

**CONSUMER PREFERENCE OF  
PROCESSED FOODS - A CASE STUDY  
ON YOUTH SEGMENT IN METRO  
REGION OF HYDERABAD, ANDHRA  
PRADESH**

**ZAINAB SHARIEF**

**B.Sc. (CA &BM)**

**MASTER OF BUSINESS ADMINISTRATION  
(AGRIBUSINESS MANAGEMENT)**



**2014**

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SEGMENT IN METRO REGION OF  
HYDERABAD, ANDHRA PRADESH**

**BY**

**ZAINAB SHARIEF**

**B.Sc. (CA&BM)**

**THESIS SUBMITTED TO  
ACHARYA N. G. RANGA AGRICULTURAL UNIVERSITY  
IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF THE DEGREE OF**

**MASTER OF BUSINESS ADMINISTRATION  
(AGRIBUSINESS MANAGEMENT)**

**CHAIRPERSON: Dr. ALDAS JANAI AH**



**SCHOOL OF AGRIBUSINESS MANAGEMENT  
COLLEGE OF AGRICULTURE  
RAJENDRANAGAR, HYDERABAD-500 030  
ACHARYA N. G. RANGA AGRICULTURAL UNIVERSITY**

**2014**

## DECLARATION

I, **ZAINAB SHARIEF**, hereby declare that the thesis entitled “**CONSUMER PREFERENCE OF PROCESSED FOODS - A CASE STUDY ON YOUTH SEGMENT IN METRO REGION OF HYDERABAD, ANDHRA PRADESH**” submitted to the **Acharya N.G. Ranga Agricultural University** for the degree of **Master of Business Administration** in School of Agribusiness Management in the major field of **Agribusiness Management** is the result of the original research work done by me. I also declare that no material contained in the report has been published earlier in any manner.

Place: Hyderabad

**(ZAINAB SHARIEF)**

Date:

**I. D. No:RMBA/12-17**

## **CERTIFICATE**

**Ms. ZAINAB SHARIEF** has satisfactorily prosecuted the course of research and that thesis entitled “**CONSUMER PREFERENCE OF PROCESSED FOODS - A CASE STUDY ON YOUTH SEGMENT IN METRO REGION OF HYDERABAD, ANDHRA PRADESH**” submitted is the result of original research work and is of sufficiently high standard to warrant its presentation to the examination. I also certify that neither the project nor its part thereof has been previously submitted by him for a degree of any university.

**Date:**

**(Dr. ALDAS JANAI AH)**

**Chairperson**

**CERTIFICATE**

This is to certify that the thesis entitled **“CONSUMER PREFERENCE OF PROCESSED FOODS - A CASE STUDY ON YOUTH SEGMENT IN METRO REGION OF HYDERABAD, ANDHRA PRADESH”** submitted in partial fulfillment of the requirements for the degree of ‘Masters of Business Administration’ of the Acharya N. G. Ranga Agricultural University, Hyderabad, is a record of the bonafide original research work carried out by **Ms. ZAINAB SHARIEF** under our guidance and supervision.

No part of the thesis has been submitted by the student for any other degree or diploma. The published part and all assistance received during the course of investigations have been duly acknowledged by the author of the thesis.

**(Dr.ALDAS JANAI AH)**

Chairman of the Advisory Committee

**Thesis approved by the Student Advisory Committee**

Chairperson **Dr. ALDAS JANAI AH**  
Associate Dean,  
College of Agriculture,  
Jagital, Karimnagar,  
Telangana State.

---

Member **Dr. SEEMA**  
Professor & Head,  
School of Agribusiness Management,  
College of Agriculture,  
Rajendranagar, Hyderabad – 500030

---

Member **Sri M.H.V.BHAVE**  
Professor & Head  
Department of Statistics & Mathematics  
College of Agriculture  
Rajendranagar, Hyderabad – 500030

---

**Date of final viva- voce:**

***ACKNOWLEDGEMENTS***

*I am pleased to place my profound etiquette to my Major Advisor and Chairperson of the Advisory Committee, **Dr. Aldas Janaiah**, Professor & Head, School of Agribusiness Management, College of Agriculture, Rajendranagar, Acharya N.G Ranga Agricultural University for her wise counsel, concrete suggestions, her inspiring, meticulous and affectionate guidance, constant help and persistent encouragement during the course of my study and prosecution of research work. I take it as a privilege and pride to have an opportunity of working under her inspiring spirit.*

*I deem it my privilege in expressing my deep sense of reverence and gratitude and indebtedness to **Dr. Seema**, Associate Professor, School of Agribusiness Management, College of Agriculture, Rajendranagar, Acharya N.G Ranga Agricultural University and member of Advisory Committee for her encouragement and guidance.*

*I equally owe my deep sense of gratitude to **Sri. M. H. V. Bhave** Professor & Head, Department of Statistics and mathematics and member of my Advisory Committee for his invaluable guidance, suggestions and support during my course of study.*

*It will be a great lapse on my part if I fail to extend my best regards to all my teachers and well-wishers who have contributed in building up my present status. I also thank to the staff of School of Agribusiness Management for their help during my thesis work.*

*Language falls short of to express my undoubtfull gratitude, indebtedness, love and affection to my beloved and venerable parents **Smt. Roshan Sharief** and **Sri. Rahman Sharief**, who constantly educated, guided and moulded me into the present position and whose boundless love, unparallel affection, dedicated efforts, encouragement and moral support is a constant source of motivation for me in shaping up my career*

*It is time to surface out my genuflect love and affectionate gratitude to my brothers **Zarraf Sharief**, **Barfaab Shaief**, **Ishaq Sharief** and all my family members whose everlasting love and encouragement were my strongest assets during the course of my life with whose moral support I achieved this level of education.*

*My acknowledgement would be incomplete and meaningless without thanks to my friends **A. Sri Lalita**, **P. Chaintanya Bhavani**, **Ch. Praveen Babu**, **S. Pallavi** and **S.***

*Karthik* for their voluntary help, mood refreshing gossip which helped me in completing the thesis.

I owe special thanks to the constant support and guidance extended to me in all possible ways by my seniors **Vivek Singh, K. Sridevi and K.Nivedita** with which this research work has been completed successfully.

I take it as a special privilege to thank all the authorities and staff of **ANGRAU**, who provided me an opportunity to undertake the course and those who directly and indirectly helped me in all my endeavours.

