

## ANNEXURE IV

Table 1. Distribution of the consumers by reasons for purchase of selected packaged foods

s.no	Reasons for purchase	Yes		No		Mean	SD
		N	%	N	%		
1	...since you do not have time to cook a meal.	71	31.6	154	68.4	1.31	0.46
2	...since they are demanded by your family members.	132	58.7	93	41.3	1.58	0.49
3	...when the maid is on leave.	24	10.7	201	89.3	1.10	0.30
4	...since you like to try new products and varieties in your meals.	113	50.2	112	49.8	1.50	0.50
5	...since you do not like cooking.	25	11.1	200	88.9	1.11	0.31
6	...since you like shopping at a grocery / department store.	35	15.6	190	84.4	1.15	0.36
7	...because of their advertisements.	47	20.9	178	79.1	1.20	0.40
8	...since they are easily accessible and available.	79	35.1	146	64.9	1.35	0.47
9	...because of their attractive packaging.	34	15.1	191	84.9	1.15	0.35
10	...because of the convenience factor associated with the use of the products.	129	57.3	96	42.7	1.57	0.49
11	...since they prove to be very useful when traveling/ going abroad.	52	23.1	173	76.9	1.23	0.42
12	...because of the hygiene and taste of the products.	65	28.9	160	71.1	1.28	0.45

Table 2. Distribution of consumption pattern clusters according to age of the respondents

Age		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Young	N	38	13	21	72
	Percentage	31.7	34.2	37.5	33.6
Young middle	N	47	10	21	78
	Percentage	39.2	26.3	37.5	36.4
Middle aged	N	27	12	13	52
	Percentage	22.5	31.6	23.2	24.3
Old	N	8	3	1	12
	Percentage	6.7	7.9	1.8	5.6
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 3. Distribution of consumption pattern clusters according to education level of the respondents.

Education		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
SSC	N	20	5	4	29
	Percentage	16.7	13.2	7.1	13.6
Graduates	N	75	20	23	118
	Percentage	62.5	52.6	41.1	55.1
Post graduates	N	13	11	15	39
	Percentage	10.8	28.9	26.8	18.2
Professional degree holders	N	12	2	14	28
	Percentage	10.0	5.3	25.0	13.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 4. Distribution of consumption pattern clusters according to profession of the respondents

Profession		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Working	N	34	17	30	81
	Percentage	28.3	44.7	53.6	37.9
Non-working	N	86	21	26	133
	Percentage	71.7	55.3	46.4	62.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 5. Distribution of consumption pattern clusters according to family type of the respondents.

Family type		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Single	N	8	5	4	17
	Percentage	6.7	13.2	7.1	7.9
Nuclear	N	62	21	43	126
	Percentage	51.7	55.3	76.8	58.9
Joint	N	50	12	9	71
	Percentage	41.7	31.6	16.1	33.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 6. Distribution of consumption pattern clusters according to family size of the respondents.

Family size		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Small	N	30	10	29	69
	Percentage	25.0	26.3	51.8	32.2
Medium	N	77	23	25	125
	Percentage	64.2	60.5	44.6	58.4
Large	N	13	5	2	20
	Percentage	10.8	13.2	3.6	9.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 7. Distribution of consumption pattern clusters according to family life cycle stage of the respondents.

Life cycle stage		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Singles	N	8	5	4	17
	Percentage	6.7	13.2	7.1	7.9
Beginners	N	18	4	8	30
	Percentage	15.0	10.5	14.3	14.0
Young parent	N	49	12	25	86
	Percentage	40.8	31.6	44.6	40.2
Teen parent	N	30	9	11	50
	Percentage	25.0	23.7	19.6	23.4
Adulthood parent	N	14	6	6	26
	Percentage	11.7	15.8	10.7	12.1
Contracting	N	1	2	2	5
	Percentage	0.8	5.3	3.6	2.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 8. Distribution of consumption pattern clusters according to socio-economic-status of the respondents.

Socio economic status		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	31	8	6	45
	Percentage	25.8	21.1	10.7	21.0
Middle	N	64	22	30	116
	Percentage	53.3	57.9	53.6	54.2
High	N	25	8	20	53
	Percentage	20.8	21.1	35.7	24.8
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 9. Distribution of consumption pattern clusters according to CFSO of the respondents.

CFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	50	16	21	87
	Percentage	41.7	42.1	37.5	40.7
High	N	70	22	35	127
	Percentage	58.3	57.9	62.5	59.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 10. Distribution of consumption pattern clusters according to ELFSO of the respondents.

ELFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	60	14	24	98
	Percentage	50.0	36.8	42.9	45.8
High	N	60	24	32	116
	Percentage	50.0	63.2	57.1	54.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 11. Distribution of consumption pattern clusters according to EFSO of the respondents.

EFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	65	23	34	122
	Percentage	54.2	60.5	60.7	57.0
High	N	55	15	22	92
	Percentage	45.8	39.5	39.3	43.0
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 12. Distribution of consumption pattern clusters according to IFSO of the respondents.

IFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	73	27	32	132
	Percentage	60.8	71.1	57.1	61.7
High	N	47	11	24	82
	Percentage	39.2	28.9	42.9	38.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 13. Distribution of consumption pattern clusters according to PCFSO of the respondents.

PCFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	61	17	21	99
	Percentage	50.8	44.7	37.5	46.3
High	N	59	21	35	115
	Percentage	49.2	55.3	62.5	53.7
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 14. Distribution of consumption pattern clusters according to QCFSO of the respondents.

QCFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	32	16	24	72
	Percentage	26.7	42.1	42.9	33.6
High	N	88	22	32	142
	Percentage	73.3	57.9	57.1	66.4
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 15. Distribution of consumption pattern clusters according to VFMFSO of the respondents.

VFMFSO		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	38	6	9	53
	Percentage	31.7	15.8	16.1	24.8
High	N	82	32	47	161
	Percentage	68.3	84.2	83.9	75.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 16. Distribution of consumption pattern clusters according to green orientation lifestyle of the respondents.

Green orientation lifestyle		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	57	23	33	113
	Percentage	47.5	60.5	58.9	52.8
High	N	63	15	23	101
	Percentage	52.5	39.5	41.1	47.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 17. Distribution of consumption pattern clusters according to innovative orientation lifestyle of the respondents.

Innovative orientation lifestyle		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	47	24	16	87
	Percentage	39.2	63.2	28.6	40.7
High	N	73	14	40	127
	Percentage	60.8	36.8	71.4	59.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 18. Distribution of consumption pattern clusters according to nutrition orientation lifestyle of the respondents.

Nutrition orientation lifestyle		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	52	21	37	110
	Percentage	43.3	55.3	66.1	51.4
High	N	68	17	19	104
	Percentage	56.7	44.7	33.9	48.6
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 19. Distribution of consumption pattern clusters according to service role orientation lifestyle of the respondents.

Service role orientation lifestyle		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	47	16	24	87
	Percentage	39.2	42.1	42.9	40.7
High	N	73	22	32	127
	Percentage	60.8	57.9	57.1	59.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 20. Distribution of consumption pattern clusters according to socially outgoing lifestyle of the respondents.

Socially outgoing lifestyle		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	46	19	32	97
	Percentage	38.3	50.0	57.1	45.3
High	N	74	19	24	117
	Percentage	61.7	50.0	42.9	54.7
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 21. Distribution of consumption pattern clusters according to trend conscious lifestyle of the respondents.

Trend conscious lifestyle		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	41	21	20	82
	Percentage	34.2	55.3	35.7	38.3
High	N	79	17	36	132
	Percentage	65.8	44.7	64.3	61.7
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 22. Distribution of consumption pattern clusters according to openness to change personality trait of the respondents.

Openness to change personality trait		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	48	20	21	89
	Percentage	40.0	52.6	37.5	41.6
High	N	72	18	35	125
	Percentage	60.0	47.4	62.5	58.4
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 23. Distribution of consumption pattern clusters according to reasoning personality trait of the respondents.

Reasoning personality trait		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	87	29	35	151
	Percentage	72.5	76.3	62.5	70.6
High	N	33	9	21	63
	Percentage	27.5	23.7	37.5	29.4
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 24. Distribution of consumption pattern clusters according to rule consciousness personality trait of the respondents.

Rule consciousness personality trait		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	39	7	23	69
	Percentage	32.5	18.4	41.1	32.2
High	N	81	31	33	145
	Percentage	67.5	81.6	58.9	67.8
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 25. Distribution of consumption pattern clusters according to social boldness personality trait

Social boldness personality trait		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	67	16	36	119
	Percentage	55.8	42.1	64.3	55.6
High	N	53	22	20	95
	Percentage	44.2	57.9	35.7	44.4
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 26. Distribution of consumption pattern clusters according to vigilance personality trait of the respondents.

