

Consumer Behavior Towards Functional Food in Eastern UP - A Study of Market Drivers & Challenges

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Abstract — To promote public health and to realize the impact of functional foods on health, understanding consumer behavior is important. Data was collected using both primary and secondary sources. Primary data was collected using a structured questionnaire and in – depth interview. For secondary sources this survey primarily relied on the existing survey work on the survey question and theoretical frame work on consumer behavior in eastern up. A sample of 200 respondents was selected for the research study. In this study survey of different products of functional food has been done. Data from various functional food products collected by the survey has been analyzed on different functional food products such as – Bourn Vita, Horlicks, Complian, Protein X, Enduramass, and Boost. The goal of this research study is to assess to study the functional food market in “EASTERN UP” and understand reason and patterns behind consumer decision to buy foods that could enhance their health. Overall, this study has contributed to understanding of the market drivers & challenges for functional food.

Keywords — Public Health, Horlicks, Complian, Boost, Protein X and Bourn Vita.

I. INTRODUCTION

“Functional foods” are food products that consist of vital nutrients that go beyond simply nurturing usual growth and development of an individual. Fortified with nutritional and disease-preventing qualities, consumption of such food is with an intention towards improved wellbeing, prolonged existence and prevention of chronic diseases. “Food Safety and Standards Authority of India” (FSSA 2006) definition of functional food is relevant in Indian context –

Broadly “Functional food” may be defined as a food which influences specific functions in the body that may provide added health benefits or remedy from some diseased condition following the addition/concentration of a beneficial ingredient, or removal substitution of an ineffective or harmful ingredient. Foods might inherently possess these supposedly beneficial qualities, or they may be functional/modified and/or genetically altered.

Functional foods let consumers eat augmented foods close to their natural state, instead of consuming dietary supplements manufactured in liquid or capsule form. Functional foods are either enriched or fortified which restores the nutrient content in a food back to similar levels from before the food was processed. A watchful contemplation of the competitive market space and buyer dynamics will help sift legitimate strategic opportunities from developments that may eventually sputter. Health Canada defines functional foods as “ordinary food that has components or ingredients added to give it a specific

medical or physiological benefit, other than a purely nutritional effect. Progress in food and medical science and altering demographics and lifestyle are growth triggers for these products. Public sensitivity and acceptance, however, determines whether this new food concept is to become the next thriving step forward in nutritional science or just another marketing device put together by food manufacturers. Understanding consumer behavior in this regard, hence, is important to promote public health and to realize the impact of functional foods on health. In addition. Consideration of consumer’s outlook and knowledge regarding functional foods in relation to actual dietary patterns is essential. The goal of this research study is to assess to study the functional food market in “EASTERN UP” and understand reason and patterns behind consumer decision to buy foods that could enhance their health.

II. MATERIALS AND METHODS

A descriptive was deliberated as most suitable for these all survey this is because descriptive studies also refer as an observation and survey study. Data was collected on a different product among between ‘male and female’ in different reason or areas. Data was collected using both primary and secondary sources. Primary data was collected using a structured questionnaire and in – depth interview. For secondary sources this survey primarily relied on the existing survey work on the survey question and theoretical frame work on consumer behavior in eastern up. In this study survey of different products of functional food has been done. In which the interventions and behaviors of respondent have been observed on the functional food product. Data from various functional food products collected by the survey has been analyzed on different functional food products such as – Bourn Vita, Horlicks, Complian, Protein X, Enduramass, and Boost.

How to Complete your Job (Survey) –

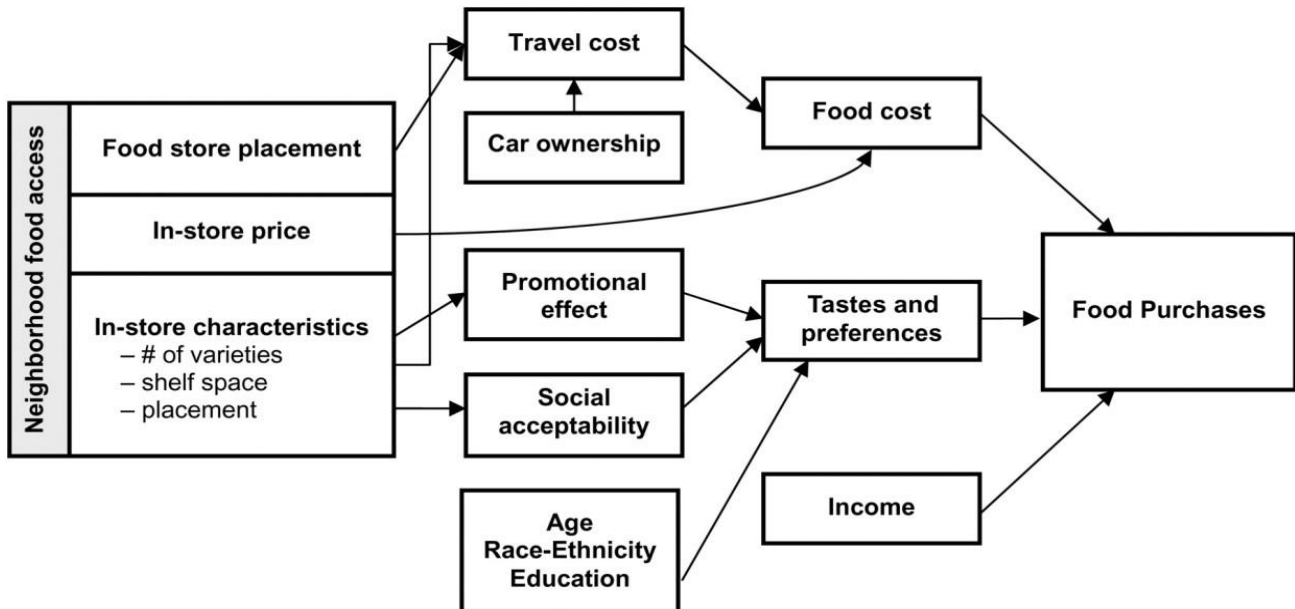
In our study we surveyed 6 districts of Eastern UP which were Faizabad, Ambedkarnagar, Sultanpur, Basti, Jaunpur, we surveyed 200 respondents totally and 6 products i.e Bourn Vita, Horlicks, Complian, Protein X, Enduramass, Boost were kept with respect to in our study. Among the respondents their like from the products were been kept in view. In the survey their ages, gender, qualification, occupation, family income, and their like among the 6 products were recorded. The data for the respective respondent can be mentioned as

Theoretical Backdrop-

Food preference is determined by both nutrition and pleasure derived from food consumption. However, food

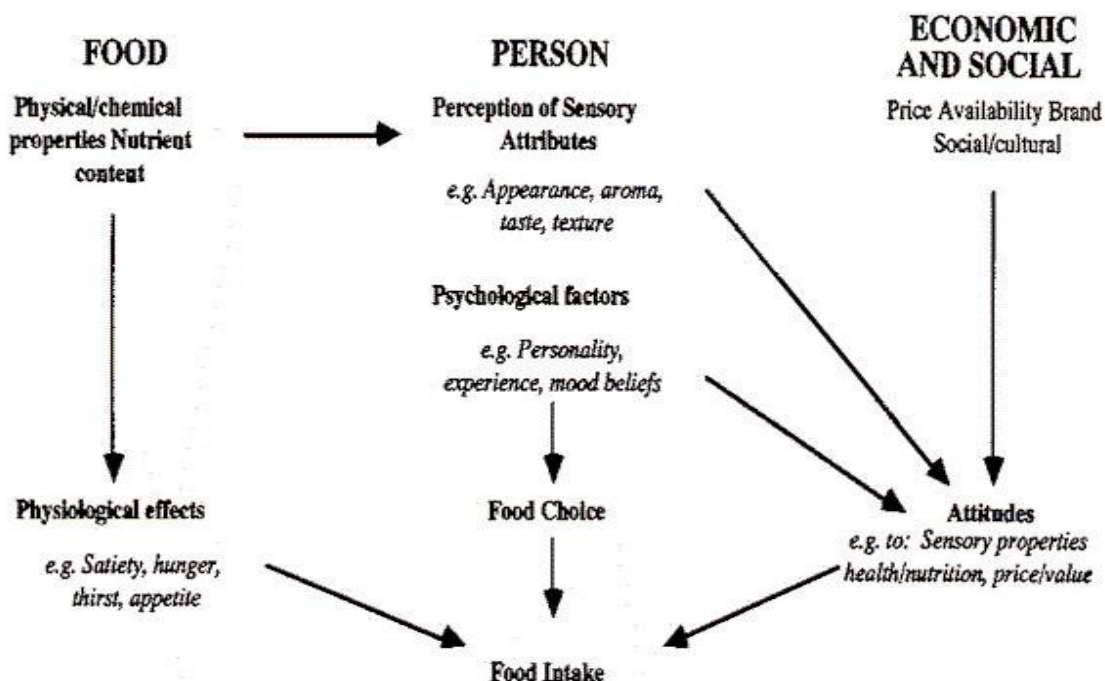
choice is not one-dimensional, but a complex human behavior influenced by many interrelating factors. This study is derives conjectural support from two theoretical models – the Economic Model of Food Consumption and the Theory of Planned Behavior to Consumer Food Choice. This section describes the basic tenets of the two models that have been used as groundwork for describing consumer behavior towards functional food. The Economic model of

food consumption views individuals as attempting to maximize their utility from goods given their tastes and preferences and subject to a budget constraint, determined by their income, food prices, and prices of other goods. The theory postulates that food demand, or purchases, is a function of income and prices, as well as tastes and preferences.



The Theory of Planned Behavior to Consumer Food Choice postulates that human food choice is a complex phenomenon influenced by a wide range of factors. A lot of the determinants of food choice are expected to be interceded by the beliefs and attitudes apprehended by an individual. Beliefs about the dietary value and health effects

of a food, perhaps is more significant than actual nutritional quality and health consequences in shaping a person's choice. Similar diverse marketing, economic, social, cultural, religious or demographic factors will operate in the course of the attitudes and beliefs apprehended by the person.



