependability of canned foods continue to solidify their position as the preferred option for a significant number of homes across India. Additionally, canned food companies in India are not only satisfying the demands of consumers who are environmentally conscious, but they are also positioning themselves for long-term success in the competitive market by concentrating on sustainable practices such as reducing waste from packaging and sourcing ingredients in an ethical manner. Companies that manufacture canned food in India are able to maintain their relevance and competitiveness in the current market by adopting digital platforms and responding to the shifting landscape of consumer behaviour.

Consumers are becoming more aware of the influence that their purchase decisions have on the environment, and they are more willing to support businesses that value the same things that they do. Companies that manufacture canned food have the chance to not only bring in new customers but also strengthen their loyalty among the customers they already have by proving their commitment to sustainability. The proactive approach that is being taken not only has positive effects on the environment, but it also has the potential to result in improved profits and expansion for the company in the future.

Introduction

Consumers are the actors in the marketplace. Because of consumers market of food runs. If you talk about consumer, consumers are those who purchases goods and services for their personal consumption. Consumer behaves according to their taste and preferences and sometimes according to the occasions. Consumer behaviour is different for consumer to consumer. It depends of the status, standard of living, the price of product, and many more. Marketers knows the demand of customers by their behaviour and the wants towards any of the product. You can say that the behaviour of a consumer is the action which is taken by the consumer before buying the product. Organizations have recognized the importance of consumer satisfaction is now a days. Every organization knows that if they satisfy the consumer then only, they can gain the market share and

profit, which is the prime objective of the organizations. Food and nutrition are most important for all the living species. Food contains all the important elements for living organism. Some foods are mouth-watering, when it is of perfect shape, texture and also when it is mouth-watering fragrance. To keep the body healthy and active every living being consumed a chemical substance called 'food' [2]-[3].

In present scenario, people give priority to the tasty food. Items, such as, noodles, chapati mix, parotta mix, idli/dosa mix, rava dosa mix, bhaji mix, biryani mix, puliyodara mix, Gulab jamun mix, and chatni mix comes under ready-to-eat items, which require simple boiling or heating or mixing with water and readymade cooking materials such as sambhar powder, chili powder, rasam powder, turmeric powder, idli chilli powder, which make the cooking more convenient.

There are many factors which can influence the customers while buying the instant food products which are: proper hygiene, packaging, etc. The knowledge and information regarding products about the brands can be get through TV, social media, newspapers, etc. [3]

Literature Review

S.P. Singh, Kajal Thaper, Sabbey Sharma, Sudhakar Dwivedi, Anil Bhat, Maninder Singh and Goldy Bhagat (2022) The current study was conducted in Jammu City to examine customer perceptions of the appearance of packaged food products for children. The research was conducted using both primary and secondary data. The research was carried out using a questionnaire based on information gathered from Jammu City customers. A total of 100 people were interviewed. The data was analysed using percentage analysis and the Garrett ranking technique. The vast majority of respondents had heard of packaged food products. The study also revealed that children preferred to buy products with appealing designs.

Mrs. J. Saujanya Ms. Yadigiri Nikitha (2022) In recent years, due to lifestyle pressures, Indians have preferred an easy and quick method of cooking meals rather than spending too much time cooking. People, especially young people, prefer instant foods such as Maggi cup noodles and Bhel. Ready-To-Eat Food Products have recently gained popularity in India due to a variety of factors such as product availability, convenience, taste and texture, packaging and promotional strategies, and so on. Dal & Curries, Instant Poha, Instant Upma, Instant Idly and Dosa Mix, Sandwiches, Ready Masalas & Curry Powders, Indian Snacks, and other ready-to-eat food products are available. This paper examines the factors that influence consumers' purchases and consumption of Ready-To-Eat Food Products, as well as consumer perception and satisfaction with Ready-To-Eat Food Products.

