

Project Dissertation Report on

“Impact Of Processed Food Industry On Consumer”

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CERTIFICATE

This is to certify that Jayant Baghel, 2K21/DMBA/56 has submitted the major research project titled **IMPACT OF PROCESSED FOOD INDUSTRY ON CONSUMERS** in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-23.

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DECLARATION

I, Jayant Baghel student at Delhi School of Management, Delhi Technological University hereby declare that the major research project on **IMPACT OF PROCESSED FOOD INDUSTRY ON CONSUMERS** submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Jayant Baghel

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ACKNOWLEDGEMENT

I would like to express my gratitude to all those who have contributed to the completion of this report on the decision-making process of a consumer for buying a home.

Firstly, I would like to thank my faculty mentor for providing guidance and support throughout the research process. Their feedback and advice have been instrumental in shaping this report.

I would also like to thank the participants who generously shared their insights and experiences on buying a home. Their contributions have provided valuable insights into the factors and stages involved in the decision-making process.

I would also like to thank my family and friends for their support and encouragement throughout the writing process. Their unwavering support has been a source of motivation and inspiration.

Once again, thank you to all those who have contributed to the completion of this report.

EXECUTIVE SUMMARY

This paper is undertaken to examine the processed food industry and how it keep on manipulating the consumer becoming addict to it. In theory most food is processed as any food that's natural state is tempered be it washing or freezing for future, here we are focused on how the big companies get us hooked on their products. Even supplying us with so many substitutes that we are made to believe we have made a right decision in consuming the product, they exploit the lack of consumer awareness and product knowledge to a extent that consumer are not even aware they are tricked by the companies. All the companies use various marketing gimmicks to reel in consumers, but they did not just stop there relying on specific formulas to get people addict to them like including cyclooctenes, a group of chemicals that deliver a toasted, maple like smell; lactones, such as delta-Dodecalactone, which render a creaminess and buttery like rich milk aroma. The objective of this study was to get analysing all these different tactics and how people are influenced by them as main decision is of the consumer to buy those products, focusing on the consumer behaviour and how aware are they about the product they consume. A sampling method has been used and surveys has been circulated online, using previous studies as basis of reference for this research as well.

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INTRODUCTION FOOD INDUSTRY

India is a country of diversity. Here food is not just considered as a form of nutrition but is also collaborated with customs and traditions. Food being one of the most common advertised commodities here and food industry being considered one of the important areas in India that affect the Indian economy. The Ministry of Food Processing (MOFPI) estimates that sales were valued at US four hundred and ninety billion in 2013 and by 2020, it would be close to reach nine hundred billion US dollars.

The sustenance services sector has been growing in conjunction with the food process sector and there's a lot of potential for the business to grow in the coming years as there are changes in consumer's income, the rise of youth within the target population and growing potential of geographic region and fewer developed towns, adopting culture by that several of the customers like eating out that more provides then chance to grow within the industry.

India is an agrarian country with vast supply of food materials followed by huge capacity of livestock and also due to various big companies competing within the industry gives people a cost-effective market.

Such a huge industry that an extensive variety of marketing is done to a more larger variety of goods , consumers are made to think they have a colossal amount of choice to select from . Even - though the sense of power that consumer feels in selecting Maza over Frooti, they are rewarding to small number of large conglomerates whom influence the whole industry some of them are shown below in the figure, each of their subsidiary brands are worth in billions of dollars and they individually own a colossal amount of them.



It doesn't matter that the choice existent or non-existent is not an unpleasant thing, but the feeling that an individual knows about whatever that they are buying is the issue.

Having the liberty of choice that the consumer holds the knowledge of product tends to assist him in convincing that he has made a well-considered decision with full knowledge of the bought goods. However, this knowledge is a façade which has been strategically constructed by marketing done by various brands.

This can well be illustrated by the case of 'quality walls' which was heavily branded as a milk-based product whereas that is façade yet people are not aware about it, the same could be said for juice brands like 'real' or 'tropicana' they are branded as healthy drinks but the truth is they have the same sugar levels as those of soft drinks and are equally harmful but in a consumer mind they are both conditioned to be healthy drinks.

Their conditioning doesn't just stop here they have made specific compounds that get people addicted to their products once consumed, more than 60 types of sugar are formulated and tested by these companies as to which one gets the consumer most satisfaction making them hooked on this product.

These instances are just a small example of corporate brands influence its consumers. So far, the consumers are still unaware and have failed to realize how they are being manipulated by these big companies in their consumption and purchase decisions.

PROCESSED FOOD

Processed foods usually refer to packaged foods that contain multiple ingredients, and may even contain synthetic flavors, coloring or other chemical compounds. They are believed to be responsible for corpulence and its spreading. Frightful diseases related to heart disease and diabetes. However, the definition of it varies greatly.

According to the regulations of the department, processed food refers to the food whose natural state has changed, that is, any agricultural products in the form of washing, refining, shredding, cutting into slices, shredding, warming, freezing, blanching, ripening or canning, pasteurizing, dehydrating, amalgamating, wrapping any different process which changes natural state of consumable goods. The consumable may include other things which elongates the life or induces more flavour and nutrients.

Considering some of these standards, we can say almost all foods sold could be classified as “processed” to some extent. So they are bifurcated further as follows

- **Minimal Processed foods**



Minimal foods are the natural food parts of plants and animals. These food are somewhat modified for elongating their shelf life, but it will hamper significantly the nutritional value of the consumables. Most of fruits, vegetables, raw meats, nuts, whole grains and milk all come under this classification.

- **Processed food comestible ingredients**



These are procured from the minimally processed foods by pressurizing, filtering, milling or grinding. These are not consumed as themselves but are for preparing other foods. Examples include seeds, nuts, oils and flouretc.

- **Processed Foods**



These comestible are from the above two categories by incorporating fat, sugar and salt. Examples include canned products , packaged vegetables,cheese, fresh bread and fish etc. Which could be consumed at their earliestwith less preparation.