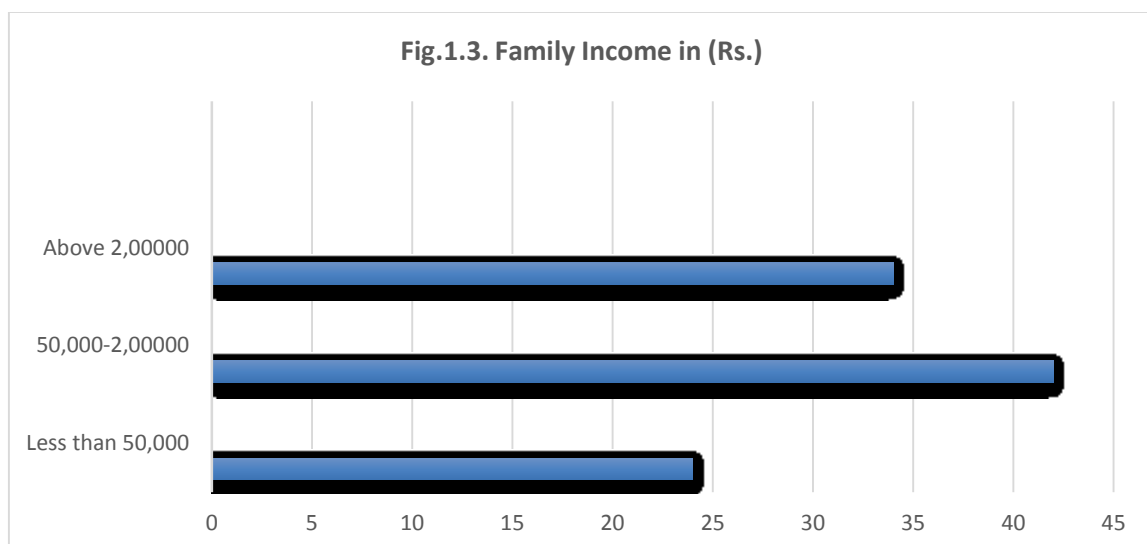
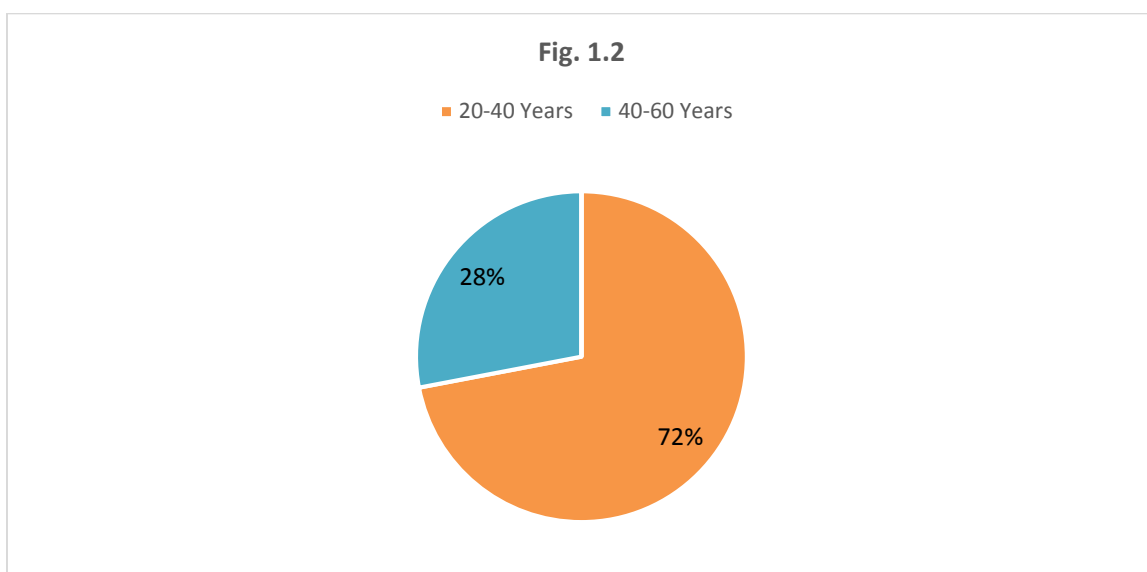
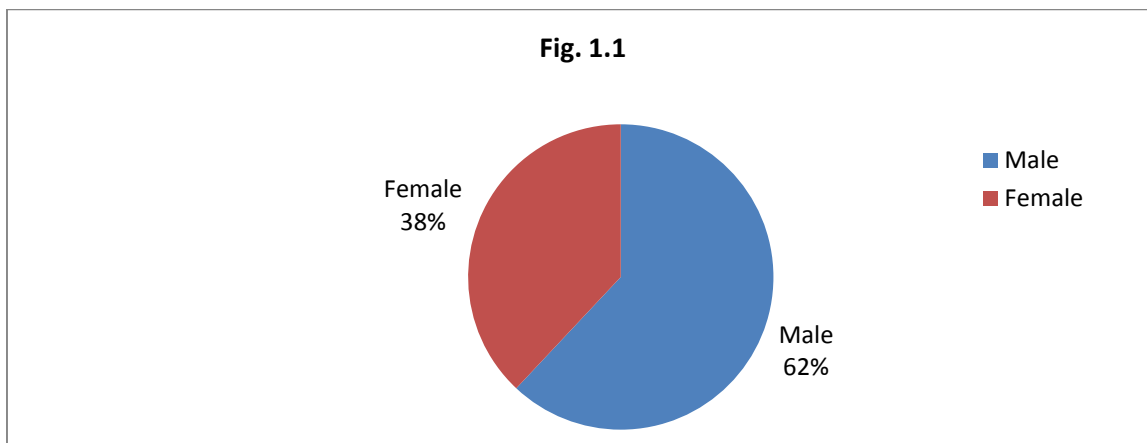
III. RESULTS AND DISCUSSION

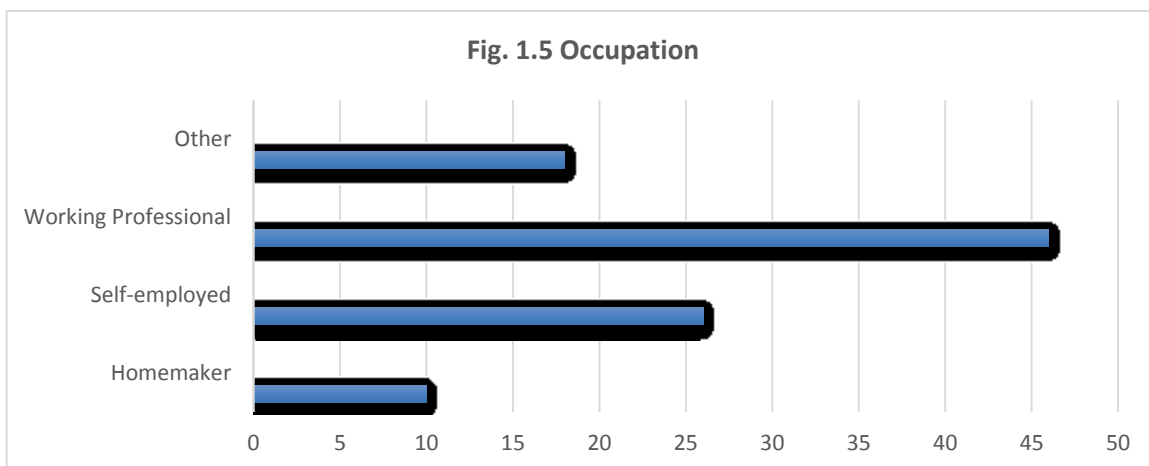
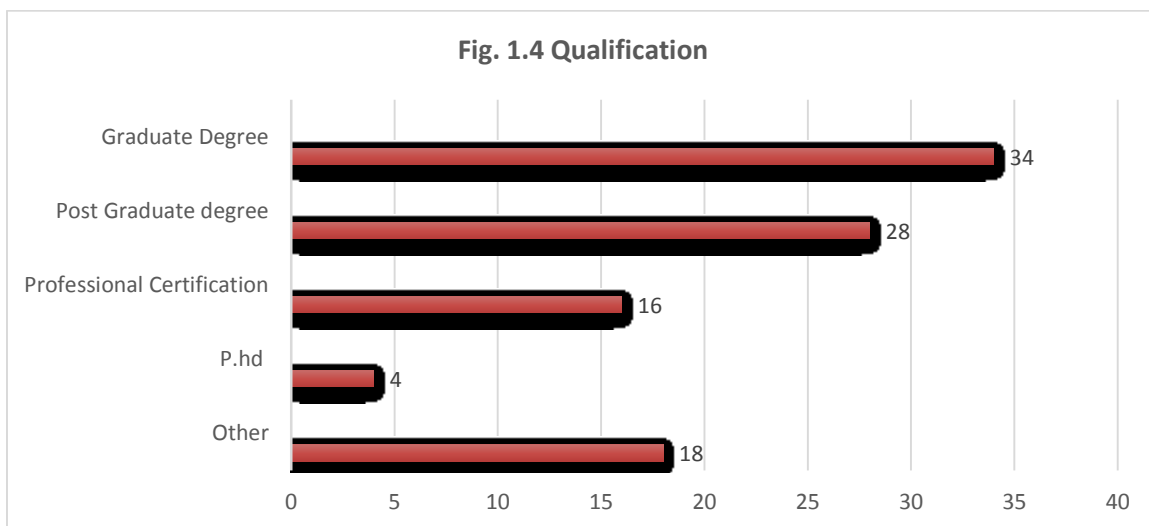
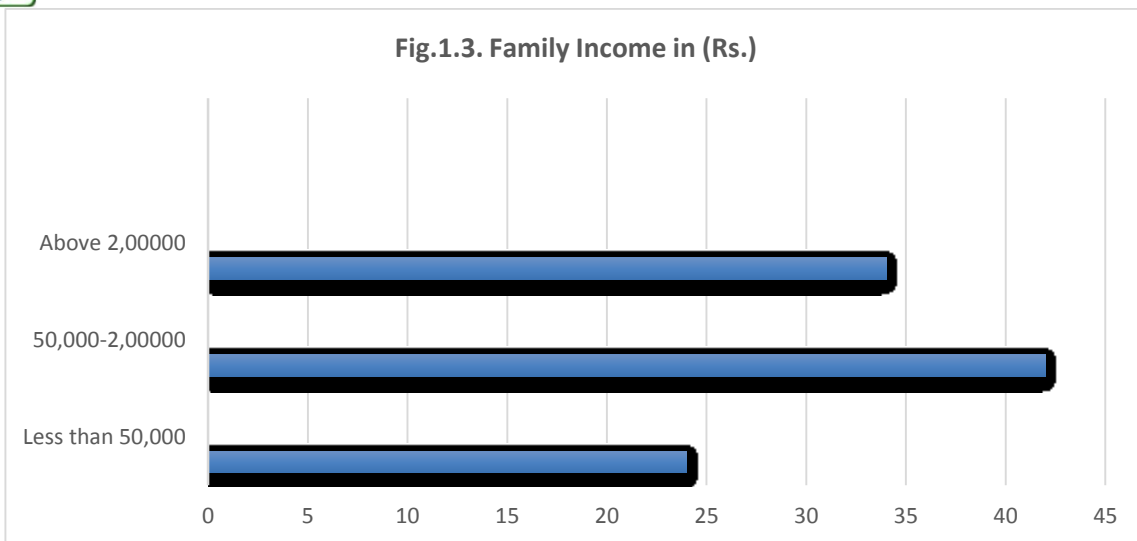
A study of market drivers and challenges, it is completely surveyed and depicted about the percentage of liking among the following functional foods: Bourn Vita, Horlicks, Complian, Protein X, Boost, Enduramass for 200

respondents belonging to Faizabad, Ambedkar Nagar, Sultanpur, Basti, Jaunpur, Varanasi district.

Bourn Vita

A study on consumer behavior and **Bourn Vita** in **Eastern Uttar Pradesh** with classification of respondents according to their demographic profile and study analysis of **Bourn Vita** product is depicted in the following fig.





