Chapter 1

Branded Packaged Food

in Rural Market
This chapter discusses the conceptual theoretical models for this study, divided into six sections. Section one introduces rural marketing and discusses reasons for popularity of instant food and its factors affecting food choices of rural consumers and also presents definition for Rural Marketing, introducing Rural Consumers, Effective Communication to rural market, Unique Features of rural marketing in India and Packaged Food and its key drivers in rural market. Section two presents Rural Consumers Attitude towards Branded Packaged Food Products, ABC Model and altered Food Choice Questionnaire. Section three presents rural consumers' food preferences, factors influencing rural consumers, target group and factors influence the willingness to pay of rural consumers while Section four presents the effects of promotion mix of branded packaged food on rural consumers. Section five will disclose the effects of packaged food on human body. Section six presents Chapter summary and conclusion.

1.1. Introduction

‘Food preferences are influenced by a combination of different factors and drivers such as economic, demographic, social, emotional, concerns for health and environment'. The present study is concerned with the consumers in rural market, individuals who buy for personal consumption or to meet the collective needs of family and Family needs. ‘The consumer attitude refers to those actions and related activities of persons involved specifically in buying and using economic goods’. It includes both mental and physical actions. In other words, it reflects the totality of consumers' decisions with respect to acquisition, consumption and disposition of goods time and idea by human decision making units.
The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. In the ever changing socio-domestic scenario, 'both men and women have to necessarily go for employment to augment the Family income and cooking food in traditional methods is really an ordeal for women'. Capitalizing this situation, business houses ranging from small time manufactures to multinational corporations have started innovating and commercializing "easy to cook food items" like noodles, soup mixtures, rice mixtures, dairy products, vermicelli, gulab jamun, instant idli, vada, dosa mix, etc., that are otherwise called instant. The instant food products are not only easy to cook but also have a significant role and place in the celebration of the family functions and religious functions of the people.

The Instant food products, which originated in Japan with Instant noodles had its beginning in India in 1980, are found today in the kitchen shelves of every Indian Family.

Oxford Advanced Learners Dictionary defined instant food products as "Instant food products which are prepared and packaged often in powered form are required only the addition of a liquid as water or milk for final preparation".

In the modern days, where the life is at fast pace with the time very valuable to every person, "Instant Foods" play an important role in everyone's day-to-day life. The very term 'instant food' means simple, fast and convenient food, which is easy and fast to prepare besides being hygienic, free from microbial contamination and also convenient to eat. Unlike olden days where man used to have his food lavishly and slowly, the present trend changed the habits to foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Preparing food with instant mixes has become a way in life and no doubt they are going to be an integral part of food habit in future. "Canned foods, convenience foods, fast foods, frozen foods, instant products, dried foods, preserved foods, etc. all comes under instant foods or ready-to-eat foods". The food habits in
India have changed due to the Western influence and the usage of these foods is also on the rise. These foods are widely used in catering industries as well as at homes. There are varieties of instant/ready-to-eat foods available in the market to choose from and they have become a part of everyday life. It is a food revolution that has been a long time coming. As double-income nuclear families become the norm in urban India, everyone who is in the food business has been eyeing the ready-to-eat food sector with considerable hunger.

"Among the processed food segment, instant food products occupied a considerable shelf space in stores and super markets in India\textsuperscript{10}. Food companies through instant food products had provided high quality food choices, which would have been inconceivable to ancestors. Instant food mixes formed a range of convenience food for Families, being easy to use without terminal processing and women found it very convenient to use. It helped them to save time and effort and relieved them of the tedious jobs of collecting various ingredients, cleaning and sorting them and preparing food. Modern homes also do not offer the facilities necessary for traditional processing and hence these products gained instant acceptance.

These instant mixes can be used for preparations of various snack foods, sweets and preparations with rice. The sweet preparation included Gulab Jamoon mix, Payasam mix, Badham Mix, Purfi Mix; the Snack Mixes included Bajji Mix, Vada Mix, Bonda Mix and the preparations with rice includes Pulihogare Mix, Tomato Rice Mix, Lemon Rice Mix and Coconut Rice Mix, Bisibellabath Mix, etc., The instant mix market in India was approximately Rs.150 crores during the year 2003 and at the end of 2004, it was around .350 crores. And by March 2007 the size of the Indian Ready to eat market was approximately Rs.600-700 million\textsuperscript{11}.

Generally, food is prepared depending on the habits, tastes, social status, economic factor, availability, traditions, habitats, etc., of the people of that region\textsuperscript{12}. The most sought after in the present age are the instant/ready-to-eat foods. They are very popular in the Western region of the world. Even India is being influenced by these instant foods.
i. **Main reasons for popularity of Instant Food Products**

1. *Emergence of Industrial society* (i.e., metropolitan cities) – Development of the metropolitan cities due to increase in population, emergence of industries, evolution of various new factors, time factor, etc., created the need for instant foods in the market.

2. *Reduced domestic servants* – Due to industrialization, the labour category is getting attracted to it because of better emoluments and hence there is a shortage of home maid-servants. Due to this, the housewives in order to save time started using instant foods.

3. *Womenfolk taking to job* - As the literacy rate are increasing among women, a large number of them in our country are taking up jobs to setup their own status in the society and to use the extra income generated. These are few reasons for creating the need for ready-to-eat foods.

4. *Emergence of nuclear families* - Earlier times, a single family consisted of many people i.e., a group of several nuclear families were living in one big house. Then, Man power was at hand, to prepare larger quantity of foods in stipulated time. But as these joint families started disappearing due to various reasons, each single family started using these instant foods in order to save time and energy.

5. *Prices of raw materials* - This forms one of the major factors for the use of instant foods in the present world. As the prices of some of the raw materials are continuously increasing, the purchases of these foods formed more economical.

6. *New products* - As there are different new products coming up in the markets daily that are very cheap and easy for using and preparing, the popularity of instant foods is increasing.

7. *Drudgery of work* - In order to award the heavy laborious work like grinding manually and other drudging works, people opt for instant foods, which are
easy to prepare and eat.

8. *Convenience* - Instant foods are convenient to prepare and are economical. This increased its usage by the people as it saves the time, energy and money.

9. *Increasing income* - Due to establishments of multi-national companies in India, the lady of the house also started working, because of which there is no time to prepare food at home. Hence this created the need to opt for instant foods.

10. *Standard of living* - The standard of living is also changing due to raise in income level, influence of western countries, more global trade, traveling etc., hence, people are changing their taste to instant foods more compared to the old traditionally prepared foods.

11. *Media* - In the modern era, the media, particularly electronic and print media, are playing an important role in creating awareness of the products manufactured and released in the market.

