CONSUMER ATTITUDE TOWARDS VALUE ADDED FOOD PRODUCTS IN SOLAN DISTRICT OF HIMACHAL PRADESH

Project Report

by

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(H-2021-10-MBA)

submitted to

Dr. YASHWANT SINGH PARMAR UNIVERSITY OF HORTICULTURE & FORESTRY
SOLAN (NAUNI) HP– 173 230 INDIA
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partial fulfilment of the requirements for the degree

of

MASTER OF BUSINESS ADMINISTRATION

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CERTIFICATE-I

This is to certify that the project report titled, "**Consumer Attitude towards Value Added Food Products in Solan District of Himachal Pradesh**", submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the discipline of **Business Management** to Dr. Yashwant Singh Parmar University of Horticulture and Forestry, (Nauni) Solan (HP) - 173 230 is a bonafide project work carried out by **Pushker Bhardwaj (H-2021-10-MBA)** son of Shri Vinod Bhardwaj under my supervision and that no part of this project report has been submitted for any other degree or diploma.

The assistance and help received during the course of this investigation have been fully acknowledged.

Place: Nauni, Solan
Date:

Dr. Piyush Mehta
Major Advisor

CERTIFICATE-II

This is to certify that the project report titled, **"Consumer Attitude towards Value Added Food Products in Solan District of Himachal Pradesh"**, submitted by **Pushker Bhardwaj (H-2021-10-MBA)** son of Shri Vinod Bhardwaj to the Dr. Yashwant Singh Parmar University of Horticulture and Forestry, (Nauni) Solan (HP)–173 230 India in partial fulfilment of the requirements for the degree of **Master of Business Administration** in the discipline of **Business Management** has been approved by the Advisory Committee after an oral examination of the student in collaboration with an External Examiner.

21/08/2023

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"No scientific endeavor is a result of an individual's efforts. And so comes the time to look back on the path traversed during this endeavor and to remember the faces and spirits with sense of gratitude"

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Place: Nauni, Solan
Date: **(Pushker Bhardwaj)**

CONTENTS

LIST OF ABBREVIATIONS

%	**:** Percentage
&	**:** and
₹	**:** Rupee
et al.	**:** et *alli* (co-workers)
i.e.	**:** that is
CoV	**:** Coefficient of Variance
CV	**:** Consumer Value
SD	**:** Standard Deviation
TSG	**:** Traditional Specialty Products
TWS	**:** Total Weighted Score
UK	**:** United Kingdom
WTP	**:** Willingness to Pay

LIST OF TABLES

Chapter-1

INTRODUCTION

In the 21st century, India has undergone significant developments, including notable changes in shopping trends and consumer preferences. One prominent shift has been observed in the increased popularity and acceptance of packaged, healthy food and wellness products, leading to a surge in demand for sustainable food choices like value added food. This transformation is driven by rising nutrition concerns and the evolving lifestyles of Indian consumers. Additionally, the changing lifestyle patterns, characterized by urbanization and busy schedules, have led consumers to prioritize their health and opt for convenient yet nourishing food options. The availability and accessibility of value food products have also played a crucial role in their growing popularity. The shift towards value added food reflects a larger trend of conscious and sustainable consumption, where consumers are mindful of their health and the environment (Ghai, 2020). The food sector in India has undergone considerable changes in recent years, owing to shifting consumer preferences, increased urbanization, and changing lifestyles. Food items that have been processed, enhanced, or packaged to provide additional value and benefits to consumers beyond its original form are referred to as value-added food products. These items frequently have improved taste, a longer shelf life, increased nutritional content, convenience, or ease of ingestion. Cooking, mixing, blending, fortification, preservation, packing, and other techniques can all be used to enhance value. Value-added food items have arisen as a critical segment in this environment, catering to the increased need for convenient, innovative, and nutritionally enriched food options. These items are processed, upgraded, or packaged to provide consumers with added value and benefits such as extended shelf life, greater taste, increased nutritional content, or convenience of consumption. Recent years have seen a rise in the importance of customer perceptions of value-added goods as consumers look for healthier and more sustainable food alternatives (Kaptan and Kayısoglu, 2015).

Value-added items manufactured from fruits include juices, jams, sauces, and snacks. These processed goods are referred to as value-added products. Processed fruits and vegetables include canned, frozen, dried, and juiced options, as well as pickles, sauces, and jams. Dairy products are another category, with flavored yogurts, cheese spreads, fortified milk, and probiotic dairy products. Bakery and confectionery products offer flavored bread, cakes, pastries, cookies, biscuits, chocolates, and confectionery items with added flavors or nutritional enhancements. Ready-to-eat meals and snacks provide convenience with frozen meals, microwaveable snacks, instant noodles, and pre-packaged sandwiches. Functional foods are fortified or enriched with additional nutrients, vitamins, minerals, or functional ingredients, such as fortified cereals, energy bars, protein shakes, and beverages with added antioxidants or probiotics. The increasing popularity of value-added food products is driven by factors like changing lifestyles, busy schedules, urbanization, and the desire for convenient yet nutritious options. Consumers seek enhanced taste, longer shelf life, improved convenience, and added health benefits, leading to a wider range of choices in the market (Srinivasan and Nirmala, 2014).

Consumer perception plays a significant role in shaping consumer attitudes and behavior towards value-added food products. Consumers form perceptions based on various factors, including the quality of the products, their health benefits, convenience, and value for money, brand reputation, sustainability practices, and packaging and communication strategies. The perceived quality of value-added food products, including factors like taste, freshness, texture, and packaging, influences consumer satisfaction and repeat purchases. Health-conscious consumers seek products that offer added nutritional benefits, natural ingredients, and functional properties. Consumer behavior encompasses the "what-where-why-when and how" of the acquisition and knowledge process. It plays a crucial role in the success or failure of selling, as it relies on understanding consumer patterns and reactions exhibited by individuals and groups. However, truly comprehending consumer behavior and gaining insight into the "knowing" of consumers is not a straightforward task. Consumers often express one thing but act differently, leading to inconsistencies between their words and actions (Yuvarani, 2013).