From the above following fig. 1.1, 1.2, 1.3, 1.4, 1.5, depicts the majority (72%) as 20-40 years under the age group of respondents. Majority (62%) of respondents are male under the gender group. Majority (34%) of respondents have graduate degree under qualification group. Majority (46%) of respondents are working professional under occupation group while majority (42%) respondents have 50000-200000 as family income.

From the below fig. 1.6 it is observed that studied of Bourn Vita is plotted according to survey conducted for large section of respondent, test and nutrition are the most important factor while buying the product. 38% of the respondents considers cost of food important. While purchasing the product, people not consider about convenience of purchasing it so its percentage differ for various parameters.

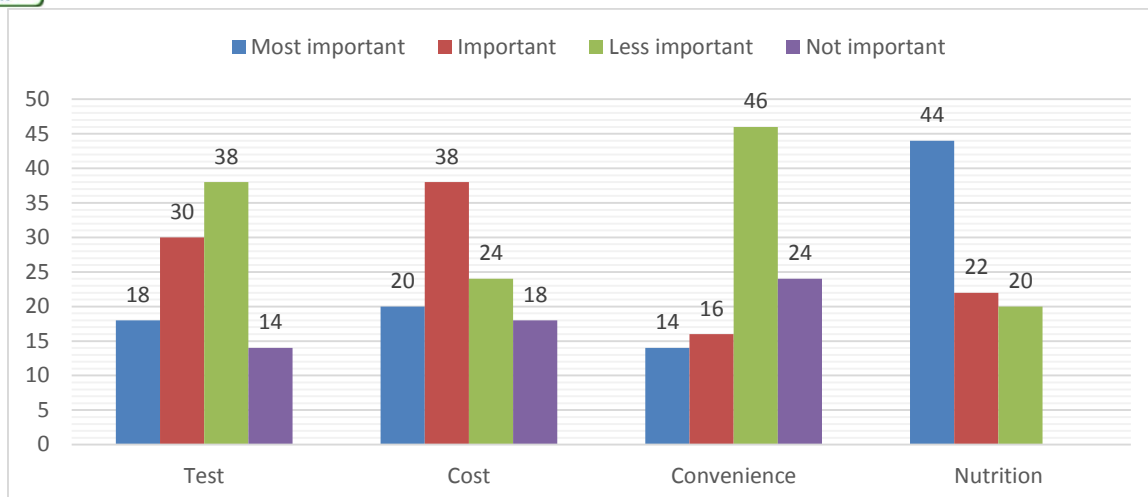


Fig. 1.6. Factor considered while shopping for Bourn Vita

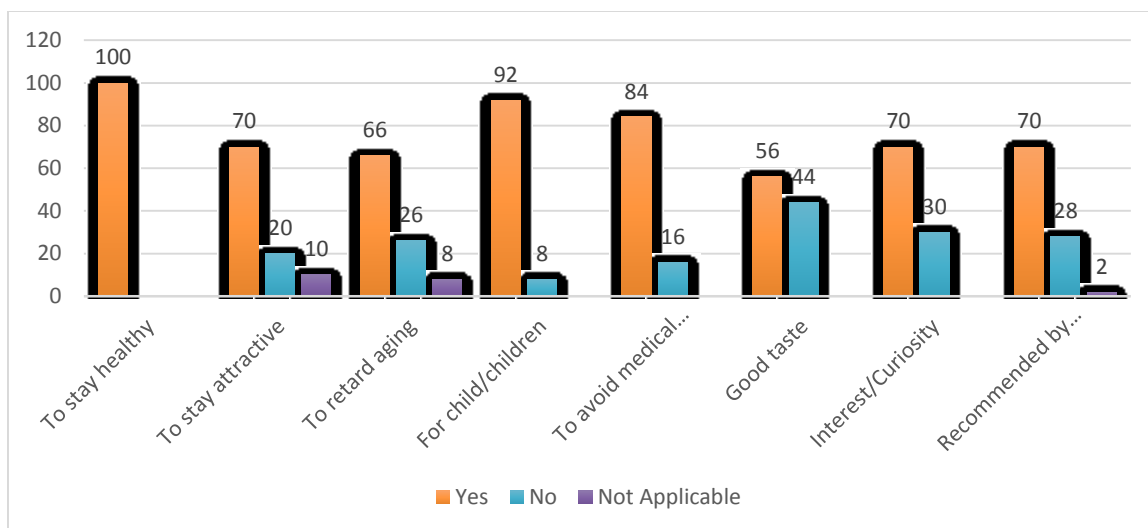


Fig. 1.7 Factor encouraging people to buy nutritionally enriched food for B.V

From the above Fig. 1.7 it is observed that 100% of respondents buy nutritionally enriched food to stay healthy whereas other important reasons are for children and to avoid medical treatment, factors such as maintaining attractiveness, interest, curiosity, retard aging are not encouraging them to buy nutritionally enriched food.

Horlicks

Similarly, for other foods such as **Horlicks** people liking is depicted by the following Fig. 2.1, 2.2, 2.3, 2.4, 2.5, the majority (30%) of respondents have graduate degree under qualification category, majority (33.4%) of respondents are working professionals with majority (53.4%) having 50,000 – 2,00,000 as family income.

Among which 56.6% are male with 63.4% under 20-40 years of age groups.

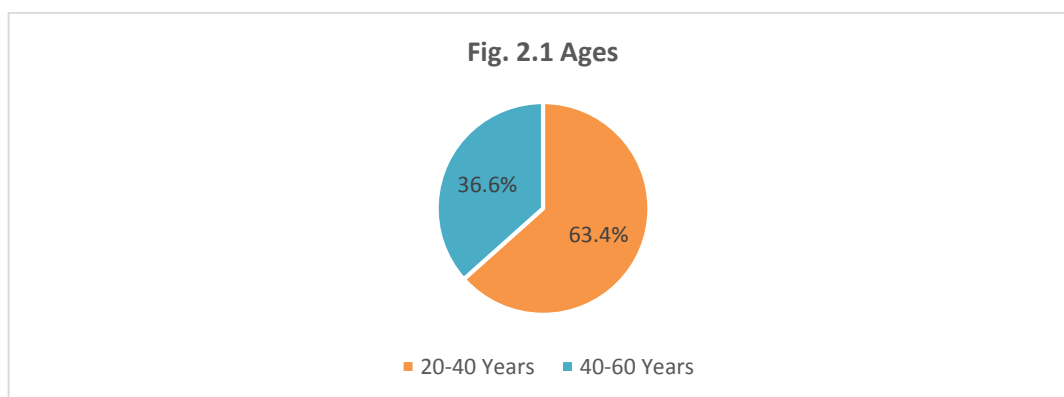


Fig. 2.2 Gender

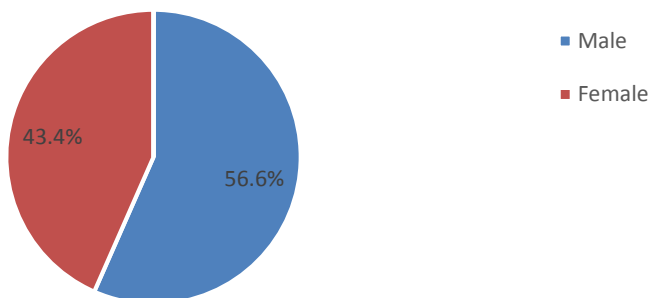


Fig. 2.3 Family Income in (Rs.)

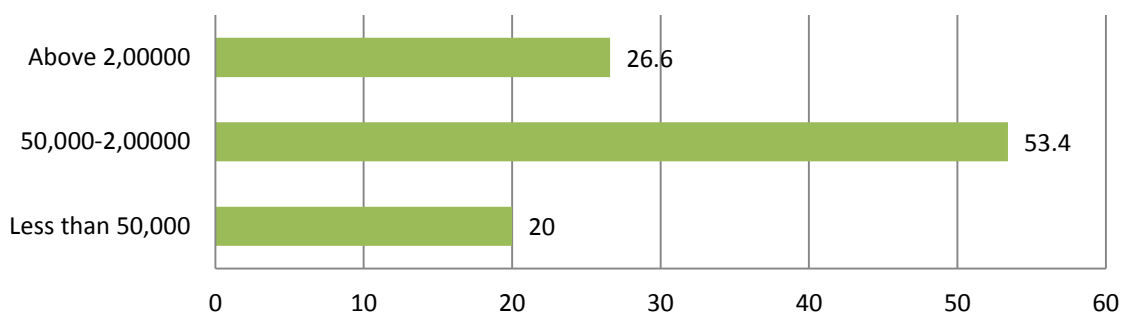


Fig. 2.5 Occupation

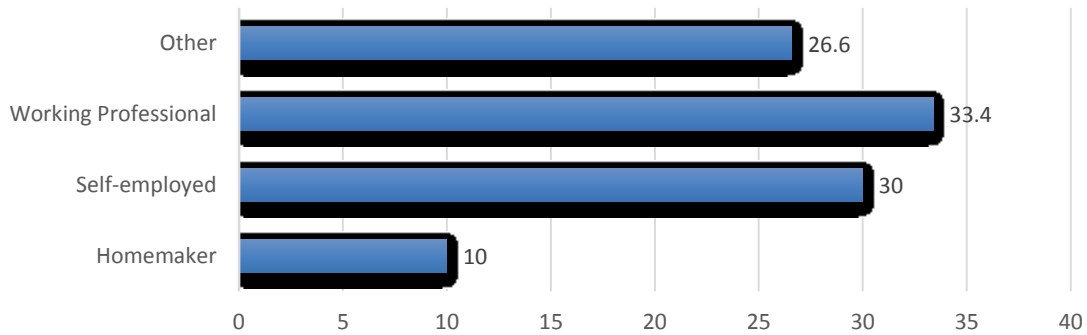
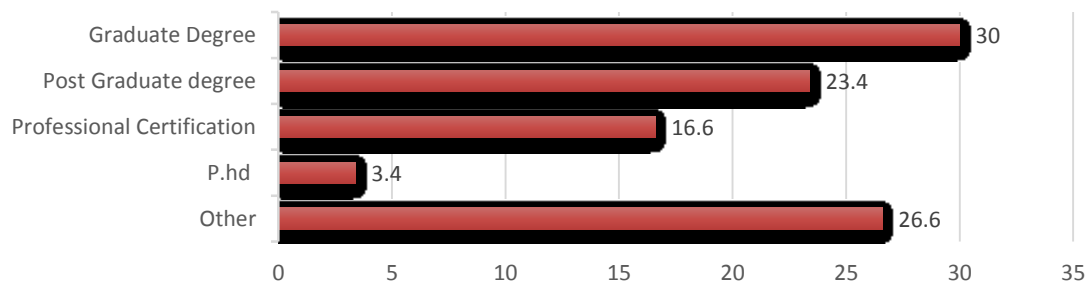


Fig. 2.4 Qualification



From the below Fig. 2.6 it is observed that Horlicks (43.4%) and nutrition (46.6%) are also preferred as most important parameter. It depicts large section of respondents with preference to taste as most important parameter (26.6%), convenience