The above factors are responsible for the popularity of instant food products in Indian market. The marketer should see to it that the instant food is available to the consumers without any difficulty at competitive rates. The products should be provided to consumers by keeping in mind as when they want, where they want and the manner in which they want. These methods help in increasing the sales of the product with good feedback from the customers and creating a niche for instant foods in the market. Though there are so many instant foods available in the market, their popularity is increasing in a slow pace, especially in the rural markets, due to lack of awareness compared to larger cities where they are widely available and also more popular. For the convenience Instant Food Products are classified into three categories, which suits to rural consumers that involves less cost. One product from each category is selected for the study such as

a. Cereal based products. e.g. Dosa / Idli mix
b. Vegetable based products. e.g. Pickles
c. Spice based products. e.g. Sambar masala, Rasam Powder, Rice Mixtures, Spice Mix

ii. Factors affecting food choice of Rural Consumers

When considering health behaviours, such as eating behaviour, to focus exclusively on demographic variables such as age, social class and ethnicity allows us to describe a population in general terms. Although this might be important it does not allow for the complexities of human health behaviour. Figure 1.1 illustrates a number of potential factors\textsuperscript{15}, other than demographic variables, relating to the food choice decisions of adults. Other frameworks have been developed that include some or all of these factors in different forms and to differing degrees of complexity. This simplified framework was developed as part of the present review and the review will cover, in depth, those factors illustrated. Figure 1.1 explains the Food Choice Frame Work.
Figure 1.1: Food Choice Frame Work

**Availability**
- Shopping Facilities
- Eating Out

**Monetary Cost**

**Time Constraints**
- Shopping
- Preparation and Consumption
- Perishable Nature of Foods

**Sensory Appeal**
- Taste
- Texture
- Smell

**Familiarity**
- Habits
- Cultures and Traditions
- Food Neophobia

**Social Interactions**
- Social Desirability
- Food Ideology

**Personal Ideology**
- Political beliefs
- Trade Policies

**Media and Advertising**

**Health**
- Knowledge
- Optimistic Bias

Influences what a person is able to buy and consume

Source: J. Pollard et al. (2002)
Food is not just eaten for its nutrient value; for many people it is a source of pleasure, an enjoyable experience and even a comforting activity (Clark, 1998). The properties of individual foodstuffs, such as taste, texture, quality, smell and appearance, play an important role in whether a person will choose to consume an item.

A number of studies have found sensory factors to be among the most influential in determining eating behaviour. In a pan-European survey, looking at consumer attitudes to food, nutrition and health, when consumers were asked about their influences on food choice behaviour, 'quality' was the most mentioned influence and 'taste' was within the first three mentioned.

1.1.2. Define Rural

There is a specific demarcation between urban and rural areas with their physical and functional characteristics. Govt. of India through Census of India (1961) clearly defined urban areas and those areas not coming under the purview of urban area is considered as rural area. Rural area is defined as that which is not urban. Whereas, an urban area is defined as per the census of the India (2001) as

a. All locations with a municipality/ corporation, cantonment board or a notify town area
b. All other locations satisfying all of the following criteria:
   - A minimum population of 5,000
   - At least 75% of the ample workforce engaged in non-agricultural activities
   - A population density of over 400 per sq mile.

Therefore, an area that does not satisfy the criteria specified above can be considered as a rural area.

We also can see the definition for rural marketing in Table 1.1 which the definitions are given by several organizations.
Table No. 1.1: Definitions for Rural Marketing

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<thead>
<tr>
<th>Organisation</th>
<th>Definition</th>
<th>Limitation</th>
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<tr>
<td>Census of India</td>
<td>Village: Basic unit for rural areas is the revenue village, might comprise several hamlets demarcated by physical boundaries</td>
<td>- Term 'rural' is not defined. The definition does not specify the population strata</td>
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<td>Town: Towns are actually rural areas but satisfy the following criteria</td>
<td>- Term 'rural' is not defined. The definition does not rural out 5,000+ population villages</td>
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<td></td>
<td>- Minimum population &gt;=5000</td>
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<td>- Population density &gt;= 400/sq.km.</td>
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<td>- 75% of the male population engaged in non agricultural activities</td>
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<tr>
<td>Reserve Bank of India</td>
<td>Locations with population up to 10,000 to 100,000 as semi-urban</td>
<td>- It does not include 10,000+ population villages in rural definition</td>
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<tr>
<td></td>
<td></td>
<td>- On the contrary, the definition includes 5,000 - 10,000 population towns in rural</td>
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<tr>
<td>National Bank for Agriculture and Rural Development (NABARD)</td>
<td>All locations irrespective of villages or town, up to a population of 10,000 will be considered as rural</td>
<td>- Village and town characteristics are not defined</td>
</tr>
<tr>
<td>Planning Commission of India</td>
<td>Towns with population up to 15,000 are considered as rural</td>
<td>- Town characteristics are not defined</td>
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Balaji Sathya Narayanan, (2007) the Indian rural market with its vast size and demand base, offer a huge opportunity that companies can't afford to ignore. To expand the market share more and more companies are foraying into India's rural markets. Among those that have made some headway are HLL, Coco cola, Britannia, LG, Philips and Colgate Palmolive to name a few.

i. Rural consumer

Rural consumers as a segment have several distinctive characteristics. The values, aspirations and needs of this vast heterogeneous culture of rural consumers are quite different from their urban counterparts. The philosophy in rural marketing is marketing and social concepts, development marketing and relationship marketing. The rural market is unorganized and the demand is comparatively lower. The customers are widely spread and their income level, literacy level, expenditure level, and the consumption level etc are low. The awareness of the product, concept, usage, quality, positioning are lesser. The price is a sensitive issue and the distribution system is poor. In spite of the fact that literacy has increased awareness to the level of actual consumers, often, outsiders make the purchase decisions. Mostly the reference groups decide the purchase decision. The reference groups are individual, family, friends, social class, sub-culture, own culture, etc. It is very common that rank outsiders, especially those wielding power decided what would be bought. There is reluctance to introduce something new or unconventional.

The rural India offers a tremendous market potential. Nearly two-thirds of all middle income Families in the country are in rural India and represents half of India's buying potential. Despite, the strong potential the rural markets are by and large less exploited.

a) Consumers Beliefs

People bear certain beliefs and attitudes towards certain types of goods, brands of commodities and retail outlets based on their previous experience. When there is a need, they are able to discover some new commodities capable of satisfying their needs. Before the commodities and brands are selected, these commodities must compete successfully against alternatives in the market. The
selection of a particular commodity becomes important for consumer since there are wide varieties of consumer goods in the market. Again selection of a particular commodity depends on income of the consumer and necessity of the product to the individual. Before the selection of the commodity purchased, an individual requires information regarding the various sources of supply of the commodity, its brands, related merits and demerits, uses and value of their characteristic features and services offered. The common sources through which individual gathers information are from advertising media (television, radio and newspapers), friends, retailers in the locality, displays in shops and food labels.

ii. Rural Market

Economists describe 'a market as a collection of buyers and sellers who transect over a particular product or product class' (like grain market etc). On the other hand, marketers often use the term market to cover various groupings of the customer. They view the 'Sellers as constituting the industry and Buyers as constituting the market'.