Vigilance personality trait		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	90	26	34	150
	Percentage	75.0	68.4	60.7	70.1
High	N	30	12	22	64
	Percentage	25.0	31.6	39.3	29.9
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 27. Distribution of consumption pattern clusters according to market belief that when in doubt, it is safe to go with one's usual brand of RES.

When in doubt, it is safe to go with one's usual brand of RES		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	57	8	19	84
	Percentage	47.5	21.1	33.9	39.3
Neutral	N	13	11	3	27
	Percentage	10.8	28.9	5.4	12.6
Agree	N	50	19	34	103
	Percentage	41.7	50.0	60.7	48.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 28. Distribution of consumption pattern clusters according to the market belief that when one is in doubt about a brand of RES it is always safe to go with a Indian brand.

When one is in doubt about a brand of RES it is always safe to go with a Indian brand.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	32	11	25	68
	Percentage	26.7	28.9	44.6	31.8
Neutral	N	10	6	3	19
	Percentage	8.3	15.8	5.4	8.9
Agree	N	78	21	28	127
	Percentage	65.0	55.3	50.0	59.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 29. Distribution of consumption pattern clusters according to market belief that the best brands of RES are the ones that are purchased the most

The best brands of RES are the ones that are purchased the most		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	27	0	10	37
	Percentage	22.5	0.0	17.9	17.3
Neutral	N	9	8	0	17
	Percentage	7.5	21.1	0.0	7.9
Agree	N	84	30	46	160
	Percentage	70.0	78.9	82.1	74.8
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 30. Distribution of consumption pattern clusters according to market belief that all brands of RES are basically the same

All brands of RES are basically the same		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	69	9	31	109
	Percentage	57.5	23.7	55.4	50.9
Neutral	N	4	9	4	17
	Percentage	3.3	23.7	7.1	7.9
Agree	N	47	20	21	88
	Percentage	39.2	52.6	37.5	41.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 31. Distribution of consumption pattern clusters according to market belief that large size packets of RES are cheaper than small-size packets.

Large size packets of RES are cheaper than small-size packets.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	24	4	9	37
	Percentage	20.0	10.5	16.1	17.3
Neutral	N	6	2	0	8
	Percentage	5.0	5.3	0.0	3.7
Agree	N	90	32	47	169
	Percentage	75.0	84.2	83.9	79.0
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 32. Distribution of consumption pattern clusters according to the market belief that RES being a new concept are more expensive.

RES being a new concept are more expensive.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	31	3	5	39
	Percentage	25.8	7.9	8.9	18.2
Neutral	N	6	6	1	13
	Percentage	5.0	15.8	1.8	6.1
Agree	N	83	29	50	162
	Percentage	69.2	76.3	89.3	75.7
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 33. Distribution of consumption pattern clusters according to the prices of RES will settle down as time goes by.

The prices of RES will settle down as time goes by.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	24	3	4	31
	Percentage	20.0	7.9	7.1	14.5
Neutral	N	11	5	4	20
	Percentage	9.2	13.2	7.1	9.3
Agree	N	85	30	48	163
	Percentage	70.8	78.9	85.7	76.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 34. Distribution of consumption pattern clusters according to the market belief that RES having synthetic ingredients are lower in quality than those having natural ingredients

RES having synthetic ingredients are lower in quality than those having natural ingredients		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	24	3	4	31
	Percentage	20.0	7.9	7.1	14.5
Neutral	N	11	5	4	20
	Percentage	9.2	13.2	7.1	9.3
Agree	N	85	30	48	163
	Percentage	70.8	78.9	85.7	76.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 35. Distribution of consumption pattern clusters according to the market belief that discount coupons received during the previous purchase represent real savings for the customers.

Discount coupons received during the previous purchase/ etc, represent real savings for the customers.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	67	7	25	99
	Percentage	55.8	18.4	44.6	46.3
Neutral	N	9	10	11	30
	Percentage	7.5	26.3	19.6	14.0
Agree	N	44	21	20	85
	Percentage	36.7	55.3	35.7	39.7
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 36. Distribution of consumption pattern clusters according to the market belief that within a given store, higher prices of RES generally indicate higher quality.

