

Chapter 5

Summary and Conclusion

CHAPTER IV

SUMMARY AND CONCLUSION

1.0 SUMMARY

Today's consumers are shelled with a massive selection of product offerings accessible through a multiplicity of shopping channels, which has widened their scope of product availability. The increasing buying power, multiplying varieties in a store, increasing media exposure, changing lifestyle, and reducing time availability have added multi-faceted dimensions to consumer's behavior in the market. Moreover, the innovations brought by retailers and marketers in the practice of retailing have provided new paradigms in the way consumers have been disposed towards their act of shopping. Such a complex behavior is directed by consumer's conscious and subconscious motivations and inclinations, and can be studied through the consumer's shopping-orientations. Also, on the other hand, this aspect of consumer has also laid numerous challenges to the manufacturers and marketers of consumer products. It has become crucial that they understand the concerns of the consumer while shopping for a product; and how this shopping-orientation is related to the consumers psychographic and demographics make-up.

Over the years shopping-orientation has been studied for various products like grocery, apparel, shoes etc, with respect to aspects like consumer use of information, effect of situational factors, store environment, time available for shopping, patronage behavior, psychographics etc; However, limited attempts have been made to systematically examine the commonalities, differences, and relationships amongst variables that influence the shopping-orientations with regard to a specific product, with special reference to food. For the current study, the investigator opted to make a composite assessment of selected variables and shopping-orientation of the consumers with regard to convenience foods. The changing need in the current socio-cultural environment, increased disposable income, and availability of large variety of packaged food have made convenience food an important food item in the grocery list of today's consumer. Thus, with the focus on convenience foods, it became essential to understand the food related psychological make up of the consumers by going

beyond surface characteristics and understanding the consumers' motivations for purchase and use of ready-to-eat food products.

The present study made an attempt to understand the shoppers for their disposition towards shopping in consideration with their demographic characteristics, pre-purchase aspects, and psychographic attributes. Efforts were made to conduct an in-depth study of the relationships between the psychographic attributes like lifestyle orientations, personality traits, market beliefs, attitude, and perceived risk; and shopping-orientation of the consumers. Relationships were generated that helped to understand the consumer in totality. Moreover, the investigator in the present research made an attempt to study consumers of selected packaged foods with the perspective of segmenting the market of SPFs. With the idea to design target marketing strategies, market segmentation was carried out that involved artificial grouping of consumers into homogeneous groups. The market was segmented on the basis of the consumption pattern of selected packaged foods. A complete profile of the consumers was developed on the basis of aspects, which mainly encompassed the demographics of the consumers, their food shopping-orientations, and their psychographics. The above attempts were directed in a manner that it would give an actionable utility value to the study.

1.1 Objectives of the Study

The specific objectives drawn to give a proper direction to the investigation were:

1. To study the consumption pattern of the consumers of selected packaged foods with respect to its frequency, duration, and quantity of consumption.
2. To study the food shopping-orientations of consumers of selected packaged foods.
3. To study the psychographics of consumers of selected packaged foods, focusing on parameters, like; (i) lifestyle orientations (ii) personality traits (iii) market beliefs (iv) attitude, and (v) perceived risks.
4. To assess the inter-relationships between food shopping-orientations, and selected demographic and psychographic variables.

5. To develop consumers segments based on consumption pattern of selected packaged foods, and create profile for each segment with respect to consumer demographics, food shopping-orientations, and psychographics.

1.2 Hypotheses of the Study

- HA: There exists a relationship between the consumption pattern of consumers of selected packaged foods, and their (i) personal and (ii) family variables.
- HB: The food shopping-orientations of the consumers of selected packaged foods differ with their (i) personal and (ii) family variables.
- HC: There exists a relationship between the food shopping-orientations of consumers and their psychographic variables, namely; ((i) lifestyle orientations (ii) personality traits (iii) market beliefs (iv) attitude, and (v) perceived risks in the purchase and consumption of selected packaged foods.
- HD: There exists a difference in the (i) background characteristics (ii) food shopping-orientation, and (iii) psychographic attributes of consumers of ready-to-eat soups amongst the three identified clusters.

1.3 Method of procedure

In confirmation with the objectives of the study, descriptive research design was adopted, wherein a survey was carried out to study the food shopping-orientations of the consumers of SPFs with respect to selected psychographic aspects, like; lifestyle orientations, personality traits, market beliefs, attitude, and perceived risk.

The study was restricted to North Mumbai location of Mumbai, extending from Bandra to Borivali. In order to procure a representative sample, a three stage sampling procedure was adopted. Two hundred and twenty-five working/ non-working housewives, consuming at least one of the SPFs constituted the sample for the study. The objectives drawn for the study guided the development of a structured interview schedule, having four distinct sections. Section I of the interview schedule comprised of questions framed so as to gather background information of the consumers. It encompassed the personal profile and family profile. To assess the socio

economic status of the consumers of SPF's Kalliath S.E.S. Inventory was used. Section II consisted of questions to assess the selected pre-purchase aspects and consumption pattern of SPF's. Section III contained the food shopping-orientation scale, and the five selected psychographic scales, namely; lifestyle orientation scale, personality type scale, market beliefs scale, attitude scale and perceived risk scale. Section IV comprised of questions to gather information on the problems and preferences of the consumers of SPF's with respect to the product and its labeling.

The investigator had made an attempt to develop five scales for the present study. Food shopping-orientation scale assessed the main concerns and motives of the consumer at the time of shopping for SPF's. The items in the scale included aspects like; impulsive or preplanning orientation, orientation with respect to the price and quality of SPF's, cost saving tendency, convenience concerns and brand loyalty, while shopping. The lifestyle scale was designed to study the individual characteristics of the consumers of SPF's that reflected their central life interests and their commitment to certain behaviors. Lifestyle scale included six selected aspects, namely; green-orientation, innovative-orientation, nutrition-orientation, service-role orientation, socially-outgoing orientation, and trend-conscious orientation. Personality of the consumers was assessed for five traits which were found relevant for the study, namely; openness-to-change, reasoning, rule-consciousness, social-boldness, and vigilance.

