



## A Comparative study of customer attitude towards branded food outlets versus non branded food outlet in Parul University Vadodara

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### ABSTRACT

In many cultures, sharing a meal together is seen as a universal sign of affection. The food business is booming and adapting rapidly, relishing in its multifaceted nature. When considering a meal, the issue of its qualities takes centre stage. Quality is one such aspect of food that has been fairly damaged as a consequence of the rapid commercialization of the food business. In response to these concerns, food product branding emerged as a frontrunner.

This research attempts to answer the question of whether or not consumers' preferences in regards to food goods, branded or unbranded, have affected the ongoing discussion. Purposive sampling was used to choose 200 Students of Parul University Vadodara to participate in the research. Statistical approaches such as Percentage analysis, and Chi – square testing was used to measure the degree so priority the buyers provide for branded vs unbranded food goods. Consumers, who are more health-conscious, are thus more likely to embrace the branded food culture, since doing so provides some guarantee about the quality of the items.

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### GENERAL INFORMATION

Humans' relationship with food goes back to our most basic needs. From the beginning of time, man's primary objective has been to secure regular access to sufficient, high-quality nourishment. Quality food must meet the minimum standard of being safe to consume. Acceptable levels of pollutants, adulterants, naturally occurring toxins, and any other chronic basis are what we mean when we talk about food safety. Quality in the food industry may be defined as the sum of the many factors that influence a product's appeal to consumers. A company's brand is seen as a means by which a marketer may set their product apart from the competition. Value is promised by brands because they set things apart from competitors. Brands inspire convictions, stir up emotions, and motivate action<sup>1</sup>. Things are purchased by consumers, but consumers' attitudes about a brand play a significant role in determining which products they purchase and how they decide to purchase them. Consumers'

rights are increasingly front-of-mind in today's tech-driven economy. They want to learn as much as they can about a product or service as quickly as possible before deciding whether or not to buy it. However, today buyers rely heavily on brand recognition when determining which things to purchase. Because of the proliferation of educated people, there has been a corresponding rise in demand for name-brand goods; nevertheless, the quality of unbranded products is so poor that they pose a number of health risks. As a result, consumers now have more confidence in the goods they purchase thanks to the introduction of the brand idea. As "customers are the monarchs," and as such, they ultimately determine the product's market viability, manufacturers should also have the branding and production of food goods in mind. It's no secret that branded goods now dominate India's retail business. However, many branded food items did not become widely accessible until the last 20 years. Many people still choose to utilize homemade, unbranded items like pickle, wheat flour, ghee, pappads, spices and masalas, rice salt, etc., since they value authenticity more than well-known labels. The purpose of this research is to examine the differences and similarities in how different types of clients approach purchasing food goods for their daily diets.

## INDUSTRY PROFILE

### Introduction

The meal service sector is characterized by its emphasis on quick service and minimum table setting.

It has a small, upscale menu and does bulk cooking and packaging in advance so that customers may either eat there or have it delivered to them to enjoy at home. Urban dwellers are used to the idea of ready-made meals.

In order to attract customers' attention, fast food restaurants will use a variety of appliances to make their meals in a way that keeps their offerings fresh, consistent in flavour, and always available. Most city dwellings won't have kitchens or dining rooms worthy of a food court. Customers began opting for fast food instead of restaurants that invested in the necessary equipment so they could provide lower prices. Immediately after World War II, the United States had a period of economic growth, and people started to spend money in proportion to their rising level of living. When both partners in a partnership were busy with work, they often felt uninspired when it came to doing the ordinary tasks of daily life, like cooking dinner. To solve this problem, people began having romantic relationships based on fast food that could be delivered quickly. At one time, going out to eat was a treat, but nowadays, it's more of a must, especially because many people, for both lunch and supper, choose fast food restaurants because of their low prices and convenient hours. Fast food restaurants have supplanted the traditional family supper.

## COMPANY PROFILE

The Indian market is flooded with a wide variety of novelty products, both domestically produced and imported. The material culture of a society may be summed up by its branded food.

Nation and time era. The ancient world's material culture was distinct from that of the modern world. The closest thing to people's everyday lives are novelty items. People's lifestyle and social standing are largely determined by the options available to them. However, it has been noted as an overlooked part of the active marketing situation, which is progressively attracting a focus from significant organizations owing to the rise of internet

marketing. In today's marketplaces, especially the Indian market, where consumers are more traditional, brand management holds the key. But the market for Brand novelty products is only beginning to take off. Consumers nowadays expect good value for their money. A novelty item is anything that has been created with no functional purpose other than to be entertaining or different. The phrase may also refer to useful objects with non-essential embellishments or decorations, such as novelty slippers. Typically, the phrase refers to very little products and is not used to describe bigger things like tourist attractions. This item might be a promotional item, a souvenir, or a keepsake.

