IMPACT OF CULTURAL VALUES ON BUYING BEHAVIOUR: A STUDY OF FOOD INDUSTRY

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Supervisor:

DR. RAJEEV K. SHUKLA
HOD & Professor
Shri Vaishnav School of
Business Management
Shri Vaishnav Institute of
Technology and Sciences
Indore (M.P.)

Submitted By:

ASHUTOSH VYAS
Research Scholar
Indore (M.P.)

24/11/14 Director
Shri Vaishnav Institute of Management
INDORE (M.P.)

Research Center

Shri Vaishnav[SM] Institute of Management, Indore (M.P.)
DEVI AHILYA VISWAVIDYALAYA, INDORE (M.P.)
Scheme No. 71, Gumasta Nagar, Indore (M.P.) India

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Supervisor

DR. RAJEEV K. SHUKLA
HOD & Professor
Shri Vaishnav School of Business Management Shri Vaishnav Institute of technology and Sciences
Indore **(M.P.)**

Research Scholar

21/1/14

ASHUTOSH VYAS
Research Scholar
Indore (M.P.)

Forwarded:

21/1/17

Dr. R.K. Patra
Director
Research Centre Head
Shri Vaishnav Institute of Management,
Indore

Director
Shri Vaishnav Institute of Management
INDORE (M.P.)

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(Para 26 c)

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Place: Indore

Date: 20/11/2014

Dr. Rajeev K. Shukla

Supervisor

Forwarded By

Dr. R. K. Patra
Director
Research Centre Head
Shri Vaishnav Institute of Management, Indore, Madhya Pradesh

21/11/14
Director
Shri Vaishnav Institute of Management
INDORE (M.P.)

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I, the undersigned a Ph.D. Scholar declare that I have not joined any other course of study or appeared at any other examination conducted by the University during the tenure of my registration for Ph.D. Degree course.

21/11/14

(Ashutosh vyas)

Research Centre:
Shri Vaishnav Institute of Management,
Devi Ahilya University
Sch. No-71, Gumasta Nagar, Indore, MP, India

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JAY SHRI KRISHNA

Place: INDORE

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Signature of the student

PREFACE

त्रिविधा भवति श्रद्धा देहिनां सा स्वभावजा । सात्त्विकी राजसी चैव तामसी चेति तां शृणु ॥१७- २॥

The natural faith of embodied beings is of three kinds: Goodness, passion, and ignorance. Now hear about these from me. - Lord Krishna

The present study endeavors to describe the Impact of Cultural Values on Buying Behavior of Food Industry of India. As we know The Indian food industry represents an important and socially impactful business within the country's economy. With an addressable population of more than one billion individuals and food constituting a major part of the consumer's budget, now consumers are becoming more sophisticated and demanding, they want more personalized product to complete their individual needs, preferences and tastes. Food sector has a prominence next to no other businesses in the country. India is also one of the largest producers of food products, which are largely consumed locally. There is a tremendous scope for improving production, introducing new food products to suit the changing tastes of the Indian.

Indian people are diverse not only in religions but also in tradition, custom, language, costume, food and culture values. Thus it was the big question for research to identify appropriate value system of Indian consumers.

With globalization, culture becomes predominantly important strategic issue in market that has to be faced and properly managed. But, in different settings, management of cultural diversity could be seen as a threat, or an opportunity. As culture and values vary country to country, a close insight about country-specific culture and core values is almost essential for a smooth sailing in any market.

Culture is a one big defining factor of people and any marketing activity that is consumer-oriented is also said to be cultural bound. Indian Culture refers to traditions of philosophical thought that originated in the Indian subcontinent. Indian culture has a long history of continuity and developmental process, longer than any other culture of world. Indian culture has been the source of sublime knowledge and wisdom for mankind since time imperial. The system of Indian culture has enriched the life of man not only in India, but across the world. Indian Culture refers to traditions of philosophical thought that originated in the Indian subcontinent. Indian culture has a long history of continuity and developmental process, longer than any other culture of world. The ancient Indian Scriptures from the Vedas to the Upanishads - mark the transition from the Ritualistic to the immensely philosophical thought. In The Bhagavad Gita chapter 17:7 -"All people also have three types of favourite foods. The same is for sacrifice, austerity and Charity. This is how they may be distinguished." It is interesting that these three things are major indicators of the dominant "***GUNA"S*** of an individual.