Within a given store, higher prices of RES generally indicate higher quality.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	36	10	16	62
	Percentage	30.0	26.3	28.6	29.0
Neutral	N	18	8	7	33
	Percentage	15.0	21.1	12.5	15.4
Agree	N	66	20	33	119
	Percentage	55.0	52.6	58.9	55.6
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 37. Distribution of consumption pattern clusters according to the market belief that when you buy heavily advertised RES you are paying for the label not for higher quality

When you buy heavily advertised RES you are paying for the label not for higher quality		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	54	6	16	76
	Percentage	45.0	15.8	28.6	35.5
Neutral	N	15	5	2	22
	Percentage	12.5	13.2	3.6	10.3
Agree	N	51	27	38	116
	Percentage	42.5	71.1	67.9	54.2
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 38. Distribution of consumption pattern clusters according to the market belief that the department stores that are constantly having sales don't really save you money.

The department stores that are constantly having sales don't really save you money.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	23	2	20	45
	Percentage	19.2	5.3	35.7	21.0
Neutral	N	15	18	3	36
	Percentage	12.5	47.4	5.4	16.8
Agree	N	82	18	33	133
	Percentage	68.3	47.4	58.9	62.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 39. Distribution of consumption pattern clusters according to the market belief that a store character is reflected in its window display

A store character is reflected in its window display		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	51	15	25	91
	Percentage	42.5	39.5	44.6	42.5
Neutral	N	13	8	8	29
	Percentage	10.8	21.1	14.3	13.6
Agree	N	56	15	23	94
	Percentage	46.7	39.5	41.1	43.9
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 40. Distribution of consumption pattern clusters according to the market belief that locally owned grocery stores provide more personalized services.

Locally owned grocery stores provide more personalized services.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	28	9	14	51
	Percentage	23.3	23.7	25.0	23.8
Neutral	N	11	6	5	22
	Percentage	9.2	15.8	8.9	10.3
Agree	N	81	23	37	141
	Percentage	67.5	60.5	66.1	65.9
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 41. Distribution of consumption pattern clusters according to the market belief that salespeople in big department stores are more knowledgeable about the various products than the sales personnel in local grocery stores

Salespeople in big department stores are more knowledgeable about the various products than the sales personnel in local grocery stores		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	24	5	15	44
	Percentage	20.0	13.2	26.8	20.6
Neutral	N	14	8	4	26
	Percentage	11.7	21.1	7.1	12.1
Agree	N	82	25	37	144
	Percentage	68.3	65.8	66.1	67.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 42. Distribution of consumption pattern clusters according to the market belief that credit and return policies are most lenient at large department stores.

Credit and return policies are most lenient at large department stores.		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Disagree	N	24	6	7	37
	Percentage	20.0	15.8	12.5	17.3
Neutral	N	4	1	2	7
	Percentage	3.3	2.6	3.6	3.3
Agree	N	92	31	47	170
	Percentage	76.7	81.6	83.9	79.4
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 43. Distribution of consumption pattern clusters according to the attitude towards the advantages of RES.

Advantages		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Neutral	N	2	3	4	9
	Percentage	1.7	7.9	7.1	4.2
Positive	N	118	35	52	205
	Percentage	98.3	92.1	92.9	95.8
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 44. Distribution of consumption pattern clusters according to the attitude towards the characteristics of RES

Characteristics		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Negative	N	2	0	0	2
	Percentage	1.7	0.0	0.0	0.9
Neutral	N	23	14	25	62
	Percentage	19.2	36.8	44.6	29.0
Positive	N	95	24	31	150
	Percentage	79.2	63.2	55.4	70.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 45. Distribution of consumption pattern clusters according to the attitude towards the economy aspect of RES.

Economy		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Negative	N	68	22	32	122
	Percentage	56.7	57.9	57.1	57.0
Natural	N	17	10	4	31
	Percentage	14.2	26.3	7.1	14.5
Positive	N	35	6	20	61
	Percentage	29.2	15.8	35.7	28.5
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 46. Distribution of consumption pattern clusters according to the attitude towards the health and hygiene aspect of RES.

Health and hygiene		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Negative	N	4	3	4	11
	Percentage	3.3	7.9	7.1	5.1
Neutral	N	63	17	35	115
	Percentage	52.5	44.7	62.5	53.7
Positive	N	53	18	17	88
	Percentage	44.2	47.4	30.4	41.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 47. Distribution of consumption pattern clusters according to the attitude towards the utility aspect of RES.

Utility		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Negative	N	6	2	14	22
	Percentage	5.0	5.3	25.0	10.3
Neutral	N	44	21	27	92
	Percentage	36.7	55.3	48.2	43.0
Positive	N	70	15	15	100
	Percentage	58.3	39.5	26.8	46.7
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 48. Distribution of consumption pattern clusters according to the overall attitude towards RES.