Their inner motivations may not be fully transparent to them, and external influences can sway their decisions at the last moment. In light of these challenges, it becomes evident that grasping the intricacies of consumer behavior is essential. In contemporary marketing concepts, the significance of understanding consumer behavior is emphasized. By delving into consumer behavior and studying their preferences, motivations, and purchasing habits, marketers can gain valuable insights. This understanding enables them to tailor their strategies, products, and communication approaches to effectively meet consumer expectations, ultimately leading to successful outcomes. Convenience is another important aspect, with consumers favoring value-added products that are easy to prepare or ready-to-eat. The perceived value for money, comparing the price with the benefits and quality, also shapes consumer choices. Brand reputation and trust play a role, as consumers are more likely to prefer products from well-established and reputable brands. Increasingly, sustainability is a factor influencing perception, with consumers considering the environmental and social impact of the products they consume (Gupta and Jain, 2014).

Packaging and communication strategies also contribute to consumer perception, as clear and informative packaging, appealing design, and accurate product information influence consumer attitudes. Understanding and aligning with consumer perceptions is crucial for food producers and marketers to effectively position and promote value-added food products, meet consumer expectations, and build strong brand relationships. Marketing and advertising can also have an impact on consumer attitudes towards value-added products. Businesses that promote these products as healthier, more environmentally friendly, and tastier than conventional products are more likely to draw customers. Businesses that provide a variety of flavours and packaging options are also more likely to succeed (Wikstrom et al. 2019).

Northern India has the hilly state of Himachal Pradesh. The state is renowned for its unique culture and beautiful beauty. It is renowned for its abundant agricultural products, especially apples and other fruits. The Solan district of Himachal Pradesh is known for its agricultural richness and diverse food culture. The region has witnessed substantial growth in the production and consumption of value-added food products. However, despite their increasing availability and popularity, the attitudes and perceptions of consumers towards these products remain relatively unexplored. Understanding consumer attitudes towards value-added food products in Solan district is essential for food producers, marketers, policymakers, and other stakeholders to effectively meet consumer demands, develop appropriate marketing strategies, and drive further growth in the industry (Kumari, 2022).

Need of the study

The study of "Consumer Attitude towards Value Added Food Products in Solan District of Himachal Pradesh" is necessary due to the following reasons. Firstly, limited research exists on consumer attitudes specifically in Solan District, creating a knowledge gap. Secondly, the local context of Solan District may have unique factors influencing consumer attitudes towards value-added food products. Thirdly, understanding consumer preferences in this growing market helps businesses make informed decisions for product development and marketing strategies. Fourthly, the research contributes to promoting healthier food options and improving consumer well-being. Overall, this study provides valuable insights for businesses, researchers, and policymakers, benefiting the food industry and consumer health in the region.

Objectives of the study

The present study was conducted with the following objectives:

- To study the consumer awareness for Value-Added food Products in the research area.
- To examine the factors affecting the buying behaviour of consumer for Value-Added Food Products.
- To analyze the relationship of consumer attitude towards Value-Added Food Products in reference to demographic variables.

REVIEW OF LITERATURE

A literature review is a collection of data from your chosen topic of inquiry that you have assembled and summarized in your own words. The literature review includes research papers, academic publications, journals, and other materials relevant to a given topic of study. To obtain research articles for the review, a thorough search for Indian research papers was undertaken using the available databases, including Elsevier, Indian Journal, J-Gate, JSTOR, and Google Scholars. These are the few research on the risk and return associated with various mutual fund plans.

Giraud (2002) formerly overlooked, common food items now encourage a greater engagement of an expanding number of farmers and appear to be in line with customer expectations. This article's two primary goals are to first analyse how consumers perceive common food products and then to highlight some methodological findings using a consumer survey technique. The commercial development of common food products is the main topic of the conclusion.

Tsakiridou et al. (2007) examined the consumer attitudes and behavior towards certified quality food products, specifically organic and traditional specialty guaranteed (TSG) products. The study emphasizes the importance of effective communication with consumers to understand their perceptions and needs. A survey of Greek consumers in Thessaloniki reveals a high level of awareness and knowledge about organic and TSG products, with a majority of consumers purchasing these items. Sociodemographic factors like gender and age influence consumers' willingness to pay a premium for organic products, while attributes such as nutrition and freshness impact their willingness to pay for TSG products. These findings have implications for food policy makers and marketers, emphasizing the need for effective marketing strategies to increase demand for certified quality food products.

Mergenthaler et al. (2009) developing nations food systems are presently experiencing a significant shift towards high-value goods. To steer this shift, appropriate policies are required, which assume thorough knowledge of consumer preferences. Using contingent valuation approaches and a mediation framework for two particular cases, we examine how consumers in urban regions of Vietnam value certain vegetable qualities. Customers are prepared to pay an average price premium of 60 per cent for chemical-free Chinese mustard and of 19 per cent for other potato convenience features. The desire to pay is positively impacted by income levels and the media, which is partially mediated through consumer views.

Hughes (2009) evaluated the company is small or large, the first step in effective product diversification involves an in-depth understanding of the drivers of customer purchase and consumption behaviour in the increasingly competitive European and worldwide markets. These are fundamentally important from a commercial standpoint for any company's marketing plan. However, a startlingly large proportion of companies in the food and beverage sector have very little knowledge about the people who use and purchase their goods. Consumers and citizens will be much more "front and centre" in the 21st century than they were in the preceding 50 years of production-driven agriculture and food policy.