This study is, therefore an effort to understand the food preferences of consumers to apply concept of Indian cultural value system. As a result of customer's acculturation to their Internal traits means *Gunas* (*SATVIK, RAJSIK* and *TAMSIK*), they respond in a manner that is consistent with their culture's norms and values. A right identification of customer-specific cultural dimensions and proper consideration for the food products can ensure success in the highly competitive market scenario. The present thesis has been organized into seven chapters:

The **Chapter 1** consists of Introduction, Background, consumer buying behavior ,Factors determine buying behaviour , cultural factor and consumer buying behavior, role of values system on buying behaviour

Indian cultural values and buying behavior, Indian food industry , introduction of food industry in India, an overview of incredible Indian food , current and future trends of Indian food industry ,Indian value system and food preferences, research problems and opportunities ,significance of the study and conclusion.

The **Chapter 2** discussed about Review of Literature along Background, Study of Culture, Literature on Culture and Buying Behavior, Literature on Influencing Factors of Buying Behavior, Study of Buying Behavior And Food, Study of Indian Value System and Food And Conclusion

The **Chapter 3** consists of the objectives and hypothesis of the study related with culture values and consumer buying behavior.

The Chapter 4 consists of Research Methodology, 5-Point Likert Scale structured questionnaire developed and used for collecting the primary data. Various statistical tools used in the research through SPSS 16 version package Mean, Standard deviation and Chi-Square test, T-Test, Factor Analysis and ANOVA are used for the analysis, Interpretation of data and results.

The Chapter 5 The Chapter discussed Analysis of data and Findings .It dealt with different aspects of research essential for the study. The study is descriptive and exploratory research in order to examine impact of cultural values on buying behavior for food products. It dealt with the objectives and testing of hypotheses. It summarized by the researcher on the basis of analysis and interpretation of study to impact of cultural values on buying behavior for food products

The Chapter 6 the chapter discusses results and interpretation of the study. It deals with various dimensions of *SATVIK, RAJSIK and TAMSIK* values and consumer behavior for food products.

The Chapter 7 In this chapter, conclusion reached on the basis of analysis and interpretation of collected data. It also discussed the marketing and promotional implications for future research which describes limitations of the study. I have summarized the conclusion very systematically. Proper scope/ contribution of acquaintance are also suggested so far as future research is concerned.

Last but not the least, **Bibliography/ References** written in APA (American Psychological Association) style which is indicating properly all the authors and their works which are duly acknowledged. The questionnaire is enclosed as annexure at the end of the thesis.

Ashutosh Vyas

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CHAPTER - 1

INTRODUCTION

CHAPTER 1: INTRODUCTION

1.1- BACKGROUND

1.2- CONSUMER AND BUYING BEHAVIOR

1.2.1- Factors Determine Buying Behaviour

1.2.2- Cultural Factor and Consumer Buying Behavior

1.2.3- Role of Values System on Buying Behaviour

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1.4.1- Introduction of Food Industry in India

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1.6- RESEARCH PROBLEMS AND OPPORTUNITIES

1.7- SIGNIFICANCE OF THE STUDY

1.8- CONCLUSION

1.1: BACKGROUND

The study of consumers facilitates organizations and firms to develop their marketing strategies by knowing the psychology of consumer's feelings, thinking, and reason of selecting different alternatives. The psychology of consumer is influenced by their cultural factors, social factors, personal factors and psychological factors. Culture is part of the external influences that impact the consumer. Culture influences consumers through the norms and values establish by the society in which they live. It is the broadest environmental factor that influences consumer behavior (S.K.Batra and SHH Kazim, 2008). To understand any culture, we first look for its value system. The value system signifies the motives and ends of the culture, which have been described and conceived as ultimate and paramount by their wisest men (Dr. Sushim Dubey). Values can be defined as certain attitudes and beliefs that a person follows in his conduct. Those standards as per which an individual judges his own actions, whether he is right or wrong can be called as values. Indian Culture refers to traditions of philosophical thought that originated in the Indian subcontinent. Indian culture has a long history of continuity and developmental process, longer than any other culture of world. The ancient Indian Scriptures from the Vedas to the Upanishads - mark the transition from the Ritualistic to the immensely philosophical thought.

According to Indian Philosophical thought of *Shree Bhagwad Gita*, human being has three types of characteristics (*Gunas*) which are known as ***SATVIKA, RAJSIK and TAMSIK Guna***. These three basic characteristics are significantly responsible to provoke the value set of individuals.

Food is the most fundamental need of every living being and food consumption decisions of human being cannot be viewed as an independent event, it is closely related with values and cultural

commitments. Consumption need of food can be common but values are individual and this difference in values creates different in buying behavior of consumer.