Overall attitude		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Neutral	N	38	19	30	87
	Percentage	31.7	50.0	53.6	40.7
Positive	N	82	19	26	127
	Percentage	68.3	50.0	46.4	59.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 49. Distribution of consumption pattern clusters according to the financial risk perceived in the purchase and consumption of RES.

Financial risk		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	13	6	0	19
	Percentage	10.8	15.8	0.0	8.9
Medium	N	40	13	16	69
	Percentage	33.3	34.2	28.6	32.2
High	N	67	19	40	126
	Percentage	55.8	50.0	71.4	58.9
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 50. Distribution of consumption pattern clusters according to the functional risk perceived in the purchase and consumption of RES.

Functional risk		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	19	7	15	41
	Percentage	15.8	18.4	26.8	19.2
Moderate	N	51	19	13	83
	Percentage	42.5	50.0	23.2	38.8
High	N	50	12	28	90
	Percentage	41.7	31.6	50.0	42.1
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 51. Distribution of consumption pattern clusters according to the physiological risk perceived in the purchase and consumption of RES.

Physiological risk			Consumption pattern clusters			Total
			Beginners	Sporadic consumers	Dependable consumers	
	Low	N	50	6	18	74
		Percentage	41.7	15.8	32.1	34.6
	Moderate	N	16	8	13	37
		Percentage	13.3	21.1	23.2	17.3
	High	N	54	24	25	103
		Percentage	45.0	63.2	44.6	48.1
Total		N	120	38	56	214
		Percentage	100.0	100.0	100.0	100.0

Table 52. Distribution of consumption pattern clusters according to the psychological risk perceived in the purchase and consumption of RES.

Psychological risk		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	15	7	15	37
	Percentage	12.5	18.4	26.8	17.3
Moderate	N	23	14	11	48
	Percentage	19.2	36.8	19.6	22.4
High	N	82	17	30	129
	Percentage	68.3	44.7	53.6	60.3
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 53. Distribution of consumption pattern clusters according to the social risk perceived in the purchase and consumption of RES.

Social risk		Consumption pattern clusters			Total
		Beginners	Sporadic consumers	Dependable consumers	
Low	N	48	20	31	99
	Percentage	40.0	52.6	55.4	46.3
Moderate	N	27	10	16	53
	Percentage	22.5	26.3	28.6	24.8
High	N	45	8	9	62
	Percentage	37.5	21.1	16.1	29.0
Total	N	120	38	56	214
	Percentage	100.0	100.0	100.0	100.0

Table 54. Distribution of consumption pattern clusters according to the overall risk perceived in the purchase and consumption of RES.

Overall risk			Consumption pattern clusters			Total
			Beginners	Sporadic consumers	Dependable consumers	
	Low	N	7	4	7	18
		Percentage	5.8	10.5	12.5	8.4
	Moderate	N	55	17	27	99
		Percentage	45.8	44.7	48.2	46.3
	High	N	58	17	22	97
		Percentage	48.3	44.7	39.3	45.3
Total		N	120	38	56	214
		Percentage	100.0	100.0	100.0	100.0

Table 55. Distribution of consumers of ready-to-eat soups by the problems faced by them