Figure 1.2: A Marketing Diagram


Gone are the days when a rural consumer went to a nearby city to buy branded products and services. Time was when only a select Family consumed
branded goods, be it tea or jeans. There were days when big companies flocked to rural markets to establish their brands. Today, rural markets are critical for every marketer - be it for a branded shampoo or an automobile.

Trends indicate that the rural markets are coming up in a big way and growing twice as fast as the urban, witnessing a rise in sales of hitherto typical urban kitchen gadgets such as refrigerators, mixer-grinders and pressure cookers. According to a National Council of Applied Economic Research (NCAER) study, there are as many 'middle income and upper income grade' families in the rural areas as there are in the urban areas. There are almost twice as many 'lower & middle income grade' families in rural areas as in the urban areas. At the highest income level there are 2.3 million urban Families as against 1.6 million Families in rural areas. According to Mr. D. Shivakumar, Business Head (Hair), Personal Products Division, Hindustan Lever Limited, the money available to spend on FMCG (Fast Moving Consumer Goods) products by urban India is Rs. 49,500 crores as against is Rs. 63,500 crores in rural India.

At a recent seminar in Chennai on rural marketing for competitive advantage in globalised India, organized by Anugrah Madison Advertising Pvt Limited, marketing pundits have echoed that a sound network and a thorough understanding of the village psyche are a SINE QUO NON for making inroads into rural markets. The price-sensitivity of a consumer in a village is something the marketers should be aware. Rural income levels are largely determined by the vagaries of monsoon and, hence, the demand there is not an easy horse to ride on. Apart from increasing the geographical width of their product distribution, the focus of corporate should be on the introduction of brands and develop strategies specific to rural consumers. Britannia Industries launched Tiger Biscuits especially for the rural market. It clearly paid dividend. Its share of the glucose biscuit market has increased from 7 per cent to 15 per cent.

iii. Effective communication

An important tool to reach out to the rural audience is through effective communication. "A rural consumer is brand loyal and understands symbols better.
This also makes it easy to sell look-alike", says Mr. R.V Rajan. The rural audience has matured enough to understand the communication developed for the urban markets, especially with reference to FMCG products. Television has been a major effective communication system for rural mass and as a result, companies should be identified themselves through their advertisements. Advertisements touching the emotions of the rural folks, it is argued, could drive a quantum jump in sales.

There is a need to differentiate the brand according to regional disparities. The differentiation may not necessarily be in terms of product content. It may also be in terms of packaging, communication or association with the brand.

The brand has to be made relevant by understanding local needs. Even 'offering the same product in different regions with different brand names could be adopted as a strategy. At times it is difficult to pass on an innovation over an existing product to the rural consumer unlike his urban counterpart - like increased calcium or herbal content or a germ-control formula in toothpaste.

According to Mr. Shivakumar, the four factors which influences demand in rural India are – 'Access, Attitude, Awareness and Affluence'. HLL has successfully used this to influence the rural market for its shampoos in sachets. 'The sachet strategy has proved so successful that, according to an ORG - MARG data, 95 per cent of total shampoo sales in rural India is by sachets. The company had developed a direct access to markets through wholesale channel and created awareness through media, demonstration and on ground contact. This changed the attitude of the villagers.

Today, the young and the educated in the villages are already large in number. And this number is increasing. Already, '40 per cent of all those graduating from colleges are rural youth. They are the decision makers and are not very different in education, exposure, attitudes and aspirations from their counterparts at least in smaller cities and towns.
Marketing according to a leading management theory Peter Drucker\textsuperscript{32} can be put in this way "The aim of marketing is to know and understand the customer so well that the product or service fits him and sell itself".

The above quote is the gist of marketing, be it in rural areas or urban areas, western world or developing world. 'Marketing is nothing but creating customers and thus its concepts remain the same. But, due to the differences in the needs, buying behaviours, values and aspirations of the customers the marketing concepts have to be modified to be successful\textsuperscript{33}.

a) Traditional Outlook

The consumers of the villages value old customs and tradition. Basic cultural values have not yet faded like in urban areas. 'Buying decisions are highly influenced by social customs, traditions and beliefs of the villagers.

But the changes occurred in recent past like product awareness through marketing communications, development in self / private / Govt. employment, infrastructure development, development in children education and migration to urban for employment are made a change in traditional outlook of rural consumers.

b) Adopting new Culture

Never the less rural consumers are more influenced by packaged food. Most of the rural Families are not having an idea of varieties in food preparation. Once upon a time, when wealthy families used to prepare food varieties, it was awesome to other family members.

For example, Tamarind Rice, Gulab Jamoon, Rava Idli, etc. Now those varieties are available in the market along with a good script how to use those instant mixtures. It made consumers to use packaged food. Even those families which are used to processing the food, now turned to packaged food due to packaged food is cheaper than homemade food processing.
1.1.3. Packaged food

i. Define Packaged Food

The main categories of packaged food are bakery products, canned/dried processed food, frozen processed food, meat replacement products and condiments. Some emerging new categories in this segment are processed dairy products, frozen ready-to-eat foods, diet snacks, processed meat and biotic drinks.

Some key players in this industry are Hindustan Unilever (tea, instant coffee, biscuits, pulses and instant beverages), Nestle (instant coffee, milk and milk products, ready-to-eat foods), PepsiCo (aerated drinks, fruit juices, cereals, snacks) (and Haldirams sweets, namkeens, syrups, crushes etc).

"Growing at a CAGR of about 15 to 20 per cent annually, Indian packaged food industry is likely to touch $30 billion by 2015".

New Delhi, Apr 29: Growing at a Compound Annual Growth Rate (CAGR) of about 15 to 20 percent annually, India’s packaged food industry is likely to touch USD 30 billion by 2015 from the current level of USD 15 billion including snacks food, ready-to-eat food, healthy and functional food, said The Associated Chambers of Commerce and Industry of India ASSOCHAM.

Factors that have fuelled this industry's growth are the arrival of food multinationals, rising popularity of quick-service restaurants, modern retail trade, technological advancement, changing urban lifestyles and so on, says an industrial specific analysis of The ASSOCHAM.

The growth in the economy, coupled with a strong desire among consumers to maintain a healthy lifestyle and the growing awareness of functional ingredients such as herbs, minerals, vitamins, omega fatty acids and biotic is driving the functional foods and beverages market, highlight the paper.