It is clearly mentioned in the chapter 17th of Shree Bhagwad Gita that "Even the food each person prefers is of three kinds, according to the three modes of material nature. The same is true of sacrifices, austerities and charity."

आहारस्त्वपि सर्वस्य त्रिविधो भवति प्रियः । यज्ञस्तपस्तथा दानं तेषां भेदमिमं शृणु ॥१७- ७॥

Shree Bhagwad Gita Chapter 17th

1.2: CONSUMER AND BUYING BEHAVIOUR

Consumer is broadly any individuals or households that use goods and services produces within the market. The concept of a consumer arises in diverse framework, so that the usage and significance of the term may differ. (Kotler and Keller ,2011) consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers) The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media); How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. (Lars Perner, 2008)

Consumer buying behavior is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012)

Consumer behaviour is referred to as the study of when, why, how, where and what people do or do not buy products. It blends elements from psychology, sociology, social, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in

groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.(P.Kotlar)

Buyer behavior has been defined as "a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants" (Enis, 1974). Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

1.2.1- Factors Determine Buying Behaviour of Consumer

Everybody in this earth is a consumer. Every day of their life they buy and consume numerous varieties of products. However, they all have different tastes, likes and dislikes and adopt different behaviour patterns. Saikat Banerjee, (2008) Behavior of a consumer largely depends on interplay between inner self and outer stimuli.

Consumer buying behaviour is influenced by the major three factors:

1. Social Factors 2. Psychological Factors 3. Personal Factors.

A. Social Factors

Social factors refer to forces that other people exert and which affect consumers' purchase behaviour. These social factors can include culture and subculture, roles and family, social class and reference groups R.W Belk (1988)

B. Psychological Factors

These are internal to an individual and generate forces within that influence their purchase behavior. The major forces include motives, perception, learning, attitude and personality. K. G DeBono(2000)

C. Personal Factors

These include those aspects that are unique to a person and influence purchase behavior. These factors include demographic factors, lifestyle, and situational factors. P. H Bloch et.al (2003)

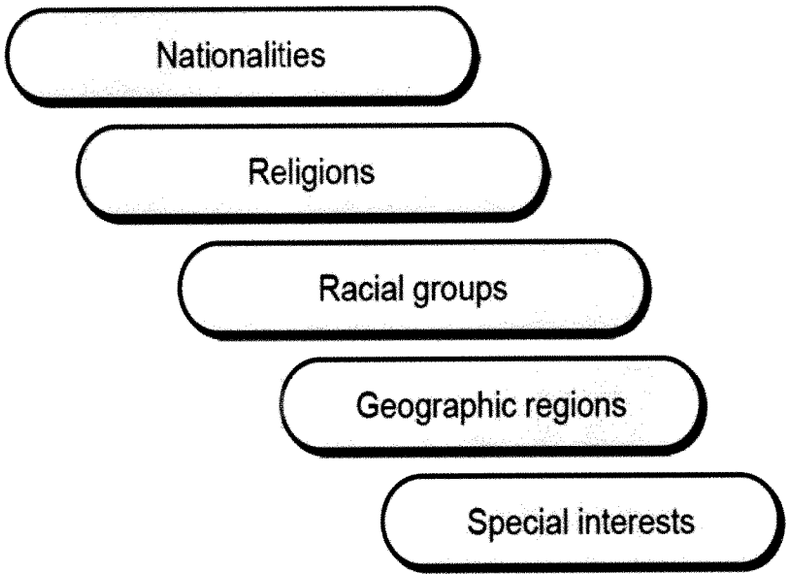
Consumption decisions made in the market cannot be viewed as an independent event. Means consumers do not make their decisions without influenced by their internal and external motive. Consumer purchases are highly influenced by major factors like cultural factors, social factors and personal factors (*Leon G. Schiffman,*).

The consumer buying behavior is the outcome of the needs and wants of the consumer and they purchase to satisfy these needs and wants. Although it sounds simple and clear, these needs are depending on the personal factors such as age, gender, psychology and personality. Also there are some other external factors which are broad and beyond the control of the consumer.

The set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions (P.Kotlar Principles of Marketing 2nd edition, pg. 230). Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned.

Cultural Factors: The fundamental determinant of a person's wants and behaviors acquired through socialization processes with family and other key institutions. Culture is the most fundamental determinant of a person's wants and behavior. Whereas lower creatures are governed by instinct, human behavior is largely learned. The child growing up in a society leans a basic set of values, perceptions, preferences and behaviors through a process of socialization involving the family and other key institution.