Further, the prevailing market beliefs of the consumers of SPF's were assessed using a market belief scale. The scale was developed in reference to four selected aspects of market belief, namely; brand beliefs, product beliefs, sales and advertisement beliefs, and beliefs with respect to stores. An attitude scale was designed with the purpose to study the favorable or unfavorable predisposition of the consumers towards aspects like the advantages, characteristics, consequences, health, hygiene and nutrition, and economy of SPF's. A semantic differential scale was developed for this purpose. The perceived risk scale was meant to identify the risk perceived by the consumers for the purchase and/or consumption of SPF's. The scale comprised of statements, related to financial risk, functional risk, physiological risks, psychological risk and social risk.

Selected pre-purchase aspects of the consumers of selected packaged foods encompassed aspects, namely; outlet choice, factors affecting outlet choice, information sources referred and related believability, and evaluation criteria applied. The consumption pattern of the consumers of SPFs was studied with respect to the aspects like usage of SPFs, reasons for the consumption of SPFs as well as frequency, duration, and quantity of consumption of SPFs. The objective of studying the frequency, duration and quantity of consumption of SPFs was to obtain a composite picture of consumption pattern of the three SPFs. In order to identify the problems encountered by the consumers on various aspects of SPFs and the changes they would like in the SPFs to make them more acceptable. Problem and preference checklist were also prepared focusing mainly on the product and its labeling.

All the above mentioned scales were subjected to content validation followed by pre-testing on a sample of 30 consumers. Thereafter item analysis was carried out. The reliability of each scale was estimated using any one of the three procedures, namely; cronbach's alpha reliability; test-retest reliability, and split-half reliability. For the purpose of data collection, a schematic plan for the procedure was developed in advance. The investigator took prior permission from the store management to utilize their premises to identify consumers of SPFs, and once the consumers were identified and agreed to be a part of the study, they were visited and interviewed at their residence as per the appointment. The data was procured with respect to their background information, followed by the information on food shopping-orientation and five psychographic attributes. Information was also procured on pre-purchase aspects and consumption pattern of SPFs. The data were analyzed using both descriptive and inferential statistics.

1.4 Major findings

1.4.1 Background characteristics

Personal profile: The mean age of the respondents was 35.86 with an S.D. of 8.74. The distribution of the respondents mainly constituted of young-middle and young age group. The data on education level exposed that nearly 55 per cent of the respondents were graduates. With regard to the occupational status, 62 per cent were non-working women.

Family profile: The data reflected the prominence of nuclear family system in the present sample. The mean family size of the respondents was 4.31 with an S.D. of 1.77, with a mean monthly income of Rs. 85,442 and S.D. of 67,108. Data demonstrated that the sample mainly constituted consumers in young and teen parent stage of family life-cycle. More than one-half of the consumers were identified as belonging to the middle S.E.S., while about one-fourth of them were from high S.E.S.

Selected pre-purchase aspects

The mean scores for frequency of visits to departmental stores, supermarkets and local kirana stores was 2.30, 2.23, and 1.8 with an S.D. of 0.66, 0.65, and 0.74 respectively. The mean value of 10.23 and S.D. of 1.38 on store features and services revealed that it was the most crucial factor that was considered in outlet choice by the respondents of SPFs, followed by personal factors (mean 9.96 and S.D. of 1.65), in-store experiences and promotions (mean 9.54 and S.D. of 8.53) and additional service (mean 9.36 and S.D. of 1.88) respectively.

The data showed that 99 per cent of the respondents considered their self-experience with the product as the primary source of information before making the purchase of SPFs. Seventy-five per cent considered the newspaper and magazine articles as source of information, 73 per cent of them considered the recommendations from family, friends and relatives and 54 per cent consumers referred television and radio commercials as source of information to them. With respect to believability in the information source around 90 per cent of the respondents had high believability in their self-experience with the product, followed by the information provided by friends and family (46 per cent). Taste and quality as the most important criterias in selecting the SPFs with a mean value of 8.3 and 8.1 respectively.

1.4.2 Food shopping-orientation

The present study attempted to understand consumers of SPFs for their disposition towards food shopping. For this purpose R-factor analysis was carried out on the 24 items pertaining to food shopping-orientation (FSO) of the consumers of SPFs. The factor analysis generated seven factors whose reliability scores were more than 0.40. The seven factors were thereafter meaningfully interpreted and labeled as follows; convenience FSO, experimental-loyal FSO, explorative FSO, impulsive FSO,

price-conscious FSO, quality-conscious FSO, and value-for-money FSO. The detail interpretation of the factors follows;

Convenience food shopping-orientation: It explained 6.03 % of the variance. The core concern of the consumers with this orientation was convenience while shopping. For them timeliness' in the shopping process, and appropriateness of the amenities while shopping were of prime importance. They believed in methodological ways of shopping wherein, work could be carried out speedily without any delays.

Experimental-loyal food shopping-orientation: It explained 14.93 % of the variance. The consumers in this category were found to be loyal towards the brand of SPFs they were using, but at the same time they reflected the inclination to try new brands introduced in the market. They revealed a combination of repeat purchase behavior and an experimental-orientation.

Explorative food shopping-orientation: It explained 4.31 % of the variance. These were the contemporary consumers who were modern and advanced in their shopping approach. They were the trendy consumers for whom fashion and style quotient was high. They would be quick to identify a 'just-released' food product and would be amongst the first few to try it out.

Impulsive food shopping-orientation: It explained 10.26 % of the variance. It comprised of consumers who made impulsive decisions in food shopping. They were characterized of being emotional and passionate while shopping. They took spontaneous and impetuous decisions while shopping for food.