Tomas Sadilek (2019) The purpose of this research is to examine the factors that most influence the quality of a food product. Geographical origin, age, proclivity to read product labels, scientific knowledge, and self-assessment of knowledge on food safety issues emerged as the primary differences between the two groups. Quality perception appears to influence purchase decisions and dietary patterns. The description of the consumer groups that use the same elements

to define quality provided valuable insight into consumer preferences and potential risk-exposure behaviours. The study of these aspects is thus relevant for designing effective and targeted communication actions, not only for businesses but also for public institutions charged with protecting public health.

Rupa Rathee¹ Pallavi Rajain Anchal Kuchhal (2018) Women were previously confined to their homes and had a specific role as homemakers, but as society changed, they began to venture out in search of work. There has been an increase in the ready-to-eat food industry due to the increase in working couples who are busy with their jobs and have limited time to spend on household activities. Women, in particular, were left with little time to manage household activities and maintain a sense of balance. As a result, there was a need to investigate working women's purchasing habits and the factors influencing their selection of ready-to-eat foods. The study included 205 working women who were asked to fill out a questionnaire with their preferences. SPSS 23 was used to analysed the data.

Research Problem

In a globalized world, due to a hectic lifestyles people prefer to use canned food. Numerous socio-demographic factors influence consumers' decisions to buy and eat prepared food products. The main objective of this research is to know whether people prefer prepared foods and what is the perception towards the canned food and to know if packaging influences consumers to buy prepared foods.

Research Objectives

1. To find out the consumer perception towards canned food products in Delhi NCR .
2. To identify the factors that influence the buying behaviour of canned products.
3. To find out that packing decision impact to consumers' decisions to purchase canned food items.
4. To assess the correlation between the chosen demographic factors and the purchasing habits of canned food items.

Hypothesis Testing

Hypothesis 1

H0: There is no significant relationship between gender and usage of canned food.

H1: There is a significant relationship between gender and usage of canned food.

Hypothesis 2

H0 - There is no significant relationship between packaging and canned food products.

H1- There is a significant relationship between packaging and canned food products.

Hypothesis 3

H0 – There is no significant relationship between age and the usage frequency of canned foods.

H1 - There is a significant relationship between age and the usage frequency of canned foods.

3. Methodology

Research methodology

The method of the study is divided into six sections to demonstrate how the study was conducted:

3.1. Research Approach & Design:

A deductive approach starts with a social theory that a researcher finds compelling. The researcher studies with others, reads about the existing theories related to the topic of investigation, and then tests hypotheses emerging from those theories. This forms the basis of the research approach followed in this paper.

A research design is a strategy for answering research questions using empirical data. A well-planned research design helps in ensuring that methods match researchers' aims and a right kind of analysis has been used to analyse data. Exploratory and descriptive research designs have been applied to analyse the data.

3.2 Research population:

The population refers to the entire collection of units that the study is concerned with. Here the population of Faridabad of Delhi in India was included in the study.

3.3 Sample

According to Bryman and Bell (2011), a sampling frame is a list of possible participants that are believed to be representative of the larger population. A population is a group of individuals that share similar characteristics, A population can be of a country, region, organisation or target group. (Bryman and Bell, 2011). In this study, consumers of Faridabad were included. The sample consists of 200 consumers of the Faridabad region who buy canned food products.

3.4 Sampling method

In the literature, there are so many sampling techniques available for collecting primary data. Non-probability sampling, convenience sampling and snowball sampling method was used to select the respondents for this study. The benefit of the convenience sampling method is that it is the most convenient, inexpensive and least time consuming. The Snowball sampling method can estimate rare characteristics. (2011) (Bryman and Bell).

3.5 Data Collection Method

This research is based on primary data. This data collected with the interaction of Delhi NCR localities. The data was gathered from canned food consumers using a structured questionnaire.

The structured questionnaire was applied between June 2023 and December 2023. It consisted of 21 statements on a scale of 5-point Likert scale and a mix of dichotomous and multiple-choice questions as well. The main requirements for respondents to participate in the study were: having purchased and used canned food products on a day-to-day basis, and being over 15 years old. A pre-test was conducted to validate participants' understanding of the questions. The participants were informed about the purpose of the study before collecting their responses.