Yun and Pysarchik (2010) The acceptance of new food products by Indian consumers is influenced by a number of attitudinal and product characteristic elements, which multinational corporations must precisely identify in response to the rising interest in Indian markets in general and food markets in particular. We investigated the impact of product familiarity on value-based product purchase choices and intentions using integrated decision utility theories. The findings show that familiarity effects anticipated value, perceived value, and buying intentions; only expected value affects purchase intentions. The ramifications for marketing are also covered.

Perrea et al. (2010) The current work intends to investigate the variety and type of "values" and "costs" in constructing total Consumer Value using a qualitative research technique. Results indicate that functional (i.e., economic) value and "performance" are the most crucial cost and value variables that characterise CV perceptions. In addition, certain disparities show up when CV perceptions are connected to participant attitudes towards technology advancement. Overall, the results are consistent with the idea that CV perceptions in the context of food produced using emerging processing technologies can be successfully analysed using a multidimensional conceptualization, where CV is seen as the result of a trade-off among several 'competing' value and cost dimensions.

Shaharudin et al. (2010) pinpointed perceived value as it relates to customers purchasing intentions in Malaysia. Only perceived value and health consciousness, according to the study's findings, and consumer purchase intention were shown to be impacted by the other three elements. The outcome has some resemblance to other research where perceived value was discovered to have a substantial influence on consumers' propensity to buy organic food items. Due to the possibility that these phenomena vary from one nation to another, this study hopes to educate academics as well as industry participants about the elements that affect Malaysian consumers' buy intentions for organic food items.

Wang (2010) investigates the relationship between brand development and product value. This study looks into the connections between brand preference, perceived snack food product value, and purchase intention. The results demonstrate brand preference's considerably beneficial impacts on purchase intention as well as its role as a mediator between numerous perceptions of product value and buy intention. The results also show that different value perceptions of snack foods, such as functional-price/value for the money and performance/quality, emotional value, and social value, are significant in the development of brand preference, but only functional-price/value for the money and emotional value directly relate to purchase intention.

Annunziata and Scarpato (2014) examined the variables influencing customers perceptions of food items with sustainable characteristics. An outline of the theoretical underpinnings of sustainable consumption is presented in the first section. The findings of an empirical analysis using a sample of 300 customers is then provided in order to evaluate the factors influencing consumer attitudes towards food goods with sustainable features, such as Organic, Fair Trade, and standard products. The findings in this research are useful for both manufacturers developing marketing strategies and public organisations developing educational and informational campaigns to encourage sustainable consumption.

Basha et al. (2015) This study focuses on the increasing awareness of consumers about the harmful effects of chemicals in food and the growing trend towards purchasing organic food. It aims to identify the factors that motivate consumers to choose organic food. The study finds that environmental concern, health concern and lifestyle, product quality, and subjective norms significantly influence consumers' purchase intention towards organic foods. The most commonly stated motives for buying organic foods are the quality of products, environmental concerns, health concerns, and lifestyle preferences.

Cacciolatti et al. (2015) assesses how customers individual traits and beliefs affect their purchasing decisions and offers a better understanding of their function in the growth of speciality food markets. The background was the Mediterranean food market in the UK, with a concentration on Greek feta in particular. A study of 273 UK consumers of speciality foods was conducted online. The results show that product knowledge, place of origin, perceived transactional value, customers' life stage, and available income are 5 important factors influencing decision making . The management ramifications for small and medium-sized businesses stem from the requirement to generate and provide value to customers by basing production choices on their understanding rather than their requirements.

Rihn and Yue (2016) determine how consumers' willingness to pay for processed goods (apple juice and salad mix) is influenced by extrinsic signals, especially the manufacturing technique, origin, and nutritional content claim labels. An experimental auction and eye-tracking analysis were used to gather data. We discovered that consumers would pay more for apple juice that was grown nearby or within the country. Additionally, the findings imply that consumers pay more attention to visual cues for crucial product characteristics that either favourably or unfavourably affect their WTP bids. Labels and in-store advertising can be used by supply chain participants to highlight key product characteristics, providing customers with more information and influencing their food choices.

Bhatt et al. (2018) determined if consumers make distinctions between conventional and organic foods, Study 1 compared descriptions for value-added surplus goods to those for conventional and organic foods. In Study 2, nine labels for value-added surplus items were subjected to consumer preference testing. Study 3 looked at how customer views of these value-added meals might alter depending on whether the advantages were for oneself or others. Collectively, these findings point to a high likelihood that these foods will establish themselves as a new class of foods that are separate from both conventional and organic foods.

Nazzaro et al. (2019) examined customer acceptance of product innovation in the agri-food industry and identify consumer traits that can promote consumer acceptance of food innovation. A convenient sample of 443 Italian customers was given a web-based structured questionnaire to complete in order to conduct the study. The study depends on customers' willingness to pay (WTP) to determine whether or not they will embrace an innovative product. The study's results clearly demonstrate that consumers are open to product innovation. Consumers' WTP for the novel product was, in fact, far greater than for the conventional one.

Lathiya et al. (2020) examined an effort to comprehend many elements of customer choice and behaviour while purchasing branded and unbranded value-added agricultural food items. 120 respondents from Navsari city provided information for this study using a semi-structured questionnaire approach for a few selected value-added agricultural items. The study's findings showed that some respondents gave higher preference to branded split pigeon pea and basmati rice, whereas some respondents gave more preference to unbranded food items like sugar and turmeric powder. The top three factors that consumers use to decide whether to buy branded goods are quality, taste, and perceived nutritional value. Comparatively to other income groups, the lower income group was shown to choose unbranded goods. The top three factors for choosing unbranded items were determined to be convenience, cost savings, and habit.