Date:

Place: Hyderabad

**(ZAINAB SHARIEF)**

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## LIST OF SYMBOLS AND ABBREVIATIONS

%	:	Per cent
&	:	And
<i>et al.</i>	:	and other people
Rs.	:	Rupees
Fig.	:	Figure
CGR	:	Compound Growth Rate
ICAR	:	Indian Council of Agricultural Research
No.	:	Number
S. No.	:	Serial Number
i.e.	:	that is
AG	:	Age Group
QSR	:	Quick Service Restaurants
F & B	:	Food and Beverage
Est.	:	Establishment
NRAI	:	National Restaurant Association of India
OAE	:	Own Account Enterprise
NDE	:	Non-Directory establishment
DE	:	Directory Establishment
FMCG	:	Fast Moving Consumer Goods
RTE	:	Ready to Eat
RTC	:	Ready to Cook

**AUTHOR** : **ZAINAB SHARIEF**

**TITLE OF THE PROJECT WORK** : **CONSUMER PREFERENCE OF PROCESSED FOODS - A CASE STUDY ON YOUTH SEGMENT IN METRO REGION OF HYDERABAD, ANDHRA PRADESH**

**DEGREE** : **MBA (ABM)**

**FACULTY** : **AGRICULTURE**

**DEPARTMENT** : **SCHOOL OF AGRIBUSINESS MANAGEMENT**

**CHAIRPERSON** : **DR. ALDAS JANAI AH**

**UNIVERSITY** : **ACHARYA N.G. RANGA AGRICULTURAL UNIVERSITY**

**YEAR OF SUBMISSION** : **2014**

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## **ABSTRACT**

Food processing is any deliberate change in a food that occurs before it's available for us to eat, which is as simple as freezing or drying food to preserve nutrients and freshness, or as complex as formulating a frozen meal with the right balance of nutrients and ingredients. Everything we eat today is processed as it passes through different levels of processing. In fact, home food and outside food prepared in quick-service and fine-dining restaurants, tiffin centers, canteens, cafeterias, food courts and bakeries are also processed foods which are in cooked format. Thus, India's food processing industry is one of the largest industries in the country. India is home to a largely youthful population, which is also among the highest contributors in terms of consumption, which makes this segment an important target for food service players. This is why Indian food requirements are growing and gaining acceptance primarily from Indian youth as they have choice to make either in their three times a day meal i.e. breakfast, lunch and dinner for home cooked food or outside food. In this regard, food service industry is playing an important role in growth and potential of processed foods, by exploring opportunities and developing strategies to match the taste buds of Indian youth.

The study was conducted in metro Hyderabad region of Andhra Pradesh with the following objectives:

1. To study the trend in growth of processed food in Hyderabad region during specified period.
2. To study the consumption pattern of processed food among various age groups of selected youth segments.

3. To evaluate the purchasing frequency of processed food products among selected segments.
4. To study the factors influencing the purchasing behavior of processed food products among youth.
5. To identify potential of processed foods for the promotion of processing industry.

The study was carried out in five metro regions of Hyderabad and by simple random sampling method, 500 respondents falling in the age group 16 to 35 years were interviewed to know their preference about processed foods.

The results of the study showed that food processing industry is growing at 10 per cent per annum, in which India's food service industry has 10,78,306 restaurant enterprises generating revenue of 11,900 crore which includes organised segment 26,504 (35 per cent) and unorganised segment is 7,02,178 (65 per cent) and remaining are in hotel industry. In Andhra Pradesh it is 96,483 in which unorganised are 69,979 (72 per cent) and organised are 26,504 (28 per cent).

In the consumer profiling of demographic characteristics, most of the consumers are students (54%), reside at home (54%), and were non vegetarians (86%) prefer to consume home cooked food (75 %). The monthly income range of majority of consumers of age group 21-25 years was between Rs.1001-5000.

The study showed that consumers' expenditure on breakfast meals was less compared to lunch and dinner meals. Consumers prefer to go food courts and fast food centers for dinner and lunch meals and tiffin centers for breakfast meals, as these are conveniently available which are also pocket friendly. Friends are the most influencing factor to prefer outside food as young people go out more frequently and during the meal time they consume outside food along with their friends.

It is suggested that government should make effort to bring all the unorganized food outlets under organised format. For convenience of consumers, promotional activities in the form of home delivery, take away, experimentation with existing formats, themes and menus through the new entrepreneurial venture and social networking to connect with youth. Encouraging Indian companies to invest in food business and maintain hygiene standards maintained at places for food consumption. Inclusion of healthier food range, low cost diets formats to have a wider coverage and suitability to everyone's pocket.

# CHAPTER I

## INTRODUCTION

### 1.1 FOOD DIVERSITY IN INDIA

India with a population of 1.21 billion (growing at 1.5 per cent per annum) provides a large growing market for food products. Food products are the single largest component of private consumption expenditure, accounting for as much as 49 per cent of total spending. Furthermore, the upward mobility of income classes, age groups and increasing need for convenience and hygiene is driving demand for processed foods. (Indiastat, 2011) (Naidu, 2008)

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states within. Traditionally, Indians like to have home-cooked meals – a concept supported religiously as well as individually. However, with times due to increase in awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families in their meal like breakfast, lunch and dinner. The economic growth, changes in tastes, preferences and urbanization has resulted in replacing the traditionally home cooked foods with processed foods and high value commodities. Therefore, it resulted in increase in the intake and demand for processed foods.

### 1.2 FOOD PROCESSING INDUSTRY

India's food processing industry is one of the largest industries in the country accounts for 32 per cent of the country's total food market. Currently growing at more than 10 per cent per annum, it is expected to touch US\$ 194 billion by 2015 from a value of US\$ 121 billion in 2012. (Dutta, 2013)

Food processing is any deliberate change in a food that occurs before it's available for us to eat. It can be as simple as freezing or drying food to preserve nutrients and freshness, or as complex as formulating a frozen meal with the right balance of nutrients and ingredients. The major categories under which food is processed in India are cereals, pulses, fruits & vegetables, milk, meat & poultry, marine products, beverages, consumer foods i.e. confectionery, chocolates and cocoa products, soya-based products, mineral water, high protein foods, soft drinks, ready-to-eat and ready-

to-cook products, salted snacks, chips, pasta products, bakery products biscuits and all cooked culinary food.

Everything we eat today is processed as it passes through different levels of processing. In fact, home food and outside food prepared in quick-service and fine-dining restaurants, tiffin centers, canteens, cafeterias, food courts and bakeries are also processed foods which are in cooked format. In a metro city like Hyderabad, these processed foods are conveniently available for purchase at different supermarkets, retail store, milk parlours, bakeries, kirana stores and vegetable and fruit markets.

Indian food choices are a gastronomical delight with each region offering its signature cuisine. With liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians. India food service industry is one which gained acceptance of Indian palate after the multinational fast food players adapted the basic Indian food requirements viz. vegetarian meals and selected non-vegetarian options excluding beef and pork totally from their menu.