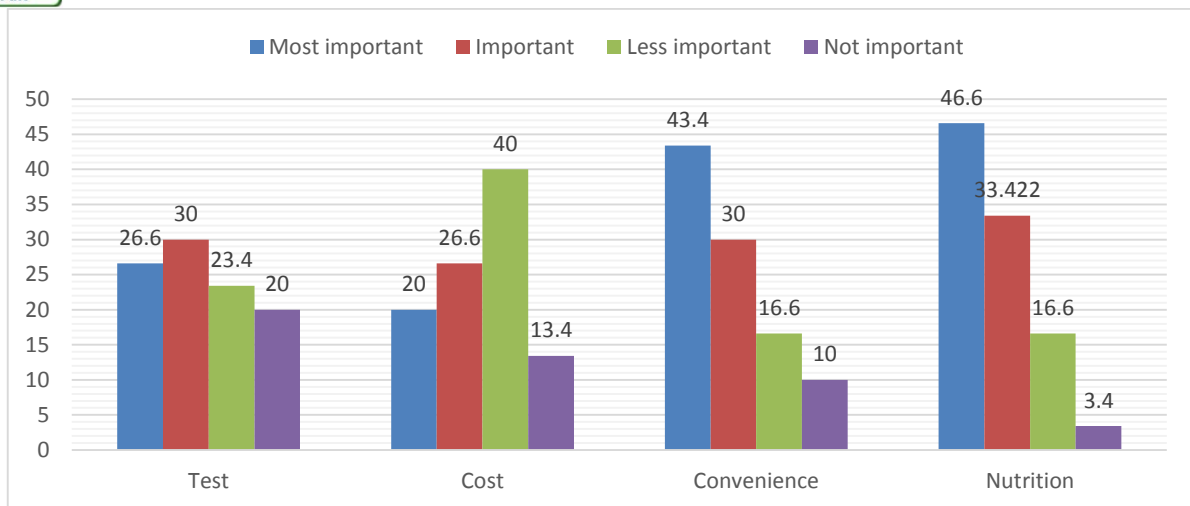


Fig. 2.6 Factor considered while shopping for Horlicks

From the below Fig. 2.7 Horlicks preference depicts the various parameters of respondents, performed under study are to prefer to stay healthy, attractive, recommended by doctors, good taste, etc.

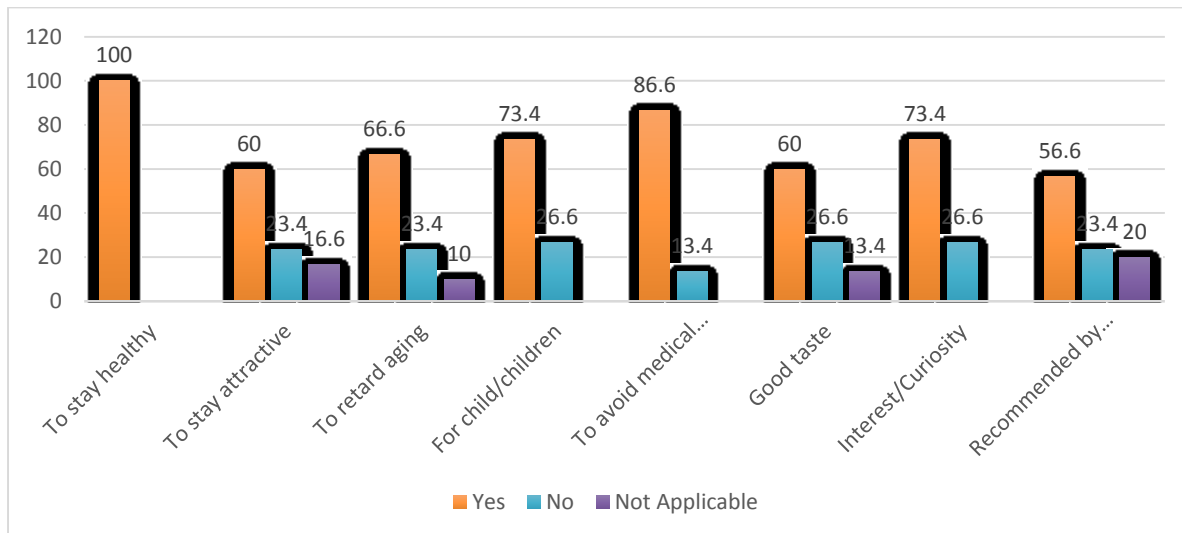


Fig. 2.7 Factor encouraging people to buy nutritionally enriched food for Horlicks

Complan

A study on consumer behavior and **Complan** Eastern Uttar Pradesh with classification of respondents according to their demographic profile and study analysis of **Complan** product is depicted in the following fig.

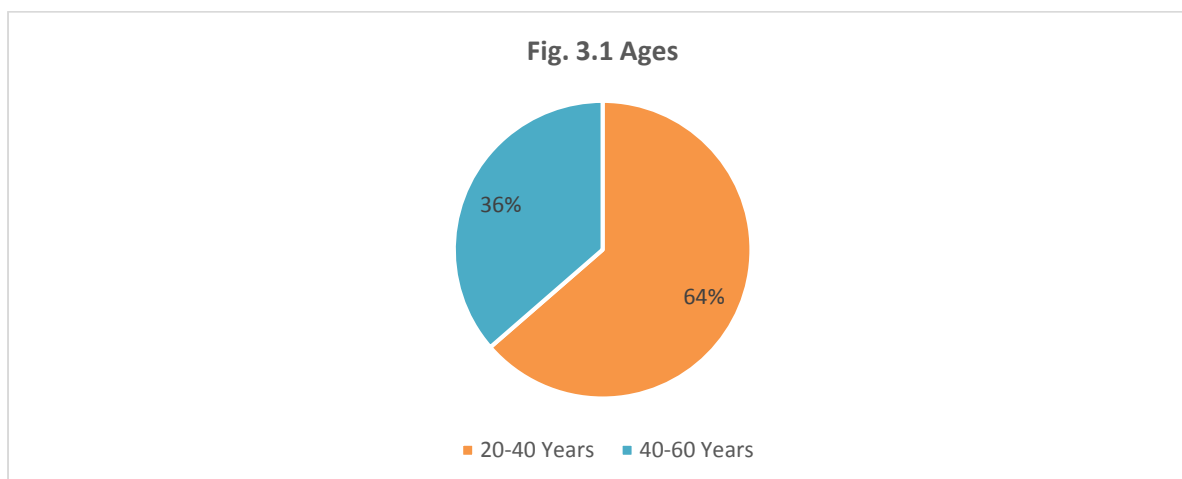


Fig. 3.2 Gender

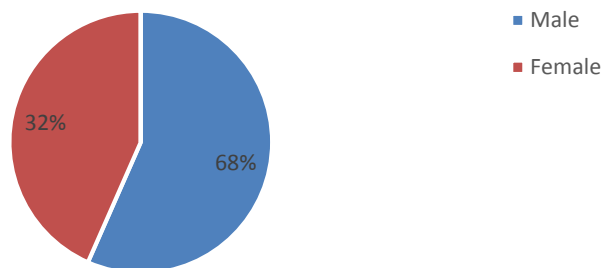


Fig. 3.3 Family Income in (Rs.)

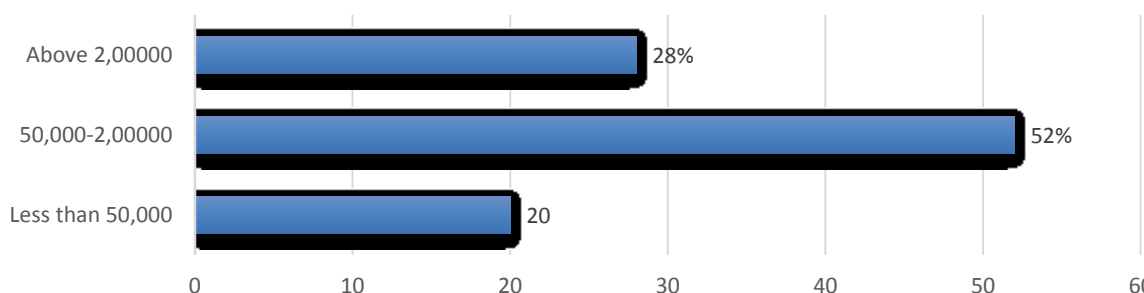


Fig. 3.4 Qualification

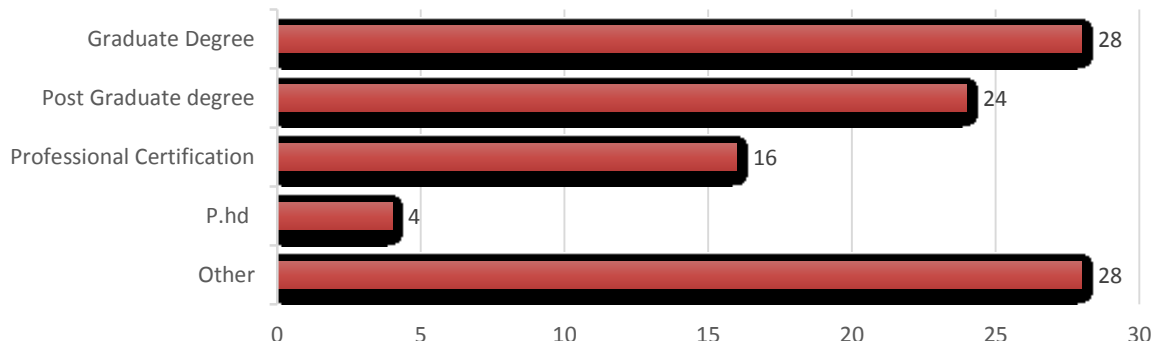
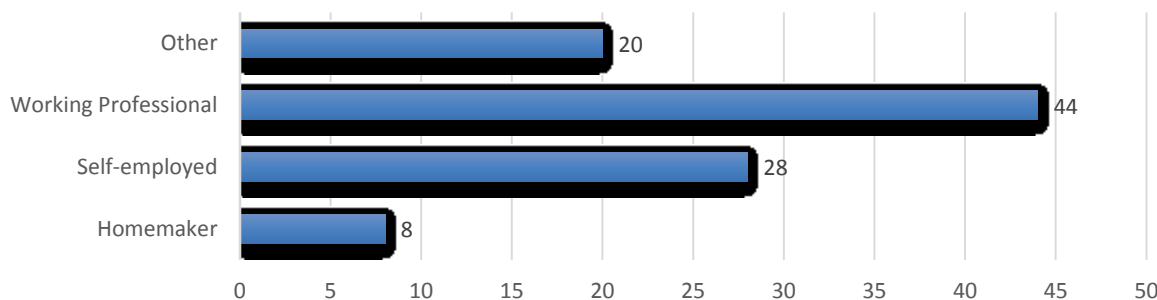


Fig. 3.5 Occupation



From the above following fig. 3.1, 3.2, 3.3, 3.4, 3.5, depicts the majority (64%) as 20-40 years under the age group of respondents. Majority (68%) of respondents are male under the gender group. Majority (28%) of

respondents have other qualification. Majority (44%) of respondents are working professional under occupation group while majority (52%) respondents have 50000-200000 as family income.