D S Rawat, Secretary General, ASSOCHAM said that the food ingredients market is also increasing with a rapid growth rate, as consumers increasingly
demand bigger, bolder tastes, foods that are healthy, and ingredients that are natural or sustainable. Rawat further said that consumers are becoming more sophisticated and want more upscale flavors and ingredients. The Indian food processing market is one of the largest in terms of production, consumption, and export and import prospects.

There is a large division between the urban and the rural consumers in India. The Urban residents consumed 78% of all packaged food in 2011, while rural residents consumed just over 22%.

In a recent survey by ASSOCHAM on "Craze for Ready to Eat Food among young Indian" is based on responses from 2,000 representative households with children or without children, nuclear family and bachelors mainly because many consumers in metros lead time-pressured lifestyles and have less time available for formal meals, as a result of which demand remains high for products which can be eaten on the go. Over 82pc of workforce prefers packaged food rather eating outside or roadside dhabhas in metropolitan cities like Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad etc.

In a survey, ASSOCHAM claims that Indian food processing market will show fast paced growth in the next five years36.

ii. Key drivers for packaged food market in India37

Changing demographics: In present days, youth prefers the consumption of the packaged food such as ready meals, packaged soups, etc.

Increase in income: Rise in disposable income has increased the affordability of buying packaged food

Urbanization: Urbanization has led to increase in nuclear families and also led to more and more women moving out for work
Growth in organized retail: The penetration of organized retail is expected to 15% by 2016.

Improvement in packaging: Advancement and development of variety of packaging has led to increase in shelf life and also satisfying various needs of customers.

Increase in freezer facilities: Cold storage / freezer space plays an important part in growth of packaged food.

Freezer space in India is expected to grow at a CAGR of 16pc during 2008-14 which is expected to plan an important part in growth of packaged food storage.

iii. Ready-to-eat food products

Unlike olden days where man used to have his food lavishly and slowly, the present trend changed the habits of foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Canned foods, convenience foods, fast foods, frozen foods, instant products, dried foods, preserved foods, etc. all comes under ready-to-eat foods. The food habits in India have changed due to the western influence. And the usage of these foods is also on the rise.

In India, majority of food consumption is still at home. Nevertheless, out of home food consumption is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality, time which translates into an increased need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle income group had brought about changes in food habits.

In the last two decades, the share of urban population has increased from 23.30 per cent in 1981 to 27.80 per cent in 2001. During the same period the female work participation rate had increased from 19.70 to 25.70 per cent. The per capita income increased from Rs. 7,328 in 1980-81 to Rs 10,306 in 2000-01\textsuperscript{138}. The change in food habits was evident from the growth of food processing industries.
Generally, food is prepared depending on the habits, tastes, social status, economic factor, availability, traditions, habitats, etc., of the people of that region. The most sought after in the present days are the ready-to-eat foods.

Ready-to-eat food is food offered or exposed for sale without additional cooking or preparation, which is packaged on the premises where they are being sold and are ready for consumption.

1.2. Attitude towards Branded Packaged Food Products

The objective of this study was to present some insights on rural consumers’ attitudes towards branded packaged food products.

According to Ukpebor and Ipogah (2008)39, “a powerful brand will enhance a customer’s attitude strength of the product association of a brand”.

As claimed by Vranesevic and Stancec (2003)40, “the importance of the brand can be seen primarily in its impact on consumers’ choice and their loyalty through identifying and differentiating quality and origin, as well as creating additional values. One of the innovation strategies is the powerful brand can capture customers’ interest”.

Uwe H, Gudmund J S and Draguns J G defined “perceptions as an event over time rather than as an instantaneous reaction to outside stimulation”, cited41. They also view perception as an event the roots of which are to be found beyond the restricted confirms of awareness often closely intertwined with the observers’ private world of memories and emotional experience42.

According to Alias Radam, (2010)43, “attitudes and perception are closely related. Both these concept tend to affect one’s perceptions and shape one’s behavior”. They suggested that the growing concern among consumers related to poor quality of products and services may have been affected the worsening of workmanship, lesser durability, and similar objective factors, or in consumers’ expecting more from the goods and services than before.
'Food habits are a component of culture that makes an important contribution to the food decision customers' make\(^\text{44}\). To some extent; 'effects of culture reflect different dietary histories, which in turn will determine which foods and food qualities are acceptable in terms of their sensory properties\(^\text{45}\).

Branded Packaged Food Products are not the only choice in terms of food products for rural people. There are a huge number of Labeled food products in rural markets (shops & haats) from different areas. Moreover, the competitions from Local made products; home made products and so on are threat for Branded Packaged Food as well. So, the competitive factor should also be considered.

The concept “attitude” has been defined by many researchers and theorists in different ways. ‘An attitude is a lasting, general evaluation of people (including oneself), objects, advertisements or issues\(^\text{46}\). Attitude is as “a relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner”\(^\text{47}\). One definition which was from psychological category was that “readiness of the psyche to act or react in a certain way”. From Tesser's (1993)\(^\text{48}\) point of view, ‘attitude could change as a function of experience’.

In prior studies, the terms belief and attitude have been frequently used as a single concept, meaning that attitudes are often regarded as including beliefs. Attitude may be defined as, “a hypothetical construct that, being inaccessible to direct observation, must be inferred from measurable responses”. Using this definition of attitude, Ajzen suggested that the responses should reflect positive or negative evaluations of the attitude object. However, there is practically no restriction on the types of responses that can be considered.

The aim of this research is to find out what's attitude rural consumers have to branded packaged food. The questionnaires based on the Food Choice Questionnaire (FCQ) are handed out to 3000 rural respondents in order to investigate their motivation on branded packaged food choice. Eleven factors involved in the questionnaire are labeled health, mood, convenience, sensory appeal, natural
content, price, weight control, familiarity, brand image, culture and safety. The ABC model is seen as theoretical basis for empirical research analysis.

There are many researches on consumers’ attitude to food products. Most of them paid attention to some kind of products like milk products or nutrition. Some of them are researched and compared attitude of consumers’ of rural and urban. But there is a paucity of focusing on specific food like branded packaged food to figure out the specific characters affect consumers attitude.

There are diverse attitude theories which are divided attitude to different dimensions. Rajeev Batra (1991)\(^6\) agreed with that ‘the overall attitudes can be derived from utilitarian and hedonic components. When people choose some product, such as food product, they are not only for supplementing energy (utilitarian component), but also for experiencing a good feeling because of its delicious taste or fantastic smell (hedonic component).

There is another theory which is divided attitude into three components. They are affect, behavior and cognition. They can be understood by consumers’ feel, doing and think. Consumers collect the information about target product in the beginning (think). The next, they have their own judgment and cognition about products through comparison and evaluation (feel). At last, the think and feel they had before will turn to behavior (doing). Some researchers add the fourth component, desire and the fifth, environment. The five components which are called the ABCDE model shown as Table 1.3 represent five questions during consumers’ attitude formation.