Price-conscious food shopping-orientation: Explained 7.51 % of the variance. They were the budget-savvy consumers. They were prudent and frugal with respect to the money they spend while shopping for food. They believed in judicious use of money, and had good judgment for it. They made efforts to get the lowest possible food bill.

Quality-conscious food shopping-orientation: It explained 4.67 % of the variance. Quality of the food product was of prime importance for the consumers with this orientation. They were the consumers who believed in general excellence of standards

with regard to the food products. They prioritized quality and excellence of a product over price and opted for it, even if it was costly.

Value-for-money food shopping-orientation: It explained 8.89 % of the variance. They were the consumers for whom getting value for the money they spend on food products was crucial. The consumer with value-for-money FSO had the ability to logically reason out the appropriateness of spending money on food products against its merits. These consumers were ready to spend money for quality, taste and associated convenience; provided they get the worth for the money they would spend.

1.4.3 Psychographics

The present study comprised of five selected psychographic variables, namely; lifestyle orientations, personality traits, market beliefs, attitude, and perceived risk in the purchase and consumption of SPFs.

Lifestyle: The data revealed that more than three-fourth of the respondents were high on green-orientation and service-role orientation. Two-third of the consumers scored high on innovative-orientation and trend-conscious lifestyle. With regard to nutrition-orientation, the data brought forth that there were more or less equal number of consumers in the high and low categories, the proportion being 54 and 46 per cent respectively. Data on socially-outgoing orientation threw light that more than one-half of the respondents scored high, while the remaining scored low.

Personality traits: Analysis of the data revealed that less than three-fourth of the consumers scored low on reasoning ability. Around more than one-half of the consumers scored high on openness-to-change and the remaining scored low. Two-third of the respondents scored high on rule-consciousness and a similar proportion of the consumers scored low on vigilance. A little more than one-half of the consumers scored low on social-boldness and the remaining one-half scored high on the same.

Market beliefs: Some of the beliefs held by majority of the consumers of SPFs were as follows: (i) when one is in doubt, it was safe to go with one's usual brand of SPFs (ii) the best brands of SPFs are the ones that are purchased the most (iii) large size packets of SPFs were cheaper than small-size packets (iv) SPFs having synthetic

ingredients were lower in quality (v) SPFs being a new concept were more expensive, but their prices will settle down as time goes by (vi) discount coupons received during the previous purchase/ newspaper cutting/ credit card statement/ etc, represent real savings (vii) within a given store, higher prices of ready-to-eat packaged foods generally indicate higher quality (viii) store character was reflected in its window display (viii) locally owned grocery stores provided more personalized services, and the salespeople in big department stores were more knowledgeable about the various products than the sales personnel in local grocery stores.

Attitude: The data pertaining to the attitude of the consumers towards SPFs revealed that in relation to the advantages of SPFs, 96 per cent of the consumers had a favorable attitude, while with regard to the characteristics of SPFs, 70 per cent of the consumers had a favorable attitude and around 30 per cent had a neutral attitude. Further, on economy aspect of the SPFs, around 57 per cent of the respondents had an unfavorable attitude. With respect to the consequences of use of SPFs, 48 per cent consumers had a favorable attitude and around 42 per cent had a neutral attitude.

Perceived risk: The data revealed that around 50 per cent of the consumers perceived physiological risk to a great extent. Around 46 per cent and 30 per cent of the consumers associated social risk in the consumption of SPFs to a lesser extent and greater extent respectively. Around 60 per cent of the consumers associated psychological risk and financial risk with the SPFs to a great extent. With respect to the functionality of SPFs, 40 per cent of the consumer's perceived risk to a great extent and 40 per cent perceive risk to a neutral extent.

1.4.4 Consumption pattern

Consumption of SPFs: The data gathered revealed that out of the three SPFs, ready-to-eat soups were the most popularly consumed packaged food, followed by ready-to-use pastes and ready-to-eat meals. The three main reasons identified for the consumption of SPFs were the demanded placed by the family members, convenience factor associated with the use of the product and the consumers liking to enjoy trying new food products. In relation to frequency of consumption of SPFs, the data exposed that around one-half of the respondents were sporadic consumers of ready-to-eat soups, and one-third of them were habitual consumers. With regard to ready-to-use

pastes, it was found that one-third of the respondents were habitual consumers while, one-tenth were sporadic consumers. Negligible proportions of respondents were found to be habitual or sporadic consumers of ready-to-eat meals. The data with regard to the duration of consumption of ready-to-eat soups brought forth that a little less than one-third of the respondents were consistent users of ready-to-eat soups. About one-fifth of them were accepters and the remaining were experimenters of ready-to-eat soups. The data brought forth that a little more than one-third of the respondents were consistent users, and a little more than one-tenth were accepters of ready-to-use pastes. With respect to ready-to-eat meals, it was found that one-tenth of the respondents were consistent users. The data on quantity of consumption of ready-to-eat soups revealed that around one-half of the respondents consumed 2 to 3 packets per month, while one-fourth of them consumed more than 3 packets per month. However, a little more than one-tenth of the respondents consumed only 1 packet of ready-to-eat soups per month. In reference to ready-to-use pastes, around one-third of the respondents consumed only one packet per month and a little more than one-tenth of them consumed 2 to 3 packets per month. Consumption of ready-to-eat meals indicated that more than one-tenth of consumers consumed only one packet per month, while even lesser proportions of respondents consumed 2 or more packets per month.

1.4.5 Consumer market segmentation

The output of cluster analysis generated three clusters. Cluster one comprised of 120 consumers (56.1 per cent), cluster two had 38 consumers (17.8 per cent), while cluster three consisted of 56 consumers (26.2 per cent). They were labeled as experimenters, sporadic consumers and dependable consumers respectively.