S.no	Problems in ready soups Statements	Never		sometimes		Always		Descriptive	
		N	%	N	%	N	%	Mean	SD
1	It is difficult to open the seal of the selected packaged foods.	162	72.0	30	13.3	22	9.8	1.34	0.66
2	Even if the instructions on selected packaged foods are followed they do not lead to the desired end product.	131	58.2	67	29.8	16	7.1	1.46	0.63
3	Selected packaged foods gives unpleasant odor on being opened	160	71.1	51	22.7	3	1.3	1.26	0.47
4	The final prepared product is not as appealing as the one depicted on the packet	132	58.7	47	20.9	35	15.6	1.54	0.76
5	Selected packaged foods once opened do not taste good when prepared after few days of storage.	111	49.3	55	24.4	48	21.3	1.71	0.81
6	The taste of the selected packaged foods differs when prepared on gas stove and microwave.	134	59.6	34	15.1	46	20.4	1.59	0.82
7	Selected packaged foods give unpleasant aroma when prepared.	155	68.9	54	24.0	5	2.2	1.29	0.50
8	Selected packaged foods gives unpleasant taste	170	75.6	39	17.3	5	2.2	1.22	0.47
9	The quantity of salt in the food is more.	168	74.7	33	14.7	13	5.8	1.27	0.56
10	The desired food product is not easily available in all the grocery stores.	127	56.4	76	33.8	11	4.9	1.46	0.59
11	The prepared food product is bland.	130	57.8	73	32.4	11	4.9	1.44	0.59
12	The prepared food product is spicy	170	75.6	40	17.8	4	1.8	1.22	0.46
13	The prepared food product is oily.	187	83.1	16	7.1	11	4.9	1.18	0.50
14	It is difficult to access the quality of selected packaged foods before its purchase.	93	41.3	51	22.7	70	31.1	1.89	0.87
15	The quantity of food provided in selected packaged foods is less for its cost.	90	40.0	68	30.2	56	24.9	1.84	0.81
16	The claimed ingredients like added vegetable, corn etc are found only in small quantity	71	31.6	32	14.2	111	49.3	2.18	0.90
17	The non-availability of selected packaged foods in single serving size is a problem.	94	41.8	86	38.2	34	15.1	1.72	0.72
18	Very small size letters.	173	76.9	20	8.9	21	9.3	1.28	0.64
19	Specification of some unusual ingredient names	113	50.2	75	33.3	26	11.6	1.59	0.70
20	Terminology (the words used in the labeling)	159	70.7	37	16.4	18	8.0	1.34	0.63
21	Inappropriate color contrast between the background of the food packet and the instructions	167	74.2	38	16.9	9	4.0	1.26	0.52
22	Unit of the measures	147	65.3	39	17.3	28	12.4	1.44	0.71
23	Quality marks and certifications (ISI mark, AGMARK, FPO mark)	165	73.3	34	15.1	15	6.7	1.29	0.59
24	Date of manufacturing	174	77.3	31	13.8	9	4.0	1.22	0.51
25	Best before date	182	80.9	24	10.7	8	3.6	1.19	0.48
26	Quantity and list of each ingredients	181	80.4	30	13.3	3	1.3	1.17	0.41
27	Instructions to use	211	93.8	2	.9	1	.4	1.02	0.17
28	Price	203	90.2	7	3.1	4	1.8	1.07	0.32
29	Net Weight	205	91.1	4	1.8	5	2.2	1.07	0.32
30	Manufactured by	164	72.9	45	20.0	5	2.2	1.25	0.49
31	Marketed by	154	68.4	51	22.7	9	4.0	1.32	0.55

Table 56. Distribution of the consumers of ready-to-use paste by the problems faced by them

S.no	Problems in ready pastes Statements	Never		sometimes		Always		Descriptive	
		N	%	N	%	N	%	Mean	SD
1	It is difficult to open the seal of the selected packaged foods.	69	55.2	43	34.4	12	9.7	1.5403	0.67
2	Even if the instructions on selected packaged foods are followed they do not lead to the desired end product.	94	75.8	26	21.0	4	3.2	1.2742	0.51543
3	Selected packaged foods gives unpleasant odor on being opened	74	59.7	39	31.5	11	8.9	1.49	0.66
4	The final prepared product is not as appealing as the one depicted on the packet	88	71.0	26	21.0	10	8.1	1.3710	0.63
5	Selected packaged foods once opened do not taste good when prepared after few days of storage.	72	58.1	30	24.2	22	17.7	1.59	0.77
6	The taste of the selected packaged foods differs when prepared on gas stove and microwave.	104	83.9	9	7.3	11	8.9	1.25	0.61
7	Selected packaged foods give unpleasant aroma when prepared.	96	77.4	15	12.1	13	10.5	1.33	0.66
8	Selected packaged foods gives unpleasant taste	105	84.7	14	11.3	5	4.0	1.19	0.49
9	The quantity of salt in the food is more.	81	65.3	37	29.8	6	4.8	1.39	0.58182
10	The desired food product is not easily available in all the grocery stores.	81	65.3	35	28.2	8	6.5	1.41	0.61
11	The prepared food product is bland.	107	86.3	12	9.7	5	4.0	1.18	0.48
12	The prepared food product is spicy	82	66.1	36	29.0	6	4.8	1.38	0.58
13	The prepared food product is oily.	91	73.4	27	21.8	6	4.8	1.31	0.56
14	It is difficult to access the quality of selected packaged foods before its purchase.	85	68.5	8	6.5	31	25.0	1.56	0.87
15	The quantity of food provided in selected packaged foods is less for its cost.	57	46.0	44	35.5	23	18.5	1.73	0.76
16	The claimed ingredients like added vegetable, corn etc are found only in small quantity	97	78.2	10	8.1	17	13.7	1.35	0.71
17	The non-availability of selected packaged foods in single serving size is a problem.	66	53.2	46	37.1	12	9.7	1.56	0.67
18	Very small size letters.	79	63.7	34	27.4	11	8.9	1.45	0.65
19	Specification of some unusual ingredient names	70	56.5	40	32.3	14	11.3	1.54	0.69
20	Terminology (the words used in the labeling)	82	66.1	33	26.6	9	7.3	1.41	0.62
21	Inappropriate color contrast between the background of the food packet and the instructions	108	87.1	11	8.9	5	4.0	1.17	0.47
22	Unit of the measures	88	71.0	26	21.0	10	8.1	1.37	0.63
23	Quality marks and certifications (ISI mark, AGMARK, FPO mark)	101	81.5	9	7.3	14	11.3	1.29	0.66
24	Date of manufacturing	83	66.9	36	29.0	5	4.0	1.37	0.62
25	Best before date	80	64.5	38	30.6	6	4.8	1.40	0.58
26	Quantity and list of each ingredients	110	88.7	8	6.5	6	4.8	1.16	0.48
27	Instructions to use	116	93.5	7	5.6	1	.8	1.07	0.29
28	Price	111	89.5	10	8.1	3	2.4	1.13	0.40
29	Net Weight	112	90.3	9	7.3	3	2.4	1.12	0.39
30	Manufactured by	92	74.2	29	23.4	3	2.4	1.28	0.50
31	Marketed by	82	66.1	36	29.0	6	4.8	1.38	0.58

