CHAPTER – 6

CONCLUSION, FINDINGS AND SUGGESTIONS
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The need to meet taste and convenience needs is fueling the growth of dried ready meals in an increasingly time-pressed Indian society. Changing societal trends in India are having a major impact on Indians consumers' food behaviors. There are two forms of convenience food, The Indian RTE food market is growing at a rate well in excess of the country's overall GDP growth.

The changing lifestyles and socioeconomic profile of Indians is fueling the growth of RTE foods in the country. The concept of nuclear families and moving away from one's hometown is now commonplace in Indian society. Blurred gender roles and responsibilities have arisen from ongoing societal changes. An emerging generation of Indian women now exists that have neither the necessary knowledge nor the time to prepare traditional Indian meals on a regular basis. Indians have become more experimental with respect to their food and drink choices, as there is a need for variety in dietary intake Glocalization of Indians and Indian food is increasing the acceptance and demand for RTE foods. Changing lifestyles and socio-economic status of Indians is going to drive the demand for more convenient dietary options such as, RTE foods

There has been an increase in Indian consumers' awareness of long-term health issues associated with an irregular diet and fast food consumption. Mealtime fragmentation is leading to irregular and smaller portion intake, although the importance of having a wholesome and home-cooked dinner is still apparent. Claims associated with health and wellness have a significant influence on consumers' product choices. Ensuring and communicating freshness, and offering more convenient product concepts should be the areas of focus for RTE manufacturers in India

To reduce stress and improve work-life balance, a high majority of Indians are seeking time saving products and services in an attempt to maximize leisure time. Pressure to
achieve professional satisfaction is ever rising. Indians are showing a significant tendency to choose products with a convenience positioning. All aspects of convenience-driven benefits should be at the forefront of marketing communication from the RTE manufacturers.

Both Indian men and women are equally interested in knowing the relationship between food and health, but more women tend to use on-pack nutritional information. Since Indians are taking more interest in taking control of their personal health than ever before, there is a renewed interest in reading information related to health and wellness.

Detailed and descriptive nutritional information on product packaging is vital in gaining the consumers' trust. More than half of Indians across all age groups are highly influenced by 'better-for-you' claims while making food and beverage choices. RTE foods should be reformulated to contain low-fat and low-cholesterol. Food and beverages marketed with 'Freshness' claims have more influence on consumers, compared to 'Authentic/home-made/original' or even 'No artificial additives'. Traditionally, Indians have long believed in the benefits of consuming freshly prepared food at home 30.

The ongoing preference for 'fresh' food is influenced by growing understanding of the benefits of food products which are free from artificial additives or are made from 'natural' ingredients. Freshness-linked claims gain precedence over authenticity and home-made claims in consumers' choice of food products.

Indians who do not cook dinner at home on a sustained basis choose take-away meals more often than eating out, driven by an innate preference for at-home consumption. Driven by a desire for eating at home, Indians are increasingly looking for convenient and healthy alternatives which give the taste of home-cooked meals.

- Changing lifestyles, gender roles and the need for products that offer a balance between taste and convenience are driving the growth of RTE foods in India.
• Manufacturers in India need to work on delivering better taste, health and convenience to make RTE foods a more formidable competitor to other dinner time meal considerations

• Three waves of supermarket diffusion have influenced emerging market retailing

• Indians' diet diversification over the last two decades has taken place through two distinct stages

• Several Indian manufacturers have launched ethnic Indian cuisines in the RTE format, but with slightly different value propositions communicated through package literature

• Regional Indian cuisines, sweets and combination meals present significant opportunities for Indian RTE food manufacturers to explore new product development

• Public health indicators related to dietary intake among Indians show possibilities of a deterioration by 2025

• Many consumers do not feel that they have the time to prepare and eat 'three square meals a day'

• Most Indians make a conscious attempt to eat healthily, but on a sustained basis, female consumers do so more than the males

• RTE food manufacturers are increasingly using 'Natural' and 'No preservatives' claims on the front of the product packaging

• In 2009, Indians felt that their lives became more stressful, and this can be attributed to a decreasing satisfaction with respect to work-life balance

• Over the last two years, rising inclination to maximize leisure time has resulted in close to 80% of the Indians giving more importance to time-saving products and services
• There are at least two broad dimensions of convenience

• Close to 70% of Indian men and women show a keen interest in reading or hearing about the relationship between food and health

• A large proportion of Indian consumers remain unsure about whether they feel food and health information is confusing and conflicting

• Compared to the men, more Indian women use nutritional information on product packaging to help make food and drink choices on a regular basis

• Across all ages, 'Low or lowers cholesterol' and 'Low or reduced fat' has a high level of influence on 50% of the Indians' choice of food and beverages

• Across all age groups, Indians value 'Freshness' claims more than 'Authentic/home-made/original'

**Other Key Findings**

• Supermarket sales will expand at a much higher rate than other retail formats. This is because greater number of higher income Indians will prefer to shop at supermarkets because of convenience, higher standards of hygiene, and attractive ambience.