Pawlak and Wroblewska (2022) focused on consumer opinions and behaviors towards organic fruit and vegetables in the Polish market, which is gaining popularity due to its alignment with sustainable development and the European Green Deal. The research, based on a sample of 534 respondents, aims to understand factors influencing the purchase and consumption of organic products. Half of the respondents reported purchasing organic fruit and vegetables, with a quarter doing so regularly. Specialized organic food stores were the preferred choice for purchasing these products. Consumers perceived organic produce as rich in nutrients, healthy, safe, and environmentally friendly. The study highlights that increased availability and reduced prices are significant factors influencing the market's growth. Promotional campaigns emphasizing the values and health impact of organic food also play a role in consumer decisions.

MATERIALS AND METHODS

Research is a scientific and systematic search for relevant information regarding a particular topic. Methods of science assist in describing the methods used in the analysis. This describes the various aspects of the purpose of analysis and work and the collection of methodologies followed for achieving those objectives. This is a synthesized attempt to develop fresh awareness.

The following methodology has been applied to meet objectives of the research.

Research Design

In order to collect the requisite data for the concerned research project, Distt Solan Himachal Pradesh, India has been purposively chosen.

Sample Unit

Consumers using Value added food products in Solan District of Himachal Pradesh.

Sample Size

It is the number of observations used for calculating estimates of given population. The sample size of 120 respondents were taken for the study. A multistage random sampling design was applied for drawing the requisite sample size for the concerned research study.

Selection of Sample

1. At the first stage of sampling, one district from the State was selected purposely.
2. At the second stage of sampling, one block from selected district was selected randomly.
3. At the third stage of sampling, value added food products consumer respondents from the selected block were selected as per convenient sampling.
4. At the final stage, a sample size of 120 respondents were constituted.

Data Collection

Data collection: The study was conducted at District Solan of Himachal Pradesh regarding the attitude of consumers towards value added food products. A Convenience sampling technique was adopted for the selection of the respondents. Both primary and secondary data were used in the study.

Primary data were collected through personal surveys of selected households by using pretested schedules. Primary data were supplemented through secondary information collected from the respondents. Solan district was visited to collect information regarding the specific objectives that is being covered in the study.

Analytical tool and techniques

Appropriate and suitable analytical and statistical tools has been used as per the objectives of the research and availability of data, based on the nature and extent of availability of data, mathematical and statistical tools, such as percentage & tabular analysis were used.

Tabular Analysis

The data was analyzed through simple tabular analysis. Simple averages and percentages were used for data analysis. Simple tabular analysis were used to examine the gender, age, income status, marital status and occupational status of the respondents.

Percentage Method

This method is used to identify the dominating attribute associated with the response by the respondents. To find out the percentage, individual frequency was divided by the sum of frequency and multiplied with 100.

Percentage =X/Y*100

Where: X = Individual frequency; Y = Sum of frequencies

Arithmetic Mean

Of various claims the numerical mean was used to test the survey respondent's view on a 3-point and 5-point scale. This method allows researcher to draw specific inferences from the respondents' collected answers. The arithmetic mean was calculated by assigning the qualitative statements to the numeric values. For these qualitative responses, these values have been assigned as one for strong disagreement, two for disagreement, three for neutral, four for agreement and five for strong agreement and three for high, two for moderate, one for low. The Arithmetic mean formula used is.

$X = \frac{\sum X}{N}$; Where X=Arithmetic mean

$\sum X$ = Sum of the values of the variables; N= Number of Observation

Standard Deviation:

The standard deviation is a gauge of how far apart from the mean a set of data is. The bigger the standard deviation and the farther a value deviates from its mean, the more variability or dispersion there is. It represents a distribution's absolute variability.

SD = $\sqrt{}$ (x_i-μ) ²/N

Where, x_i = value of i^{th} item in a particular series

μ = Mean of the series

N = Total number of items

Coefficient of Variance

Among the relative measures of dispersion, the coefficient of variance is one. The ratio of the standard deviation to the mean is used to express it. The coefficient of variation, which has no dimensions, is frequently expressed as a percentage. It is useful to compare two data sets based on the level of variation.

CV= SD/Mean*100

Total Weighted Score Method

Maximum Weighted Rating system is a process of assigning various weights according to their significance and multiplying the values of the elements (X) by the weights (w) as given. So apply scores to get the cumulative weights of all products and the highest score will get the first rank and the lowest rank has been the one that gets the lowest rating.

Limitations of the Study

Since the data were collected by survey method; the inherent lacunae with this type of enquiry have crept into the study, even though the estimates were provided by the recall memory on account of the perception for the usage of Value added food products among consumers. Since efforts have been made to elicit accurate and reliable information as far as possible by cross questioning; the degree of discrepancy if any would be negligible as the estimates presented are in averages.

It may however, recognized that the finding of the study need not be generalized beyond the boundaries of the area under investigation and applicable to such other areas having similar attitude for value added food products among consumers.

Chapter-4

RESULTS AND DISCUSSION

In this chapter, gives brief inside in to the result of the study. The findings have been given based on the data analyzed using appropriate statistical tools based on the objectives of the study and the result are interpreted under the following sub headings.

4.1 Gender Status

Table 4.1 Gender Status of the Respondents

Gender Status	No. of Respondents	Frequency (%)
Male	72	60.00
Female	48	40.00
Total	120	100.00

(Field Survey: 2023)

The table illustrates the distribution of respondents based on their gender status. Out of 120 respondents, 72 (60 percent) are male, and 48 (40 percent) are female. The data indicates a higher representation of males among the respondents, comprising 60 per cent of the total, while females account for 40 per cent. The noted gender distribution insight has been able to provide a significant understanding of the sample composition in the given study and have been able to derive the potential impact on decision-making processes among the respondents.