- **Ultra- processed foods**

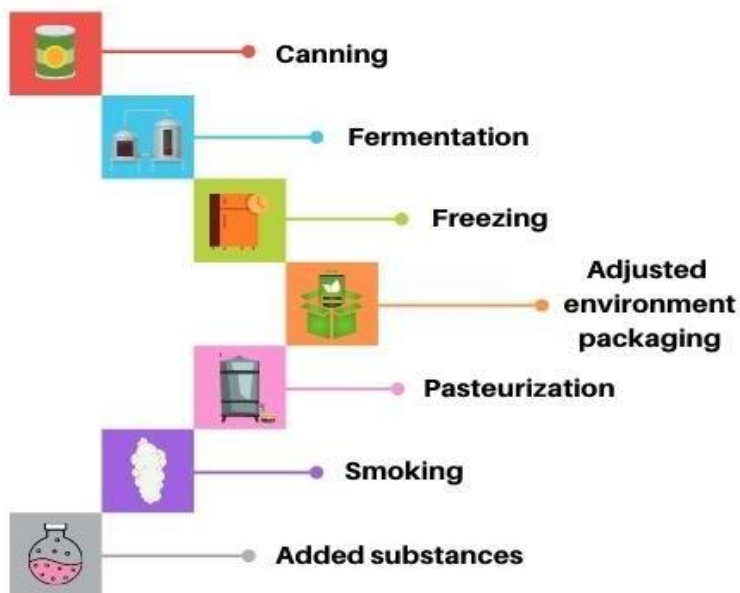


They are known as "highly processed foods", the comestibles are from the above groups that not only contain salt, sweeteners or fats, but also synthetic colors, flavors and preserving agents, which can increase storage stability, maintenance and extend shelf life.

Food Processing Methods

Processing food comprises of traditional and modern methods like heat ministration , fermentation, smoking and altered atmosphere , high temperature treatment. Some of the common methods are described

FOOD PROCESSING METHODS



Canning

The comestibles are treated to an extreme temperature. This procedure is known as pasteurization. After this process they are stored in air-tight containers .

Fermentation

Fermentation basically is when sugar is decomposed by yeast , bacteria or any micro organism without the presence of oxygen. It is mostly done for producing alcohol and preservation of comestibles etc. Bread making

,cheese production, yogurt and many other are produced and processed using this method.

Freezing

The temperature of comestibles is lowered to a 0°C or less to lessen the bacterial activity in the consumable goods. This procedure is relevant to elongate shelf life a majority of foods.

Additives

Food additives have a major role in perseveration of food so that it can stay fresh, taste, safety, looks and feel of the comestible. The specific purpose of adding food additives is for ensuring the food safety and quality during its shelf life.

Modified atmosphere packaging

In This kind of method, the air inside the package is specifically altered or controlled to increase shelf life. The air inside is often substituted with a preserving gas mix which mostly include gases which are found in the atmosphere like nitrogen and oxygen to increase life expectancy.

Reasons And consequences

Makes food edible

Grains that are not consumable in their natural state like wheat etc are processed through various methods to transition them into flour , then it can be used various products like tortilla , bread and pasta etc. even the different levels it is processed to is used for making various products and there many such comestibles with same case as wheat.

Safety, shelf life, and preservation

Processing helps in improving or maybe guarantees meals protection by eliminating dangerous microorganisms. The essential techniques are pasteurization, altered atmosphere and using additional compounds for preservation .

Nutritional quality

Many times processing of food leads to altering its nutritional values this impact can go both ways for the good and for the worse as processing does alter the foods natural state. Ideally you can increase the good nutrients and decrease the bad components.

Convenience

Today's time people are more utility driven so processing foods in the way the consumer like is main objective of many companies, so there are variety of different packages and processing done to make food more easy to carry, long lasting and tasty.

Price

This leads to price reduction if we look at the overall cost for example if we look at frozen vegetables they have same nutritional values as fresh ones but have higher shelf life.

.Therefore, recycling increases the shelf life of food and reduces waste, thereby reducing the overall cost of food production

OBJECTIVES OF THE RESEARCH

This research has been undertaken with the following objectives.

1. To study the key parameter of how consumers make their decision while buying food.
2. To find out what sources of information the consumer uses while buying.
3. To study how brands influence consumers consumption habits
4. Understanding the processed food industry

HYPOTHESIS

1. Big brands are exploiting consumers' lack of awareness about the products they consume.
2. Consumers are knowledgeable about the products they consume but are blindsiding all branding gimmicks for utility and satisfaction

LITERATURE REVIEW

At the beginning of the twenty first century, a phenomenon appeared in the country of substituting home-brewed meals with extremely processed, ready to eat food merchandise swept the nation. This led to a boom within the processed food market. the major reason for this shift being individuals breaking aloof from joint family to nuclear families, and thereby transferal a couple of modification in consumption habits. In business whether large or small companies, brands havealways played a vital role in any commercial or retail environment. The new wavesaw an exponential increase in demand for readymade processed foods and thereby corporations saw an ideal market to expand. corporations required to amass a lot of customers whereas retaining existing ones by branding their product in such a way so that it can acquire new customers without departing fromits existing image.

so brand is generally considered a distinctive blend of the characteristic of the item which has its own culture and values that are being associated with a certainitem through a variety of different ways that consumer recognizes it through. Product branding is widely regarded as the most convenient and popular methodof elevating consumer demand. Consumer perception of processed food dependson various factors such as trust & safety, national branding, packaging, awareness etc. provide a broader view of the consumer buying behavior regarding the branded processed food.

The studies state that majority of consumer purchase products based on trust and safety, but now studies also show now brands can successfully influence consumers to reposition their priorities towards products that give them extra ordinary satisfaction through different factors like cognitive and motivationalfactors through the products itself or the brand value associated with it.

It has been concluded from past research that familiar or popular brands can induce the placebo effect in a consumer and elevate a consumer's satisfaction derived through heightened taste perceptions of food products.

Oxford university has published various studies whom pointed towards the fact that people are improperly nourished . This was a serious problem so to solve this

issue the authorities decided provided the nutrition information and surveyed to assess to what extent the consumer want the information and use them.

According to studies conducted by USDA and FDA the conclusion came out to be optimistic but a bit contradicting. the result of the studies was that the consumer wanted nutrition information and were actually willing to pay extra for that information. Research were pointing towards consumer mindset that if they have the information they would be able to make a more educated decision among the plethora of choice they are being provided by the companies they would feel more enlightened in themselves about their choice. But in actuality the difference between the number of individual who wanted the information on nutrition labels and the ones who could actually interpret the information and make an informed decision was in leaps and bounds.