### I. NEWNESS

Branded food is created to enhance the quality of one's life in many ways. It's not really for anything in particular.

While novelty products aren't often included in household budgets, they're often bought during holidays, vacations, and weddings. However, modern buyers are pickier than ever before. The novelty market is larger than the telecom industry and maybe only second to the food industry in terms of consumer spending in the nation. Due to the general public's unfamiliarity with the brands sold in this market, consumers may not be as likely to try them.

However, the rapid expansion of both internet marketing and tourism has enabled novelty item manufacturers to develop recognizable brands that remain popular for longer. Having a well-known brand is a status symbol. That's why people will remember this product the next time they go shopping and will recommend it to their friends.

## HISTORY

You may get delicious, nutritious, and simple-to-prepare food that fits your lifestyle needs by purchasing branded products. When purchasing name-brand groceries, it's important to check the packaging date. Although packaged goods may keep for a long time without going bad, eating them after they've reached their expiration date might be dangerous. Your search for the greatest branded food online ends here. We source only from the most reputable brands produced by India's top food companies. Using our products, even the simplest of meals may be made healthier and tastier. People of all ages, including kids, adore these items. It's a great resource for making a delicious supper for the entire family. You may shop for name-brand packaged goods online at our store and then use them in delicious dishes without leaving your house. Snacking in between meals is something almost everyone enjoys doing. Once upon a time, the housewife would spend hours in the kitchen preparing meals for her family. These days, however, most women also have to earn an income elsewhere, so they simply do not have the time to devote to cooking.

Products from Indian food manufacturers with well-known names in the international market: in the modern, cutthroat food industry, every advantage counts. People devote in lot of their time and energy to achieve and be the best. However, just a minority of individuals understand that physical well-being is the most important aspect in achieving success. In order to be healthy and productive, one must eat well. A healthy diet and a busy work schedule don't have to be mutually exclusive, and branded food items may help. Packaged, branded foods are now trending up in India. In India, branded food is rising in popularity as a convenient alternative to cooking

from scratch. Bread, morning cereals, ketchup, dips and spreads, honey, and a plethora of other branded culinary products exist to simplify daily living. Preservatives are added to packaged foods to ensure they don't go bad quickly after being kept. As a result of their lengthy storage life, they may be used even in places where access to fresh food is limited. Browse our web shop for a wide variety of Indian branded culinary products. We provide an extensive selection of name-brand groceries from India at costs that won't break.

### OVERVIEW OF WORLD MARKET

Literally everything that sustains a creature nutritionally may be considered food. Whether it comes from a plant, an animal, or a fungus, food provides the body the nutrients it needs to function properly. An organism takes in the material and uses it to fuel its metabolism, keep itself alive, or promote its development. Species of animals have developed distinct eating habits to meet the demands of their individual metabolisms, and these niches in ecology and geography typically play a significant role in shaping these feeding habits.

Humans, who can eat everything, have evolved to thrive in a wide variety of environments. The bulk of our dietary energy comes from the industrial food sector, which farms intensively and distributes its products through elaborate processing and distribution networks. The traditional agricultural system depends extensively on fossil fuels, making it one of the largest contributors to climate change (up to 37% of total greenhouse gas emissions are attributed to the food and agricultural system).

Sustainability, biological variety, economics, population growth, water supply, and access to food are only few of the many additional social and political concerns that are profoundly affected by

the food system. There are a number of international organizations that keep an eye on things like food safety and food security. These include the International Association for Food Protection, the World Resources Institute, the World Food Programme, the Food and Agriculture Organization, and the International Food Information Council.

### OVERVIEW OF INDIAN MARKET

What we call "food" might be anything that sustains or energizes living organisms. use it orally for nutritional, therapeutic, or recreational purposes (depending on the kind) and it may be in its natural or processed form. Water, fats, proteins, and carbs make up the bulk of food. Food also contains organic molecules (such as vitamins) and minerals (such as salts). Photosynthesis is the process through which plants, algae, and certain microbes create their own food molecules. Many meals include water, and water itself is considered a legitimate food source. [6] While fat has the highest energy density, other components like water and fiber have relatively modest calorie counts. Plants and animals can't operate properly without a number of inorganic (non-food) components.

Different types of human food may be categorized in different ways, such as by their processed state or similar composition.

There is some leeway in both the number and make-up of the different categories of food. Vegetables and fruits, grains and breads, dairy products, and meats make up the four main categories included in most systems, each of which describes the origin and relative nutritional function of the food in question. Whole grains/cereals, refined grains/cereals, vegetables/fruits, nuts/beans, eggs/dairy, fish/meat/processed meat/beverages are common categories used in dietary quality studies.