3.6 Data Analysis:

The data collected from the selected respondents has been analysed using Microsoft Excel and All statistical analyses were conducted using the SPSS 18.0. The statistical test used are chi square and correlation two tailed test use to draw some meaningful conclusions.

4. Result and interpretation

To understand the association of demographics variables like age and gender with buying behaviour, customer perception, frequency of buying canned food and the satisfaction towards the canned food. Correlation and chi-square test was used at 5% level of significance.

Table.1. Demographic profile			
Male	Female	Total	
86	126	212	
19 years old or less	20 to 29 years old	30 to 39 years old	40 years old or more
10%	20%	30%	40%

H0: There is no significant relationship between gender and usage of canned food.

H1: There is a significant relationship between gender and usage of canned food.

The data when analysed to understand the association of Gender and usage of canned food products revealed that there is no statistically significant association between gender and usage of canned food products because it is less than 0.005. which shows that canned food is used by everyone. So, our null hypothesis holds true which means it is equally used by males and females.

Table 2 Correlations

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	gender
A1 Pearson Correlation	1	1.000**	-.035	.175	-.060	.008	-.096	. ^b	.008	.042	-.029	.132	.048
Sig. (2-tailed)		.000	.705	.056	.520	.933	.298	.	.928	.653	.754	.154	.601
N	122	121	118	119	119	119	119	0	119	119	119	119	122
A2 Pearson Correlation	1.000**	1	1.000**	.021	.038	-.197*	-.081	. ^b	.138	.083	-.118	-.099	-.166
Sig. (2-tailed)	.000		.000	.821	.680	.032	.379	.	.134	.369	.200	.286	.069
N	121	123	120	119	119	119	119	0	119	119	119	119	121
A3 Pearson Correlation	-.035	1.000**	1	-.017	.260**	-.147	-.046	. ^b	-.025	-.145	-.209*	-.144	.031
Sig. (2-tailed)	.705	.000		.853	.004	.112	.619	.	.785	.116	.023	.121	.736
N	118	120	120	118	118	118	118	0	118	118	118	118	118
A4 Pearson Correlation	.175	.021	-.017	1	.024	-.073	-.131	. ^b	.240**	-.120	-.123	-.128	.066
Sig. (2-tailed)	.056	.821	.853		.796	.427	.155	.	.009	.193	.182	.165	.479
N	119	119	118	119	119	119	119	0	119	119	119	119	119
A5 Pearson Correlation	-.060	.038	.260*	.024	1	-.125	-.166	. ^b	.023	-.208*	-.152	-.069	.028
Sig. (2-tailed)	.520	.680	.004	.796		.174	.072	.	.801	.023	.100	.453	.762
N	119	119	118	119	119	119	119	0	119	119	119	119	119
A6 Pearson Correlation	.008	-.197*	-.147	-.073	-.125	1	.183*	. ^b	.051	.123	.152	.191*	-.100
Sig. (2-tailed)	.933	.032	.112	.427	.174		.047	.	.585	.184	.099	.037	.277

	N	119	119	118	119	119	119	119	0	119	119	119	119	119
A7	Pearson Correlati on Sig. (2- tailed)	-.096	-.081	-.046	-.131	-.166	.183*	1	.b	.116	.374**	.468**	.403**	-.227*
	N	119	119	118	119	119	119	119	0	119	119	119	119	119
A8	Pearson Correlati on Sig. (2- tailed)	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b	.b
	N	0	0	0	0	0	0	0	0	0	0	0	0	0
A9	Pearson Correlati on Sig. (2- tailed)	.008	.138	-.025	.240**	.023	.051	.116	.b	1	-.076	.053	-.053	.061
	N	119	119	118	119	119	119	119	0	119	119	119	119	119
A10	Pearson Correlati on Sig. (2- tailed)	.042	.083	-.145	-.120*	.208*	.123	.374**	.b	-.076	1	.626**	.528**	-.216*
	N	119	119	118	119	119	119	119	0	119	119	119	119	119
A11	Pearson Correlati on Sig. (2- tailed)	-.029	-.118	-.209*	-.123	-.152	.152	.468**	.b	.053	.626**	1	.628**	-.244*
	N	119	119	118	119	119	119	119	0	119	119	119	119	119
A12	Pearson Correlati on Sig. (2- tailed)	.132	-.099	-.144	-.128	-.069	.191*	.403**	.b	-.053	.528**	.628**	1	-.258*
	N	119	119	118	119	119	119	119	0	119	119	119	119	119