### **1.3 YOUTH OF INDIA**

Every third person in India today is a youth. The population in the age-group of 15-35 increased from 353 million in 2001 to 430 million in 2011. Current predictions suggest a steady increase in the youth population to 464 million by 2021. In about seven years, the median individual in India will be 29 years, very likely a city-dweller, making it the youngest country in the world. With 65% of its population under the age of 35, India is home to a largely youthful population whose median age is 26 years. This majority is also among the highest contributors in terms of consumption, spending as much as 15-20% of their wallet on eating out, which makes them an important target for any food service player. (Shivakumar, 2013)(Shukla, 2014)

Since India is the home to a large youthful population and therefore makes this segment an important target for food service players. This is why Indian food requirements are growing. It is gaining acceptance primarily from Indian youth as they have choice to make either in their three times a day meal i.e. breakfast, lunch and dinner for home cooked food or outside food. This is because processed foods are conveniently available, ready to snap on, and pocket friendly. A research conducted

across the top 24 cities and over 1,200 respondents, brought out some interesting insights on the consumption pattern of India's urban youth. Notably, nearly 55-60% of this segment eats out once a week while 19-23% eats out 2-3 times a week. The occasion varies from social hangouts (for college students), business meetings (for professionals), exploring new restaurants, and spending time with family. (Food Service India, 2014)

“Eating out” today is considered an experience; it has always been a way of life, especially for Indian youth as it means socialising in the community where people meet new people in a preordained ambience, while savouring decadent delicacies. Frequency of eating out differs across this segment in accordance with their disposable incomes. Mimic beginners and newbie shopaholics largely focus on spending at hangouts with affordable price points (cafés, QSRs, casual dine). However, the responsibly spendthrift are likely to spend on premium formats as well as affordable dining. This way of lifestyle had rendered growth in Indian food service as the restaurant sector in the country has put on the table not only diverse local flavours but a huge variety of international cuisines. The urban youth, being brand-conscious, prefers branded options while eating out. Entry of international players and the emergence of standalone and homegrown chains have contributed to a growing inclination for brands. However, the price points and average spends play an important role in deciding the food service outlet. Essentially, affordable price points, along with a wide range of options, underscore the popularity of QSRs, cafés, and casual dine outlets.

The young consumer's taste for these cuisines is rooted in their desire to experiment with different cuisines. QSRs and casual dine outlets enable them to try different cuisines as they have lower price points. Relatively newer cuisines like Mexican, Thai, and Japanese are also gaining popularity; however, such cuisines are largely limited to premium dine-in formats, which limit the consumption by the youth. A large percentage of the youth is beginning to opt for healthy offerings; they are also keen to know the ingredients and preparation of the dishes. They prefer grilled over fried, fresh over pre-cooked, frozen yogurt over ice cream, grain bread for sandwiches, and so on. The youth is both tech-savvy and inquisitive about new trends, new brands, and new offerings. Brands are capitalizing on the active presence of this customer on their social media platforms like Facebook and Twitter by offering promotions, discounts and contests. Food review websites like Zomato and Burrp, offer useful

information about restaurants across cities, aiding consumers to making the right choice when deciding on a restaurant. As youngsters are increasingly becoming selective about the cuisine and ambience offered by a restaurant, they rely heavily on the feedback provided on such review websites. Another innovation is the introduction of online restaurant reservation services by Table Grabber, Book Your Table, and eat2eat. Apart from the ease of confirming reservations at no extra cost, these providers also make available discount deals at various restaurants.

With the younger population is becoming brand-aware, is travelling more, and is keen to experiment, their consumption is expected to evolve further in terms of the quality, variety, and fusion of cuisines. Further, young entrepreneurs and professionals are seen as the driving force of the Indian economy. The concentration of purchasing power in younger hands and their increasing indulgence and spending on food, especially in formats like QSRs, cafés, and PBCLs, will continue to propel growth of the food service market. It is, therefore, essential that restaurateurs understand the psyche of today's youth and implement their strategies accordingly if they want to capture burgeoning demand from this segment.

In this regard, there is a need to understand the youth preferences for various processed food products. Therefore, in the present study an attempt has been made to find out the consumer preference of processed foods - a case study on youth segment in metro region of Hyderabad, Andhra Pradesh with the following specific objectives.

#### **1.4 OBJECTIVES OF THE STUDY**

1. To study the trend in growth of processed food in Hyderabad region during specified period.
2. To study the consumption pattern of processed food among various age groups of selected youth segments.
3. To evaluate the purchasing frequency of processed food products among selected segments.
4. To study the factors influencing the purchasing behaviour of processed food products among youth.
5. To identify potential of processed foods for the promotion of processing industry.

## **1.5 LIMITATION OF THE STUDY**

Since all the social science researchers were subjected to certain limitations, the present study has no exception. As such, the study had certain limitations below.

1. The study is limited to five major areas of Hyderabad viz; Ameerpet, Banjara Hills, Dilsukhnagar, Madhapur and Mehdipatnam
2. The study had the limitation of time available for a single investigator.
3. The areas included in the study for detailed investigation were also limited because it was not possible to study all the areas in a short span of time.
4. The area of investigation was restricted to targeted age groups. As such, generalization of the study could be extended to the areas where similar conditions exist, but may not have wider applicability.
5. Since the study was based on individual choice and preference, some degree of error may be possible in the data due to lack of accurate response from respondents.

## **1.6 SCOPE OF THE STUDY**

With increase in India's population, the youth segment is occupying a larger share in it. Sky high aspirations and ambitions of young age people are driving them to earn income at very early age. In fact, college students are trying to large their pockets for money by doing part time jobs and spending their income on food and lifestyle products. Working professionals and businessman with their busy lifestyle are trying to explore the convenient way of living. Thus, these changing lifestyles are giving a positive growth in food Industry especially for food processing industry.

Hyderabad being a large hub for supermarkets, hypermarkets, fine dining restaurants, fast food centers, cafeteria's etc., explored many ways around in providing convenience to every individual in both the ways of consuming food at home or outside. Thus, this metro city has potential to give growth for food processing industry.

This study is conducted for better understanding of the real situation of the food processing industry. There is a huge scope in this study to know the potentiality of food

processing industry so that various areas under processing sector can be explored and identified. The present study in metro region of Hyderabad is designed to attain the objectives outlined earlier by analysing consumer consumption patterns, purchasing frequency and factors influencing their purchase behaviour.

The findings are going to be of great utility to the researchers, planners, policy makers, NGOs, entrepreneurs and business management functionaries. Further the findings will provide information on market potential for food processing and food service industry. Consumer behavior and food consumption pattern can also help in making possible suggestions for improvement of products for effective market penetration and promotion activity. The findings emanated from the study could be effectively used in other areas where similar conditions exist with necessary structural changes.