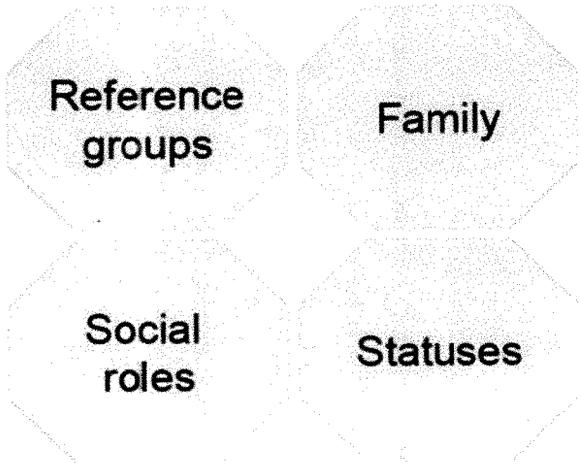
Each community has its own and different culture that is shaped throughout hundreds of years through a set of major elements known as values, norms, ideologies, customs, social classes, and traditions. The constant interaction between any society and the individuals belonging to it leads to a sort of formation of consumers. preferences and behaviours that are supposed to be in compliance with the core values of the society.



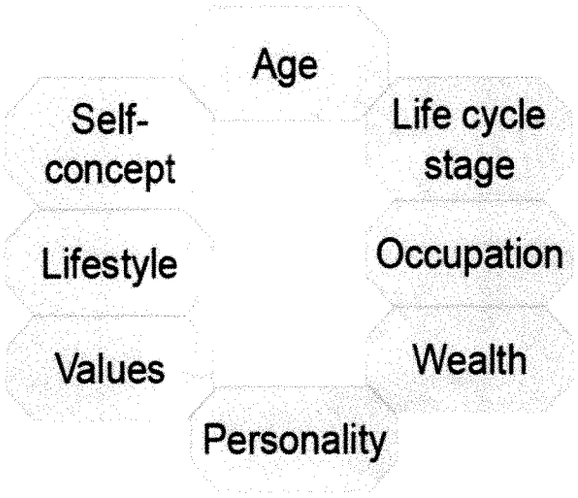
Social Factors: A consumer's behavior is also influenced by social factors, such as the consumer's reference group, family, and social roles and statuses. A person's behavior is strongly influenced by many group .

These factors are relatively permanent and ordered divisions in a society whose members share similar values, interests and behaviors (P.Kotlar Principles of Marketing 2nd edition, pg. 233). Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors. So the consumers behave according to their social class.

A persons reference group are those groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior. Group having a direct influence on a person are called membership group. Members of the buyer's family can exercise a strong influence on the buyer's behavior. We can distinguish between two families in the buyer's life. The family of orientation consists of one's parents. From parents a persons acquires an orientation towards religious, politics, and economics and a sense of personal ambitions, self –worth, and love.



Personal Factors: A buyer's decisions also influenced by personal characteristics such as the buyer's age and life cycle stage, occupation, economic situation, lifestyle, personality ,self concept and very important values.



Personal Factor likewise Age, Stage in Life cycle, Occupation, Economic Circumstances, Lifestyle, Personality, and Values. A consumer does not buy the same products throughout their life. According to the stage in life cycle they behave and buy different products. Similarly Occupation affects the product bought by consumers. While **Economic** situation includes trends in personal income and power of purchase, means buying behavior is affected by the amount of disposable income means the purchasing power of consumers influenced their behavior and purchasing decisions based on income and capital.

The family life cycle of the individual will also have an influence on his values, lifestyles and buying behavior depending whether he's single, in a relationship, in a relationship with kids, etc.

Lifestyle: The lifestyle of consumer includes all of its activities, interests, values and opinions. The lifestyle of an individual influenced the behavior and purchasing decisions.

Personality and Self-Concept: Personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and results in constant behaviors.

A consumer's behavior is also influenced by social factors, such as the consumer's reference group, family, and social roles and statuses. In fact a person's behavior is strongly influenced by many groups. A person's reference groups are those groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior. Group having a direct influence on a person are called membership group. On other hand family groups play a vital role. Like members of the buyer's family has a strong influence on the buying behavior. The family of orientation consists of one's parents. From parents a person acquires an orientation towards religious, politics, and economics and a sense of personal ambitions, self –worth, and love. The buying decisions are also influenced by personal characteristics means demographic characteristics, such as the buyer's age and life cycle stage, gender, occupation, economic situation, lifestyle, personality, self concept and very important values.