The *beginners* comprised of consumers who were still in the process of trying the RES. They were experimental with the product and were yet to accept it as a day to day food product in the house. They can be identified as the soft target for the marketers. *Sporadic consumers* were the consumers who had already tried and tested the product, and now with their own mind set and experiences with the RES over a period of time, had decided not to make RES a part of their day-to-day consumption. They had purposefully restricted their consumption of RES for special occasions. From marketing perspective, these set of consumers appeared to be the tough consumers. *Dependable consumers* were probably the set of loyal consumers who were in a habit of consuming the product, irrespective of any reason. They were the

most dependable consumers set of consumers who had been faithful to the product through the years.

Problems and preferences with respect to SPFs

In relation to the problems encountered by the consumers of SPFs the data revealed that majority of the consumers were of the opinion that the claimed ingredients were found only in small quantities. Non-availability of SPFs in single size packets was a problem for 50 to 55 per cent soup consumers and 20 to 30 paste consumers, a similar proportion of them found it tricky to assess the quality of the SPFs before their purchase and were of the opinion that the quantity of food provided in one packet was less as compared to its cost. Around, 35 to 45 per cent soups and 15 to 20 per cent meal consumers were of the thought that the visual appeal of the final prepared product is not as good as its pictorial representation on the packet; in addition, even on following the instructions on the packets the consumers were not able to get the desired product. About 25 per cent of the soup consumers reported that it was not easy to open the seal of ready-to-eat soups. They also indicated that the product gives an unpleasant odor on being opened and an unpleasant aroma on being prepared

With regard to the labeling of all three SPFs, consumers find it complicated to understand the specification of some unusual ingredients on the packet Also; it is hard to understand the units of measurement on the packet. Some consumers faced problems with the terminology and inappropriate color contrast of the labeling.

Data on preferences of consumers with regard SPFs revealed that about 85 to 90 per cent of the consumers preferred that SPFs should be made more economical, nutritious and from natural ingredients. In consideration of the health and hygiene aspect, a similar proportion of the consumers desired to know the possible health effects on consumption of SPFs, the storage specification, for both before and after opening the SPFs, and special specifications about consumption for people in special groups like children, pregnant and lactating mothers, diabetics etc. With regard to the labeling and packaging aspect, similar proportion of the consumers wanted that the instructions on the label should be written in easy language, packaging should be made eco-friendly, and there should be a mention of the possible health effects on

consumption of SPFs. The data with regard to preferred labeling information indicated that 'price' was the labeling information that the consumers ranked number one and expected it to be most prominently displayed on the packet.

1.4.6 Inter-relationships between food shopping-orientations, and selected demographic and psychographic variables

Consumption pattern and demographics

There existed a positive correlation, significant at 0.01 level, between education and consumption pattern of (i) ready-to-use pastes ($r=0.253$), and (ii) ready-to-eat meals ($r=0.250$). Further, a significant positive correlation (0.05 level) existed between the socio-economic status of consumers and consumption of all three SPFs, i.e., (i) ready-to-eat soups ($r=0.212$) (ii) ready-to-use pastes ($r=0.192$), and (iii) ready-to eat meals ($r=0.174$). A significant negative correlation was found between the family size ($r=-0.151$, 0.05 level) of the consumers, family life-cycle stage ($r=-0.216$, 0.01 level), and the consumption of ready-to-eat meals. However, no significant relationship was found between the consumption pattern of three SPFs and age of consumers. The chi-square test revealed a significant association in the occupational status (0.05 level), family type (0.01 level), and the consumption pattern of ready-to-eat soups.

Food shopping-orientation and demographics

Analysis of variance revealed that when the consumers were compared by their education, they were found to be significantly different in their mean scores on value-for-money FSO at 0.05 level, where the mean score on value-for-money FSO of professional degree holders was higher. When the respondents were compared on their S.E.S., they were found to be significantly different in their mean scores on (i) price-conscious FSO (0.001 level), where the consumers in the high S.E.S. were found to be more price-conscious in their FSO than the low S.E.S. (ii) value-for-money FSO (0.01 level), where the consumers in the high S.E.S. differed significantly at 0.05 level from the consumers in the (a) middle S.E.S, and (b) low S.E.S., wherein the mean scores of the consumers in high S.E.S. was higher in both the cases. the 't' test revealed significant differences in the mean score on (i) experimental-loyal FSO (0.01 level) (ii) impulsive FSO (0.001 level) (iii) quality-conscious FSO (0.05 level),

and (iv) value-for-money FSO (0.001 level); where the mean scores of working women were higher than the non-working women for experimental-loyal FSO and value-for-money FSO, and the mean scores of non-working women were higher than the working women on impulsive FSO and quality-conscious FSO.

Psychographics and food shopping-orientation

Coefficient of correlation between the seven FSOs and six LS revealed significant positive relationship between the (1) convenience FSO, and (i) green-orientation LS ($r=0.396$, 0.01 level) (ii) innovative-orientation LS ($r=0.225$, 0.01 level) (iii) nutrition-orientation LS ($r=0.276$, 0.01 level), and (iv) service-role-orientation LS ($r= 0.169$, 0.05 level) (2) explorative FSO, and (i) innovative-orientation LS ($r= 0.157$, 0.05 level), and (ii) trend-conscious LS ($r= 0.203$, 0.01 level) (3) quality-conscious FSO and (i) green-orientation LS ($r=0.264$, 0.01 level) (ii) nutrition-orientation LS ($r= 0.248$, 0.01 level), and (iii) service-role-orientation LS ($r= 0.159$, 0.05 level) (4) impulsive FSO and (i) socially-outgoing LS ($r=0.147$, at 0.05 level).