From the below fig. 3.6 it is observed that studied of complan is plotted according to survey conducted for large section of respondent, test and nutrition are the most important factor while buying the product. 36% of the

respondents considers cost of food less important and 44% of the nutrition as most important. While purchasing the product, people not consider about convenience of purchasing it so its percentage differ for various parameters.

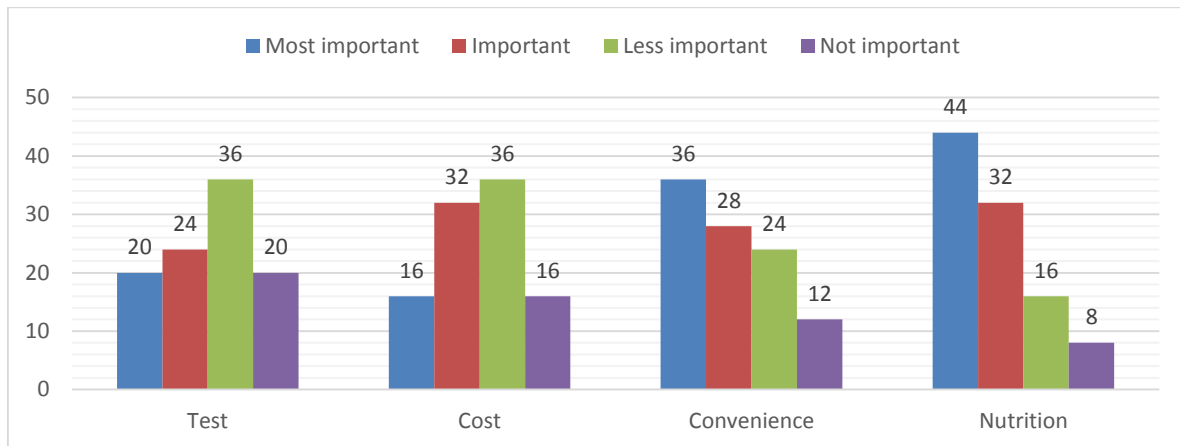


Fig. 3.6 Factor considered while shopping for Complan

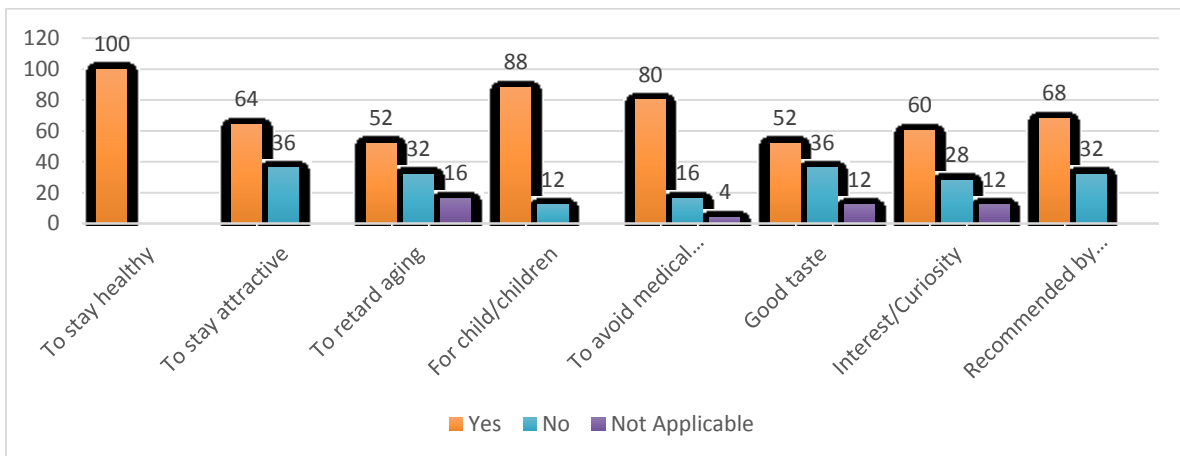
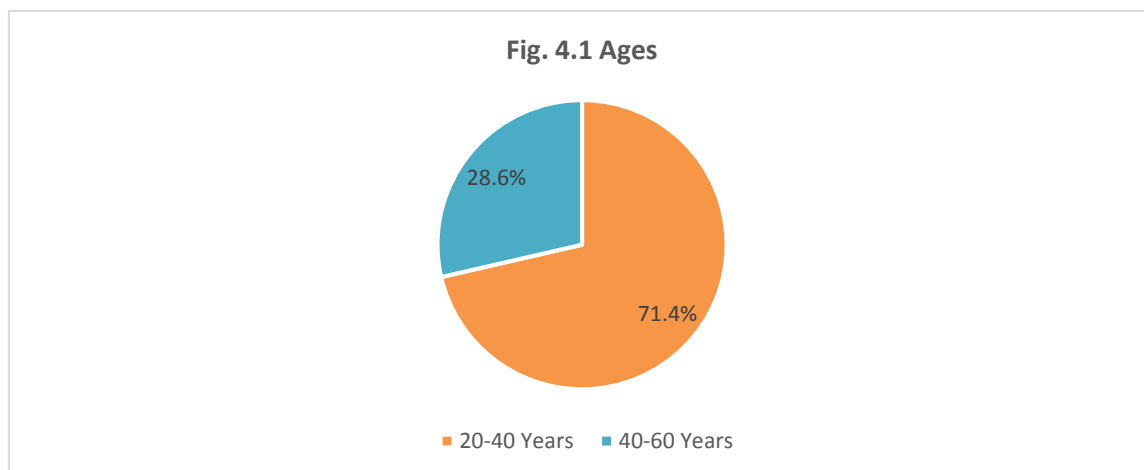


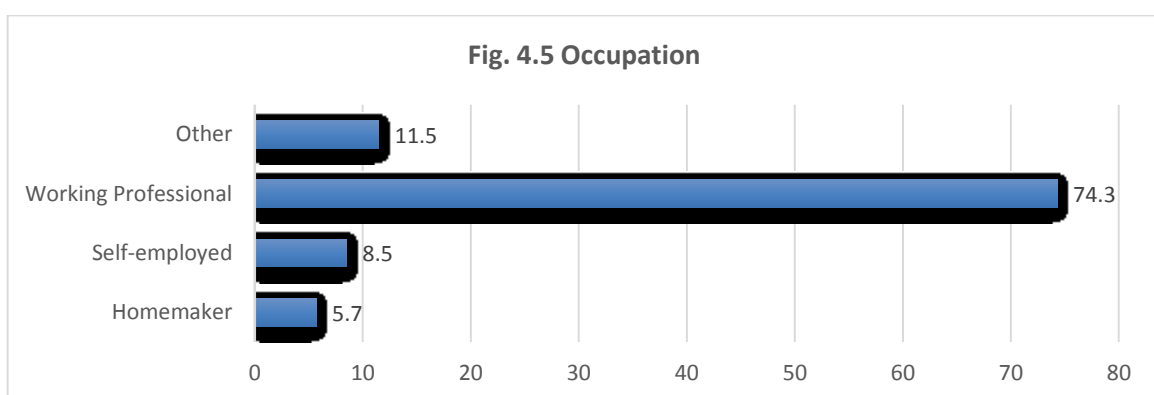
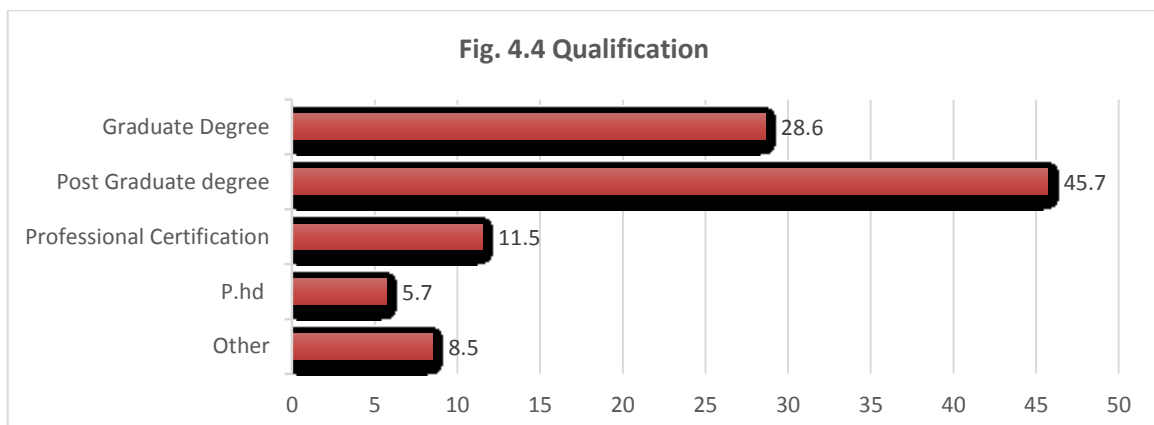
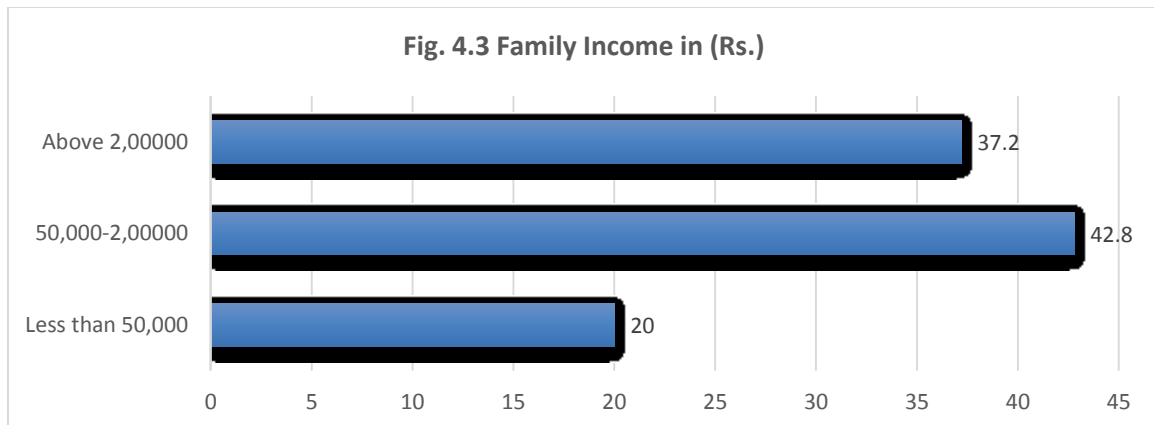
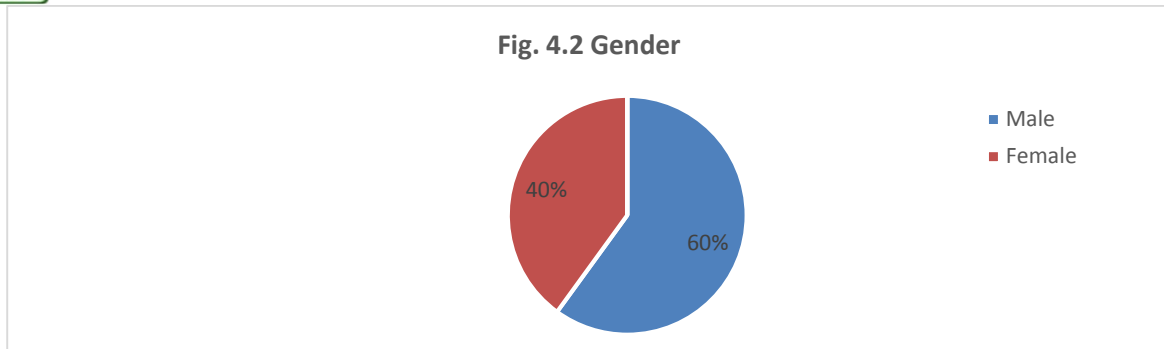
Fig. 3.7 Factor encouraging people to buy nutritionally enriched food for Complan

From the above fig. 3.7 it is observed that 100% of respondents buy nutritionally enriched food to stay healthy where as other important reasons are for children and to avoid medical treatment, factors such as maintaining attractiveness, interest, curiosity retard aging are not encouraging them to buy nutritionally enriched food.