Table 57. Distribution of the consumers of ready-to-eat meals by the problems faced by them

S.no	Problems in ready meals Statements	Never		Sometimes		Always		Descriptive	
		N	%	N	%	N	%	Mean	SD
1	It is difficult to open the seal of the selected packaged foods.	30	53.6	13	23.2	13	23.2	1.0	0.83
2	Even if the instructions on selected packaged foods are followed they do not lead to the desired end product.	28	50.0	16	28.6	12	21.4	1.71	0.81
3	Selected packaged foods gives unpleasant odor on being opened	34	60.7	14	25.0	8	14.3	1.53	0.74
4	The final prepared product is not as appealing as the one depicted on the packet	20	35.7	17	30.4	19	33.9	1.98	0.85
5	Selected packaged foods once opened do not taste good when prepared after few days of storage.	17	30.4	11	19.6	28	50.0	2.20	0.89
6	The taste of the selected packaged foods differs when prepared on gas stove and microwave.	33	58.9	9	16.1	14	25.0	1.67	0.86
7	Selected packaged foods give unpleasant aroma when prepared.	30	53.6	13	23.2	13	23.2	1.70	0.83
8	Selected packaged foods gives unpleasant taste	34	60.7	12	21.4	10	17.9	1.57	0.79
9	The quantity of salt in the food is more.	35	62.5	5	8.9	16	28.6	1.66	0.90
10	The desired food product is not easily available in all the grocery stores.	24	42.9	10	17.9	22	39.3	1.96	0.91
11	The prepared food product is bland.	31	55.4	13	23.2	12	21.4	1.66	0.82
12	The prepared food product is spicy	32	57.1	16	28.6	8	14.3	1.57	0.74
13	The prepared food product is oily.	28	50.0	11	19.6	17	30.4	1.80	0.89
14	It is difficult to access the quality of selected packaged foods before its purchase.	21	37.5	7	12.5	28	50.0	2.13	0.93
15	The quantity of food provided in selected packaged foods is less for its cost.	16	28.6	9	16.1	31	55.4	2.26	0.89
16	The claimed ingredients like added vegetable, corn etc are found only in small quantity	25	44.6	9	16.1	22	39.3	1.94	0.92
17	The non-availability of selected packaged foods in single serving size is a problem.	23	41.1	9	16.1	24	42.9	2.02	0.92
18	Very small size letters.	39	69.6	8	14.3	9	16.1	1.46	0.77
19	Specification of some unusual ingredient names	31	55.4	13	23.2	12	21.4	1.66	0.82
20	Terminology (the words used in the labeling)	39	69.6	9	16.1	8	14.3	1.45	0.74
21	Inappropriate color contrast between the background of the food packet and the instructions	43	76.8	3	5.4	10	17.9	1.41	0.79
22	Unit of the measures	40	71.4	3	5.4	13	23.2	1.51	0.86
23	Quality marks and certifications (ISI mark, AGMARK, FPO mark)	42	75.0	7	12.5	7	12.5	1.37	0.71
24	Date of manufacturing	43	76.8	8	14.3	5	8.9	1.32	0.64
25	Best before date	41	73.2	9	16.1	6	10.7	1.37	0.68
26	Quantity and list of each ingredients	48	85.7	2	3.6	6	10.7	1.25	0.64
27	Instructions to use	50	89.3	1	1.8	5	8.9	1.20	0.58
28	Price	49	87.5	2	3.6	5	8.9	1.21	0.59
29	Net Weight	49	87.5	1	1.8	6	10.7	1.23	0.64
30	Manufactured by	44	78.6	7	12.5	5	8.9	1.30	0.64
31	Marketed by	43	76.8	8	14.3	5	8.9	1.32	0.64