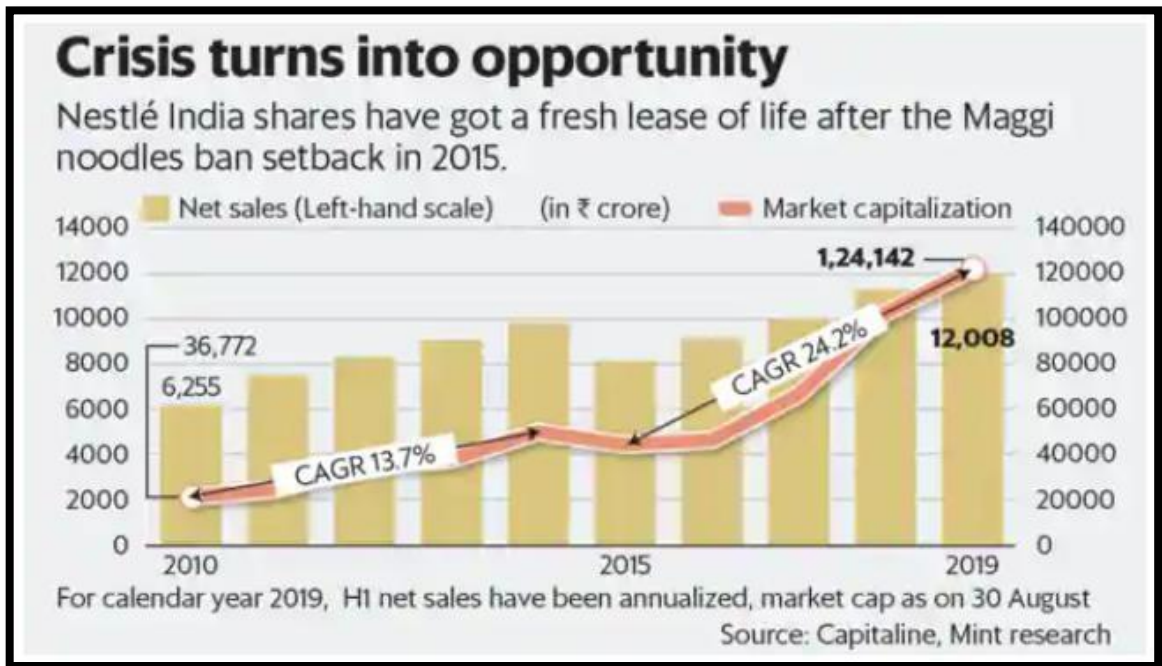
This lack of awareness among consumer was a major problem, many authority administered surveys where people were asked to provide the nutritional values what they thought was the minimum requirement for a human. The result were alarming most of the people were convinced that the needed 4 times the minimum amount of nutrients required.

2001 became a year of crisis with obesity increasing at such an alarming rate that the World Health Organization declared it as an epidemic keeping in mind how much it has risen in the past decade. This indicated the food is becoming less nutritional , analyst spent decades and had theorized that now consumer care more about taste than nutrition and the companies have been exploiting the fact that consumer are not informed and are afraid to do improvement in nutrition due to changing priorities.

When we talk about food consumption there are countless factors but the main ones to focus on are availability, accessibility and the choice the consumer has/ the competition. Those factors are further impacted by geography , income, marketing , modernization , cultures and the behavior of consumer. And if we go deeper then they are further impacted by cost, convenience and safety.

While Branding gimmicks may sway consumers for a short while but it always fail to hold the interest of the consumers, at the end of the day it always boils down to the basic factor which is the value-for-money derived from the product. However in 2013 Wang described that visual packaging important consideration to influencing the consumers to perceive value, quality of the commodity and brand preference effect on the value of the food product indirect manner. So other factors such as packaging influence consumer's perception to a great extent as well while buying processed food. Other than packaging also the customer's own experience and previously buying attitude affects a lot towards brand value of product.

The brand image of Maggie Noodle is very high with high demand and popularity in all age groups in India. The brand was banned for sometime due to excessive taste enhancer (Monosodium Glutamate) being more than 17 times the permissible allowed Food Safety and Standards Authority of India (FSSAI). After gaining approval from FSSAI again for launching the product the consumption was continuing because of consumer's trust.



All its competitors were sidelined the minute Maggie came back the consumer were well aware of what they had done but still they were unfazed to some extent. The growing consumer awareness and growing brand consciousness are also closely linked Maggie used it cleverly to their benefit in the marketing done by them.

Branding helps convey information to consumers through packaging and other ways to communicate and influence product choice. It allows brands to influence how consumers value quality in a product irrespective of the price factor. The consumer awareness and brand consciousness being closely linked are growing with time but the current scenario for most consumers brand consciousness outweighs consumer awareness, as the studies show even the nutrition law passing a long time back there is very less improvement in consumer about what product they are buying and they being totally aware of what is it and this is being exploited by the brands.

Brands use health claims to gain more consumers and get them satisfaction, now as consumer awareness has somewhat increased but the consumer are not yet

informed correctly to make a complete educated decision so what brands have started doing creating a health halo effect around their own products. Brands exploit consumers on their lack of knowledge and try to overstate the health properties of comestible in the mind of consumer, so this convinces consumer they are making an informed decision on the basis of that false information. A great example of this that of whole grain which have been very widely advertised as high in fiber and has many nutritional benefits, whereas the reality is all these are overhyped facts towards gaining consumer trust. A survey show many people believe that whole grain actually that much beneficial for them. Leading to increase in brand and product loyalty on the façade tactics.

This kind of tactic is one façade of a tactic that brands use most often as a way of motivation to reel in consumer and influence the knowledge of consumer which they use making their buying decision. Brands are utilizing the interrelatedness of health and diet which tends influence the consumer in a positive way thinking they are consuming something nutritious thus directly leading towards change in a person's diet and improving their brand image as well. Brands now know this method is effective one and many studies have confirmed that so mostly times the try to accentuate the health benefit more so as to consumer aware about it and give them a enlightened know it all fell while making their decision, unaware about the extent of level they are being duped.

This strategy has proved to be a success that every corporation has incorporated it in their marketing campaigns but as every one is doing it even though it is great for corporation but the consumer is being duped from all angles at every point does leading to them believing false or over accentuated information and bringing major change in their diet. Thus all of them being influenced in a wrong way health perspective wise has lead to improper nutrition among the majority.

