Change in Consumer Behaviour towards food habits post lockdown

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Abstract

In choosing the way people live, diet and food preferences are closely linked terms. The behaviour of choosing food is an indicator of trends of food intake that, in turn, are closely linked with the result of choosing food. It differentiates three kinds of causes, namely food properties, personal factors and environmental factors. The impact of the individual categories are discussed with the help of 244 respondents in Anantapuramu city.

Keywords: Consumer behaviour, consumer decision making process, Food review by consumers

Introduction

Food markets are highly diverse and dynamic in India and the rest of the world. Any of the main factors for such shifts are growing globalization, the entrance into the food market of major foreign and domestic companies, intra-regional customer movement, a significant proportion of the labour force of women, etc. The number and variety of foodstuffs in the country is growing, and the socio-economic developments have raised interest amongst the professionals and researchers in the food industry.

Consumer behaviour requires an examination of human reactions to goods, services, the marketing mix, and the marketing components. Food is essential for human beings; it serves as a source of nutrients, but also as a source of pleasure. It is quite a difficult to comprehend food consuming behaviour due to the various sciences and fields of study involved.

Following China, India is the world's second largest food manufacturer. Growth in India's food production in the coming decade provides favourable prospects for investment in food and food manufacturing, along with investments in the development of malted beverages and probiotic beverages. Fruit beverages are a fast-growing market in this field.

There are a great range of fast-food restaurants and coffee shops in India. Global and domestic investors have also seen food investment opportunities because of scale, growth, penetration, and organizational level of the food markets.

Review of literature

Olavarría et al[1] have tried to assess and evaluate the association of lifestyle improvements such as dietary behaviours and physical activity models (PA) in the containment process during the COVID-19 pandemic. The research was attended by seven hundred participants of the Chilean national territory aged between 18

and 62 (women, n = 528 and people, n = 172). A study performed in May and June 2020 evaluated eating patterns, PA, body weight and sociodemographic variables.

Ashkanani[2] discovered that in contrast with before the COVID-19, a late snack or dinner in COVID-19 was much more likely to occur in the late-night. In addition, the level of fast-food consumption was dramatically reduced during COVID-19 and there was no fast-food intake recorded by up to 82%. The proportion of participants who made their key meals fresh has risen dramatically. There is a substantial rise.

Giacalone[3] has identified two major issues were directly addressed: 1) improvements in the consumption of particular food groups were identified and the 2) safe food impact was operationalized as Mediterranean food adherence; (MEDAS score). In a 44-point online survey conducted during the lockout, respondents (N = 2,462) conducted an evaluation of their socio-demographic qualities, general eat habits and frequency of consumption of selected products (mostly MedDiet related).

Problem of the statement

There has been a lot of discussion on food quality and protection issues in India during pandemic. These questions are for Indian customers in their decision-making process of purchasing processed food, packaged food, ready to eat etc.

Objectives

- To identify the different factors which can impact the buying decisions for major food categories.
- To identify the different forms of food which have high perceived quality.

Methodology

An extensive literature review and consultations in small groups resulted in the formulation of a list of variables important to the article. It was generated to track variables in Anantapuramu city of Andhra Pradesh. The respondents' age, educational level, source of revenue, and the number of adults; the respondent's monthly expenses; and the number of adults that are presently employed, as well as their schooling status at the time of survey were used to calculate the number of respondents in this group. A total of 244 respondents have educed their opinions for this research. A well-structured questionnaire was sent to respondents by using google forms.

Table 1

Demographic characteristics	Particulars	Percent of respondents	Cumulative percentage
Gender	Male	43%	100%
	Female	57%	
Age	Less than 18	26%	100%
	19 – 25	36%	
	26 -35	28%	
	36 – 45	8%	
	46 and above	2%	
Educational qualification	Schooling	13%	100%
	Intermediate	9%	
	Graduation	57%	
	PG	19%	
	Others	2%	
Source of household income	Business	24%	100%
	Govt employee	8%	
	Pvt employee	52%	
	Agriculturist	12%	
	Others	4%	
Members in the family	2	2%	100%
	3	29%	
	4	48%	
	5+	21%	

Source: computed from primary data

From table no. 1 it can be seen that 43% are male,57% are female. When it comes to age factor 26% are below 18 years, 36% of them are between 19 – 25 years, 26% lies between 26 – 35 of age, 8% are aged between 36 -45 and lastly 2% fall in the age group of 46+. 13% of the total respondents have done their schooling, 9% have done their 12th standard, 57% stands for completing their graduation, 19% have completed their post-graduation, 2% are identified as others. The researcher has identified 24% of the respondents as business people, 8% as government employees, 52% as private employees, 12% as farmers or agriculturists & 4% as others. While deciding the food orders or style family members play a vital role, 2% of the respondents have only 2 members in the family, 29% are having 3 members, 48% are having 4 members in the family lastly 21% of the families are having more than 5 members in the home.

Table 2

Variables	Dairy products	Vegetables & fruits	Processed food	Pulses	Total mean
Hygiene	4.8	3.7	4.9	3.94	4.34
Freshness	4.6	4.54	4.93	3.81	4.47
An immaculate area of distribution	4.1	4.23	3.81	4.26	4.1
Value for money	4.98	3.84	3.26	4.1	4.05
Overall soundness	3.98	3.15	3.28	3.26	3.41
Sense of taste	4.58	4.3	4.12	3.25	4.07

Flavour	4.63	4.69	4.19	3.15	4.16
impressive show of goods	4.98	4.56	4.89	4.13	4.64
proximity	3.98	4.15	4.03	4.56	4.18
congenial atmosphere	4.55	3.76	4.12	4.03	4.12
Locally produced	3.56	4.52	3.72	4.87	4.17
Colour	4.5	4.01	4.6	4.28	4.34
Advertising	3.9	3.00	4.2	3.15	3.56
Shape	4.8	4.1	4.6	4.2	4.42
Promotional offer	4.18	3.00	4.5	4.1	3.95

Source: computed from primary data

From table no 2 it can be seen that consumers decision of purchasing all the mentioned food products are more impressive at 4.64 mean value, next comes the freshness of food at 4.47 followed by shape of the food at 4.42, next is the hygiene and colour at 4.34, proximity of the food centre is 4.18, the production of food locally stands at 4.17, flavour of the food is 4.16, the congenial atmosphere of the store or food centre stands at 4.12, immaculate area of distribution is at 4.1, taste of the food with 4.07, value for money at 4.05, promotional offers at 3.95, advertising of the food product is 3.56 and lastly overall soundness of the food product is at 3.41.

Findings

- Majority of the respondents are female
- It is identified that most of the respondents are between 19 – 25 years
- Graduates stand at number one as they are more in number.
- More than half of the respondents are private employees.
- It is observed that most of the families in Anantapuramu are having 4 members in the family.

Conclusion

This study focuses on changes in dietary patterns in the Anantapuramu community during lockdown. The statistics in the paper based on an anonymous questionnaire (N = 244), which is self-administered, suggest that others have seen their lock-downs influenced their behaviours and diets. Poor eating habits combined with an unhealthy lifestyle can result in serious health problems. As a result, the government should recognise the need for organized campaigns, workshops, and fitness education systems to teach the fundamentals of diet, food planning, and how to adapt and maintain healthy eating and living habits.

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