1.2.2- Cultural Factor and Consumer Buying Behaviour

G. Hofstede states that the word "culture" stems from a Latin root that means the tilling of the soil, like in agriculture. In many modern languages the word is used in a figurative sense. The most common, meaning is "civilization", including education, manners, arts and crafts and their products. And the second meaning derives from social anthropology; it refers to the way people think, feel, and act. Culture is the collective programming of the mind which distinguishes the members of one group or category of people from another. (Hofstede 1994)

Culture ... is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society -Tyler 1870. (Avruch 1998)

Culture represents influences that are imposed on the consumer by surroundings. Cultural factors are coming from the various components related to cultural environment from which the consumer belongs. Culture is the beliefs of human societies, their roles, their behaviour, their values, customs and traditions (Dr.Durmaz yakup and et.al 2011).

Culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiment in artefacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditional elements of future action. (Kroeber & Kluckhohn 1952)

Culture is concerned with a comprehensive examination of factors such as Language, Religion, Knowledge, Laws, Arts, Music, Work Pattern,

Social customs, Festivals and Food of a society. (S.K.Batra and SHH Kazim, 2008)

Cultural factors have a significant impact on customer behavior. Culture is the most basic cause of a person's wants and behavior. Growing up, children learn basic values, perception and wants from the family and other important groups. Each culture contains "sub-cultures" – groups of people with share values. Sub-cultures can include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Sometimes a sub-culture will create a substantial and distinctive market segment of its own.

Culture is the pattern of the life adopted by the people to help them interpret, evaluate, communicate as members of the society behaviour is strongly influenced by the culture as 'Pattern of Life' also usually determines the boundary of acceptable behavior.

Culture is the part of every society and is the important cause of person wants and behaviour. The influence of culture on buying behaviour varies from country to country. (Abdul Brosekhan & Dr. C. M. Velayutham)

Further Hofstede (1994) define culture that the collective programming of the mind which distinguishes the members of one group or category of people from another. Culture is the most fundamental determinant of a pêrson's wants and behavior. Whereas lower creatures are governed by instinct, human behavior is largely learned. The child growing up in a society leans a basic set of values, perceptions, preferences and behaviors through a process of socialization involving the family and other key institution. Thus a child growing up in India is exposed to the following

1.2.3- Role of Values System on Buying Behaviour

To understand any culture, we first look for its value system. The value system signifies the motives and ends of the culture, which have been described and conceived as ultimate and paramount by their wisest men. (Dr.Sushim Dubey)

A value system is a set of consistent values and measures. Personal Values are one's judgments about what is important in life. Values are an integral part of every culture. Along with worldview and personality, they generate behavior. A principle value is a foundation upon which other values and measures of integrity are based. Those values which are not physiologically determined and normally considered objective, such as a desire to avoid physical pain, seek pleasure, etc., are considered subjective, vary across individuals and cultures and are in many ways aligned with belief and belief systems. Values tell people what is good, beneficial, important, useful, beautiful, desirable, appropriate...etc. Values can be positive or negative; some are destructive. To understand people of other cultures, we must come to understand the values, beliefs and assumptions that motivate their behavior of their values over.

Values are related to the norms of a culture, but they are more global and abstract than norms. Norms are rules for behavior in specific situations, while values identify what should be judged as good or evil. Flying the national flag on a holiday is a norm, but it reflects the value of patriotism. Wearing dark clothing and appearing solemn are normative behaviours at a funeral. In certain cultures they reflect the values of respect and support of friends and family.

1.3. INDIAN CULTURAL VALUES AND BUYING BEHAVIOR

Indian Culture refers to traditions of philosophical thought that originated in the Indian subcontinent. Indian culture has a long history of continuity and developmental process, longer than any other culture of world. Indian culture has been the source of sublime knowledge and wisdom for mankind since time imperial. The system of Indian culture has enriched the life of man not only in India, but across the world.

Indian culture contains smaller group of subculture that provide more specific identification and socialization for its members because of diversity of India. Types of subculture can be distinguished Nationality groups such as the Hindu, Muslim, Sikh and Christian are found within large communities and exhibits distinct tastes represent subculture with specific culture preference and traits.

Value system comprises of all those beliefs and viewpoints that the parents pass on their next generation, they further pass it on to their offspring and so, the legacy goes on and on. Now let us come to the 'Indian Family Value System' - what is it and how does it influence individuals. In the Indian culture, there are certain rules and regulations that each and every child is taught right from his childhood. Examples of Indian family values are - a young person should always touch the feet of their elders, they should never speak in a high or rude tone to those who are older to them, they should always give respect to elders and refer to them as ***'AAP'***, they should not consume alcohol and tobacco or smoke cigarettes. they he should respect women, always speak truth and try to engage in non-violent behavior and so on. Most of the values that the parents impart to their children in India, as a part of the family value system, are similar in nature.