Studies look at various factors in a processed food in term of brand preference, consumer's perception, and consumer buying behavior in term of quality, nutrition, health, price and size of the production. Some studies explain about the skills of the consumers while cooking the food, if the skill is low they will more prefer on process food like a noodle, pasta, and cornflakes.

Apart from all the factors mentioned above how actually food manufacturers manipulate these foods to addict us, some researchers like Michael Moss and Christine Moorman focuses necessarily on the brain, the true fountainhead of addiction, which he define as "a repetitive behavior that some people find difficult to quit.". Describing how foods can be engineered to trigger the brain's "on switch" and inhibit its "off switch", These switches and the instincts that turn them on and off have deep evolutionary origins And how they are the hard-wired instincts to eat these foods powerful. Even seeing the pictures of certain foods can cause us to salivate.

In unforgettable language, Moss describes how less than a second after you bite into a luscious chocolate or a glazed doughnut, flavor sensations derived from a combination of sugar and fat, as well as other smells and tastes, hit your brain, interact with memories and release a flood of neurotransmitters that stimulate and perpetuate fundamental cravings.

A research find out how Big Food innovates to manipulate and intensify these addiction-inducing sensations. To trick us to eat more they also lure us in with low prices, dazzling packaging, convenience and trumped-up variety. Some example among many: Differently colored M&M's taste the same but dupe our brains to consume more than if they were all just brown or companies like Nestle and Kellogg's both of these are mammoths in the industry with countless brands worth billions of dollar brands and are trusted by consumer world wide have been dragged to court as they to were duping people indirectly, they have been using compounds that make people addict towards their products and have been influencing peoples perception by transitioning junk food to junk diets. The normal product and the diet are product have the same nutrition values but they are just branded in a way that promotes make people perceive the one on which diet is written is actually more healthy. Coca Cola has been doing the same by launching coke zero which the claim has zero calories, they have brilliantly convinced the consumer lesser the calories the more better it is for them but the truth is calorie is not the only thing that influences nutrition coke zero in actuality has more salt, sugar and fat than normal coke, creating of these false perception has made these companies being dragged to court and answering for their deeds.

Now the further research is being aimed at : 'Who Is At Fault ? ' No one is forced to eat at fast food chains or in general these ultra processed and semi processed foods.

RESEARCH METHODOLOGY

Statement of problem

The main aim of the study is to see how the processed food industry manipulates the consumer . Through this study we will try to understand how a consumer organises and selects the product offered by processed food companies .

Scope Of Study

In this study all the consumers are from Delhi. This study will give us a better understanding about needs and perception of the consumers towards processed foods. It will also be informative for the processed food companies as they can see if their consumers are satisfied with their products or not . Consumer perception about processed food will be much clearer through this study.

Research design

Research design is basically a plan which guides us to collect and analyze a research . It helps us to understand the buying needs and patterns of the consumer .This research covers 30 consumers from Delhi who are from different various age groups.

Method of data collection

- Primary data is the data that has been collected for the first time. There are several methods to collect primary data . In our study we have used questionnaire method to collect information . The questionnaire was administered to 30 respondents.

- Secondary data is the data that has already been collected and analysed by someone else. It can be found through various sources such as books , magazines, libraries, company records, etc.

Sample Design

A sample design is the way that helps us to select survey sample.

Sample Unit

Sampling Unit – Delhi NCR

Sample Size

This study was conducted on a sample size of 30 people from Delhi NCR with the help of a questionnaire.

Sampling Method

Sampling technique is probability sampling i.e simple random sampling

ANALYSIS

Usually mentally fit and physically active people are very cautious while choosing the right processed food. The following graphs enumerate how consumers perceive the processed food. The survey depicts that the time-savings. (Figure 1)

This factor is one of the vital factor for most consumers preferring processed foods, while others also purchase them as they are tasty. Pre-packaged foods can reduce meal preparation time and also ideal for travel. Merely few people believe that these food items are healthy and nutritional as these pre-packed foods containing little nutritional value hold filtered ingredients and artificial substances.

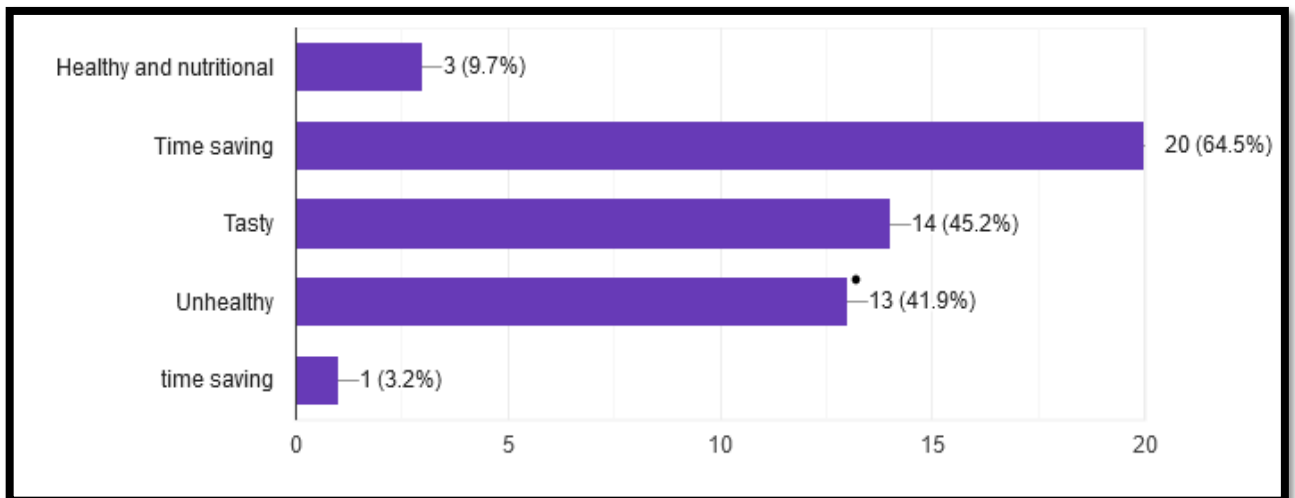


Figure 1

Before purchasing any food item maximum people check the expiry date and very few amount of the them actually read all the ingredients on the product as shown in figure 2. Customers tend to check the expiry date on the products because of the time product has left in getting stale. As the products with near approaching expiry dates are not much liked by the customers. As people want products that can last longer without getting pale and expired. Around 33% and 40% of consumers read the nutritional information and FPO certification on the package respectively which maybe because food labelling regulations are sometimes complex, making it harder for consumers to understand them. Especially on foods that are liable to spoil are labelled to provide storage guidance, how long it is safe to eat and how to keep the food precisely.