However, a significant negative relationship was found between (1) impulsive orientation and (i) nutrition-orientation LS ($r= -0.162$, 0.05 level) (2) price-conscious FSO and (i) innovative-orientation LS ($r= -0.264$, 0.01 level) (ii) socially-outgoing LS ($r= -0.356$, 0.01 level), and (iii) trend-conscious LS ($r= -0.267$, 0.01 level) (3) Value-for-money FSO and (i) innovative-orientation LS ($r= -0.152$, 0.05 level) (ii) service-role-orientation LS ($r= -0.186$, 0.01 level) (iii) socially-outgoing LS ($r= -.0314$, 0.01 level), and (iv) trend-conscious LS ($r= -0.291$, 0.01 level). Further, no significant relationship was found between experimental-loyal FSO and the six selected lifestyles of the consumers of SPFs.

Coefficient of correlation between the seven FSOs and five personality traits revealed significant positive relation between the (1) convenience FSO and the social-boldness personality trait ($r= 0.139$, 0.05 level) (2) experimental-loyal FSO and the reasoning personality trait ($r= 0.135$, 0.05 level) (3) price-conscious FSO and (i) reasoning personality trait ($r=0.238$, 0.01 level) (ii) rule conscious personality trait ($r=0.205$, 0.01 level), and (iii) vigilance personality trait ($r=0.155$, 0.05 level) (4) quality-conscious FSO and the openness-to-change personality trait ($r= 0.203$, 0.01

level) (5) value-for-money FSO and rule-consciousness personality trait ($r=0.156$, 0.05 level). However, a significant negative correlation was found between the impulsive FSO of the consumers and social-boldness personality trait ($r= -0.171$, 0.05 level). Further, no significant relationships were found between explorative FSO and any of the five selected personality traits.

In relation to market beliefs the computed 'r' values revealed a significant positive correlation between

- (i) convenience FSO and brand belief that the best brands are the ones that are purchased the most ($r= 0.145$, 0.05 level);
- (ii) convenience FSO and product beliefs that large size of SPFs are cheaper than small size packets ($r=0.138$, 0.05 level); SPFs being a new concept are expensive ($r=0.433$, 0.01 level); prices of SPFs will settle as time goes by ($r=0.142$, 0.05 level), and SPFs with synthetic ingredients are lower in quality ($r=0.142$, 0.05 level)
- (iii) experimental-loyal FSO and sales and advertisement beliefs that when you buy heavily advertised product you are paying for the label not for higher quality ($r=0.226$, 0.01 level).
- (iv) experimental-loyal FSO and store beliefs that credit and return policies are lenient at large stores ($r=0.201$, 0.01 level)
- (v) explorative FSO and brand beliefs that all brands are basically the same ($r= 0.145$, 0.05 level).
- (vi) explorative FSO and store beliefs that the best brands are the ones that are purchased the most ($r= 0.165$, 0.05 level)
- (vii) impulsive FSO and sales and advertisement beliefs that the department stores that constantly have sales, do not really save money ($r= 0.193$, 0.01 level).
- (viii) price-conscious FSO and product beliefs that large size packets are cheaper than small-size packets ($r=0.239$, 0.01 level).
- (ix) price-conscious FSO and sales and advertisement beliefs that when you buy heavily advertised product you are paying for the label not for higher quality ($r=0.144$, 0.05 level).
- (x) Quality-conscious FSO and brand beliefs that all brands are basically the same ($r= 0.136$, 0.05 level)
- (xi) Quality-conscious FSO and store belief like locally owned grocery stores provide more personalized services ($r=0.133$, 0.05 level).

- (xii) value-for-money FSO correlated positively with product belief that large size packets are cheaper than small-size packets ($r=0.145$, 0.05 level).
- (xiii) value-for-money FSO and sales and advertisement belief that when you buy heavily advertised product you are paying for the label not for higher quality ($r= 0.255$, 0.01 level).

However, a significant negative relation was found between

- (i) price-conscious FSO and brand beliefs like when in doubt it is safe to go with one's usual brand ($r=-0.304$, 0.01 level), when in doubt it is always safe to go with an Indian brand ($r=-0.230$, 0.01 level), and higher prices generally indicate higher quality ($r=-0.166$, 0.05 level)
- (ii) Value-for-money FSO and store belief like; the department stores that constantly have sales, do not really save money ($r=-0.193$, 0.01 level).
- (iv) Further, value-for-money FSO correlated negatively with brand beliefs that when in doubt it is safe to go with one's usual brand ($r=-0.279$, 0.01 level), when in doubt it is always safe to go with an Indian brand ($r=-0.235$, 0.01 level), and the best brands are the ones that are purchased the most ($r=-0.178$, 0.01 level).

On computation of correlation coefficient, a significant negative relationship was found between the attitude towards advantages of SPFs and experimental-loyal FSO ($r=-0.186$, 0.01 level), price-conscious FSO ($r=-0.171$, 0.05 level), and value-for-money FSO ($r= -0.410$, 0.01 level). Further, a significant negative relationship was found between the attitude towards characteristics of SPFs and experimental-loyal FSO ($r=-0.178$, 0.01 level), price-conscious FSO ($r=-0.199$, 0.01 level), and value-for-money FSO ($r=-0.295$, 0.01 level). With regard to the consequence of the use of SPFs, a significant negative relation was found with experimental-loyal FSO SPFs ($r=-0.308$, 0.01 level), price-conscious FSO ($r=-0.159$, 0.05 level), and value-for-money FSO ($r=-0.238$, 0.01 level). The computation of 'r' values revealed significant negative relationship between the consumers overall attitude towards SPFs and experimental-loyal FSO ($r=-0.299$, 0.01 level) price-conscious FSO ($r=-0.171$, 0.05 level), and value-for-money FSO ($r= -0.302$, 0.01 level). Further, a significant negative relation was found in the convenience FSO and the consumers attitude towards the economy aspect ($r= -0.162$, 0.05 level), and health and hygiene aspect of

SPFs ($r=-0.203$, 0.01 level). A significant positive correlation was found between explorative FSO and the consumer's attitude towards the characteristics of SPFs ($r=0.136$, 0.01 level). No significant correlations were found with respect to impulsive FSO and quality-conscious FSO.