• The processed-food market is the main focus for foreign companies as this segment is underdeveloped and presents enormous potential for growth. The growth of modern, organized retailing -- in contrast to the kiosks and small shops from which Indians have been purchasing food traditionally -- will also increase the demand for value-added foods.

• Rising household incomes, increasing urbanization, changing lifestyles and the rapid growth of the private-sector and dairy-processing industry should lead to
greater demand for value-added, milk-based products, such as processed cheese, table butter and ice cream.

**Findings from the Research**

Out of the total 300 respondents, a majority of the Population was a consumer of the packaged food. Male respondents were 52% and Female respondents were 48% of the sample. Majority of respondents belonged to the age group of 18 to 30 years contributing to 65% of the sample. A big number of sample respondents were at least educated up to graduation and above. About 31% of the sample was a salaried class and 35% of the sample was that of students. 59% of the sample was unmarried and were the main consumers of the packaged food or the outside food. The average family income of the respondents was between twenty thousand to forty thousand per month and again majority were from nuclear families. Dinner comprised as the major contributor and the second most preferred timings were the brunch timings for consuming the food. At least going out for consuming the outside food once in a month was preferred by almost half of the sample. The remaining half was the major contributors for consuming the outside food and again some had the option of Tiffin services. The preferred food type of the respondents who consumed the outside food was the packaged Snacks toping the category following by the Instant Hot Snacks category. The RTC segment was the least preferred one among the other options. Again the most preferred types of food in packaged food by the respondents was the packaged snacks followed by the RTE food products category.
The preferred places for purchasing the packaged food Snacks category was the shops. The preferred places for purchasing the packaged food ready to cook category was shops and malls comprising and the preferred places for purchasing the packaged food ready to eat category was restaurants and shops.

The main reasons that contributed to the consumption of the packaged food were the Convenience, then after Quality and likeability and the taste.

The main reasons that contributed to the non-consumption of the packaged food were that the respondents were health conscious and the packaged food lacked the Freshness aspect a lot. Again the use of Preservatives caused the harmful effects of the health as our youth consumers were aware about it they avoided it.

The occasions when the packaged food was consumed by the respondents were when they had any special occasion so for celebration purpose or if they were terribly hungry and as an immediate hunger relief.

The Most purchased packaged food brand in the snacks, RTE and RTC categories were the National Brands having the majority of the Share. The Local Brands contributed to the second place. The International Brands have a very small presence in the segment.
The Brands that enjoyed the Top of Mind Awareness in the Snacks Category of the Packaged food are Balaji which Topped the list followed by Samrat and Haldiram and the third Position was secured by Parle and Britannia.

The Brands that enjoyed the Top of Mind Awareness in the RTE Category of the Packaged food are McDonalds, Amul, Britannia and Monginis.

In the Ready to Cook Segment the Most recalled Brands or the Brands that enjoyed the top of Mind awareness or the most consumed brands are Maggi ranked first, whereas Top ramen and Knorr were second, and Sunfeast and Bambino were the Brands which enjoyed the Thrid position.

The main factors to which the respondents paid the attention and that had an impact on the purchase decision were Quality and Taste that effected the purchase decision of the different types of foods. Whereas Quantity, Brand Name and Price were the other factors that contributed to the final purchase decisions.

The respondents’ that check the packets before purchasing the foods for checking the amount of and type of preservatives used as well as the harmful effects of those to us are around two third of the sample.

There are so many different types of foods available in the market such as Packaged, Processed, Organic and Functional Food. Each one of them has its own pros and cons associated with it. The awareness about such different types of availability of food in the market among the respondents was quite high.
The awareness for packaged food was the maximum followed by the processed food and organic and functional food occupied the third position in the awareness levels.

**Suggestions:**

- Remove the skepticism surrounding the freshness of RTE foods via healthier product formulation and appropriating communication on product packaging.
- Make smaller pack sizes to allow for single serve usage and to encourage trial
- Target the workplace as a consumption occasion
- Introduce greater variety by offering popular international cuisines
- Introduce RTE salads targeted at the health conscious
- Explore meal combinations of rice/rotis and curries
- Offer RTE foods in packaging formats that allow for direct consumption from the container
- The companies should opt for such sort of new packaging or get involved in the research of such technologies in packaging through which the use of the preservatives additives and the emulsifying agents gets reduced without compromising out on the quality, freshness and taste part along with a long shelf life.
- The International Brands in the packaged food let it be snacks, RTE or RTC segments enjoyed a good Mindshare but the consumption of the National Brands is higher. The reason behind it is the Advertising and promotion of the International Brands over the National and Local Brands.
- The use of MSG one of the main reasons or the cause of CANCER in the packaged or processed foods should either be banned by the government, or if
used then its harmful effects should be clearly mentioned on the packs as the harmful effects of tobacco are mentioned on the Cigarettes packs.

- The Indian Youth are becoming more and more health conscious and the awareness is increasing among them, but still a big mass of the Indian population is unaware about harmful effects of the different preservatives, emulsifying agents, additives, food colors, MSG being used in the types of food consumed by them. So the Government so Come up with Campaign such as “JAGO GRAHAK JAGO”, specially creating awareness among the mass and the rural consumers about the ingredients in the food packs.