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<th>Table 1.2: ABCDE Model</th>
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*Source: Solomon M, et.al. (2006)*\(^{30}\)
But the first three components are commonly used to investigate attitude. Moreover, the different impact of the three components will reveal consumers motivation and involvement in consumption.

1. The ABC Model

Most researchers agree that an attitude has three components: affect, behavior and cognition\textsuperscript{51}. ‘Affect’ refers to emotional aspect. Consumers enjoy the process of consumption. People show special preference to branded packaged food, because they gain happiness form it. ‘Behavior’ highlight the outcome of consumption, it is conditioning. Some people choose branded packaged food, maybe because it is the only food available at nearby shop of consumer. ‘Cognition’ relates to rational choice. Customers know much about one product and their own need, because they know that it is with a good taste and promotes health. These three elements of attitude can be regarded as the ABC model. This model stemmed originally from the Yale Communication Change Program at Yale University through the 1950s and 1960s, but shared a fundamental viewpoint with many other philosophical traditions\textsuperscript{52}.

These three components of attitude impact each other. A hierarchy of effects created to illustrate their relation. Three different hierarchies are summarized by Solomon M et al. (2006)\textsuperscript{33} as information processing, behavioral learning processes and hedonic consumption.
Table 1.3: Three perspectives on Attitude to Branded Packaged Food Products

<table>
<thead>
<tr>
<th>Information processing</th>
<th>Behavioral learning</th>
<th>Heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know much about branded food; have one or more favorite Brands absorbed by random elements</td>
<td>Like eating Branded Food and Packaged Food and hard to explain why.</td>
<td>Know less about Branded food; have no settings or food;</td>
</tr>
<tr>
<td>(like ITC/ MTR/ Priya/ advertisements, discounts or new products); no specific reasons for choosing Branded Aachi/ Swastik/ BSF/ Britannia/ etc.) are about dishes quality and taste and of dishes; have specific reasons for likes or dislikes.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


In this thesis, the ABC model is used to analyze rural consumers' attitude to branded packaged food products and divide them into three dimensions. People make a decision to buy some product usually from three possibilities described above. An example shown as Table 2.3 of how the ABC model be used to describe an attitude to branded packaged food products.

For the information processing perspective, consumers who belong to this part usually know much about branded packaged food products. They consider some factors much relating to food before their consumption, such as health, natural content, culture and safety. This kind of consumers collects and surveys more than others before they make a rational choice. They have specific reasons for likes or dislikes. Some of consumers, they don't think calmly and carefully before their consumption. They would like to try everything which is allowed by their financial capacity. Something like discount or advertisements of new products or dishes...
absorb consumers to ask branded packaged food products. Sometimes it may be offered by the shopper. There is no specific reason, with the consumers, why to buy'. Consumers who are from the behavioral processing perspective do not spend time in collecting information about attitude objects. They do first and then feel. Hedonic consumption means consumers go where their hearts lead. Their feel and affect is the most important thing they care. Their mood, the sensory appeal of food or some specific imagine referring to food will be highlighted to make them repeat consumption behavior. So, hedonic consumers cannot explain the exact reasons of their consumption behavior.

**ii. Food Choice Questionnaire**

Food Choice Questionnaire (FCQ) was developed by Steptoe et al. in 1995\(^5\)\. It is a useful instrument to investigate consumers' motivation on food choice and evaluate their attitude to branded packaged food products. The previous FCQ has 9 factors with 27 items and the factors are labeled health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concern. Each of them has three to six items in the form of easy closed ended questions. From their results of the research, they found that sensory appeal, health, convenience and price are rated as the most important among the food choice motives\(^5\)\. Thereafter, many researchers contributing to attitude to food choice research tried to revise the FCQ in order to advance it with times. Fotopoulos et al, (2009)\(^6\), found 'consumers paid more attention to natural content when they choose food products, but not the three factors Steptoe and Pollard found'.

This research is aimed at find out rural consumers' attitude to Branded Packaged Food Products. The time and object are all different from the previous researches. Firstly, with the globalization and development of different aspects of our world, people's lives are changing in every minute. It is unsuitable to copy the FCQ produced fifteen years ago. Secondly, this research focus on the attitude to food from a specific region, in other word, the factors contained in the questionnaire should reflect characteristics distinguishing Branded Packaged Food from others or general food products.
The questionnaire of this study is designed based on the FCQ. Considering the topic, there are 30 items contained in 11 factors which are marked health, mood, convenience, sensory appeal, natural content, price, familiarity, weight control, brand image, culture and safety. Compared with the original FCQ, the dimension “ethical concern” is eliminated from the list. There are two main reasons. On the one hand, through the comparison between rural people’s eating habit and Brand, there is a lot of time consumption for food preparation in traditional processing food / most of rural Families don’t have the idea of such food even. On the other hand, factors reliability was checked through Confirmatory Factor Analysis (CFA) which is performed to confirm and validate the factorial pattern by Fotopoulos et al (2009)\textsuperscript{57}. They found all nine motivational dimensions showed moderate to good reliability, with the exception of the “ethical concern” factor. That means people do not care about ethical issues very much when they choose food products. In distinguishing the attitude of research of specific branded food with general food choice study, three more dimensions, Brand image, culture and safety are added into the questionnaire. Rural consumers do not know about Branded Packaged Food as much as their native goods. When they face different alternatives, especially from labeled products, the stereotype of traditional will influence their choice.

Questions for each factor are similar. Thus, their previoussequent according to factor is break when the questionnaire is designed in order to avoiding disturb respondents’ judgment. In addition to this, each factor is marked with A, B or C which separately represent affect, behavior and cognition according to the ABC model.
<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>Keeps me healthy</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Is nutritious</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Is high in protein</td>
<td></td>
</tr>
<tr>
<td>Mood</td>
<td>Helps me relax</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Cheers me up</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Makes me feel good</td>
<td></td>
</tr>
<tr>
<td>Convenience</td>
<td>Takes no time to prepare</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Can be bought in shops close to where I live</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Is easily available in shops</td>
<td></td>
</tr>
<tr>
<td>Sensory appeal</td>
<td>Smells nice</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Looks nice</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tastes good</td>
<td></td>
</tr>
<tr>
<td>Natural content</td>
<td>Contains natural ingredients</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Contains no artificial ingredients</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>Is not expensive</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Is cheap</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Is good value for money</td>
<td></td>
</tr>
<tr>
<td>Familiarity</td>
<td>Is what I usually eat</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Is familiar</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Is like the food I ate when I was a child</td>
<td></td>
</tr>
<tr>
<td>Weigh Control</td>
<td>Helps me control my weight</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Is low in fat</td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>I want to use branded food</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>I usually buy branded packaged food</td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td>I like eat rice mixtures</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>I like eat soup mixtures</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like eat snacks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like eat sweets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like eat backing food</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>Is safe to eat / buy</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Has a pleasant texture</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Fotopoulos C, et.al (2009)*
1.3. Factors Influencing the Willingness to Pay

i. Food Preferences

Food preferences are influenced by a combination of different factors and drivers such as economic, demographic, social, emotional, political or concerns for health and environment. The consumer market amounts to a total of 100 crore people, and thus there is great demand for an enormous varieties of goods and services, especially as consumers differ from one another in that of age, gender, income, education level, and tastes. Moreover, 'the relationships between different consumers, as well as their contact with other elements of the world surroundings, affect their choice of products, services, and companies'.