Table 58. Distribution of consumers by preferences

S.No	Preference checklist	Yes		Can't say		No		Mean	SD
		N	%	N	%	N	%		
1	Package food should be made <i>economical/ affordable</i>	192	85.3	18	8.0	15	6.7	2.78	0.06
2	Package food should be made in <i>more number of flavors</i>	185	82.2	22	9.8	18	8.0	2.74	0.59
3	Package food should be made in <i>more sizes(large or small)</i>	190	84.4	21	9.3	14	6.2	2.78	0.54
4	Package food should be made <i>nutritious</i>	203	90.2	11	4.9	11	4.9	2.85	0.48
5	Package food should be made from <i>natural ingredients</i>	208	92.4	13	5.8	4	1.8	2.90	0.34
6	The instructions on a label should be written in <i>easy language</i>	193	85.8	17	7.6	15	6.7	2.79	0.54
7	The instructions on a label should be written in <i>Hindi</i>	113	50.2	45	20.0	67	29.8	2.20	0.87
8	Instructions should be written in <i>bigger font size</i>	164	72.9	22	9.8	39	17.3	2.55	0.77
9	Packaging of packaged food should be made <i>easy to open</i>	168	74.7	26	11.6	31	13.8	2.60	0.71
10	Packaging of packaged food should be made <i>transparent</i>	105	46.7	23	10.2	97	43.1	2.03	0.94
11	Packaging of packaged food should <i>not be glossy</i>	102	45.3	50	22.2	73	32.4	2.12	0.87
12	Packaging of packaged food should be <i>reusable /multipurpose</i>	130	57.8	37	16.4	58	25.8	2.32	0.86
13	Packaging of packaged food should be <i>Eco-friendly</i>	198	88.0	17	7.6	10	4.4	2.8356	0.48
14	Labeling should contain instructions for possible health effects due to consumption	196	87.1	17	7.6	12	5.3	2.81	0.50
15	Labeling should contain instructions for storage specifications, for both before and after opening the selected packaged foods	205	91.1	15	6.7	5	2.2	2.88	0.379
16	Labeling should contain instructions for special considerations for special groups like children, pregnant women, and elderly in terms of permissible consumption amount etc.	204	90.7	15	6.7	6	2.7	2.88	0.39
17	Labeling should contain instructions if the product can be consumed by people suffering from diabetes, blood pressure etc.	204	90.7	16	7.1	5	2.2	2.88	0.38
	Which of the packaging material do you prefer								
18	Plastic packaging	98	43.6	18	8.0	109	48.4	1.95	0.96
19	Glass packaging	85	37.8	18	8.0	122	54.2	1.83	0.94

S.No	Preference checklist	Yes		Can't say		No		Mean	SD
		N	%	N	%	N	%		
20	Metal packaging	37	16.4	25	11.1	163	72.4	1.44	0.76
21	Paper packaging	131	58.2	15	6.7	79	35.1	2.23	0.94
	Which of the following information on the selected packaged foods should be made most prominent so as to locate them easily								
		Min		Max		Mean		S.D	
22	Price	1.00		10.00		2.18		1.95	
23	Date of manufacturing and expiry	1.00		10.00		3.59		1.78	
24	Weight	1.00		10.00		4.21		2.62	
25	Serving size	1.00		10.00		4.49		2.341	
26	Nutritional information	1.00		10.00		5.19		2.01	
27	Quality certification mark	1.00		10.00		5.80		2.209	
28	Instructions to use	1.00		10.00		6.47		2.539	
29	List of ingredients	2.00		10.00		6.89		1.89	
30	Quantity of each ingredient	3.00		10.00		6.95		2.02	
31	Batch no	1.00		10.00		9.12		1.980	