1.4. INDIAN FOOD INDUSTRY

Mr. Shrijeet Mishra (2014, Chairman, FICCI Food Processing Committee) massage in the report "Flavour of incredible India- Opportunity in Food Industry" stated that the food processing industry in India is one of the largest in terms of production, consumption, export and growth prospects. By 2015, the Indian food industry is expected to reach USD258 billion from the current level of USD181 billion. This growth is expected to be sustained till 2020, where the industry size is expected to touch USD318 billion. Considering the growth witnessed by the sector in the last decade, and further improvement in growth rates in the years to come.

Pinakiranjan Mishra, (Partner & National Leader, Retail & Consumer Products Practice) massage in "Flavour of incredible India- Opportunity in Food Industry" the report of APEDA, Ministry of commerce and Industry government of India, Ministry of Food processing Industries government of India and FICCI stated that the Indian food industry is a significant part of the Indian economy with food constituting about 30% of the consumer wallet. With a vast consumer base that is growing and with a strong base for food production, the sector presents a good opportunity for all players. If we look at the food sector, there are some clear opportunities for growth in the future.

1.4.1- Introduction of Food Industry in India

India is a key producer of food products. In the case of agro-products, India is the second largest producer and consumer of grains and cereals and fruits and vegetables. In the case of milk and milk products, India is the largest producer, accounting for 20% of the world's production. Even in the case of meat and marine products, India is among the top five

producing nations of the world. This results in India having an adequate production base which can be used to serve both the domestic and international markets.

The Indian food industry, at USD181 billion, is the largest consumption category in India, accounting for a 31% share of the consumer wallet. Indian food industry provides a few key insights into the consumption patterns of the Indian consumer, being a predominantly agrarian economy, 70% of the spending is on agro-products, with fruits and vegetables accounting for 36% of the total spend. Most of the Fruit and Vegetable consumption in India is of the primary processed, Milk and milk products and meat and marine products have shown a higher growth in consumption, albeit on a small base, driven by increase in per capita income, changing consumer taste and entry of organized players. The consumption patterns and tastes change significantly across regions and also within a particular region and across income class.

4. 26% of the spending is on "tertiary" processed products, with beverages and oil and oilseeds forming 50% of this spending. The growth in consumption has been fuelled by increasing availability and supply of food and food products by both domestic and international players who have entered this market.

1.4.2- An Overview of Incredible Indian Food

Indian food is different from rest of the world not only in taste but also in cooking methods. It reflects a perfect blend of various cultures and ages. Just like Indian culture, food in India has also been influenced by various civilizations, which have contributed their share in its overall development and the present form. Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions

and states within. Foods of India are better known for its spiciness. Throughout India, be it North India or South India, spices are used generously in food. But one must not forget that every single spice used in Indian dishes carries some or the other nutritional as well as medicinal properties.

India's food industry covers fruit and vegetables, meat and poultry, milk and milk products, beverages, fisheries, plantation, grain and other consumer product groups like confectionery, chocolates and cocoa products, Soya-based products, mineral water, high protein foods etc. The most promising sub-sectors includes -Soft-drink bottling, Confectionery manufacture, Fishing, aquaculture, Grain-milling and grain-based products, Meat and poultry processing, Alcoholic beverages, Milk processing, Tomato paste, Fast-food, Ready-to-eat breakfast cereals, Food additives, flavours etc.

1.4.3- Current and Future Trends of Indian Food Industry

The Indian food industry is estimated to grow by 40% of the current market size by 2015. This growth is expected to be driven by key factors like socioeconomic changes across India's population base, in terms of growth in size of households in the higher income classes resulting in a growth of household consumption, along with increasing youth population and a shift from rural to urban and changing and evolving lifestyle trends such as emergence of nuclear families, rising incidence of lifestyle diseases, growing exposure to international markets and increased awareness due to media proliferation.

An increase in per capita disposable income by 8% over last five years which has led to an increase in per capita consumption expenditure on

food by 20% over the same period. A large part of the increase in income will go towards expenditure on food as the data clearly suggests. The current per capita expenditure on food is 1/6th that of China and 1/16th that of US with a significant opportunity for growth in the future.