The reason why consumers buy what they do is often deeply rooted in their minds, consequently consumers do not truly know what affects their purchases as "ninety-five percent of the thought, emotion and learning [that drive purchases] occur in the unconscious mind- that is without our awareness".

ii. Kinds of Factors that influence consumers' purchase process

Consumers' purchase process is affected by a number of different factors, some of which marketers cannot control, such as cultural, social, personal, and psychological factors. However, these factors must be taken into consideration in order to reach target consumers effectively (see figure 1.3).

Figure 1.3: Factors influencing consumer behavior

![Diagram of factors influencing consumer behavior]

(a) Cultural factors

Culture is "the set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions" and is the primary reason behind a person's wants and behaviour. Although different societal groups have their own culture that affects consumers' buying behaviour, the extent to which it influences the behavior might vary from country to country. Each cultural group can be divided into groups consisting of people with common life experiences and situations, also known as subcultures, such as nationality, racial groups, religion, and geographical areas. The third cultural factor is social class, which is constituted upon among other variables: occupation, income, education, and wealth.

(b) Social factors

The second classification of factors affecting consumer behaviour is social grouping, which is composed of small groups, social roles and status, and family that affect all individuals to some extent. Some of these groups have a direct influence on a person, i.e. membership groups, groups that a person can belong to, and reference groups which "serve as direct (face-to-face) or indirect points of comparison or reference in forming a person's attitudes or beliefs". However, some people are affected by groups in which they do not belong to; these reference groups include aspirate groups, groups in which a person desires to belong to and a fans' admiration for an idol, etc.

"Finally, a wife, husband or a child has strong influences on a consumer and thus the family is the most vital consumer buying organisation in society."

(c) Personal factors

'Consumers' personal characteristics, like for instance age and life-cycle stage, occupation, economic situation, lifestyle, as well as personality and self-concept influence consumers' buying behaviour. Moreover, depending on a person's occupation and financial situation, as well as the stage in life a person is in, his/her demands for products shift. A person's lifestyle forms his/her world and the way he/she decides to act, thus a person's activities, interests, and opinions constitute
their lifestyle, as well as affecting the choice of products\textsuperscript{68}. Moreover, all people are individual; hence have a unique personality of different characteristics, which is often portrayed with traits, such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness\textsuperscript{69}.

\textit{(d) Psychological factors}

'Four objects constitute this group of factors, namely motivation, perception, learning, and beliefs & attitudes. When a person is motivated, he/she acts accordingly and the actions taken are affected by the person's perception of the situation. Perception is the individual selection, organization and interpretation of the information which flows through people's senses, and consequently a meaningful picture of the world is formed. When people experience new things, changes take place in their behaviour, i.e. they learn new things when they take action. As a result, beliefs and attitudes are acquired and hence affect the buying behavior\textsuperscript{70}.'

iii. \textit{Target Group}

Companies today recognize that they cannot appeal to all consumers in the marketplace since consumers are too numerous, widely scattered, and more varied in their needs and buying practices. Therefore, companies must identify those parts of the market that they can best serve, and thus build the right relationship with the right customers. This is also known as 'target marketing and is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter\textsuperscript{71}'. One such segmentation is 'demographic segmentation, where the market is divided into groups based upon demographic variables such as age, sex, family size, religion, race, etc. Moreover, buyers within this segment share common needs or characteristics that the company in turn decides to serve\textsuperscript{72}. This thesis will focus specifically on demographic segmentation, particularly that of age.

\textit{a. Age}

'Seeing as consumers' needs and interests for products vary depending on age, companies employ age segmentation, offering different products or using different marketing approaches for different age groups\textsuperscript{73}. 'Blackwell divides the
different age groups into the following: children, teenagers, young adults, and baby boomers, thus the thesis will concentrate on teenagers, young adults, and baby boomers.

b. Teenagers

These groups of consumers have a variety of needs, such as a need for belonging, independence, approval, and responsibility, as well as having the need for experimentation. Teenagers are increasingly given the task of buying products for the family since they not only have more time to spare but also enjoy shopping. As a result, marketers are targeting their ads primarily at teenagers. In order to gain teenagers' attention more effectively, advertising campaigns must be honest, clear messages, and humorous. Moreover, teenagers tend to be fickle and are likely to switch brand preference quicker than any other age group, as they have a high need to be accepted by their friends. Finally, teenagers are "easier targets, because they have grown up in a culture of pure consumerism. Because of this, their way is more tuned into media because there is so many media to be tuned into."

c. Young adults

18 to 34-year-olds are included within the young adults group. This group view themselves as being too young to worry about "grown up" issues, and live their lives for the "moment" rather than for "tomorrow." This age group is involved in most of the family shopping, marketers have found them to evaluate advertising and products in a very sophisticated manner. Moreover, as they have grown up in the era of media and technology, "they see advertising as a form of entertainment but are turned on by over commercialization."

d. Baby boomers

'Baby boomers are the large cohort of people born after World War II. They have created a permanent propensity to consume, given that they delay getting married and having children, in order to focus on their careers, and thus creating a financial platform. Baby boomers buy more and save less than past generations, and therefore marketers have aimed to satisfy their wants." Finally, an advertisement
that emits intense information is more likely to be received by this age cohort than an image-oriented advertisement.81

iv. Consumers' Willingness to Pay

Willingness to pay (WTP) for a commodity is the amount of money a person would be willing to pay for a higher level of environmental or commodity quality. According to Golan and Kuchler82, WTP is a measure of the resources individuals are willing and able to give up for a reduction in the probability of encountering a hazard that compromises their health. Spencer83 opined that a theoretical correct measure of the value individuals attach to improvements in food safety is their 'WTP' for safer food. This, therefore, is the largest amount that an individual is willing to pay for a specific improvement in food safety. The notion of willingness to pay could be defined as the sum of money representing the difference between consumers' surplus before and after adding or improving a food product attribute.84 Models that estimate consumers' willingness to pay when adding or enhancing a given quality attributes are based on the Lancaster approach85, which maintains that consumers directly derive utility from the attributes of goods.