4.2 Age Status

Table 4.2: Age Status of the Respondents (in years)

Age Status (in years)	No. of Respondents	Frequency (%)
18-25	32	26.67
26-35	27	22.50
36-45	14	11.67
46-55	23	19.17
Above55	24	20.00
Total	120	100.00

(Field Survey: 2023)

The table 4.2 indicate 26.67 percent of respondents were from the age group of 18-25 years, 22.50 percent of respondents were from age group of 26-35 years. 11.67 percent of respondents were from age group of 36-45 years. 19.17 percent of respondents were from age group of 36-45 years. 20.00 percent of respondents were from age group of above 55 years. Most of respondents were of age group 18- 25 years. Because most productive age group belongs to 18-25 group and it includes teenagers, adults who have higher energy level for performing work. They generally prefer to do a lot of work as they can perform much work as compare to other age groups. They have better physical and mental health. Increases sense of worth and self-esteem. Increases optimism, positivity and enjoyment of life.

4.3 Family Size

Table 4.3: Family size status of the Respondents

Family Size Status	No. of Respondents	Frequency (%)
Single	5	4.17
2-3 Members	33	27.50
4-5 Members	65	54.16
6 or more	17	14.17
Total	120	100.00

(Field Survey: 2023)

The table 4.3 presents data on family sizes and their corresponding frequencies based on respondents' status. It includes four categories: Single, 2-3 Members, 4-5 Members, and 6 or more. Out of the 120 respondents, 5 individuals (4.17 percent) are single, 33 (27.50 percent) belong to families with 2-3 members, 65 (54.17 percent) have families with 4-5 members, and 17 (14.17 percent) respondents come from families with 6 or more members. The table provides an overview of the distribution of family sizes among the respondents, highlighting the prevalence of medium-sized families (4-5 members) in the sample.

4.4 Marital Status

Table 4.4: Marital status of the Respondents

Marital status	No. of Respondents	Frequency (%)
Married	73	60.83
Unmarried	47	39.17
Total	120	100.00

(Field Survey: 2023)

The table 4.4 illustrates that 60.83 percent are married and 39.17 percent are unmarried. The graph indicates the distribution of marital status among adults, comparing the percentage of married individuals to the percentage of unmarried individuals. The purpose of this graph is to provide an overview of the marital status distribution within surveyed population and to visualize the relative proportion of married and unmarried individuals.

4.5 Occupational Status

Table 4.5: Occupational status of the Respondents

Occupation status	No. of Respondents	Frequency (%)
Student	17	14.17
Employed	35	29.16
Homemaker	26	21.67
Unemployed	31	25.83
Other	11	9.17
Total	120	100.00

(Field Survey: 2023)

The table 4.5 illustrates the occupational status of the respondents surveyed. It provides insights into the distribution of different occupational categories within the sample population. In which we have observed the there's 14.17 per cent were students, 29.17 per cent were employed, 21.67 per cent were homemaker, unemployed were 25.83per cent and other were 9.17 per cent. This information can be useful for analyzing workforce demographics, identifying employment trends, and tailoring strategies and policies accordingly.

4.6 Education Qualification Status

Table 4.6: Educational status of respondents

Educational Qualification	No of Respondents	Frequency (%)
Matric	31	25.83
Higher Secondary	48	40.00
Graduation	28	23.34
Post-Graduation	13	10.83
Total	120	100.00

(Field Survey: 2023)

The table 4.6 show that education is another important factor which influences the business ideas and knowledge about products and consumer too. The graph illustrates that 25.83 per cent of Consumer have done metric, where 40.00per cent are higher secondary and 23.33 per cent are graduated and the least 10.83 per cent are post graduated. This shows that most of the consumers were generally higher levels of education. Overall, the graph suggests a positive trend in educational attainment, with a larger proportion of individual having completed higher levels of education. This could indicate a well- developed educational system, increased access to higher education.

4.7 Income Status

Table 4.7: Income status of respondents (Rs. per month)

Income Status	No of Respondents	Frequency (%)
Below ₹10,000	27	22.50
₹10,000-₹25,000	58	48.33
Above ₹25000	35	29.17
Total	120	100.00

(Field Survey: 2023)

The table 4.7 provides a description of the income of the respondents. The data is categorized into three categories based on income: Below ₹10,000 , ₹10,000 - ₹25,000 and Above ₹25,000. From the table description, it is stated that most of the respondents fall into category of "₹10,000 - ₹25,000," indicating that the majority of respondents have income exceeding ₹10,000. However, the respondents of Above ₹25,000 are 29.17 per cent, and Below ₹10,000 are 22.50 per cent, where ₹10,000 - ₹25,000 are 48.33 per cent.

4.8 Mode of Purchase

Table 4.8: Mode of Purchase preferred by respondents

Mode of Purchase	No. of Respondents	Frequency (%)
Online	13	10.83
Offline	107	89.17
Total	120	100.00

(Field Survey: 2023)

The table 4.8 presents the mode of purchase status of the respondents surveyed, emphasizing the proportion of respondents who prefer offline purchases over online purchases in which online were 10.83 per cent and offline were 89.17 per cent. Online shopping has gained traction in recent years, offline channels still dominate consumer preferences within surveyed population.

4.9 Usage of Value-Added Products

Table 4.9: Usage of Value-Added Products

Value Added Food Products	Frequency of Usage			TWS	Rank	Mean	Standard Deviation	Cofficient of Variance
	Daily (3)	Seldomly (2)	Rarely (1)					
Jam	6	50	64	182	VI	1.52	0.59	38.9
Pickle	4	54	62	182	VI	1.52	0.57	37.6
Chutney	41	49	30	251	III	2.09	0.77	36.8
Squash	12	61	47	205	IV	1.71	0.64	37.5
Cider	1	12	107	134	VIII	1.12	0.35	31.3
Vinegar	5	44	71	174	VII	1.45	0.58	40
Energy Drinks/Juices	51	36	33	258	II	2.15	0.82	38.1
Breakfast Cereals	49	45	26	263	**I**	2.19	0.77	35.1
Others	21	39	60	201#	V	1.68	0.76	45.4

*#: 21*3+39*2+60*1=201; TWS-Total weighted Score.* (Field Survey: 2023)

Table 4.9 is illustrating the awareness of sample respondents upon the given set of components comprised the usage of various value-added food products. It was analyzed with the help of TWS method, which illustrated that the respondents had larger inclination over the component named as Breakfast Cereals (TWS: 263) and closely followed by Energy Drinks/ Juices (TWS: 258), which indicate that these component are largely consumed by the te consumers on daily purposes. However, the components having the least TWS score, i.e. Cider (TWS: 134) and followed by Vinegar (TWS: 174) were inclined to be less consumed among the consumers on daily purposes.