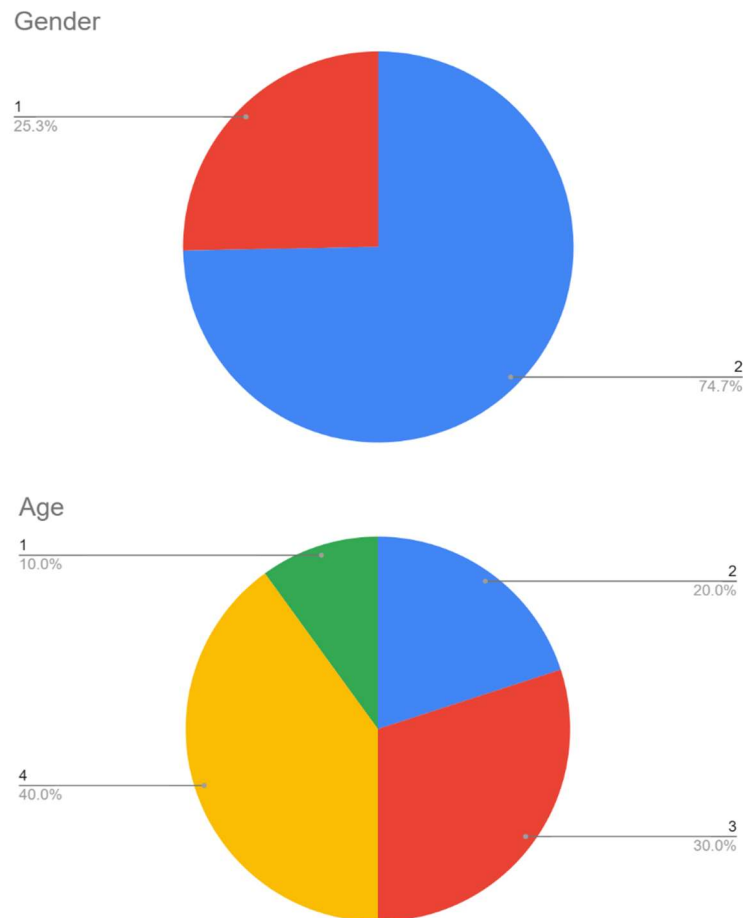
gender	Pearson Correlation	.048	-.166	.031	.066	.028	-.100	-.227*	. ^b	.061	-.216*	-.244**	-.258**	1
	Sig. (2-tailed)	.601	.069	.736	.479	.762	.277	.013	.	.511	.018	.007	.005	
	N	122	121	118	119	119	119	119	0	119	119	119	119	122

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

b. Cannot be computed because at least one of the variables is constant.

The Table.2 and table 3 shows that Pearson correlation and chi square test for awareness is less than 0.05 that null hypothesis holds true. Both male and female are equally aware of the canned food products.



H0 - There is no significant relationship between packaging and canned food products.

H1- There is a significant relationship between packaging and canned food products.

In the table 2 shows that people are not influence with the (packaging) wrapping of canned food product and it is less than 0.001. Consumer are not influence with the packaging and the result shows that there is significant relationship between packaging and canned food products. People are not convinced with packaging material, colour, shape, size, label and versatility of the packaging. But through the collection researcher found that consumers are not recognized the product by the colour.