Protein X

A study on consumer behavior and **Protein X** in Eastern Uttar Pradesh with classification of respondents according to their demographic profile and study analysis of **Protein X** product is depicted in the following fig.





From the above following fig. 4.1, 4.2, 4.3, 4.4, 4.5, depicts the majority (71.4%) as 20-40 years under the age group of respondents. Majority (60%) of respondents are male under the gender group. Majority (45.7%) of respondents have post graduate qualification. Majority

(74.3%) of respondents are working professional under occupation group while majority (42.8%) respondents have 50000-200000 as family income.

From the below fig. 4.6 it is observed that studied of protein x is plotted according to survey conducted for large

section of respondent, test and nutrition are the most important factor while buying the product. 40% of the respondents consider cost of food less important and 42.8%

of the nutrition as most important. While purchasing the product, people not consider about convenience of purchasing it so its percentage differ for various parameters.

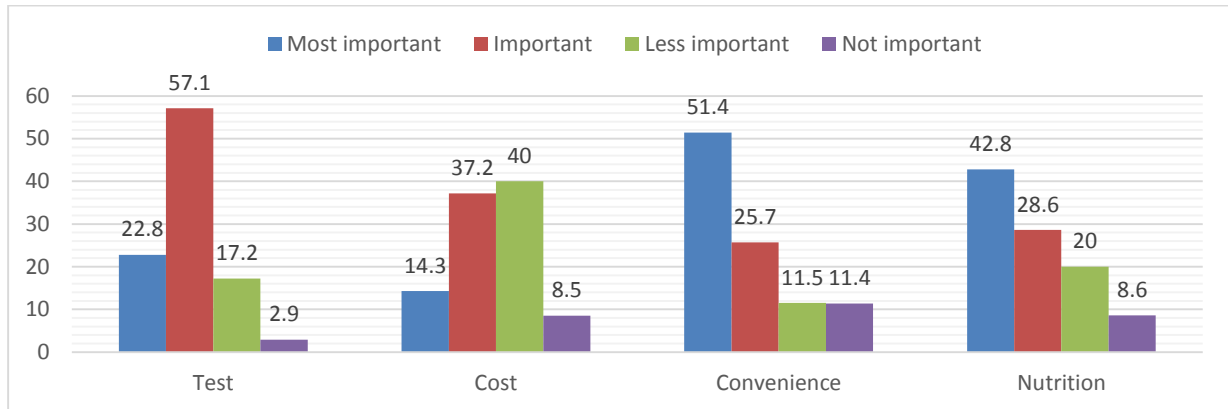


Fig. 4.6. Factor considered while shopping for Protein X

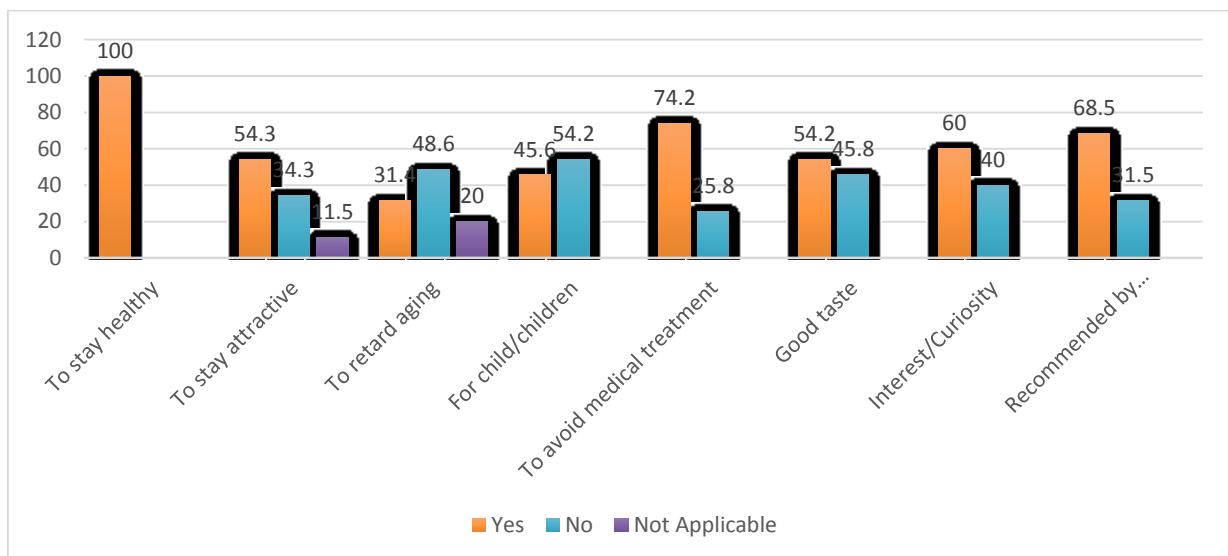
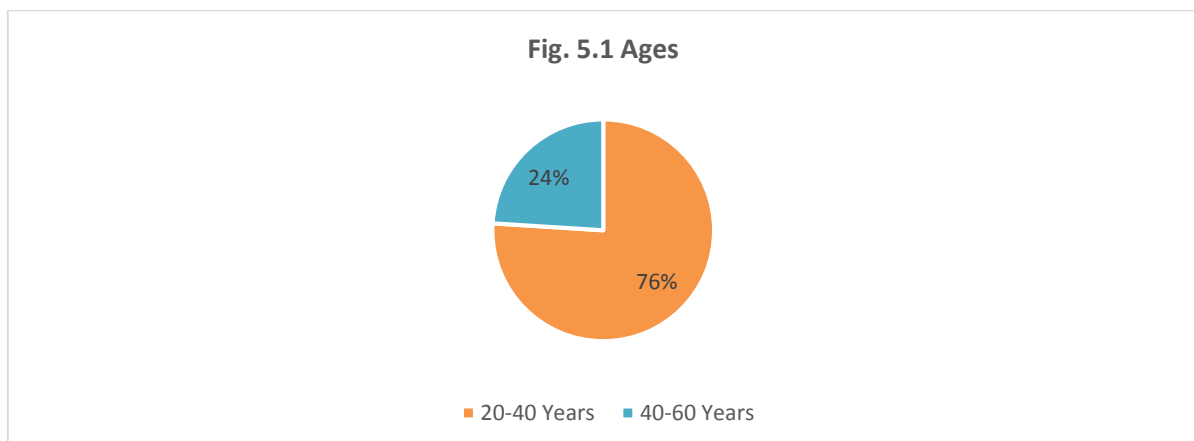


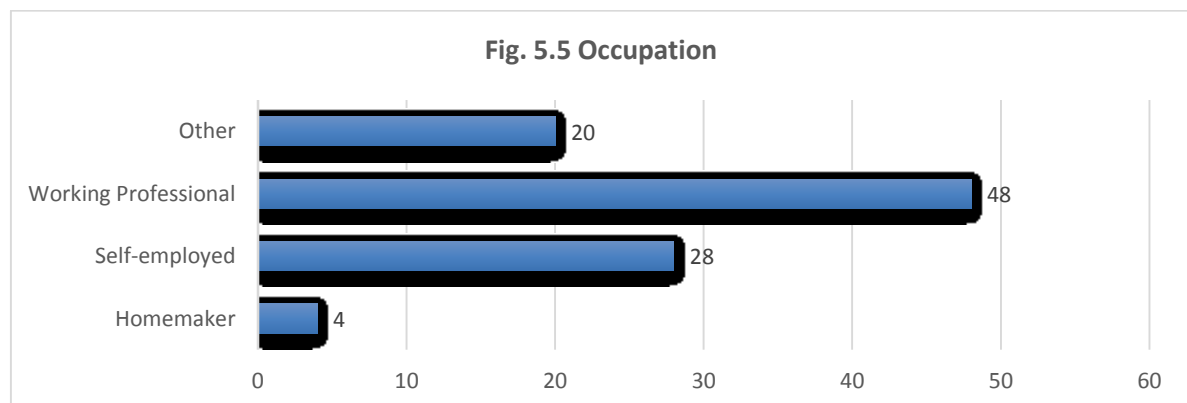
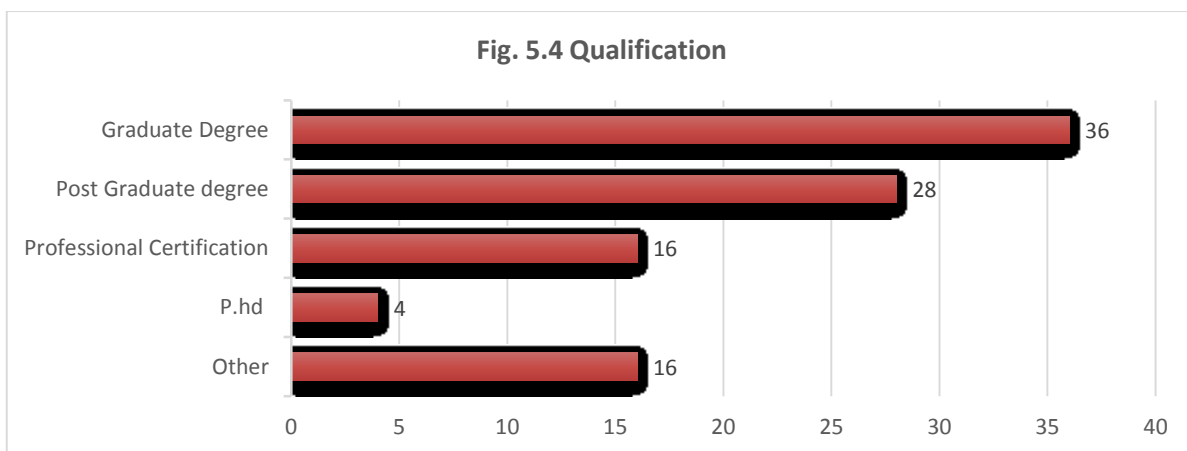
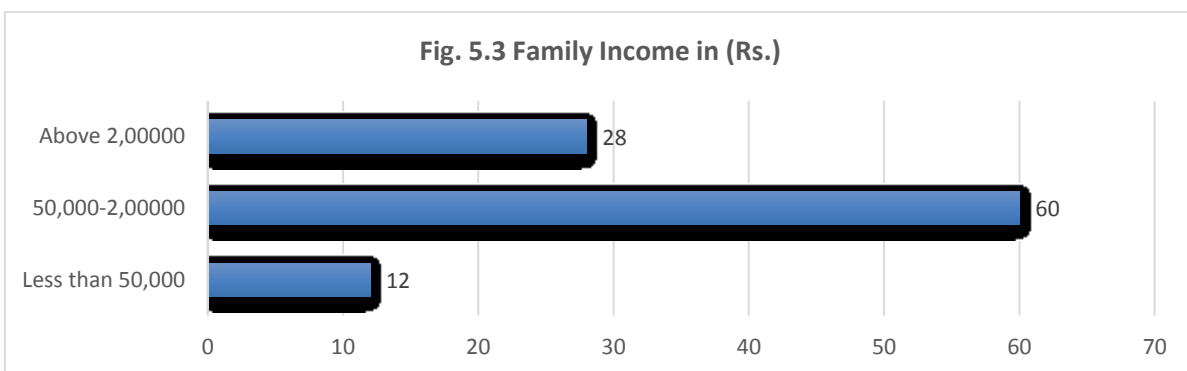
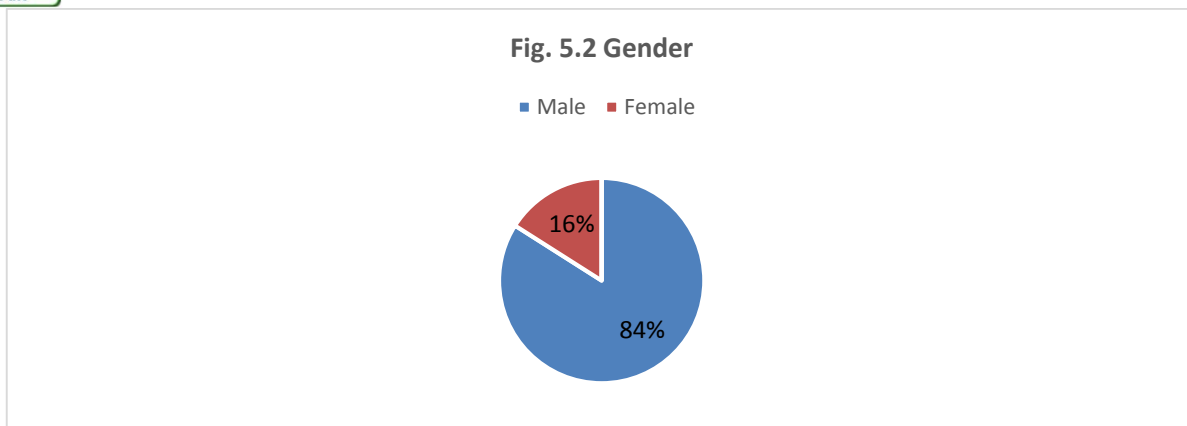
Fig. 4.7 Factor encouraging people to buy nutritionally enriched food for protein x