Further the table has also indicated the analysis based on the Mean score, Standard Deviation and Coefficient of Variance as well, which clearly inclined that the component named as Breakfast Cereals were observed with the maximum Mean score (2.19), along with the Standard Deviation (0.82) and has the least CoV score (38.1). Thus indicating that the sample respondents had the uniformity over this component and preferred to be largely used by the consumers.

4.10 Awareness for Value-Added Food Products

Table 4.10: Awareness for Value-Added Food Products

Statements	SD (1)	D (2)	N (3)	A (4)	SA (5)	TWS	Rank	Mean	Standard Deviation	Cofficient of Variance
Additional Benefits	9	10	22	47	32	443	III	3.69	1.17	31.7
Familiar	4	16	10	53	37	463#	**I**	3.86	1.10	28.6
Information	18	28	24	32	18	364	VII	3.03	1.31	43.2
Worth	12	16	34	47	11	389	VI	3.24	1.12	34.4
Healthier	8	47	24	33	8	346	IX	2.88	1.09	37.9
Taste and Flavor	11	14	17	36	42	444	II	3.70	1.31	35.3
Claims	32	38	8	28	14	314	X	2.62	1.40	53.4
Willing to pay a premium	22	17	11	43	27	396	IV	3.30	1.44	43.5
Packaging and labeling	17	23	22	26	32	393	V	3.28	1.41	43.0
Trend	21	32	13	33	21	361	VIII	3.01	1.40	46.5

#: *4*5+16*4+10*3+53*2+37*1=463; TWS-Total weighted Score* (Field Survey: 2023)

The table 4.10 presents data on consumer awareness regarding various statements related to value-added food products, along with their mean scores and standard deviations.

Familiarity and taste/flavor statements have the highest mean scores (3.86 and 3.70), indicating strong consumer awareness. Additional benefits, worth, and willingness to pay a premium also show moderate levels of awareness. Information, claims, packaging and labeling, and trend statements have lower mean scores, indicating comparatively lower consumer awareness.

Healthier statement exhibits the lowest mean score, indicating less awareness among consumers.

Standard deviations indicate variability in responses, with familiarity and taste/flavor statements showing more consistency, while other statements display greater variability.

In summary, consumers display high awareness of familiarity and taste/flavor, while awareness is relatively lower for information, claims, packaging and labeling, trend, and healthier aspects of value-added food products. The provided standard deviations highlight the variability in consumer awareness across the different statements.

4.11 Factors affecting buying behaviour

Table 4.11: Factors affecting buying behaviour for Value-Added Food Products

Statements	**SD (1)**	**D (2)**	**N (3)**	**A (4)**	**SA (5)**	**TWS**	**Rank**	**Mean**	**Standard Deviation**	**Cofficient of Variance**
Price	6	10	29	53	22	435	V	3.63	1.04	28.6
Quality and Taste	5	18	16	39	42	455	II	3.79	1.19	31.5
Health Benefits and Nutritional Value	12	14	16	28	50	450	III	3.75	1.37	36.5
Product Reviews and Recommendations	14	16	58	18	14	362	VIII	3.02	1.11	36.7
Availability and Convenience	17	12	13	32	46	438	IV	3.65	1.44	39.3
Prefer established Brands	14	8	28	43	27	421	VI	3.51	1.24	35.4
Ingredients and Production Methods	12	39	31	18	20	355	IX	2.96	1.24	41.8
Packaging and Labeling	8	16	44	39	13	393	VII	3.28	1.05	31.9
Brand Reputation	14	48	33	13	12	321	X	2.68	1.13	42.3
Better Value for Money	3	18	8	36	55	482#	**I**	4.02	1.17	29.1

#: *3*5+18*4+8*3+36*2+55*1=482; TWS-Total weighted Score* (Field Survey: 2023)

The table 4.11 shows data on factors influencing consumer buying behavior for value-added food products, including mean scores and standard deviations.

Better value for money has the highest mean score (4.02), indicating its strong influence on consumer buying behavior. Quality and taste, health benefits and nutritional value, and availability and convenience also have high mean scores, suggesting their significant impact on consumer decisions. Product reviews and recommendations, packaging and labeling, and prefer established brands show moderate mean scores, indicating moderate influence. Ingredients and production methods, brand reputation, and price have lower mean scores, suggesting comparatively lower impact on consumer behavior. Standard deviations reflect variability in responses, with availability and convenience, prefer established brands, and ingredients and production methods displaying higher variability.

In summary, factors like better value for money, quality and taste, health benefits and nutritional value, and availability and convenience greatly influence consumer buying behavior for value-added food products. Businesses can consider these factors to align their offerings with consumer preferences and enhance their appeal in the market.

4.12 Relationship of Consumer attitude towards Value-Added Food Products in reference to Demographic Variables

The table 4.12 explores the relationship between consumer attitudes towards value-added food products and demographic variables.