The correlations carried out between perceived risk and FSO revealed significant negative correlation between (i) experimental-loyal FSO and psychological risk ($r=-0.187$, 0.01 level) (ii) price-conscious FSO and the psychological risk ($r=-0.155$, 0.05 level); social risk ($r=-0.375$, 0.01 level), and the overall risk ($r=-0.158$, 0.05 level) (iii) quality-conscious FSO and physiological risk ($r=-0.138$, 0.05 level) (iv) value-for-money FSO and financial risk ($r=-0.134$, 0.05 level), psychological risk ($r=-0.231$, 0.01 level), social risk ($r=-0.515$, 0.01 level), and overall risk ($r=-0.26$, 0.01 level). Further, significant negative relationships were found between (i) explorative FSO and psychological risk ($r=0.199$, 0.01 level) (ii) impulsive FSO and social risk ($r=0.189$, 0.01 level) (iii) price-conscious FSO and physiological risk ($r=0.291$, 0.01 level) (iv) quality-conscious FSO and the functional risk ($r=0.150$, 0.05 level) (v) value-for-money FSO and physiological risk ($r=0.309$, 0.01 level). However, no significant relationship was found between convenience FSO and any of the five risks perceived in the purchase and consumption of SPFs.

Demographics, food shopping-orientation, and psychographics, and the three identified clusters

Significant differences were found at 0.05 level in the mean scores on education, family size and S.E.S. between the beginners and dependable consumers. The mean value on family size of the beginners was higher as compared to the dependable consumers; while, the case was vice-versa with regard to education and S.E.S. Also, significant association was found in the cluster distribution with regard to education (0.001 level) and family type (0.05 level)

Significant differences were found with respect to the mean scores on (i) price-conscious FSO (0.05 level) between beginners (mean value 6.01) and dependable consumers (mean value 6.89) (ii) value-for-money FSO (0.05 level)

between beginners (mean value 6.52) and sporadic consumers (mean value 7.89). Significant differences were also found in the mean scores on nutrition-orientation lifestyle at 0.01 level between the beginners (mean value 9.5) and dependable consumers (mean value 8.3).

The computation of ANOVA on the 16 market beliefs of the consumers amongst the three identified clusters brought forth significant differences in their mean scores on market beliefs that (i) all brands of RES are basically the same, and (ii) discount coupons received during the previous purchase represent real saving, at 0.05 and 0.01 level respectively, between the beginners and sporadic consumers, where the mean scores of the sporadic consumers was higher. With respect to the belief that RES being a new concept are more expensive, significant differences were found between beginners and dependable consumers at 0.01 level, where the mean scores of dependable consumers were higher. With regard to the belief that when you buy heavily advertised RES, you are paying for the label and not for higher quality, differed significantly at 0.01 level between the (i) beginners and sporadic consumers (ii) beginners and dependable consumers. The mean scores of beginners, sporadic consumers and dependable consumers were 1.97, 2.55 and 2.39 respectively.

The Analysis of variance with respect to the attitude of the consumers amongst the three identified clusters brought forth significant differences in their mean scores on the following aspects of attitude (i) advantages (0.001 level) (ii) characteristics (0.01 level) (iii) health and hygiene (0.05 level) (iv) consequence (0.0001 level), and (v) the overall attitude (0.0001 level). The post hoc Scheffe's test was found to be significant with respect to all the above at 0.05 level. With respect to advantages of RES, significant differences were found between beginners and dependable consumers, where the mean scores of beginners was higher. In reference to characteristics, significant differences were found between (i) beginners and sporadic consumers (ii) beginners and dependable consumers, where the mean scores of beginners were higher in both the cases. With regard to the health and hygiene and utility aspects of RES, significant differences were found in the mean scores of beginners and dependable consumers, where the mean scores of beginners was found to be higher in both the cases. Significant differences at 0.05 level were found in the

mean scores on the overall attitude between (i) beginners and sporadic consumers (ii) beginners and dependable consumers, where the mean scores of beginners was higher.

Analysis of variance revealed significant differences at 0.05 level amongst the three identified cluster with respect to their mean scores on financial-risk between (i) beginners and dependable consumers (ii) sporadic consumers and dependable consumers, where the mean scores of dependable consumers was higher in both the cases. In relation to physiological-risk, significant difference at 0.05 level between the beginners and sporadic consumers, where the mean values of sporadic consumers was higher.

2.0 CONCLUSION

Service-role orientation lifestyle and rule conscious personality emerged as the strongest attributes amongst the consumers, while socially out-going lifestyle and reasoning as well as vigilance personality traits were the least prominent. By and large the consumers held a positive attitude towards the SPFs, although they were considered to be expensive. However, in relation to their belief the consumers were close minded towards the SPFs and lacked confidence in them. They doubted the product on its ingredients, hidden cost etc., and believed in being safe by opting for usual brands. Further, they associated high psychological and financial risk with the purchase and consumption of SPFs. The study brought forth the reluctance of Indian consumers for the use of SPFs. Strongly caught by the service role orientation for their family, even today Indian women hold a burden of psychological guilt while serving ready-to-eat food items to their family.

The consumption of SPFs was higher amongst the consumers who were more educationally qualified and were gainfully employed. Such consumers were more experimental-loyal in their FSO and were more oriented towards value for their money while shopping for food. On the contrary, the non-working women were the light consumers of SPFs, they were more impulsive and more quality-conscious in their FSO. The consumption of SPFs was significantly high in the consumers with high S.E.S., such consumers were more price-conscious and more oriented to get the value for their money. Further, the consumption of SPFs significantly differed with family type, family size, and family life-cycle stage, where the consumption was more

in nuclear families, small size families and families in the early stages of life. Moreover, the FSOs of the consumers did not differ with the family type, family size, and family life-cycle stage. The age of the consumers was not found to be related to the consumption of SPFs, nor did the FSOs differ with the age of the consumers.