1.4. The Effects of Promotion Mix on Rural Consumers

David Ogilvy86 "If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think".

Indian rural market consists of more than 740 million consumers and has wide potential for expansion. According to Census 200187, 73% of Indian population is living in rural areas. Though over the last three decades there has been a marginal reduction in the rural population expressed as a percentage of total population, there has been a steady growth in rural population in terms of absolute numbers and it has reached 74 crores. After the 1991 economic reforms there have been many changes in the socio, economic, political and cultural outlook of India. The rural India is providing a large consumer base to the marketers to market their products. This chapter highlights the effects of promotion mix (of marketing mix) of branded packaged food on rural consumers."
There is a wide spread difference in the standard of living between the urban and the rural India. In order to launch products and develop advertisement for rural marketing, there is a need to understand both the rural context and also the consumer very well. Promotion of brands in rural markets requires the special measures. Due to the social and backward condition the personal selling efforts have a challenging role to play in this regard. The ‘word of mouth is an important message carrier in rural areas. In fact the opinions of leaders (literate housewife/ educated children/ person having social network/ dealer network/ brand ambassadors, etc.) are the most influencing part of promotion strategy of rural promotion efforts.

The strong Indian brands have strong brand equity, consumer demand-pull and efficient and dedicated dealer network which have been created over a period of time. The rural market has a grip of strong country shops, which affect the sale of various products in rural market. The companies are trying to trigger growth in rural areas. They are identifying the fact that rural people are now in the better position with disposable income. The low rate finance availability has also increased the affordability of purchasing the costly products by the rural people. Marketer should understand the price sensitivity of a consumer in a rural area. This research will be therefore an attempt to study the brand promotion in the rural market and the overall potential of the rural market.

1. Advertisements

Understanding the nature of advertisements how they influence consumer behavior has been a long-standing area for inquiry among advertising researchers. With very high cost companies are placing the ads on air or print. Advertisers want to ensure the potential advertising effectiveness in consumers. With these needs, ‘various measures of ad effectiveness have been developed including aided (or unaided) recall; brand attributes ratings, brand attitude, attitude toward the ad and purchase intention.

Marketers have long assumed that an individual’s reaction towards an advertisement has an impact on their evaluation of an advertised brand and subsequent purchase decision. Based on this assumption, marketers have routinely
measured audience reaction to ads. Recently, Mitchell & Olson and Shimp have attempted to present a framework that tries to make explicit the relationship between an individual's responses to an ad and brand attitude judgments. They suggest that the effects of an individual's reactions to an advertisement on brand attitude are mediated by the construct attitude toward advertisements.

Specially, attitude toward the ad has been useful for assessing consumers' affective reactions to ads as opposed to purely Cognition reactions. Since Shimp proposed that attitude toward the ad (Aad) is a mediating influence on Brand Attitude (Ab) and Purchase Intention (PI), Mackenzie, Lutz and Belch examined the relationship among Aad, Ab and PI in two laboratory experiments. The results demonstrated the mediating role of Aad on PI, which was Dual Meditation Hypothesis (DMH). The model specifies an indirect flow of causation for Aad through brand cognitions to Ab and then Ab directly influences PI. To date, the DMH has been the most widely supported model of the role of Aad.

ii. Attitude towards Ad (Aad)

According to Bohner and Wanke (2002), attitude is defined as "a summary evaluation of an object of thought. An attitude object can be anything a person discriminates or holds in mind". From this viewpoint, Aad can be defined as a summary evaluation of an advertisement. In the literature, Aad is conceptualized broadly as liking of an advertisement and has been regarded by some as the best indicator of advertising effectiveness.

Attitude toward advertising in general is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general". This concept reflects a consumer's general attitude toward advertising rather than attitudes toward a specific advertisement or attitudes toward advertising through a specific medium.

MacKenzie, Lutz and Belch (1986) defined Attitude towards Ad (Aad) as a "predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion".
iii. Advertising Attitudes

Earlier studies (until the early 1960s) measured general advertising attitudes as an "overall favourability or unfavourability" factor. Bauer and Greyser suggested advertising had important economic and social effects, and developed a set of belief items related to positive and negative outcomes of advertising in these two specific areas. Other researchers (Alwitt Linda F and Paul R Prabhaker, Haller, Durand & Lambert, Larkin, Muchling) expanded the belief inventory to include perceptions related to other aspects of advertising, for example: informational value, sexual content and use of women, ethics, deception and falsehood. More recently, thought listings in reaction to the word "advertising" were categorized into areas such as function, affective response, practice, industry and user-related, to measure attitudes towards advertising in general (Andrews, Lysonski & Durvasulu 1991) Mittal (1994) used customized rating scales to measure attitudes specifically towards television advertising. Alwitt and Prabhaker 1994 explored reasons for disliking television advertising.

Historically, the systematic study of attitude toward advertising in general has been rooted in the work of Bauer and Greyser. Bauer and Greyser's work demonstrated that 'attitudes toward advertising in general consist of two belief dimensions, economic and social effects, and found that attitudes are normally based on consumers' beliefs regarding the social effects of advertising and the economic effects of advertising'.

Despite the advances in our knowledge, Pollay and Mittal (1993) asserted that previous work had not yet completely considered "the range of specific beliefs held by consumers and their relative importance in relation to a global attitude toward advertising and other consumer behaviors". They concluded that a more comprehensive model should be developed using additional belief dimensions as determinants of attitudes toward advertising.

According to Pollay and Mittal (1993), "beliefs are descriptive statements about object attributes (e.g., advertising is truthful) or consequences (e.g., advertising lowers prices), whereas attitudes are summary evaluations of objects
advertising is a good/bad thing). They also proposed that attitudes could be explained by beliefs, being the integration of weighted evaluations of perceived attributes and consequences, based on Fishbein’s (1963) theory of reasoned action. The kernel of Fishbein’s theory is that beliefs and attitudes are distinct, and beliefs usually function as indicators of attitudes.

The fundamental concepts derived from Fishbein (1963) led Pollay and Mittal (1993) to establish seven belief dimensions about advertising in general and self-developed or adapted items for each belief dimension from several prior studies. Pollay and Mittal113 divided seven belief dimensions into two categories: one group is belief dimensions that explicate personal uses and utilities of advertising (product information, social role and image, and hedonic/pleasure), and the other group includes items that reflect consumers’ perceptions of advertising’s social and cultural effects (good for the economy, materialism, value corruption, and falsity/no sense).

iv. Attitude towards advertising in specific mediums

Based on the concept that beliefs are antecedents of an individual’s attitude toward advertising in general, researchers have extended their research interests to attitude toward advertising in a variety of specific mediums, such as television or videocassettes. There has been a significant increase in the different types of advertising media in recent decades.