Table 2 Correlations

		B1	B2	B3	B4	B5	B6	B7	B8
B1	Pearson Correlation	1	.500**	.395**	.528**	.352**	.473**	.380**	.475**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119
B2	Pearson Correlation	.500**	1	.457**	.269**	.326**	.517**	.530**	.538**
	Sig. (2-tailed)	.000		.000	.003	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119
B3	Pearson Correlation	.395**	.457**	1	.507**	.428**	.361**	.331**	.317**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119
B4	Pearson Correlation	.528**	.269**	.507**	1	.682**	.340**	.399**	.445**
	Sig. (2-tailed)	.000	.003	.000		.000	.000	.000	.000
	N	119	119	119	119	119	119	119	119
B5	Pearson Correlation	.352**	.326**	.428**	.682**	1	.440**	.449**	.512**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	119	119	119	119	119	119	119	119
B6	Pearson Correlation	.473**	.517**	.361**	.340**	.440**	1	.619**	.544**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	119	119	119	119	119	119	119	119
B7	Pearson Correlation	.380**	.530**	.331**	.399**	.449**	.619**	1	.569**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	119	119	119	119	119	119	119	119

B8	Pearson Correlation	.475**	.538**	.317**	.445**	.512**	.544**	.569**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	119	119	119	119	119	119	119	119

**. Correlation is significant at the 0.01 level (2-tailed).

H0 – There is no significant relationship between age and the usage frequency of canned foods.

H1 - There is a significant relationship between age and the usage frequency of canned foods.

Table 4				
		C3	C4	age
C3	Pearson Correlation	1	-.071	-.194*
	Sig. (2-tailed)		.444	.035
	N	119	119	119
C4	Pearson Correlation	-.071	1	-.160
	Sig. (2-tailed)	.444		.081
	N	119	119	119
Age	Pearson Correlation	-.194*	-.160	1
	Sig. (2-tailed)	.035	.081	
	N	119	119	120

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4 shows that there is no relationship between age and usage of canned food because it is more than 0.05 and, in that case, the null hypothesis holds true. It is used by every age group of people. We cant say that it is only used by working women or those who are belong to young generation.

5. Suggestions

Companies need to know that canned food is not only used by working women but also used by those who live away from home. Most of the people use this because of shortage of time which is the prime reasons for people switching over to canned food product, therefore they want to come with nutritious and healthy food items. Also, the quantity and types of preservatives used in canned food products should not have any adverse effect on the health of the people but people want a different size in canned food according to a family size because once open the seal the product easily got destroy.

6. Limitation

The study was conducted during June 2023 to December 2023 that is why a small sample size of 214 respondents of only Delhi and NCR were considered to draw out results. Therefore, the results of the study cannot be generalized.

7. Future research

The study can be conducted on a sample collected from PAN India. Also, the intensity of factors affecting the buying decision of canned food products can also be analysed although, customer satisfaction level also be considered in further research.

8. Conclusion

Taking everything into account we can said that nowadays canned food be a part and parcel of our life. Most of the people are using Ready to eat food because it is easy to use but the majority of users is women. In addition to this, we find that a large variety of canned food will incline in the usage of canned food. This study has been conducted for all the age group and it is concluded that the perception of the consumers related to canned food products has changed tremendously. The study revealed the negative perception towards canned food products because there are highly used preservatives and the shelf life is very low. These days, it had seen through the study that canned food plays an inevitable part. Food habits of consumers are now changed due to several reasons. The main reasons are readymade food, time saver, increase in number of working people, emergence of nuclear families and people shifted for earning bread and butter. People are highly aware for the canned foods. It is shown in the study that there is no statistical association of gender and age with user of canned food. it is used by everyone with a every age group. It was also analysed that there is no significant different between the packaging and canned food. The 25 to above 40 age group of Delhi and NCR are and they are frequently bought and used by them owing to multiple factors like convenience, quick to make, urbanization etc.

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