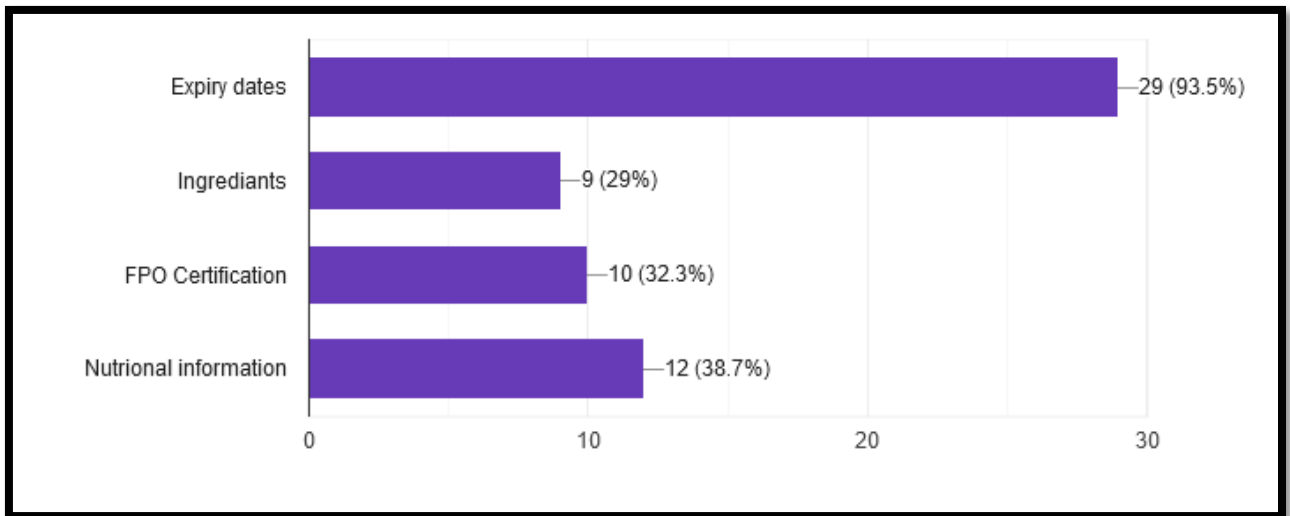


Figure 2

The changing trends in food consumption patterns are nowadays more inclined towards processed food. The main reason for this change in pattern is observed as in figure 3 that these food items offer different cuisines one can choose from, and one can easily make them at home. People are always open to try out new cuisines, be it homemade or outdoor served. While approximately 50% consumers believes that this is due to the fact processed foods has changed thenotion the cooking is difficult and also children at home can now cook for themselves rather being dependent. There are vast varieties of food options for us to choose from. Pre packed food has always been a source of takeaways andready meals which have changed one's lifestyle and our thought processes of eating, especially for the working class.

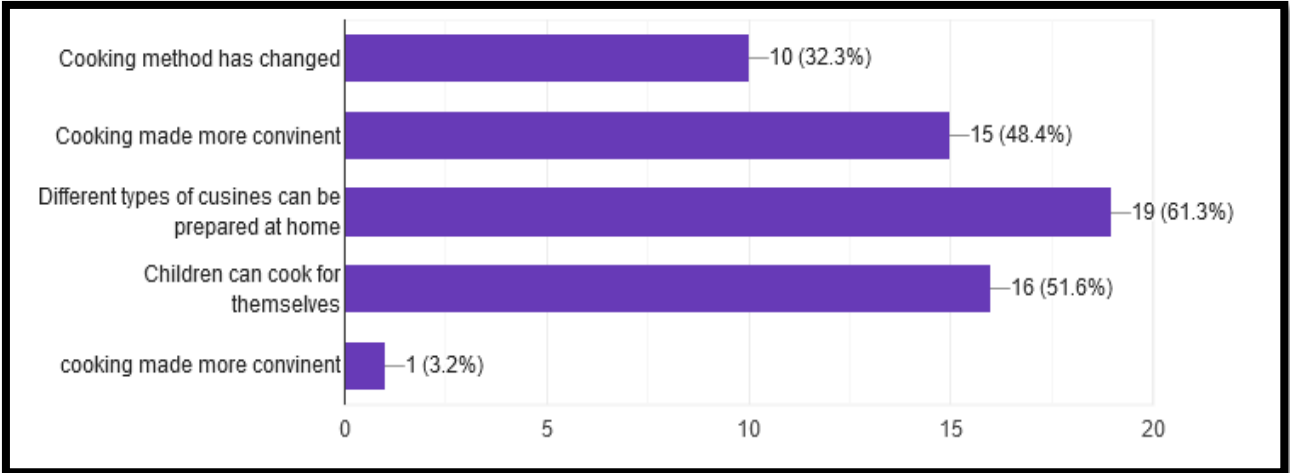


Figure 3

In India processed foods are in great demand and reasons for this are changing lifestyles, food habits and organized food retail. The retail stores are stocked up with huge quantities of goods and they offer massive discounts to their customers which is passed on to the consumers by the company. Many retailers like Reliance fresh, big bazaar, 24*7, offer their customers goods at discounted prices which is their main attraction and helped them to gain brand loyalty. From the past few years there has been a major jump in the establishment of the retail stores in Asia especially India. (Figure 4).