With reference to the lifestyle, the consumers who were characterized of being less innovative, less socially-outgoing and less trend-conscious in their lifestyle were more price-conscious and were oriented towards value-for-money while shopping. While, the consumers who were more innovative and more trend-consciousness in their lifestyle were more explorative in their FSO. The consumers who were more green-oriented, more nutritionally-oriented and more service role-oriented in their lifestyle were more quality-conscious and convenience-oriented in their FSO.

The relationship between the five selected personality traits and the seven FSO directed that the consumers who were high in their reasoning ability, rule-consciousness and vigilance were more price-conscious in their FSO. Also, the consumers high on rule-consciousness were more oriented towards value-for-money while shopping for food. The consumers who were high in their social-boldness personality trait were more oriented towards convenience while shopping, but were less impulsive in their shopping-orientation; and those who were more open-to-change were also more quality-conscious in their FSO.

The relationship between market beliefs and food shopping-orientation of the consumers brought forth that the consumers who had strong market beliefs with respect to the product price and restricted brand appeal were more price-conscious and oriented towards value-for money while shopping; and those who were stronger in their beliefs with respect to product price and quality were more convenience-oriented in their FSO.

In view of the consumers' attitude towards selected aspects of SPFs, it was found that the consumers who had an overall favorable attitude towards the SPFs with reference to aspects like the advantages, characteristics, and consequence of use of

SPFs, were less price-conscious, less oriented towards value-for-money and less experimental-loyal in their food shopping-orientation. Consumers, who had a favorable attitude with respect to the economy aspect of SPFs were less convenience-oriented and less explorative in their FSO.

The consumers who perceived higher psychological risk were less price-conscious, less oriented towards value-for-money and less experimental-loyal in their orientation. On the contrary, the consumers, who perceived high physiological risk, were more price-conscious in their FSO and more oriented towards getting value-for-money. The consumers who perceived more financial risk were less oriented towards value-for-money, while the consumers who perceived high functional risk were more quality-conscious in their orientation.

Shopping-orientation, lifestyle, and demographics had emerged out as critical attributes for carrying out market segmentation. These attributes formed a strong basis for differentiating different types of consumers. The consumer segments were able to make a distinction in terms of proportion of heavy-sporadic-light users, their purchasing power, their background characteristics and psychological makeup. This information can be utilized by both, manufacturers and marketers to identify which portion of the larger market has inclination towards convenience foods.

The profiles of the three clusters showed significant differences with respect to the background characteristics, food shopping-orientation and psychographics of the consumers of ready-to-eat soups. The dependable consumers were found to be higher in their education level, had small size families, had more number of nuclear families, and belonged to the higher S.E.S. as compared to the beginners. Also, they did not hold a positive attitude towards the SPFs in contrast to the beginners. It was observed that the dependable consumers, who were actually the heavy consumers of RES, were less at-ease on price-related aspects as compared to the beginners, who were yet in the process of exploring and experimenting with the product. The concern for price amongst the dependable consumers was reflected in their shopping-orientation, beliefs and perceived-risks.

The beginners were found to hold a more positive attitude towards RES, in comparison to the dependable consumers and sporadic consumers. They perceived lower financial and physiological risk in the purchase and consumption of RES, and believed that RES were reasonably priced. The prominence of nutrition oriented lifestyle came out as an aspect that this segment of consumers strongly holds, the fact that they had already developed a positive attitude towards the product, attributed to their strong inclination for the product. The sporadic consumers were found to be more oriented towards value-for-money while shopping for food as compared to the beginners. They perceived high physiological risk in the purchase and consumption of RES. Also, they did not hold a positive attitude towards the RES as compared to the beginners.

3.0 IMPLICATION

1. For the marketers

Market segmentation will allow the marketers to understand the market of selected packaged foods and the attitudes, beliefs, and common values of the consumers in the market. The data will be useful to the marketers and facilitate them in product positioning, by fitting their product into the psychographic make up of the consumers of each segment. Multidimensional perspective through the use of data pertaining to their psychographics and shopping orientations will help to identify the core concerns of the consumers while shopping. Different communications and advertisements can be designed on the basis of different lifestyles, personalities, beliefs and attitudes of the consumers of different profiles. Aspects like; the outlet choice, factors affecting outlet choice, information sources referred and their respective believability and the evaluation criterias applied in making a product selection will add more in understanding of the target group. The marketers can identify the right medium through which they can market their product for the respective section of the consumers. It will also help in developing sound overall marketing and media strategies. The findings of the present study justifies its utility since knowing the consumers precisely and reaching them in the most effective way is the key to unlocking profitability.

The data of the present study revealed that majority of the parameters of the study directed towards the fact that the Indian consumers did not reveal a mental readiness for acceptance of SPFs. This was accounted to their cultural conditioning,

which was reflected through their high service-role orientation and psychological risk. In such a scenario, the marketers should work towards presenting their products to the consumers in a fashion which will assist them in bridging the psychological barrier. Marketers can direct their efforts to associate the SPFs with service-role orientation of the consumers, by adding an emotional aspect to the advertisement, so that the consumers can relate to the product and thus develop an affinity towards it.

In the present study the consumers of SPFs perceived physiological and financial risk in the purchase and / or consumption of SPFs, which might have been the reason for the dissonance from the product. Thus, with respect to marketing management, the marketers should direct their efforts towards increasing the gap between perceived error tolerance and perceived risk, to increase the acceptability for the product.

With respect to the present study the information processing was found to be mainly limited to self-experience and recommendations from friends and relatives. This indicated that in spite of the enormous amount of marketing efforts made by the product manufacturers, self experience and advice from family and friends played a prominently significant role in any product purchase decision of the consumers. Thus, the marketers should be very consistent in their product, since their expansion depends majorly on word-of-mouth basis.