Consumers show a positive attitude towards recommendations from friends, family or online reviews (TWS: 450, mean score: 3.75) and Closely followed by a wider variety of flavor (TWS: 442, mean score: 3.68). However, the components having the least TWS score, i.e. Packaging and labeling (TWS: 293, mean score: 2.44) and followed by Ingredients, production methods and certifications (TWS: 334, mean score: 2.78). The data suggests that consumers value factors related to flavor variety, recommendations, sustainability, and organic/natural labeling.

In summary, consumers show a positive attitude towards value-added food products that offer a wider flavor variety, have positive recommendations, support sustainability, and are labeled as organic or made with natural ingredients. Convenience in meal preparation and better quality and taste also hold importance. These insights can guide businesses in catering to consumer preferences and demographics.

Table 4.12: Relationship of consumer attitude towards Value-Added Food Products in reference to Demographic variables

Statements	SD (1)	D (2)	N (3)	A (4)	SA (5)	TWS	Rank	Mean	S D	C V
Offer added convenience and save me time in meal preparation	7	33	47	24	9	355	VIII	2.96	1.01	34.0
Wider variety of flavor	5	18	16	52	29	442	II	3.68	1.12	30.5
Nutritional benefits	12	31	39	22	16	359	VI	2.99	1.18	39.3
Gluten-free or vegan options	18	24	37	26	15	356	VII	2.97	1.24	41.7
Locally Sourced or support sustainable practices	9	17	11	56	27	435	III	3.63	1.20	33.0
Packaging and labeling	29	46	19	15	11	293	X	2.44	1.24	50.9
Ingredients, production methods and certifications	19	32	36	22	11	334	IX	2.78	1.19	42.7
Recommendations from friends, family or online reviews	10	15	8	49	38	450[#]	**I**	3.75	1.26	33.6
Better Quality and taste	9	28	28	39	16	385	V	3.21	1.17	36.3
Labeled as organic or made with natural ingredients	6	24	34	31	25	405	IV	3.38	1.17	34.6

[#]*: 10*5+15*4+8*3+49*2+38*1=450; SD-Standard Deviation; CV- Coefficient of Variance, TWS-Total weighted Score* (Field Survey: 2023)

Chapter-5

SUMMARY AND CONCLUSIONS

The respondents were categorized based on gender and age. The study found that 60 per cent of the respondents were male, while 40 per cent were female. Regarding age, the majority of respondents (26.67 per cent) fell within the 18-25 years bracket, followed by 22.50 per cent in the 26-35 years group, 11.67 per cent in the 36-45 years group, 19.17 per cent in the 46-55 years group, and 20.00 per cent above the age of 55.

The respondents' family status indicated that 4.17 per cent were single, 27.50 per cent had 2-3 members, 54.17 per cent had 4-5 members, and 14.17 per cent had 6 or more members. In terms of marital status, the majority of respondents (60.83 per cent) were married, while 39.17 per cent were unmarried. Occupation status revealed that 14.17 per cent were students, 29.17 per cent were employed, 21.67 per cent were homemakers, 25.83 per cent were unemployed, and 9.17 per cent belonged to other occupations. The education status showed that 25.83 per cent were matriculate, 40.00 per cent were higher secondary, 23.33 per cent were graduates, and 10.83 per cent were postgraduates. Regarding income, 22.50 per cent of respondents had below ₹10,000 per month, 48.33 per cent had ₹10,000-₹25,000 per month, and 29.17 per cent had above ₹25,000 per month.

The mode of purchase preferred by respondents revealed that 10.83 per cent bought online, while 89.17 per cent made offline purchases. Additionally, the table provided insights into the frequency of usage for different value-added food products among the surveyed population. Breakfast cereals and energy drinks/juices were the most commonly consumed items, whereas cider, vinegar, jam, and pickle were used less frequently. These findings shed light on consumer preferences and consumption patterns, while also indicating the level of consumer awareness regarding value-added food products.

The presented information offers valuable insights into consumer perceptions and preferences for value-added food products. Among the recognized aspects, familiarity and taste/flavor stand out as the most significant, while claims and trends have lower awareness levels. Consumers acknowledge additional benefits and value in such products, but healthier options and information statements require more attention. When it comes to consumer buying behavior for value-added food products, several factors drive their purchasing decisions. Better value for money, quality, and taste are the top influencers. Additionally, health benefits play a crucial role in their choices. Other significant factors include product availability, price, packaging, brand reputation, and recommendations. On the other hand, the impact of ingredients and production methods on consumer decisions appears to be relatively lower. Overall, this data provides valuable insights into the considerations that influence consumers when buying value-added food products.

The analysis examines how consumer attitudes towards value-added food products are influenced by various demographic variables. The findings reveal that flavor variety and recommendations from friends, family, or online reviews hold the most significant impact on consumer attitudes. Additionally, factors such as support for sustainability and locality also play a crucial role in shaping consumer preferences. While convenience, nutritional benefits, better quality, and taste are considered moderately important, aspects like packaging, ingredients, and organic/natural labeling have relatively lower significance. Businesses can leverage these insights to align their offerings with consumer preferences and demographic characteristics.

Based on the results of the present study, the following suggestions have been given:

The study has suggested through its highlighted analytical results that consumers are required to enhance their knowledge and awareness of Value-Added food products. Further the Value-Added products shall be well assessed as per the demand of the consumers. Moreover it was also suggested that the quality and discount offerings are also required to the evaluated and shall be up to the mark for the better consumer satisfaction.

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APPENDIX

Consumer Attitude towards Value Added Food Products in Solan District of Himachal Pradesh

OBJECTIVES OF THE STUDY

- **To study the consumer awareness for Value-Added food Products in the research area.**
- **To examine the factors affecting the buying behaviour of consumer for Value-Added Food Products.**
- **To analyze the relationship of consumer attitude towards Value-Added Food Products in reference to demographic variables.**

Hello Sir/Madam,

I **PUSHKER BHARDWAJ** student of **Department of Business Management** from **Dr. Y. S. PARMAR UNIVERSITY OF HORTICULTURE AND FORESTRY NAUNI, SOLAN** is doing a Survey. It would be appreciated if you could kindly spend few minutes of your valuable time and help us in filling up the questionnaire. The data collected through this survey is purely for academic purpose only and will be kept completely confidential and not divulged to any organization for commercial use.