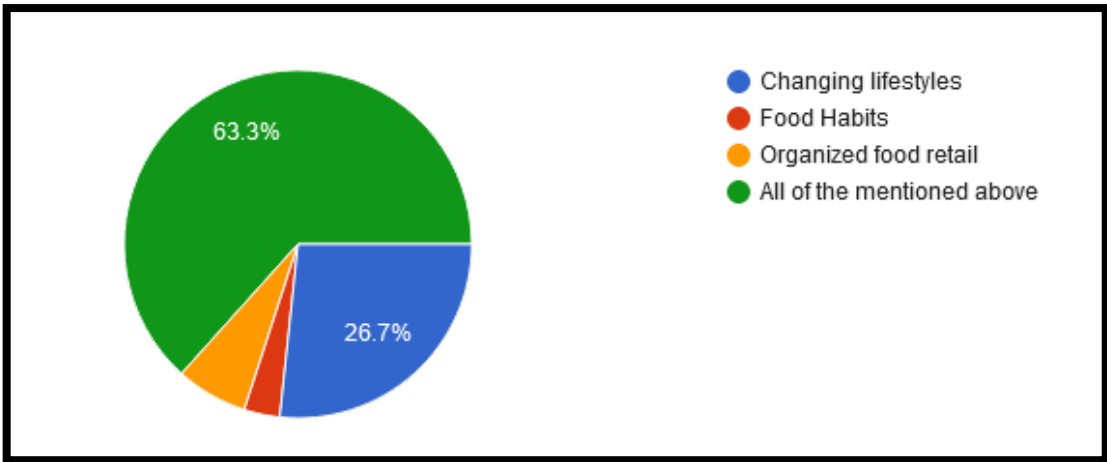
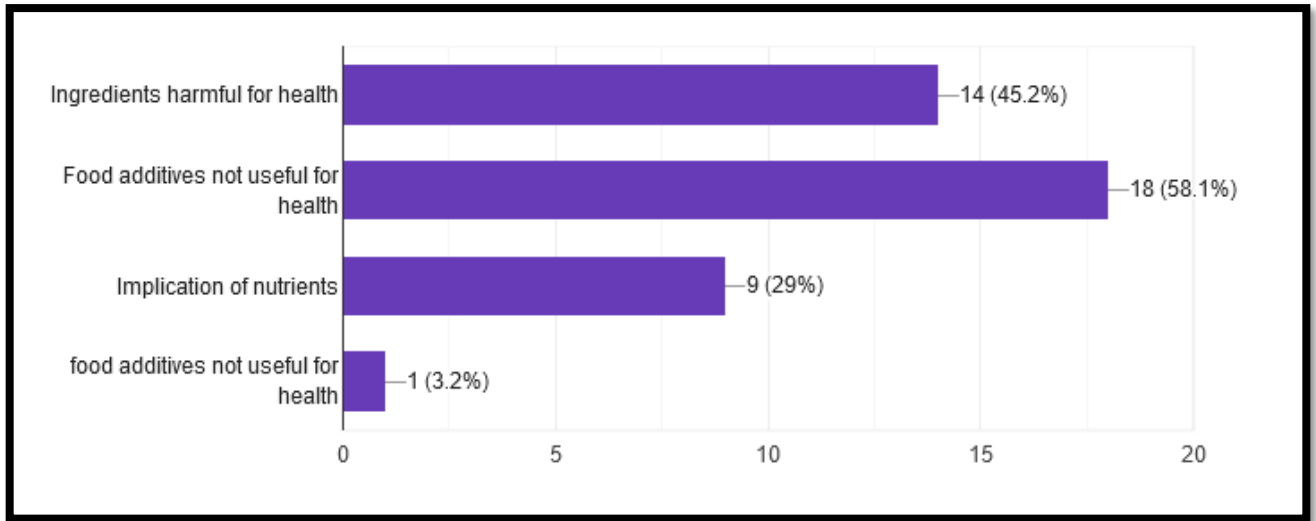


Figure 4

58% of people have chosen food additives not useful of health shown in [Figure 5](#). Consuming small amounts of additives may be safe, but the health risks add up if you rely heavily on processed foods. A diet rich in processed foods is linked to chronic diseases such as obesity, high blood pressure, heart disease and cancer.



[Figure 5](#)

30% of people have a neutral opinion about how promotions of food chains influence purchasing habits of the consumers and most of the people are convinced that promotions do affect the mindset. Fast food industry usually depend on the promotions to increase their sales level. Fast food companies practices several methods including price discounts , coupons, etc. ([Figure 6](#))

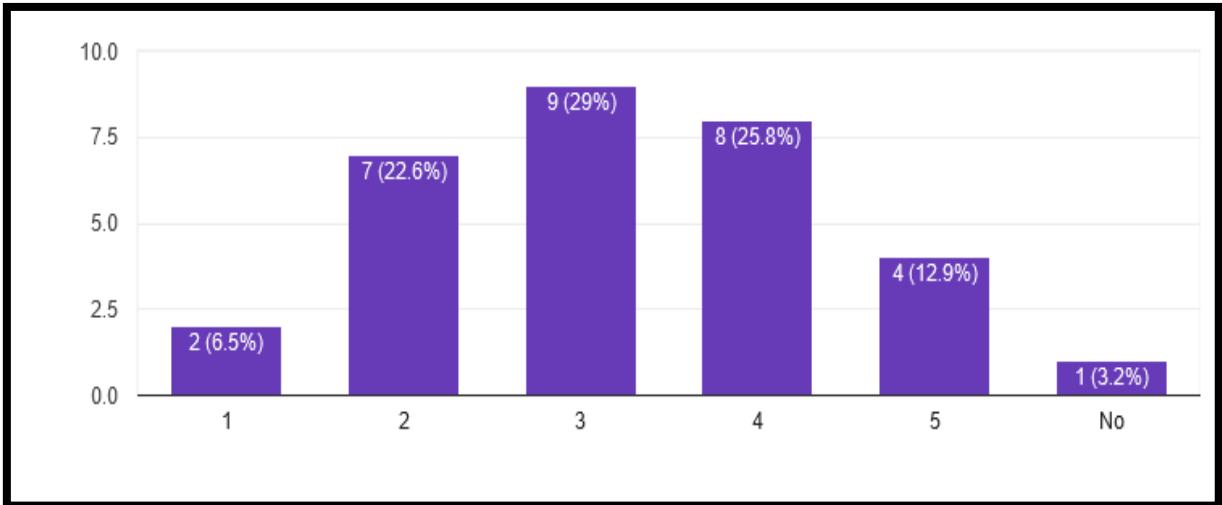


Figure 6

70% people seem to think that less food additives means that the food is safe for the health. 60.1% people think that certification of safety is a good way to determine the of safe food . Whereas 56.6% people think that less pesticides means that the quality of food is good and won't affect the health in a negative way. 50.7% think that materials used in the food matters and 41.4% see the manufacturing company as they think that if the company is good then the quality of food will also be good. Food safety is quite important and a major determinant of health. People tend to be very careful while choosing the food they consume. (Figure 7)