## **1.7 STRUCTURE OF THE PROJECT REPORT**

The study is presented in six chapters as follows

**Plan of thesis:** - The thesis is presented in five chapters.

**Chapter I:** Introduction- it covers the information such as problem focus, objectives, scope and limitations of the study.

**Chapter II:** Review of literature-it encompasses results of the earlier studies related to the present study.

**Chapter III:** Materials and Method- it specifies the sampling design, method of data collection, and tools used for analysis of data.

**Chapter IV:** Results and discussion- the results of the analysis are presented and discussed with respect to the objectives of the study.

**Chapter V:** Summary and conclusion- the summary of the results of the study is presented to draw specific conclusions.

## **Chapter II**

# **REVIEW OF LITERATURE**

The review of literature pertaining to the study has been done to gain better insight into the topic of the study. The review of literature is presented under the following subheads.

- 2.1 Studies on consumer perception and consumption patterns of processed foods.
- 2.2 Studies on consumer purchasing frequency of processed food products.
- 2.3 Studies on factors influencing for the choice of processed foods.

## **2.1 STUDIES ON CONSUMER PERCEPTION AND CONSUMPTION PATTERNS OF PROCESSED FOODS**

Sethia (2013) attempted to understand the impact of economic reform on consumption and expenditure pattern of Indian households between pre and post reform. The study revealed that the consumption of cereals which still forms the largest components of household consumption budget has significantly declined since 1987-88 from 26.3% to 15.6% in rural India and from 15 % to 9 % in urban India.

Sharma (2011) attempted to economically analyse the food consumption pattern in both rural and urban India and estimated the elasticities of demand on food expenditure. The analysis revealed that with increase in monthly per capita expenditure (income) has led to greater changes in the consumption of beverages, vegetables, egg, fish, met and edible oil. The estimated expenditure elasticity of demand for all food items was positive. The elasticities were less than one for all the food items in urban areas, where as the expenditure elasticities were more than one for edible oil, egg fish group, vegetables, and beverages in rural India. The expenditure elasticity was highest for pulses and beverages and was lowest for edible oil in urban India.

Pavithra(2008) attempted to economically analyse the food consumption patterns in Mysore district of Karnataka which revealed that consumption of cereals and pulses have declined across all income groups of rural and urban areas over two periods with exception of low income group in urban areas which showed a marginal increase of 2.88 per cent in consumption of pulses. It was found that there is a significant

correlation between per capita income and food expenditure. With every rupee rise in the annual income there is an increase in annual expenditure on food by about 0.08 per cent in case of urban consumers and 0.05 per cent in the case of semi-urban and rural consumers.

Chok (2005) made a research study on children's eating pattern in relation to nutritional dietary preference. The study revealed that both of fussy and non-fussy eaters had adequate nutritional intakes. However, the children's diets were imbalanced due to their food preferences. Noncore foods were a main contributor to the energy and fat levels. Even though no significant association was found between snack intake and weight status, as a result of poor nutritional content. Suggestions were made that Fussy foods should be reduced in children's diet and education is required for parents on children's food preferences development and how to offer their child a healthy diet.

Kubendran and Vanniarajan (2005) studied the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increased. The urban consumer's preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.

Bakshoodeh and Farajzadeh (2004) investigated Iranian urban consumers behaviour and determined the role of habit effect in forming the consumption pattern over the period 1980-2000. The survey covered household consumption quantity and total expenditure on foods, including bread, flour and its products, dairy products and eggs, fats, fruits and vegetables, groceries, sugar and tea, *etc.* The results obtained from decomposing the total effect of price changes indicated that habit effect had a significant role in food consumption changes. That is, despite price changes for most food items, consumers tend to keep their consumption pattern almost unchanged. It was revealed that income and substitution effects were weaker than the habit effect.

Jain and Patel (1996) studied consumption pattern of food and non-food items in Haryana state using NSSO data. The average per capita total expenditure of urban households was higher compared to rural households. The expenditure on food was 71 per cent and 64 per cent in the two above mentioned sections respectively. About one-fourth of the total consumer expenditure was allocated to milk and milk products in

both the sections. Among the dairy products, the major allocation was towards liquid milk followed by ghee, butter and other milk products.

Puri and Sangera (1989) conducted a survey to know the consumption pattern of processed products in Chandigarh. Jam was found to be most popular irrespective of income. Orange squash consumption was maximum in high and middle-income families. Pineapple juice consumption increased with a rise in the income.

Balaji (1985) studied fish consumption behaviour of 526 consumers in Vishakapatnam city. The study revealed that 77 per cent of respondents consumed fish for dinner and 22 per cent for lunch. About 30 per cent of the respondents did not consume fish on festival days, as those days were considered auspicious, while the rest had no such notions and consumed fish, irrespective of festivals.

Dhuna (1984) studied to determine the prevailing consumption pattern of soft drinks. Analysis revealed that 54 per cent of consumption was during summer and 46 per cent of consumption was during other seasons. It was also found that about 26 per cent of the respondents were regular consumers and the rest consumed soft drinks occasionally.

## **2.2 STUDIES ON PURCHASING FREQUENCY OF PROCESSED FOOD PRODUCTS**

Narang (2006) opined that, a buyer does not stick to one brand in case of food purchasing. They should be able to recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discount and free offers with purchase are suggested to increase rates of purchase.

Sanjaya *et al.* (2002) reported that, the decision for purchasing branded fine rice was mostly made by the wives of the family. The retailers were ranked as the prime source of information about branded fine rice. The monthly purchase is the most preferred frequency of purchase, which might be due to the fact that most of the respondents were of monthly salaried class and they would have planned their purchase accordingly along with other provision items. The quality and the image of the brand

were ranked as the major factors for brand preference in the purchase of branded fine rice.

Kamenidou (2002) presented the findings on the purchasing and consumption behaviour of Greek households towards three processed peach products: canned peaches in syrup, juice and peach jam. The results revealed that 47.50 per cent of the households purchased canned peaches in syrup, 67.40 per cent purchased peach juice and 42.60 per cent purchased peach jam. Reasons for such purchase were satisfactory taste and qualities and household's perception that they were healthy products. The results also indicated that the consumption quantities were considered low, while households usually purchased the same brand name, meaning that there was a tendency for brand loyalty.

Kulkarni and Murali (1996) made a study on purchasing practices of consumers in Parbhani. The results revealed that 83.50 per cent of consumers were seeking the information from television regarding the products availability and this was followed by neighbours (71.00%) and newspapers (69.50%). Consumers preferred retail market for the purchase of groceries (65.00%), milk and milk products (100.00%), vegetables (100.00%), fruits (100.00%) and snacks (75.00%) and they adopted cash payment. Majority (75.00%) of the consumers preferred quality for the purchase of food.