Cereals, roots, pulses, and nuts, milk, eggs, fish and shellfish, meat, insects, vegetables, fruits, fats and oils, sweets and sugars, spices and condiments, beverages, foods for nutritional uses, food additives, composite dishes, and savory snacks are just some of the nineteen food categories used by the Food and Agriculture Organization and the World Health Organization.

## **GROWTH OF THE COMPANY / INDUSTRY / SECTOR**

The food chain in any given ecosystem starts with primary producers and ends with top-level predators. Detrusors (animals that feed on detritus) and decomposers are two further components of the web (that break down dead organisms). Primary producers rely on solar energy to fuel their metabolic processes, and this group includes photoautotrophs including algae, plants, bacteria, and protists. Plants have two sets of eaters: herbivores, who are the primary consumers, and carnivores, who are the secondary consumers. The majority of mammals and birds are examples of omnivores since they consume both animal and plant matter. The highest level of the food web consists of apex predators, or top-level predators. The term "apex predator" is often used to humans.

Vegetables, fruits, cooked meat, milk, eggs, mushrooms, and seaweed are all sources of nutrition for humans, who are omnivores.

Cereal grains are a globally important staple food, producing more food energy than any other crop. Eighty-seven percent of the world's grain supply is comprised of corn (maize), wheat, and rice. 55% of the world's crops are farmed for human consumption, 36% for animal use, and 9% for biofuels. Bread, wine, cheese, and yogurt are just

few of the fermented foods that require fungi and bacteria in their production.

## **ABOUT MAJOR COMPANIES IN THE INDUSTRY**

Foods that are professionally prepared (typically by processing) to optimize ease of consumption are referred to as convenience foods or tertiary processed foods. Such fare often doesn't need any further cooking on the consumer's part. It may be lightweight and simple to transport, or it could last a long time without going bad. Even though this description fits restaurant food, it is seldom used to describe it. Ready-to-eat dry items, frozen meals like TV dinners, shelf-stable foods, prepared mixes like cake mix, and snack foods are all examples of convenience foods.

For thousands of years, people have made and marketed baked goods, salted meats, cheeses, and other ready-to-eat meals. Increases in food technology have allowed for the creation of new food categories. Convenience meals may be of many varieties depending on nation and location. Some fast meals have been criticized for their lack of nutritional value and their potential to increase landfill trash because of their excessive packaging. In an effort to combat juvenile obesity, many strategies have been implemented to lessen the negative elements of commercially manufactured food.

Foods labeled as "convenience" have been processed commercially so that they may be eaten quickly.

Convenience foods may be purchased in a variety of forms, including those that are preheated and ready to eat, those that can be stored at room

temperature, and those that can be defrosted and cooked from frozen (typically just heating).

Creating meals "to make them more attractive to the customer" is another way that convenience foods have been defined.

The time savings of both fast food and sit-down restaurants (see also) are comparable.

The food in a restaurant is often served in its finished form, but the food at a convenience store will need some little cooking. When compared to making a meal from scratch at home, the costs and time commitment of the former are often higher.

## INTRODUCTION OF THE STUDY

In an attempt to save time and energy, people have always relied on commercial food processors such as bakeries, creameries, butcher shops, and the like. Itinerant Aztecs from Central Mexico employed a variety of ready-to-eat dishes that only needed water to be added. Pinole, or pounded and dried cornmeal, was often utilized by travellers as a lightweight, easily transportable meal.

Canned food first gained popularity during World War I, although its origins date back to the 19th century when it was created particularly for military purposes. The proliferation of canning relied heavily on the advent of canneries capable of mass manufacturing cans at low cost. Before the 1850s, a skilled tinsmith was needed to create a food can; subsequently, a low-skilled worker using a machine to create cans could make 15 times as many cans in a day.

Meatpacking was one of the first forms of food processing done on a large scale. After the

development of refrigerated train wagons in 1878, consumers no longer had to live within hundreds (or later, thousands) of miles of the source of their meat.

The lessons learned during World War II helped pave the way for the future of the frozen food sector.

It was in the United States after World War II that the concept of modern convenience meals was born.

Many of these goods may trace their roots back to military-created meals that were made for long-term preservation and simple preparation on the battlefield. Since many large food corporations were left with unused factories after World War II, several of them began producing new freeze-dried and canned goods for civilian consumption. Convenience foods like fish sticks and canned peaches were huge hits, while other products like ham sticks and canned cheeseburgers failed. However, the modern emphasis on convenience foods and the use of technology in the kitchen relieved work that was previously carried out by women, and hence quick-to-prepare meals gave women greater control over their time.

Consumers' acceptance of processed food has declined in the 2010s, and the image of big packaged food companies has been tarnished, owing to rising demand for fresh, "natural," whole, and organic options and rising health concerns. In response, businesses began to provide "healthier" formulas and acquire reputable brands.