Gwinner, et. Al. (2003)116 explained that the sport has been considered a natural platform for advertising as “it carries very strong images, has a mass international audience, and appeals to all classes”. Advertising with the use of sport may provide substantial “excitement” and “emotional attachment” among consumers117. Accordingly, while consumers’ overall attitudes toward advertising in general and other traditional mediums have become more negative, it is propose that attitude toward advertising through sport should be more positive based on the positive feelings consumers are expected to have toward sport.
v. Celebrity Endorsement

Celebrity endorsement has developed tremendously in the past decades and has been acclaimed as “a ubiquitous feature of modern marketing”\textsuperscript{118}. According to McCracken\textsuperscript{119}, a celebrity endorser is “any individual who uses his or her public recognition on behalf of a consumer good by appearing with it in an advertisement”. Based on the notion that celebrities are successful spokespersons for a company’s brand or product, in that they deliver a company’s advertising message and persuade consumers to purchase the sponsored brand, a substantial amount of money is annually spent on celebrity endorsement. Accordingly, it has been confirmed by scholars and marketers that celebrity endorsement is a very effective marketing tool, as ‘celebrities have considerable influence on consumers’ attitudes and purchase intentions’\textsuperscript{120}.

Advantages of celebrity endorsement include its ability to differentiate an advertisement from surrounding advertisement clutter by providing the product(s) with instant character and appeal. Furthermore, celebrities who are particular popular and recognized worldwide, have the capacity to enter international markets, and thus go beyond cultural border. However, a risk with celebrity endorsement is that a celebrity’s image may have a negative impact on the brand or product that he/she endorses as a result of negative news or publicity, or simply not appealing to everyone, seeing as a celebrity’s image often transmits itself to the endorsed brand, and accordingly the brand’s image transmits itself to the endorser.

1.5. The Effects of Packaged Food on Human Health

Packaged foods have been compromised by the addition of hormones, additives, preservatives, unnatural genetic material or other chemical or heat treatments that alter or destroy the natural healthy enzymes, fatty acids, vitamins and minerals. The main goal of food processing is to lengthen the shelf life of foods so that larger amounts can be sold over time.

1.5.1. Food Packaging

Processed foods, also known as packaged foods, are foods that undergo various processes like canning, sterile processing, refrigeration and freezing that
provide them with a longer shelf life. Some other methods for processing foods are pasteurization, blanching, dehydrating and sun drying. Nicolas Appert and Clarence Birdseye are the two pioneers behind the food processing industry and who introduced various types of processed or pre-cooked foods to the world. Cooking food is also a method to process food and makes it free from microorganisms. There are some processed foods that are beneficial, like pasteurized milk, which contains no bacteria and is homogenized to keep the fats from separating. Frozen vegetables are also good for consumption as the essential minerals and vitamins are preserved in the process of freezing. Vegetable and fruit juices (orange juice is fortified with calcium) are fortified to make them even more nutritious. Though these foods are healthy, there are some that have to be avoided as they may contain chemicals that may be harmful to the human digestion system. It is the best to avoid processed meats, as eating these meats may increase your risks of contracting various types of cancers like stomach, kidney and colorectal cancer.

Healthy nutritious foods have been replaced by the new food mantra - JUNK FOOD! Junk food comprises of anything that is quick, tasty, convenient and fashionable. It seems to have engulfed every age; every race and the newest entrants are children. Wafers, Chips, Chacos and Creams are suddenly the most important thing. The commonest scenario is a child who returns from school, plunks in front of the television, faithfully accompanied by a packet of Chaco/ Lays/ Chips/ Cream Products. Eating junk food leads to a sense of starvation both physically and mentally, as the feeling of satiation and contentment that comes after a wholesome meal is absent.

1.5.2. List of Processed Foods to be avoided

Packaged foods contain lot of synthetic chemicals that can trigger unwanted reactions in the body and may also lead to ill health. Here are some of the foods that should be avoided as they are literally loaded with sodium and other chemicals;

- Packaged high-calorie snack foods, like chips and cheese snacks
- Sugary breakfast cereals
- Canned foods with lots of sodium
- Frozen fish sticks and frozen dinners
- Pastas and white bread that are made with refined white flour
- Packaged cakes and cookies
- High-fat foods, like cans of ravioli
- Boxed meal mixes, loaded with sodium and fat

How to Avoid Processed Foods

Not all processed foods are good for health, as they are high in calories, sugar, Transfat and saturated fats. They also have a high salt content as salt is added to these foodstuffs in order to prevent the foodstuffs from spoiling by draining out the moisture and increasing the shelf life. Given below are some ways that can be implemented if you want to avoid these foods in your diet;

- The first basic 'rule' is to get rid of all the cans of processed foods in your cabinet and refrigerator.
- Select fresh fruits like fresh whole fruits and vegetables to replace the canned fruits and vegetables. As the fresh fruits and vegetables do not have a longer shelf life, it would motivate you to finish them off before they go bad and get a fresh stock.
- Eat your meals at home and get your lunch packed from home. In this way you can eat fresh and healthy food and can also save money which you spend on fast food.
- Buy fresh meat instead of getting processed meat like bacon, hotdogs, red meat and bacon as they are chemically treated in order to make a longer shelf life.
- You can use homemade versions or substitutions of the store bought sauces. You can also make your favorite condiments and sauces with fresh ingredients or you can also try new recipes by getting a replacement for these condiments.

Though processed foods are convenient, popular, easy to cook and delicious, there are many hazards related to them. So it is better if you know the pre-cooked foods to avoid and substitute them for natural ones. Eat natural and well cooked food to lead a healthy and disease free life.
1.6. Chapter Summary

- Instant Foods play an important role in everyone's day-to-day life. Unlike olden days where man used to have his food lavishly and slowly, the present trend changed the habits to foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Preparing food with instant mixes has become a way in life and no doubt they are going to be an integral part of food habit in future.

- Generally, food is prepared depending on the habits, tastes, social status, economic factor, availability, traditions, habitats, etc., of the people of that region. The most sought after in the present age are the instant/ready-to-eat foods. They are very popular in the Western region of the world. Even India is being influenced by these instant foods.

- After the 1991 economic reforms there have been many changes in the socio, economic, political and cultural outlook of India. The rural India is providing a large consumer base to the marketers to market their products.

- With the saturation of urban market, companies are trying to trigger growth in rural areas. They are identifying the fact that rural people are now in the better position with disposable income. The low rate finance availability has also increased the affordability of purchasing the costly products by the rural people.

- This research will be therefore an attempt to study the impact of branded packaged food products on rural consumers and the overall potential of the rural market. To do a research work entitled "impact of branded packaged food products on rural consumers in chittoor district", chapter two consists of research Methodology.
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