Dhillonet *al.* (1995), while studying the purchase behaviour in Ludhiana, rural and urban respondents ranked nearby market (mean score of 1.47 for rural and 2.10 for urban) and main market (mean score of 0.88 for rural and 1.38 for urban) as their first and second preference of order respectively for the purchase of food items. The prime factor indicated by the rural respondents for buying their food items was appearance with mean score of 4.01, followed by price, quality and place of buying to which they ranked second, third and fourth with mean scores of 3.81, 3.45 and 2.96 respectively. But urban respondents visualized these factors little differently and ranked quality, appearance, place of buying and expiry date as first, second, third and fourth ranks with mean score of 4.69, 4.01, 3.20 and 3.05 respectively.

Joshi (1993) conducted a study in Dharwad on food purchasing habits and consumer awareness among rural and urban housewives, it indicated that majority of the urban respondents purchased the groceries like cereals (52.00%), pulses (64.00%), oils (73.00%), spices (72.00%) and sugar (69.00%) on monthly basis. While perishables like fruits (48.00%), eggs (41.00%) and meat (46.00%) were purchased once in week and

milk (48.00%) was purchased daily. Rural respondents purchased cereals (70.00%), pulses (71.00%), oils (71.00%), spices (71.00%), sugar (71.00%) and fruits (73.00%) once in week and milk (78.00%) daily. Regarding place of purchase 83.00 per cent of urban and 99.00 per cent of rural respondents purchased all the groceries like sugar, rice, and wheat from fair price shops. Both rural and urban respondents purchased groceries (99.00% each), perishables (89.00% and 99.00% respectively), ready to use foods (97.00% and 87.00% respectively) and commercially available foods (96.00% and 6.00% respectively) from retail shops. Price, quality and weight of the products were the important factors considered by both rural and urban respondents while purchasing of food items.

### **2.3 STUDIES ON FACTORS INFLUENCING FOR THE CHOICE OF PROCESSED FOODS**

Ramasamy *et al.* (2005) indicated that, the buying behaviour is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

Nagaraja (2004) opined that, buying behaviour is very much influenced by experience of their own and of neighbour consumers and his family. Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behaviour. Consumers were influenced by touch and feel aspect of any promotional activity.

Shivkumar (2004) conducted a study which showed that the consumer, irrespective of income groups, was mainly influenced to purchase by the opinions of their family members. Consumers are influenced by the dealers' recommendation, followed by advertisement.

Nandagopal and Chinnaiyan (2003) concluded that the level of awareness among the rural consumers about the brand of soft drinks was high which was indicated

by the mode of purchase of the soft drinks by “Brand Name”. The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.

Sarwade (2002) in his study observed that the price was the factor, which influenced the purchasing decision as against the quality of the product. It is very interesting to find out that the company image and brand image were not totally considered by the households.

Kamalaveni and Nirmala (2000) reported that, there is complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy Instant Food Products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant Food Products.

Brown *et al.* (2000) reported that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers food preferences and their nutritional awareness behaviour, within three environments (home, school and social). The results indicated that the perceived dominance of home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an 'independence' trait, particularly during the adolescent years. The authors suggested that food preferences are often of a 'fast food' type and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.

Amita (1998) studied the factors influencing the consumption of selected dairy products in Bangalore city. The results of the study revealed that, income and price significantly influenced the consumption of table butter. Price had a negative impact and income a positive impact on consumption.

Rees (1992) in his study revealed that factors influencing the consumer's choice of food are flavour, texture appearance, advertising a reduction in traditional cooking, fragmentation of family means and an increase in 'snacking'. etc. Demographic and

household role changes and the introduction of microwave ovens have produced changes in eating habits. Vigorous sale of chilled and other prepared foods is related to the large numbers of working wives and single people, who require and value convenience. Development in retailing with concentration of 80% of food sales in supermarkets is also considered to be important. Consumers are responding to messages about safety and health eating. They are concerned about the way in which food is produced and want safe, natural and high quality food at an appropriate price.

Shanmugsundaram (1990) studied about soft drink preference in Vellore town of North Arcot district in Tamil Nadu. The study revealed that, the most preferred soft drink among respondents as Gold spot (26.00%), followed by Limca (24.80%). It was found that the taste was the main factor for preference of particular brand and among the media; television played a vital role in influencing consumer to go for a particular brand. Because of convenience in carrying, tetra pack was most preferredone.

Kumar *et al.* (1987) examined the factors influencing the buying decision of 200 respondents for various food products. Country of origin and brand of the products were cross-tabulated against age, gender and income. Results revealed that the considered factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted by the brands.

Jorin (1987) examined changes in spending power and buying habits of Swiss consumers since the beginning of the 20th century and in the more recent past. Current trends include greater emphasis on health and safety of foodstuffs and less attention to price, increased demand for low calorie light products and increased demand for organically grown foods. For young people, more concern with enjoyment and less for health, with more meals eaten away from home, and generally an increased demand for convenience foods. The prospects for high quality branded products are seen to be good

Kumar *et al.* (1987) examined the factors influencing the buying decision of 200 respondents for various food products. Country of origin and brand of the products were cross-tabulated against age, gender and income. Results revealed that the considered factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted by the brands.

Gluckman (1986) studied the factors influencing consumption and preference for wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regards to its sweetness or dryness and the suitability for all tastes. Some of the implicit factors identified through extensive questioning taken as important clues for quality and price were, colour, ornateness, use of foreign language and graphics. Consumers preferred French or German made wines to Spanish or Yugoslavian wines.

Richardson *et al.* (1974) examined the factors influencing the choice of diet. The study revealed that 28.3 per cent of the factors influencing the meat consumption were healthiness, taste, concerns over additives and the trust in the purchase stores. It was also found that the food package labels were an influential source of meat related information.

Iyengar and Jain (1973) used Iyengar and Rao's formulation on the income free parameters of indirect addilog Engel curves to estimate the expected levels of consumption in India during the year 1970-71 and 1975-76, separately for rural and urban sectors. An important conclusion drawn from the exercise was that positive income elasticity did not necessarily imply an increase in demand when income rises. It had been indicated that the urban households would probably shift away from cereals to processed non-cereal items of food as their living standards rose beyond a certain level of affluence. No such tendency was revealed in the case of rural households.

## **Chapter III**

# **MATERIAL AND METHODS**

This chapter presents the procedure of research techniques followed in conducting the study. It gives details of research design, sampling procedure, variables and their empirical measurement, instruments and methods used for collection of data, statistical tests and analytical procedures followed for interpretation of the data.