According to the report of FICCI that the growth in the size of the middle to very rich class which is projected to increase at more than 300% between 2005 and 2015. During the same period the youth population (age group 15 – 25) in India is expected to grow by 11%. This will lead to an increasing demand for food products to meet demands of convenience, variety, health and a changing palate. One more reason is the emergence of Tier 1 and Tier 2 cities which will present a key opportunity for future growth due to rising income, increased awareness and limited availability of products currently in these markets. India is a one of the largest producers and consumer of food products.

1.5. INDIAN VALUE SYSTEM AND FOOD PREFERENCES

The ancient Indian Scriptures - from the Vedas to the Upanishads - mark the transition from the Ritualistic to the immensely philosophical thought. It was then time to relate these thoughts to day-to-day Human life. This was done in the two Great Epics in India, the Ramayana and the Mahabharata.

Mahabharata deals with the life of Lord Krishna. The Bhagvad Gita - the Song of the Adorable One - appears within the text of the Mahabharata. It is a dialogue between the Hero, Arjuna and his charioteer, (Lord) Krishna on the eve of a great battle.

In The Bhagavad Gita chapter 17:7 -"All people also have three types of favorite foods. The same is for sacrifice, austerity and Charity. This is

how they may be distinguished." It is interesting that these three things are major indicators of the dominant "***GUNA"S*** of an individual.

Men of Satvik like foods which increase their vital force, energy, strength and health. Such foods add to the pleasure of physical and mental life. They are juicy, calming, fresh and agreeable." (Bhagavad Gita Chapter 17:8). Foods which boost life, purity, strength, health, joy and happiness, which are oleaginous and savory, substantial and agreeable, are dear to the ***SATVIK*** people. Since we are seeking to become increasingly ***SATVIK***, we should look at each point of this verse so we can improve our diet and increase our ***SATVA GUNA***. ***SATVIK***–food increases the quality of ***SATVA***, which also implies food that promotes virtue–both in the sense of strength and in the sense of goodness. It is food that lightens and promotes health of body and mind, food that is actually spiritual in its effect.

People from ***RAJAS*** prefer foods which are violently bitter, sour, salty, hot, pungent, acid and burning. These cause ill-health, and distemper of the mind and body.(Chapter 17:9) one author said -The foods that are bitter, sour, saline, excessively hot, dry, pungent and burning, are liked by the ***RAJSIK*** and are productive of pain, grief and disease. The more unfortunate aspect of ***RAJSIK*** food is its addicting nature. For example, people will eat hot food that makes them cry and love every painful moment of it. This is because hot food contains elements that affect the brain–as does the mere experience of hot food. So ***RAJSIK*** food is the most difficult to give-up.

On other hand men of ***TAMAS*** take a perverse pleasure in foods which are stale, tasteless, rotten and impure. They like to eat the leavings of others. (Chapter 17:10) That which is stale, tasteless, putrid, rotten and impure refuse, is the food liked by the ***TAMSIK***. Most restaurant food is

unfit for human consumption, because no one knows how old that is. Fast food chains pack their food–especially meat–in bags of formaldehyde and other horrors. Some will cook a large amount of food and then eat it for a week or more. There are many people that would scrape off the mold and eat away. Canned food is another offense to humanity. This to great extent is true because consumers of such products are members of certain cultural groupings and inclinations irrespective of their stages in life.

1.6. RESEARCH PROBLEMS AND OPPORTUNITIES

India is celebrating its diversity in this 21st century. Indians differ not only in the usual ways by age and gender, by education and occupation by income and marital status but also in their activities and interests, their preferences and opinions, their language and religion, their traditions and customs, values and believes. Even differ in clothing they wear, food they like, the political belief they have.

Dr. Abraham Maslow, formulated a widely accepted theory of human motivation based on the notion of a universal hierarchy of human need (Leon .G. schiffman, 2004). The first and most basic level of needs is physiological. These needs which are required to sustain biological life, includes Food, water, Shelter, clothing, sex and all the biogenic needs. Culture affects the need (Roger D. Blackwell et.al 2001). Culture exists to satisfy the need of the people within a society (L.G Schiffman 2004) Food is most essential human need and it varies from person to person and mood to mood. Food is not only required to sustain biological life but people usually prefer or test different cuisines to enjoy the moment with society. India is rich in food from North to South and from East to West and have a variety of cuisines.

The traditional food of India has been widely appreciated for its fabulous use of herbs and spices. Indian cuisine is known for its large assortment of dishes. The Food choice varies from region to region. India is quite famous for its diverse multi cuisine available in a large number of restaurants and hotels, which is reminiscent of verity of choices amongst Indian consumers.