## LITERATURE REVIEW

Brand Identity is a term coined by Janani's et al. (2007) to describe the distinct personality and characteristics of a brand. It allowed the firm to differentiate itself from competitors by capitalizing

on its distinctive brand name. A company's brand is an outward manifestation of its inherent worth. This writer has done extensive research on a variety of product brands.

identification models and discovered that the brand's multidimensional structure consists of 6-12 constituent parts.

Through a review of the relevant literature, they arrived at the conclusion that effective brand positioning bridges the gap between the brand's identity and the brand's image in the minds of consumers.

Anita (2007) conducted a research titled "Consumer Preference for Fast Foods," and she found that Indian consumers are particularly fond of fast food restaurants because they provide a welcome diversion. She singled out product, service delivery, and quantity as the triumvirate of critical factors affecting shoppers' decisions. There was a clear hierarchy of importance among these factors, with taste and quality coming in first, then cleanliness, and finally atmosphere.

"Applying an extended theory of planned behaviour to examine state-branded food product purchase behaviour: The moderating effect of gender," by Yeon Ho Shin et al. (2020), looks at how a model of theory of planned behaviour can be used to study what motivates consumers to buy branded food products. We looked at how many factors, including consumers' attitudes, subjective standards, behavioural control, and health awareness, influenced their purchases. Although the variable of health awareness did not gain statistical significance, the study's findings suggested that consumer attitude and other factors strongly impacted their propensity to buy branded items.

## BACKGROUND OF THE STUDY

In 1953, the initial location of what would become Burger King (BK) served mostly hamburgers, French fries, soft drinks, milkshakes, and desserts. In 1954, after being purchased and rebranded by franchisees in Miami, Florida, BK started extending its menu with the introduction of the Whopper. In 1996, in response to McDonald's Big Mac sandwich, the firm added the Big King sandwich to its menu as a permanent item for the first time. In 1978, with the release of its Specialty Sandwich product line, the firm started experimenting with premium hamburgers prepared from better quality components. Products were among the first of their kind created by a fast-food restaurant chain with the intention of appealing to an adult clientele that would be prepared to pay a premium for a better quality offering. In 2002, however, the firm committed itself fully to developing a high-end burger. On the affordable side, sliders have been a part of the Burger King menu on and off since the mid-1980s.

The Original Chicken Sandwich, the company's first significant chicken product, was included in the company's 1978 Specialty Sandwich line. To fill the void left by McDonald's ubiquitous Chicken McNuggets, Burger King introduced Chicken Tenders to its menu in 1985. As early as the 1990s, the firm started producing the first grilled chicken sandwich product accessible throughout the country with the introduction of the BK Broiler. In the years that followed, the sandwich underwent a number of iterations and name changes before landing on its present iteration, the Grilled sandwich. When Burger King introduced its BK Chicken Fries in the middle of the 2000s, it gave customers a second

option for chicken fingers. Because of changes in management and popular demand, BK Chicken fries would be taken off the menu and then put back on.

## OBJECTIVES OF THE STUDY

- The goal of this research is to better understand how brand-name and generic food items are perceived by customers.
- We need to find out why so many people are making the transition from generic to name-brand food items.
- Research the extent to which consumers are happy with the quality of popular food brands.

## RESEARCH METHODOLOGY

### METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

#### Methods for data collection

Primary Data

Secondary Data

#### Primary Data

Primary source of data was collected by questionnaire.

#### Secondary Data

Secondary source of data was collected from

Books

Journals

Magazines

Web's logistics

#### Sampling

The sample technique utilized for data gathering is convenient sampling. The convenience sampling method is a non-probability strategy.

#### Sampling size

Logistics indicates the numbers of people to be surveyed. Though large samples give more reliable results than small samples but due to constraint of time and money,

#### Plan of analysis

Diagrammatic representation through graphs and charts

Logistics able inferences will be made after applying necessary statistical tools.

Findings & suggestions will be given to make the study more useful.

#### CONCLUSION/SUGGESTIONS

Individual differences in consumer behaviour and choice exist. Food goods, both branded and unbranded, are readily available in today's market, giving shoppers a wide range of options. There will always be customers who prefer branded items over those without labels. According to the results, branded food items are more popular with customers than their generic counterparts. Consumers may prefer branded food items because of perceived improvements in the goods' quality, flavour, hygiene, nutritional value, packaging, etc.

A key takeaway from this research is that customer tastes are volatile and subject to change for a variety of factors. The convenience and increased reliability that comes with having a well-known name behind an item makes branded products the go-to choice for customers in today's fast-paced society. As a result, businesses develop cutting-edge products and services in response to customer demand. It allows the company to continue operating by attracting more customers. As a result, it's safe to say that people's changing preferences, more knowledge, and higher incomes all play a role in shaping the way consumers behave.