The contents of this chapter were discussed under the following headings:

- 3.1 Sampling procedure
- 3.2 Items studied under investigation
- 3.3 Statistical analysis

### **3.1 SAMPLING PROCEDURE**

#### **3.1.1 Locale of the study**

Hyderabad is fourth most populous city of India after Mumbai, Delhi and Bangalore (2011 census). The population of Hyderabad is heterogeneous with diverse culture, religion and economic background. This urban conglomeration covers an area of 650 square kilometres with a population of 68.09 lakhs (2011 census). Because of the growing literacy rates, dual income group families, existence of IT firms forming a global connect and multi-culinary delights with dine in culture; it has emerged as one fast growing metro cities of India. Hence, the five major areas of the city i.e. Ameerpet, Banjara Hills, Dilsukh nagar, Madhapur, and Mehdiapatnam provide an ideal setting to study the preference of processed foods in youth segment of metro Hyderabad region was undertaken.

#### **3.1.2 Selection of the study areas**

Five metro regions of Hyderabad which are densely populated were selected for the study. For the convenience of the researchers, these five selected regions were named as R1, R2, R3, R4 and R5. They are represented as follows:

- 1. Ameerpet – R1
- 2. Banjara Hills – R2
- 3. Dilsukh nagar – R3
- 4. Madhapur – R4
- 5. Mehdiapatam – R5

### **3.1.3 Selection of the respondents**

The total samples selected for the study was 500 respondents. In the first phase, five metro regions (R1, R2, R3 R4 and R5) of Hyderabad were selected purposively. In the next phase, a total of 500 sample respondents were selected from these metro regions. Among 100 respondents in each study area, 25 sample respondents (15 male and 10 female) from each age group (AG1, AG2, AG3 and AG4) were selected. Thus, total of 300 male and 200 female of sample consumers representing various age-groups were selected for the study.

### **3.1.4 Classification of the respondents:**

The respondents were classified into different categories based on age and gender.

#### **a. Age - wise**

Out of 100 respondents from each study area, they were again divided into different categories based upon their age and grouped into age groups as A1, A2 A3 and A4. Each age group consists of 25 respondents for each study area. This classification helps the researchers to study the region age-wise.

- A1 age group consists of respondents whose age lies between 16-20 years.
- A2 age group consists of respondents whose age lies between 21-25 years.
- A3 age group consists of respondents whose age lies between 26-30 years.
- A4 age group consists of respondents whose age lies between 31-35 years.

#### **b. Gender**

Out of 25 respondents under each age group of each study area, 15 respondents are chosen to be male & 10 respondents to be female. Gender-wise classification is taken only for sampling purpose for this study.

### **3.1.5 Data collection**

The required data for the study was collected from both primary as well as secondary sources.

### **3.1.5.1 Primary data**

The data required for the study was collected from the sample respondents which constituted the youth segment of agegroup 16 to 35 years, those include college going students, working professionals and household segments from different areas like food store, food courts and quick service restaurants by personal interview method with the help of pre-structured questionnaire.

### **3.1.5.2 Secondary data**

The Secondary data on growth of restaurants, fast food centers, supermarkets and bakeries was collected from records of governments departments, agencies and web sources

## **3.2 ITEMS STUDIED UNDER INVESTIGATION**

### **3.2.1 Age of Respondents**

As the targeted segment is youth, age of the consumer is one of the important variables for the study. The respondents were grouped into four age groups as AG1, AG2, AG3 and AG4. The categories and the specific age difference was already discussed in the earlier part of this chapter.

### **3.2.2 Occupation of Respondents**

A schedule was developed to know the occupation of respondents and they were classified into 4 categories on four point continuum. The respondents were grouped into frequency percentages under four point continuums. This item consists of four statements with four point continuum namely student, employee, house wife/home manager and business.

### **3.2.3 Food Habit of Respondents**

Based on the obtained scores the respondents were grouped into vegetarians and non- vegetarians categories based on class interval method. A schedule was developed to measure the food habit. The respondents were classified into two categories on two point scale. The respondents were grouped into frequency percentages under two point scales.

### **3.2.4 Type of Food Preferred by Respondents**

Based on the scores obtained the respondents preferences were grouped into “Home Food” and “Outdoor Food” categories. A schedule was developed to measure the preference for the type of food. The respondents were classified into two categories on two point scale. The respondents were grouped into frequency percentages under two point scales.

### **3.2.5 Place of Residence of Respondents**

The respondents were grouped into frequency percentages under four point continuum. This item consists of four statements with four point continuum. This item consists of four statements with four point continuum namely home, college hostel, independent/individual room and private hostel.

### **3.2.6 Monthly Personal Income/ Pocket Money**

The monthly personal income/ pocket money of the respondents was obtained in rupees and it was categorized into ten groups based on range of income.

**Table: 3.1 Income ranges of respondents**

<b>S.no</b>	<b>Income range</b>
1	up to 1000
2	1001-5000
3	5001-10000
4	10001-15000
5	15001-20000
6	20001-25000
7	25001-30000
8	30001-35000
9	35001-40000
10	more than 40000

### **3.2.7 Monthly expense on home food meal and outside food meal**

Monthly expense on food meals were obtained in rupees from respondents it was categorized into nine groups for home food meals and fourteen groups for outside food meals based on range of average monthly expense on meals.

**Table: 3.2 Monthly expense ranges on home food meals**

<b>S.no</b>	<b>Expense range (in Rs.)</b>
1	<100
2	100-200
3	200-300
4	300-400
5	400-500
6	500-600
7	600-700
8	700-800
9	800-900

**Table: 3.3 Monthly expense ranges on outside food meals**

<b>S.no</b>	<b>Expense range (in Rs.)</b>
1	<100
2	100-200
3	200-300
4	300-400
5	400-500
6	500-600
7	600-700
8	700-800
9	800-900
10	900-1000
11	1000-2000
12	2000-3000
13	3000-4000
14	4000-5000

### **3.2.8 Consumption frequency**

A schedule was developed to measure monthly consumption frequency of outside food. The respondent's response was classified into three categories i.e. Never, Daily and number of times on three point continuum. Number of times was divided into five frequency ranges i.e. 2-5 times, 5-10 times, 10-15 times, 15-20 times and 20-25 times. The respondents were grouped into frequency percentages under seven point continuums for each age group.

### **3.2.9 Preferred place of consumption**

A schedule was developed to measure preferred place of consumption for three different meals. The respondent's responses were classified in to seven categories i.e. restaurant, tiffin center, fast food center, bakery, café, canteen and food court. The respondents were grouped into frequency percentages under seven point continuums for each age group.

### **3.2.10 Influence for consumption of outside food**

A structured schedule was developed to measure the influencing factors for consumption of outside food. The respondent's response was grouped into eight point scale and percentages were calculated for each age group.

## **3.3 STATISTICAL ANALYSIS**

The collected data was tabulated by using Microsoft excel and is illustrated appropriately to make meaningful inferences. The data was subjected to appropriate statistical techniques.