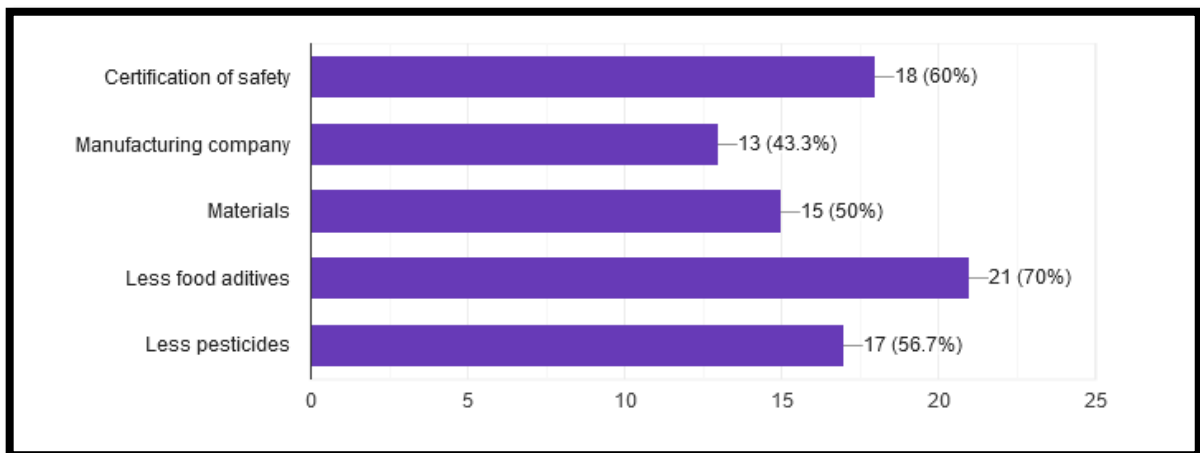


Figure 7

In today's time people are very conscious about their health that's why 86.7% people in our survey are aware about calories and 80% are aware about their sugar intake .The increasing concerns of health conscious people has made them more cautious about the quality and health benefits of the comestibles they are purchasing and using. People who want to live a well systematic and healthy life are worried with nutritional facts about the food they intake. (Figure 8).

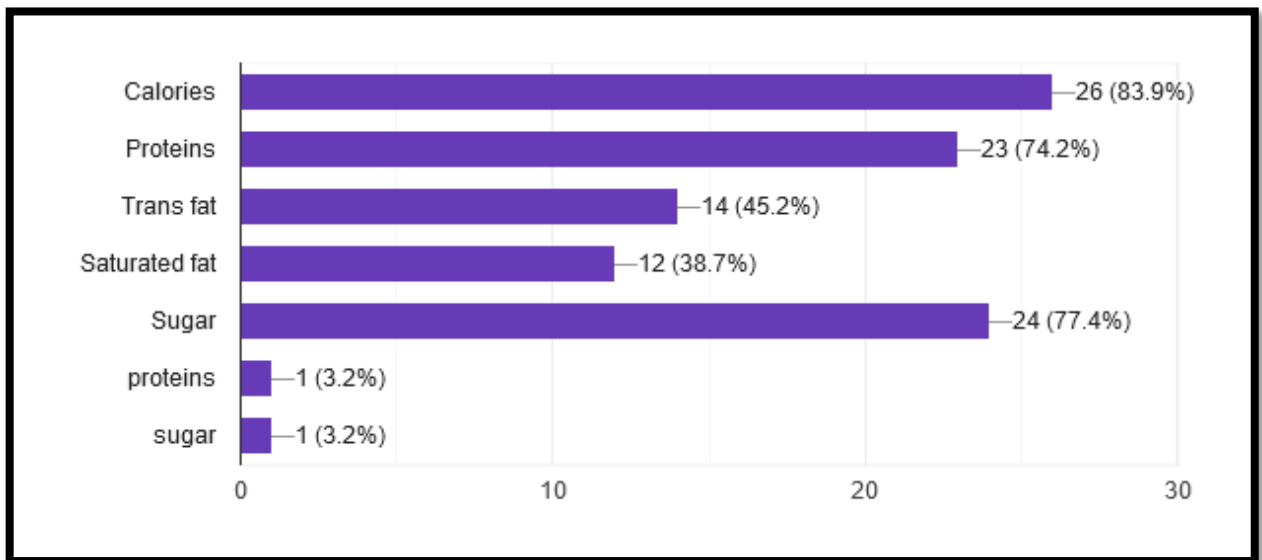


Figure 8

70% of people consume processed food 1-2 times a week, 24% consume 3-4 times a week and 6% of the sample consume more 5% times a week. Here the numbers seem optimistic with more people consuming less times in a week. The instant made food are more harmful than they seem you assume you are eating one thing and are actually fed a careful composition of salt, sugar and fat that keep you addicted to those products. (Figure 9)