PART –A

Personal Information

Q.1 Name of the respondent __________________(Optional)

Q.2 Gender of the respondent?

A) Male B) Female

Q.3 Age of the respondent? (Years)

A) 18 – 25 B) 26 – 35 C) 36 – 45 D) 46 – 55 E) 55+

Q.4 Family Size

A) Single B) 2-3 Members C) 4-5 Members D) 6 or more members

Q.5 Martial status of the respondent?

A) Married B) Unmarried

Q.6 Occupation Status

A) Student B) Employed C) Homemaker D) Unemployed E) Other

Q.7 Educational qualification of the respondent?

A) Metric B) Higher secondary C) Graduation D) Post graduation

Q.8 Income of the respondents? (Rs. / month)

A) Less than Rs. 10,000 B) Rs. 10,000 – Rs. 25000 C) Above Rs. 25000

Q.9 Mode of purchase?

A) Online B) Offline

PART –B

Q10) From the following stated value added products kindly submit your frequency of usage

Value Added Food Products	**Frequency of Usage**		
	Daily	**Seldomly**	**Rarely**
Jam			
Pickle			
Chutney			
Squash			
Cider			
Vinegar			
Energy Drinks/Juices			
Breakfast Cereals			
Others			

Q11) Please indicate your level of agreement with each statement by selecting the appropriate response, indicating your awareness for Value-Added food Products.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
additional benefits					
familiar					
information					
worth					
healthier					
taste and flavor					
claims					
willing to pay a premium					
packaging and labeling					
trend					

PART –C

Q12) Please indicate your level of agreement with each statement by selecting the appropriate response, to examine the factors affecting your buying behaviour for Value-Added food Products.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Price					
quality and taste					
health benefits and **nutritional value**					
product reviews and recommendations					
availability and convenience					
prefer established brands					
ingredients and production methods.					
Packaging and labeling					
brand reputation					
better value for money					

PART –D

Q13) Please indicate your level of agreement with each statement by selecting the appropriate response, to analyze the relationship of your attitude towards Value-Added food Products in reference to demographic variables.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
offer added convenience and save me time in meal preparation.					
wider variety of flavors					
nutritional benefits					
gluten-free or vegan options					
locally sourced or support sustainable practices					
packaging and labeling					
ingredients, production methods, and certifications					
recommendations from friends, family, or online reviews.					
better quality and taste					
labeled as organic or made with natural ingredients					

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Title of the Project	**:**	**Consumer Attitude towards Value Added Food Products in Solan District of Himachal Pradesh**
Name of the Student	**:**	Pushker Bhardwaj
Admission Number	**:**	H-2021-10-MBA
Degree Awarded	**:**	Master of Business Administration
Year of Award of Degree	**:**	2023
Major Advisor	**:**	Dr. Piyush Mehta
Major Subject/Discipline	**:**	Financial Management
Minor Field	**:**	Marketing Management
Total pages in Project Report	**:**	26+iv
Total words in Abstract	**:**	219

Abstract

The study on Consumer Attitude towards Value Added Food Products in Solan District of Himachal Pradesh has mainly focused on to understand the consumer awareness for Value-Added food Products in the research area, further the study has also effectively examine the factors affecting the buying behaviour of consumer for Value-Added Food Products and has analyzed the relationship of consumer attitude towards Value-Added Food Products in reference to demographic variables. The data was obtained through a survey that categorized respondents based on gender, age, family status, marital status, occupation, education, income, and preferred mode of purchase. The findings indicated that the majority of respondents were male and fell within the 18-25 years age bracket. Married individuals constituted the largest group, and offline purchases were preferred by the majority. Breakfast cereals and energy drinks/juices were popular, while cider, vinegar, jam, and pickle were less frequently consumed. Familiarity, taste/flavor, and additional benefits were highly recognized aspects, while claims and trends had lower awareness levels. Better value for money, quality and taste, and health benefits were identified as the top factors influencing purchasing decisions. Flavor variety and recommendations had the strongest impact on consumer attitudes. The study has suggested that the quality and discount offerings are also required to the evaluated and shall be up to the mark for the better consumer satisfaction.

Signature of the Student	**Signature of the Major Advisor**
Name: Pushker Bhardwaj	Name: Dr. Piyush Mehta
Date:	Date:

Countersigned

Professor and Head
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BRIEF BIO-DATA

Name : Pushker Bhardwaj

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Mother's Name : Smt. Rameela Devi

Date of Birth : 15.12.1999

Permanent Address : Village Chiuni, P.O. Lowerkoti, Tehsil Rohru, Distt. Shimla (H.P.) (171207)

Academic Qualifications

	Year	**School/University**	**Board/ University**	**Marks (%)**	**Division**
10^{th} Class	2015	Glory International Public School Rohru	Himachal Pradesh Board of School Education, Dharamshala	90.3	First
12^{th} Class	2017	Govt. Boys Sr. Sec. School, Rohru	Himachal Pradesh Board of School Education, Dharamshala	68.0	First
BCA	2020	Govt. college Seema, Rohru	Himachal Pradesh University, Shimla	69.2	First
MBA	2023	Dr YS Parmar University of Horticulture and Forestry, Nauni Solan-173230 (HP)	Dr YS Parmar University of Horticulture and Forestry, Nauni Solan-173230 (HP)	Result Awaited	

Fellowships/Scholarships/Gold Medals/Awards/any other Distinction: Nil

Summer Internship: 21 days internship at HDFC Bank Rohru

(Pushker Bhardwaj)