From the above fig. 4.7 it is observed that 100% of respondents buy nutritionally enriched food to stay healthy where as other important reasons are for children and to avoid medical treatment, factors such as maintaining attractiveness, interest, curiosity retard aging are not encouraging them to buy nutritionally enriched food.

Enduramass

A study on consumer behavior and **Enduramass** in Eastern Uttar Pradesh with classification of respondents according to their demographic profile and study analysis of **Enduramass** product is depicted in the following fig.





From the above following fig. 5.1, 5.2, 5.3, 5.4, 5.5, depicts the majority (76%) as 20-40 years under the age group of respondents. Majority (84%) of respondents are

male under the gender group. Majority (36%) of respondents have graduate qualification. Majority (48%) of respondents are working professional under occupation

group while majority (60%) respondents have 50000-200000 as family income.

From the below fig. 5.6 it is observed that studied of E. m. is plotted according to survey conducted for large section of respondent, test and nutrition are the most

important factor while buying the product. 32% of the respondents considers cost of food important and 60% of the nutrition as most important. While purchasing the product, people not consider about convenience of purchasing it so its percentage differ for various parameters.

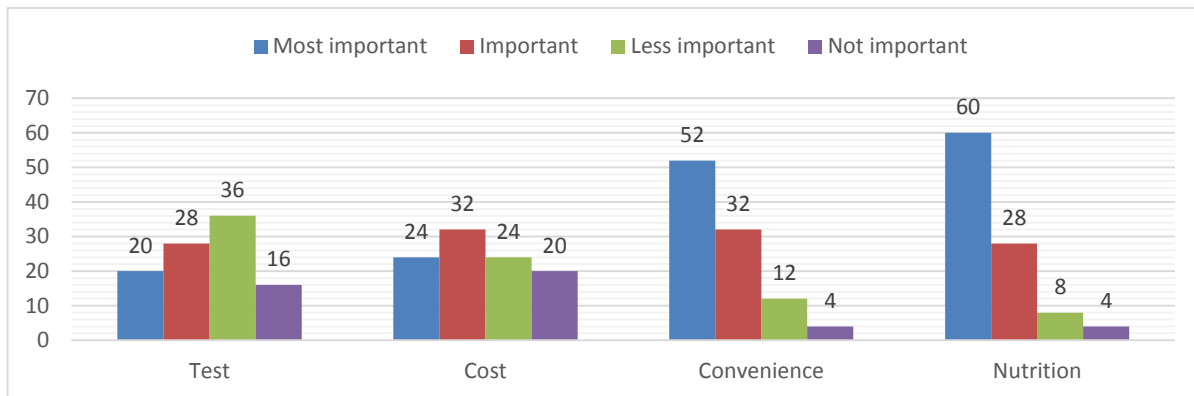


Fig. 5.6 Factor considered while shopping for Enduramass

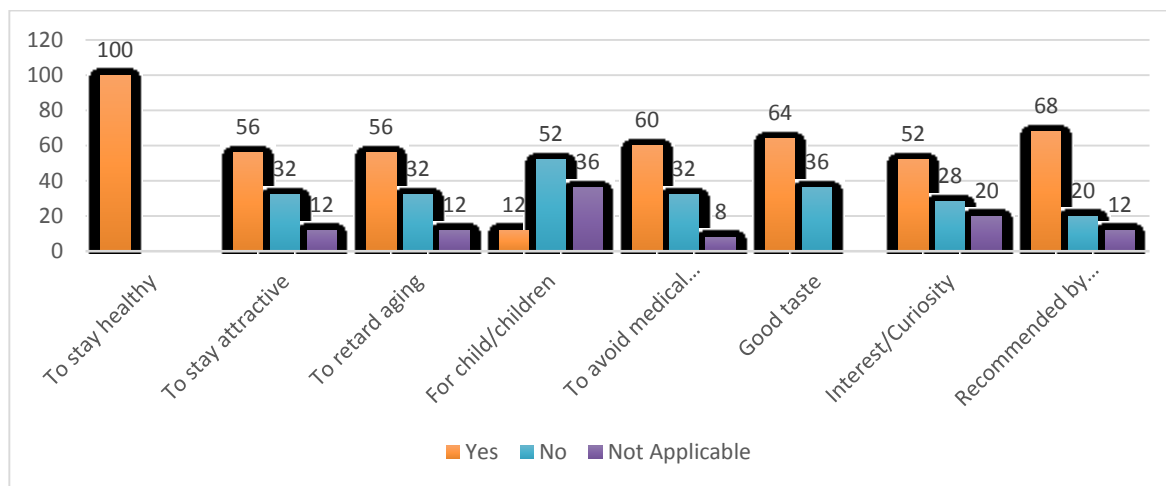


Fig. 5.7 Factor encouraging people to buy nutritionally enriched food for Enduramass

From the above fig. 5.7 it is observed that 100% of respondents buy nutritionally enriched food to stay healthy where as other important reasons are for children and to avoid medical treatment, factors such as maintaining attractiveness, interest, curiosity retard aging are not encouraging them to buy nutritionally enriched food.

Boost

A study on consumer behavior and **Boost** in Eastern Uttar Pradesh with classification of respondents according to their demographic profile and study analysis of **Boost** product is depicted in the following fig.

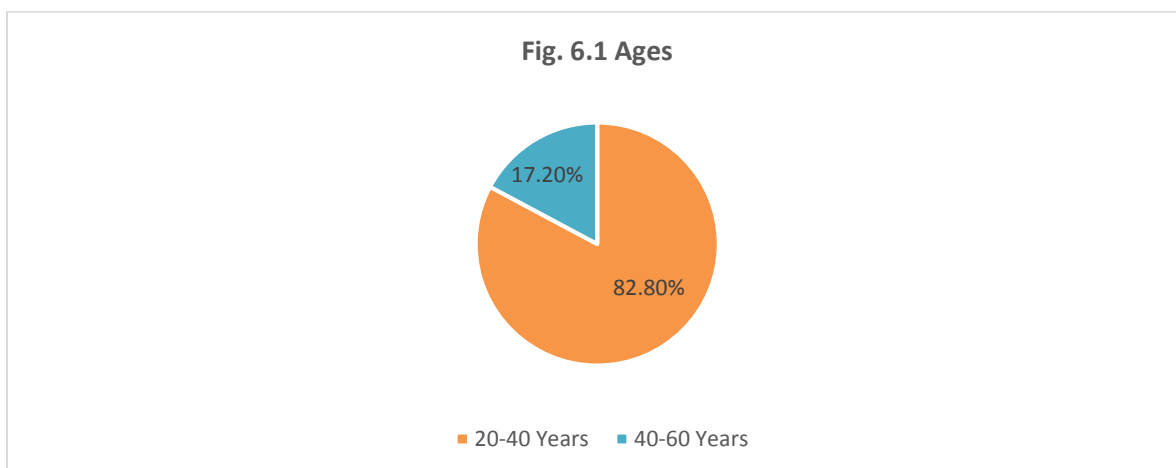


Fig. 6.2 Gender

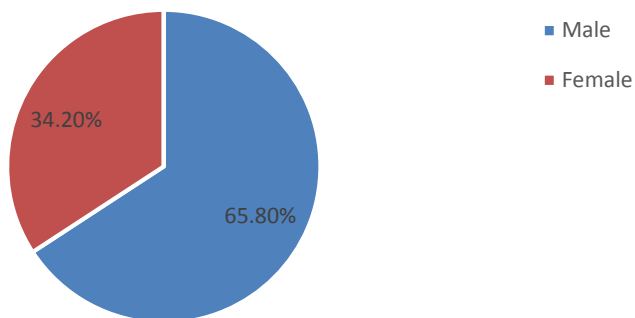


Fig. 6.3 Family Income in (Rs.)