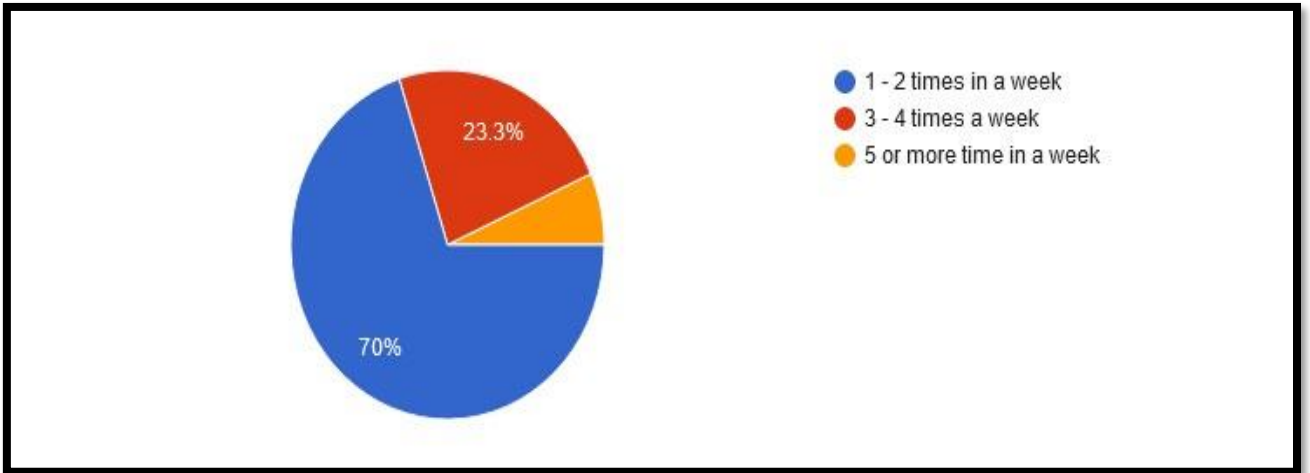


Figure 9

CONCLUSION

This paper tries to conclude the theory that freshness of processed food is the most important factor that customers keep in mind while purchasing processed foods. Customers prioritize the freshness of packaged products above all other variables, followed closely by Price and then Convenience. Freshness, Convenience, and Price are all three at almost neck to neck with each which means all three have a high weight in a customer's preference.

The time-saving factor is one of the undeniable factors for preferring processed foods, individuals or groups who do not possess ample time for cooking meals go for processed food. Processed foods in this matter possess an advantage of retaining freshness longer than conventional food. Processed foods can be highly cost-effective as well. The information printed on products such as nutritional value added preservatives and flavors, nutrients per serving etc. displayed on either side of the packet has been found to play a critical role while determining buying decision of the customers, but the awareness is still low among the consumer about what exactly in those category is being used in their food and very less of them are actually knowledgeable about it. Even though it is still less but an improvement when compared with previous researches the progress is slow but there is progress. As customers actually compare several products according to the printed information to arrive at a conclusion or make an informed decision. Although similar products or the same product can be found in multiple locations, supermarkets have been found to be the most preferred location. This also suggests that the high popularity of supermarkets may be due the fact that supermarkets offer a wide range of similar products.

Earlier studies show people are not aware about the products they consume even though many of them showed interest in being that provided that information but they lacked in how to interpret it, this study shows that people are more aware than before but do sideline it for their satisfaction and utility. And the ones whom don't sideline are many times tricked by brands, tricking into believing they have made a right choice and are good for their health. The companies adding specific compounds to keep people hooked on their products, many are dragged to court for justifying their actions but still no conclusion has come out yet.

RECOMMENDATIONS

This paper balances its focuses between the consumer perception of processed food, how brands use different techniques to manipulate its consumer and the effect on consumer due to consumption of their products. I surveyed people and got to a conclusion while comparing it with previous studies that people are now more aware compared to previously as to whatever it is they are consuming but now somewhat giving more preference to satisfaction and utility.

However I was not able to observe the impact on different age groups and income groups in the society, the research being limited to a small demographic also is a big hindrance. Further research could also be done on whose actually at fault the companies do use their gimmicks to reel in consumers but in the end the final decision is of the consumer no one forced them to buy or consume their products.

LIMITATIONS OF STUDY

1. The sample is mainly of the same demographic the Delhi NCR region limiting the result to that specific region rather than going for a wider area. The sample also consist majorly of the younger segment of society and so in the small region its influenced by younger age group more.
2. The sample size being small so the data we have is to small to conclude a very validated research result as the sample is not big enough to be considered a representative of population.
The research being conducted during the covid 19 pandemic has affected a lot as we had very limited option towards conducting our research and methods/instruments/techniques we could have used to collect data, due to this people became more dependent on the processed food does hampering our result of what could have been in a normal scenario.
3. Previous research studies have been more focused in term of brand preference , consumer perception and consumer buying behavior in term of nutrition , health and price but on the other hand there are lack of studies in term consumption patterns or with respect to different income groups in the society. Even though with all these branding gimmicks which influence the consumer into buying processed food, in the end it is decision of consumer to buy the product no one is forcing them to buy the product so who is actually at fault here ?.
4. Being students we have limited access to verified sources or studies which we could take into reference for our research and that to we had to do in a limited time frame which also was a major limitation. Thanks to our mentors which guided us in actually [progressing towards our research.

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ANNEXURE

Questionnaire

Consumer Awareness Survey

This survey is conducted to determine the awareness among consumers about the products they consume and what effects their preferences.

Processed food is defined as that has undergone any changes to its natural state—that is, any raw agricultural commodity subjected to washing, cleaning, milling, cutting, chopping, heating, pasteurizing, blanching, cooking, canning, freezing, drying, dehydrating, mixing, packaging, or other procedures that alter the food from its natural state like adding preservatives, nutrients and flavors. A processed food is a food item that has had a series of mechanical or chemical operations performed on it to change or preserve it.

Thank you for your time and consideration

* Required

1. How do you perceive processed food? *

Check all that apply.

- Healthy and nutritional
- Time saving
- Tasty
- Unhealthy

2. What do you check on food labels while buying a product? *

Check all that apply.

- Expiry dates
- Ingredients
- FPO Certification
- Nutritional information

3. How has your food consumption pattern changed due to the processed foods use? *

Check all that apply.

- Cooking method has changed
- Cooking made more convenient
- Different types of cuisines can be prepared at home
- Children can cook for themselves

4. Which among these is a factor for processed food in India? *

Mark only one oval.

- Changing lifestyles
- Food Habits
- Organized food retail
- All of the mentioned above

5. If you read ingredients and nutritional information then which can you decipher? *

Check all that apply.

- Ingredients harmful for health
- Food additives not useful for health
- Implication of nutrients

6. Has your purchasing habit ever been influenced by promotions of fast/processed food chains ? *

Mark only one oval.

	1	2	3	4	5	
Very Likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Less Likely

7. What is determination of safe food for you ? *

Check all that apply.

- Certification of safety
- Manufacturing company
- Materials
- Less food additives
- Less pesticides

8. Which of the following are you aware about ? *

Check all that apply.

- Calories
- Proteins
- Trans fat
- Saturated fat
- Sugar

9. How often do you consume instantly made food (like noodles, canned food, frozen food, food that can be prepared easily in a microwave) at home? *

Mark only one oval.

- 1 - 2 times in a week
- 3 - 4 times a week
- 5 or more time in a week

10. Name *

11. E- Mail Address *

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