The findings of the present study may be of particular interest for food marketers since it would enable them to identify the time pressed consumers. They would also be able to get data of their demographics, psychographic and food shopping-orientation. In view of this the marketers can plan their promotional strategies to target the consumers.

2. For the manufacturers

In the present study the consumers indicated nutrition orientation in their lifestyle, and the fact that 80 to 90 per cent of the consumers opined that the SPFs should be made more nutritious. Results in the present study revealed that the consumer who attach importance to nutrition, healthy and fresh food demonstrate their importance for health, as a motivation for food selection. Further, they reflected

the orientation towards convenience while shopping. Thus, it is suggested that the companies should provide novel food products that combine convenience as well as freshness and low levels of additives and preservatives, that will enable them to gain a big share of the market taking into account the two trends for health and convenience that characterize today's consumer needs.

The utility of SPFs is high for the working women, for the obvious reasons of time pressure amongst them. Price-conscious FSO and value-for-money FSO have also evolved as crucial FSOs amongst the consumers of the present study. Thus, the manufacturers should utilize this data and make efforts to economise the SPFs and make them affordable for this section of the society. The manufacturers and marketers need to significantly improve their price competitiveness with respect to other options available to the Indian consumer, such as eating out and ordering in. Besides price considerations, in order to cater to the current set of consumers the product range offered by industry players should be strengthened.

The data of the present study will be useful for the manufacturers who can use it as a feedback to make modifications in their product as per the preferences of the consumers and thereby increasing their sales. The findings can also be used as guidelines to design advertisements and campaigns, so that each customer feels that the advertisement is reflecting the customized changes expected by them and thus increase the popularity and market share of the product.

3. Retailers

In the current study the consumers of SPFs used a variety of criteria when selecting a shopping mall. They regarded proximity to the shopping mall and variety in the stores as important. Mall management could consider awareness campaigns to lure consumers from the nearby surrounding areas. Promotional campaigns should include information regarding the variety and quality of stores, longer trading hours and additional services like free parking and free home delivery can be highlighted.

In the Indian context price-consciousness and value-for-money have emerged most prominently amongst all other FSOs. Therefore, the food retail outlets should offer a variety of payment options, merchandise should include discount offers, and

retailers should provide a reasonably priced product to their consumers. Owing to the varying nature of store preferences in the consumers of SPFs, retailers could consider a niche marketing strategy with emphasis on building consumer relationships to foster store loyalty.

4. Academicians

The study brought forth that a number of researchers have studied the food shopping-orientation of the consumers with respect to products like apparel, fashion etc. However, very few researches have focused on convenience-food as a product to study the shopping-orientation of the consumer. The findings seem to be of particular interest taking into account the limited amount of research on SPFs, even though the market of convenience foods is growing rapidly.

The results of this study can contribute to the knowledge pertaining to food shopping-orientation and psychographics of the consumers of SPFs. Other than this the findings and results will help in contributing to the theoretical base for future studies and current references. It will be useful for the researchers and academicians to validate the conceptual frame and formulate theories. The data base of the present study will form a platform for conducting further researches on similar lines. This study will make a valuable contribution to the knowledge base of consumer behavior in the Indian context.

With the changing socio-cultural environment and metamorphosis in consumer behavior, study of shopping orientation and psychographics should be made a part of consumer behavior studies. Educational institutes, especially the Department of Home Management/ Family Resource Management where consumer studies form an integral part of the curriculum, efforts should be made to introduce and incorporate the study of shopping-orientation, psychographics and patronage behavior in the consumer behavior module.

5. Policy makers

The data brought forth number of problems encountered by the consumers of SPFs with special reference to its labeling, positioning of information on a packet, and the labeling terminology; health concerns on its consumption. Government

organizations will be able to use this data as baseline information to bring about modifications in the recommended labeling specifications and standardization of the product. The concerned government authorities can prepare a standardized format of product labeling, so as to facilitate consumers to locate information.

The government organization can also act as mediators between the consumers and manufacturers of SPFs, by communicating the problems encountered by the consumers to the manufacturers. Government authorities can also facilitate the manufacturers with infrastructure and other raw material requirement, so as to help the manufacturers reduce the overall price of the product.

6. Consumer research and welfare organizations

The study has implications for consumer behavior researchers. This study has brought forth number of problems faced by the consumers in the use of SPFs and their preferred modifications, which reflect the dissatisfaction of the consumers with the product. Further, this complained behavior itself warrant additional conceptualization and measurement attention. Also, the data of the present study will enable the consumer research and welfare organizations to act as mediators between the consumers-manufacturers-government authorities, and formulate standards to ensure the quality of the product.

4.0. RECOMMENDATIONS FOR FUTURE RESEARCH

1. The food shopping-orientation scale was developed in the present study to identify the main concern of the consumers while shopping for SPFs. The same instrument might be adapted to study the shopping orientation of the consumers of other products, like; organic food, genetically modified food, functional foods, and other FMCG products.
2. The psychographics in the present study included five aspects, namely; lifestyle orientations, personality traits, market beliefs, attitude, and perceived risks. Aspects like values and perceptions can also be included under psychographics in the future researches.
3. In the present study the pre-purchase aspects were treated as filler data. However, they can be intricately studied in the form of patronage behavior; and further, can be related to shopping orientations.

4. A similar study can be carried out by comparing the occupational status of the consumers i.e working and non-working women, S.E.S., gender difference. Also, the consumers can be compared on food shopping-orientations and psychographics.
5. Segmentation can be done on the basis of other variables like lifestyle orientation, attitude, perceived risk etc.
6. Large scale studies can also be designed focusing on topics like global marketing segmentation, direct marketing segmentation, retail marketing segmentation, geo-demographics segmentation, segmentation for customer satisfaction evaluation etc. Moreover, appropriate marketing strategies can be evolved on the basis of respective segmentation
7. Research studies can be designed to study the online- shopping orientations of consumers, where they can be compared on the basis of catalog and non catalog shoppers.