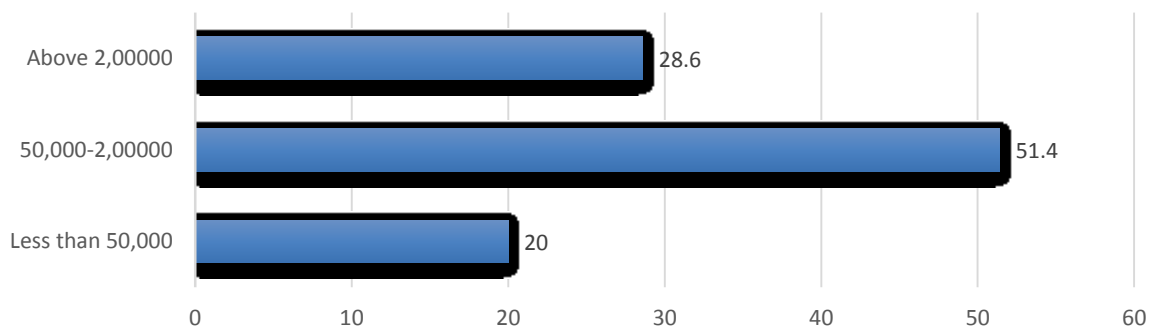


Fig. 6.4 Qualification

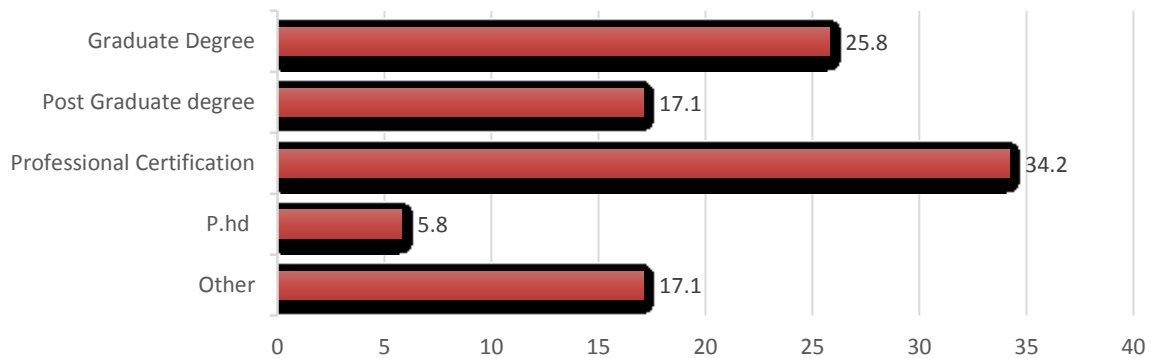
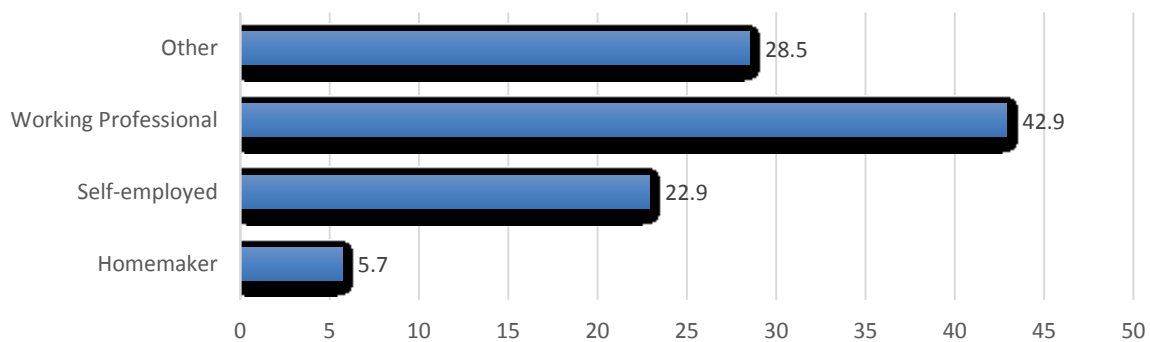


Fig. 6.5 Occupation



From above the following fig. 6.1, 6.2, 6.3, 6.4, 6.5, depicts the majority (82.8%) as 20-40 years under the age group of respondents. Majority (65.8%) of respondents are male under the gender group. Majority (34.2%) of respondents have professional certification under qualification. Majority (42.9%) of respondents are working professional under occupation group while majority (51.4%) respondents have 50000-200000 as family income.

From the below fig. 6.6 it is observed that studied of Boost is plotted according to survey conducted for large section of respondent, test and nutrition are the most important factor while buying the product. 37.1% of the respondents considers cost of food less important and 37.2% of the nutrition as most important. While purchasing the product, people not consider about convenience of purchasing it so its percentage differ for various parameters.

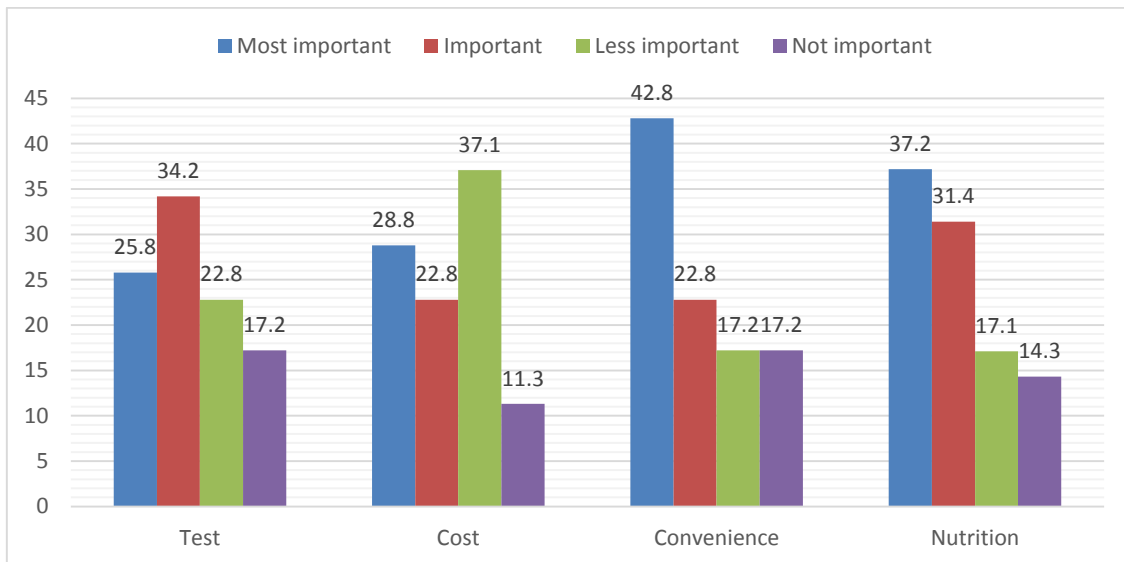


Fig. 6.6 Factor considered while shopping for Boost

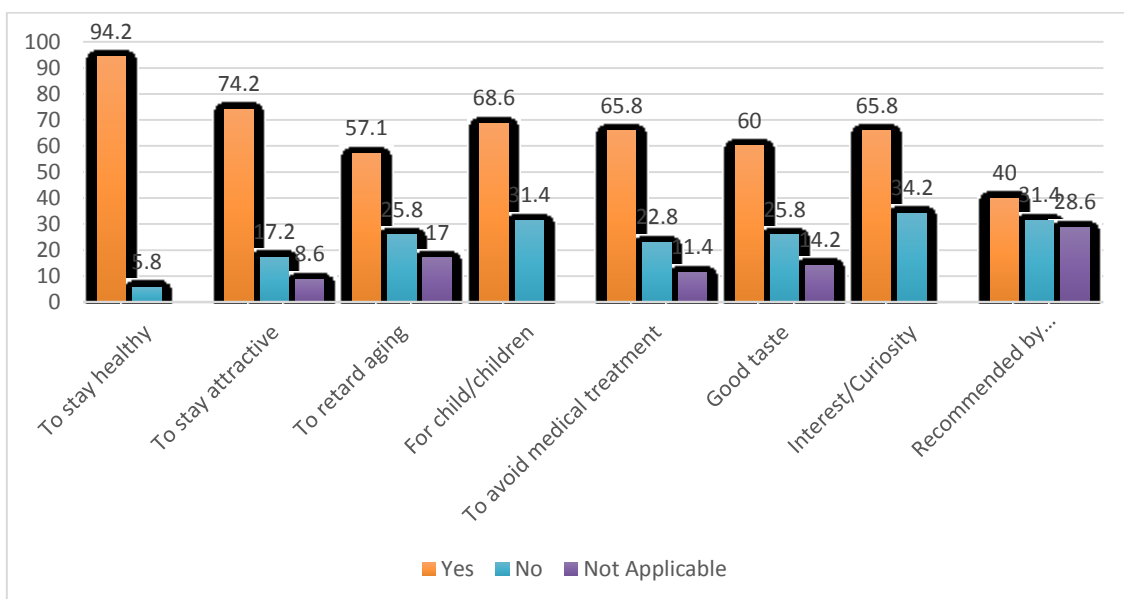


Fig. 6.7 Factor encouraging people to buy nutritionally enriched food for Boost

From the above fig. 6.7 it is observed that 94.2% of respondents buy nutritionally enriched food to stay healthy where as other important reasons are for children and to avoid medical treatment, factors such as maintaining attractiveness, interest, curiosity retard aging are not encouraging them to buy nutritionally enriched food.

From our study it is concluded that although the respective factor of taste, convenience, cost, nutrition, present of liking have been undergone through various functional foods i.e Bourn Vita, Horlicks, Complan, Protein

X, Enduramass, Boost. Among then Bourn Vita is been headed as the most suitable product among the public with high percentage of majority getting at respondents, factor.

Our results indicated that beliefs about the nutrition and health link, current purchasing and consumption patterns; and positive attitude towards functional foods significantly affected willingness to pay. Overall, this study has contributed to understanding of the market drivers & challenges for functional food.

IV. SUMMARY AND CONCLUSION

Functional food industry is progressing worldwide. Nevertheless, thriving commercialization of functional food products will be a challenge. The foremost underlying factor is how consumers identify functional foods and what issues influence an affirmative attitude in their buying decision.

This study has provided several viewpoints on the multifarious reasoning that consumers endure for the acceptance of functional foods. The outcome of this study is vital to functional food developers and marketers who are involved in crafting effectual health programs. The study indicates that beliefs about the nutrition and health link, current purchasing and consumption patterns, and positive attitude towards functional foods significantly affected willingness to pay. Consuming less fat and eating more vegetables and fruits has increasingly become the food habit of the respondents owing to lifestyle changes. However, availability and expense to purchase functional food effect the decision to pay and the decision of how much to pay.

Therefore, we may conclude that there is more to learn about the consumer. Specifically, for the functional food marketer there is need to determine what factors significantly influence the decision to pay. Overall, this study has contributed to further understanding of the functional food consumer especially concerning health awareness, lifestyle changes and factors encouraging as well as discouraging people to purchase functional foods. According to Frewer et al. (2003), the assumption that functional foods with specific health advantages are likely to deliver population-wide benefits may not automatically hold. Understanding the consumer is going to be the “key” in determining whether the functional food concept will be sustainable and will achieve the intended results.

The following points were and concluded about functional food

1. From the point of view, we have to understand that according to the nutritional value of the product, the cost of product was not so high.
2. The average age growth of the children’s in the society is so good taken by different type of brown beverage like Bourn Vita, Horlicks, Complan, Protein X, Enduramass, Boost.
3. Although functional foods have significant promise in the promotion of human health and disease prevention and health professionals.

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