### **3.3.1 Frequency and Percentages**

The data was subjected to frequencies and percentages are used to know the distribution of the respondents according to selected variables. Frequency was the number of times a variable is repeated. Percentage was used for standardization of size by computing the number of individuals that would be in a given category, if the total number of cases were hundred.

# **CHAPTER IV**

## **RESULTS AND DISCUSSION**

In this chapter an attempt is made to discuss critically the result obtained from the study. The important findings of the study are presented and discussed under the following sections.

- 4.1 Trends in growth of processed food industry
- 4.2 Basic characteristics of the selected respondents
- 4.3 Consumption pattern of processed food
- 4.4 Consumption frequency of processed food
- 4.5 Factors influencing respondents to prefer outside food

### **4.1 TRENDS IN GROWTH OF PROCESSED FOOD INDUSTRY**

This objective has been taken up to analyse the growth rate of processed food sectors i.e. the food industry of India and Andhra Pradesh and its present status pertaining to establishments, revenue and tax structure.

#### **4.1.1 Growth in restaurant industry**

It is difficult to assess the number of restaurants specifically in Hyderabad. They receive their licenses from the local municipal authority, which is mainly a licence from the point of view of health and hygiene. In certain bigger cities, there is also a requirement of a license from the local police for starting the operations. Many of the unorganised outlets may not possess any license from any authority. It is therefore difficult to compile statistics of all the restaurants in Hyderabad. But the best effort in this regard has been made in the government census. Figures available from economic census which was conducted in all cities/union territories except Jammu and Kashmir during 1990, along with the house listing operations of the 1991 population census.

The economic census of 1990 divided hotel and restaurant enterprises in two categories, Own Account Enterprises and Establishments. These are defined for better understanding for the study

**Enterprise:** An enterprise is an undertaking, which is engaged in the production and / or distribution of some goods and / or services meant for the purpose of sale, whether fully or partly. An enterprise may be owned and operated by a single household or by several households jointly or by an institutional body.

**Establishment:** Enterprises which employ at least one hired worker on a fairly regular basis are called establishments.

**Own Account Enterprise (OAE):** An enterprise, which is run usually without the help of any hired worker employed on a fairly regular basis.

**Non-Directory establishment (NDE):** An establishment (i.e., enterprise with at least one hired worker) which employs less than six workers (hired and household - taken together) on a fairly regular basis.

**Directory Establishment (DE):** An establishment which employs six or more workers (hired and household - taken together) on a fairly regular basis.

**Table 4.1 State-wise Geographical Distribution of Hotel and Restaurant Enterprises**

S. No	State/UT	Own Account Enterprises	Establishments	Total
1	Andhra Pradesh	69,979	26,504	96,483
2	Arunachal Pradesh	446	1,029	1,475
3	Assam	12,005	14,713	26,718
4	Bihar	39,822	21,599	61,421
5	Delhi	10,917	10,642	21,559
6	Goa	1,740	1,189	2,929
7	Gujarat	14,759	12,945	27,704
8	Haryana	11,971	5,426	17,397
9	Himachal Pradesh	7,931	3,214	11,145
10	Karnataka	60,093	34,429	94,522
11	Kerala	71,472	27,483	98,955
12	Madhya Pradesh	39,248	24,412	63,660
13	Maharashtra	47,828	52,237	100,065
14	Manipur	2,174	794	2,968

15	Meghalaya	2,222	3,100	5,322
16	Mizoram	1,010	619	1,629
17	Nagaland	589	949	1,538
18	Orissa	34,811	18,007	52,818
19	Punjab	10,006	6,694	16,700
20	Rajasthan	29,426	14,820	44,246
21	Sikkim	261	398	659
22	Tamil Nadu	85,563	36,637	122,200
23	Tripura	4,096	1,254	5,350
24	Uttar Pradesh	73,911	28,760	102,671
25	West Bengal	68,179	26,508	94,687
26	Others	1,719	1,766	3,485
	<b>Total</b>	<b>702,178</b>	<b>376,128</b>	<b>1,078,30</b>

(Source:<http://www.indiastat.com/table/tourism/29/approvedhotels/119/5206/data.aspx>)

In India, the total number of restaurant enterprise are 10,78,306 which is segmented into unorganised and organised segment. The organised segment is dominated by restaurants, both full service and quick service (40%), followed by cafes, pubs, clubs, and bars (31%), take away/home delivery formats (17%), and hotels (9%). The unorganised segment consists of individuals or families selling ready-to-eat food through road side vending, dhabas, food carts, and street stalls. Unorganised segment constitutes 7,02,178 units (65 per cent) and organised segment consists of 26,504 units (35 per cent). In Andhra Pradesh it is 96,483 in which unorganised is 69,979 (72 per cent) and organised is 26,504 (28 per cent)

The chain and licensed standalone industry contribute an estimated Rs. 11,500-11,900 crore in 2013, projected to contribute more than double i.e. Rs. 24,600 to Rs. 25,000 crore by 2018. The government has the opportunity to generate an additional collection of Rs. 17,000 to Rs. 26,000 crore through closer monitoring of tax collection from the unorganized segment (NRAI,2013)

**Figure: 4.1**Organsiedsegmentation of food industry



Source:<http://www.athenainfonomics.in/assets/F&B%20Food%20Service%20in%20India.pdf>

## CHAPTER V

# SUMMARY AND CONCLUSION

### 5.1 Summary

The present study entitled consumer preference of processed foods - a case study on youth segment in metro region of Hyderabad, Andhra Pradesh was undertaken to examine the consumer's(youth segment) perception about processed foods with the following objectives.

1. To study the trend in growth of processed food in Hyderabad region during specified period.
2. To study the consumption pattern of processed food among various age groups of selected youth segments.
3. To evaluate the purchasing frequency of processed food products among selected segments.
4. To study the factors influencing the purchasing behaviour of processed food products among youth.
5. To identify potential of processed foods for the promotion of processing industry.

India is home to a largely youthful population, which is also among the highest contributors in terms of consumption, which makes this segment an important target for food service players. This is why Indian food requirements are growing. Hyderabad is fourth most populous city of India after Mumbai, Delhi and Bangalore (2011 census). The population of Hyderabad is heterogeneous with diverse cultural, religious and economic background. This urban conglomeration covers an area of 650 square kilometres with a population of 68.09 lakhs (2011 census). Because of the growing literacy rates, dual income group families, existence of IT firms forming a global connect and multi-culinary delights with dine in culture; it has emerged as one fast growing metro cities of India. Hence, the five major areas of the city i.e. Ameerpet, Banjara Hills, Dilsukh nagar, Madhapur, and Mehdiapatnam provide an ideal setting to study the preference of processed foods in youth segment of metro Hyderabad region was undertaken.

Hyderabad being a large hub for supermarkets, hypermarkets, fine dining restaurants, fast food centers, cafeteria's etc., explored many ways around in providing

convenience to every individual in both the ways of consuming food at home or outside. Thus, this metro city has potential to give growth for food processing industry.

Hyderabad city in Andhra Pradesh is identified for the study as there is fast growth of processed food industry and food service market in the last decade. The study is conducted on 500 consumers of selected age groups. Primary and secondary data was collected for the study. A suitable questionnaire was designed to collect information from the retailers as well as consumers separately. The data was analysed to fulfil the objectives using appropriate quantitative tools and techniques.

## **5.1.1 MAJOR FINDINGS OF THE STUDY**

### **5.1.1.1 Consumption pattern of processed food**

**Occupation:** Out of total sampled respondents, 54 per cent are students, 26 per cent are employees, 7 per cent are home managers and 12 per cent are business man.

**Residential place:** Out of total sampled respondents, 54 per cent reside at home, 26 per cent reside at college hostel, 7 per cent have rented independent room and 12 per cent reside at private hostel. All respondents except those reside in home have come from different towns and cities for the purpose of education or job and they are not left with any option other than temporarily reside in hostels or private rooms

**Income:** Majority of the respondents from age group 16-20 years have low income as majority of them belong to student category, thus they don't have fixed source of income, and it is subject to their own level. Majority of the respondents in age group of 21-25 years have income level from 1001-5000. This income could be their pocket money or from part time job

**Food Habit:** Out of total sampled respondents, 14 per cent prefer only vegetarian & remaining 86 per cent prefer both vegetarian and non-vegetarian diets.

**Type of food:** Out of total sampled respondents, 75 per cent prefer to consume home cooked food and 25 per cent prefer to consume outside food. Majority of respondents of age group of 25-30 years prefer to have home-made food and for outside food major share is given by age group of 16-20 years. Preference for outside food is because of availability of various food choices in menus of restaurants, canteens, cafeterias etc., combined with changing lifestyles and food habits. The other

reason for those who reside in hostels and independent rooms do not have their choice except to prefer for outside food.

**Expense on home food meals:** Monthly home-made breakfast meal expense do not exceed more than Rs. 600 as respondents prefer to have light breakfast which are mostly south Indian breakfast like idli, dosa, upma, wada etc., with tea, coffee or milk. The maximum monthly expenditure on home lunch meal does not exceed Rs. 800 per month and for dinner meal it does not exceed Rs. 700 per month; because respondents like to consume 3 to 4 food main courses both in their lunch and dinner meals. Thus these two meals have high monthly expense when compared to breakfast meal.

**Expense on outside food meals:** Monthly expense on outside breakfast meal expense does not exceed more than Rs. 600 per month as respondents prefer to have light breakfast in south Indian tiffin centers or Udupi hotels where the menu card have items are priced between Rs. 15 to Rs. 35. The maximum monthly expenditure on outside lunch meal does not exceed Rs. 2000 per month and for dinner meal it does not exceed Rs. 5000 per month, the reason can be depicted that lunch and dinner meals are costlier when compared to breakfast meals and also the respondents who have maximum spending on lunch and dinner meals are mostly working class professionals or businessman as they have large pocket to spend on outside food than the college going students.

#### **5.1.1.2 Consumption frequency of processed food:**

**Consumption frequency of outside food:** Compared to breakfast and lunch meals, a larger percentage of respondents consume outside food for dinner

**Place of consumption:** For breakfast meals, majority of respondents prefer to have breakfast at tiffin centers, as breakfast meal is conveniently available at places like tiffin centers which are also pocket friendly. For lunch and dinner fast food center and food courts are being preferred because they have different cuisines outlets to make out a choice with wide range of menu option

#### **5.1.1.3 Factors influencing the purchasing behaviour of processed food**

**Factors influencing to prefer outside food:** Friends play a major role in opting out outside food because young people go out more frequently and during the meal time

they consume outside food along with their friends. This is followed by food diversity & taste being equal influencing factors. This trend has eating out with friends have positively impacted the food service industry. Specially food courts and fast food centers for dinner and lunch meals and tiffin centers for breakfast meals

## **5.2 CONCLUSIONS:**

Eating out is a common phenomenon in India. Customers tend to go to different types of restaurants. They tend to show a variety seeking behaviour in terms of outlets and variety of food. This has created a large potential. The industry is also growing a rapid rate with some of the formats growing at more than 20% per annum. It characterised by its fragmentation with a large proportion being unorganised. Even the organised sector consists of smaller independent units, very few chains and much less Indian enterprises. Attempts are being made by firms like Dabur, Reliance, Calvin Care and Haldiram to develop chains. The progress is slow and fraught with risks. The following are the major conclusion of the present study.

1. Even though there is availability of home cooked food, consumers prefer to have outside food
2. Food habits of younger generation are creating opportunities for processed food industry especially for food service industry since outside food is preferred for consumption.
3. Frequency of eating out outside food among youth segment is increasing steadily.
4. Both organised and unorganised segments of food service industry have wide range of culinary offering in their menus which is matching up the pockets of youth segments.
5. Some respondents are being completely vegetarian and other are being both vegetarian and non-vegetarian in their food habits.
6. Friends are the most influencing factor to prefer outside food.
7. Average monthly expenditure does not exceed Rs.600 for both home cooked and outside breakfast meals.

8. Unlike the monthly expenditure on breakfast, the lunch and dinner meals expenditure is on higher side i.e. Rs. 5000 for outside food meals
9. On an average frequency for consumption of outside food is 2-5 times a month.
10. Most popular place for consumption of breakfast is the tiffin centers, for lunch it is fast food centers and for dinner it is food courts.

### **5.3 SUGGESTIONS**

The food industry is growing rapidly, especially the food service sector and it is having a positive impact on GDP of nation by its contribution in the form of revenues and taxes. With reference to youth segment, it occupies a major share in population of India. Changing lifestyles and food habits among youth segment is creating immense opportunities for food processing industry.

1. Efforts should be taken up by government to bring all the unorganised food outlets under organised format.
2. Increasing the promotional activities in the form of home delivery and take away formats for convenience of consumers.
3. Experimentation with new formats, themes and menus through the new entrepreneurial ventures.
4. Emphasis should be laid on virtual promotional activities through social media, food websites and mobile applications connecting.
5. Other than franchise and foreign private equity firms, venture capital investments should be made with Indian companies to invest in food business.
6. Hygiene standards need to be followed and maintained at places for food consumption.
7. Healthier food range which would not lead to obesity, heart ailments etc., should be encouraged among youth segment.
8. Low cost diets formats should be brought out to have a wider coverage and suitability to everyone's pockets.

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