Indian people are diverse not only in religions but also in tradition, custom, language, costume, food and culture values. Thus it's a big question for researchers to identify appropriate value system of Indian consumers. Now consumers are becoming more sophisticated and demanding, they want more personalized product to complete their individual needs, preferences and tastes. Culture is a one big defining factor of people and any marketing activity that is consumer-oriented is also said to be cultural bound. It explains why marketers have recently turned keen ears to cultural influences on their marketing activities.

So the very basic reason behind this research was to identify the impact of culture on buying behavior for food industry of India.

1.7. SIGNIFICANCE OF THE STUDY

Behaviour of a consumer is largely depends upon interplay between inner self and outer stimuli. Consumers do not make their decisions in a vacuum. Consumption decisions made in the market cannot be viewed as an independent event – it is closely related with values and social relationship and cultural allegiance. Their purchases are highly influenced by cultural, social, personal, and psychological factors.

In a diversified country like India cultural factors exert the broadest and deepest influence on consumer behaviour. Customers are open to new

and different products from time to time. It's just that they want the product to be flexible and adaptable to their needs and preferences. People are changing from time to time, so do their tastes and preferences.

With globalization, culture becomes predominantly important strategic issue in market that has to be faced and properly managed. But, in different settings, management of cultural diversity could be seen as a threat, or an opportunity. As culture and values vary country to country, a close insight about country-specific culture and core values is almost essential for a smooth sailing in any market.

This study is intended to revel that how cultural values affect consumer's perception, and their buying behavior. The findings of the study will be helpful for food industry to identifying a group of people similar in one or many ways based on a variety of characteristics and behaviors that we call customer segmentation. The goal is to identify these groups of people with similar values and exploratory tendencies, so that food product and packaging adjustment or communication strategies can be adopted to meet there specific need thereby increasing the possibility of sale to the targeted group.

The research is helpful for marketers to identifying a group of people similar in one or many ways based on a variety of characteristics and behaviors that we call customer segmentation. The goal is to identify these groups of people with similar behavior so that product and packaging adjustment or communication strategies can be adopted to meet there specific need thereby increasing the possibility of sale to this target group. The need of segmentation results from the differences between people if all the humans were identical in their preferences and behaviors, market segmentation would not be needed, because every product could be same segmentation would be needed because of people

differ so much in their motivations, needs, decision processes and buying behaviors product tailored to each user to give maximum satisfaction to consumers.

1.8. Conclusion

Consumption decisions of peoples made in the market cannot be viewed as an independent event – it is closely related with values and social relationship and cultural allegiance. The main question arises on the shared cultural values and needs. The needs can be common but values are differing. This difference in values creates different buying behaviour of consumer. Culture is a powerful force in regulating human behavior (Schiffman and Kanuk 1997). Culture influence on behavior is usually taken for granted. Thus a complete and thorough appreciation of the origins and elements of culture may well be the single most important goal for a marketer in the preparation of marketing plans and strategies.

CHAPTER - 2

REVIEW OF LITERATURE

CHAPTER - 2

REVIEW OF LITERATURE

2.1: BACKGROUND

2.2: STUDY OF CULTURE

2.3: LITERATURE ON CULTURE AND BUYING BEHAVIOR

2.4: LITERATURE ON INFLUENCING FACTORS OF BUYING BEHAVIOR

2.5: STUDY OF BUYING BEHAVIOR AND FOOD

2.6. STUDY OF INDIAN VALUE SYSTEM AND FOOD

2.7: CONCLUSION

2.1: BACKGROUND

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Literature review usually precedes a research proposal and results section. Its main goals are to situate the current study within the body of literature and to provide context for the particular reader.

A literature review is an evaluative report of information found in the literature related to our selected area of study. The review describes, summarizes, evaluate and clarify the literature. It should give a theoretical base for the research and help us to determine the nature of our research. The purpose of literature review was to convey the knowledge and ideas that have been already established on the topic of research, and what was the outcome of those studies.

This review was focused on literatures related with Culture, Buying Behavior, Food and Buying Behavior.

2.2: STUDY OF CULTURE

Each community has its own and different culture that is shaped throughout hundreds of years through a set of major elements known as values, norms, ideologies, customs, social classes, and traditions.

Nittin Essoo & Sally Dibb (2004) argued that the significance of religious value systems has long been recognized in sociology and psychology but is not yet fully acknowledged in consumer research. In their literature study of marketing they suggest that religion is a key element of culture, influencing both behavior and purchasing decisions.

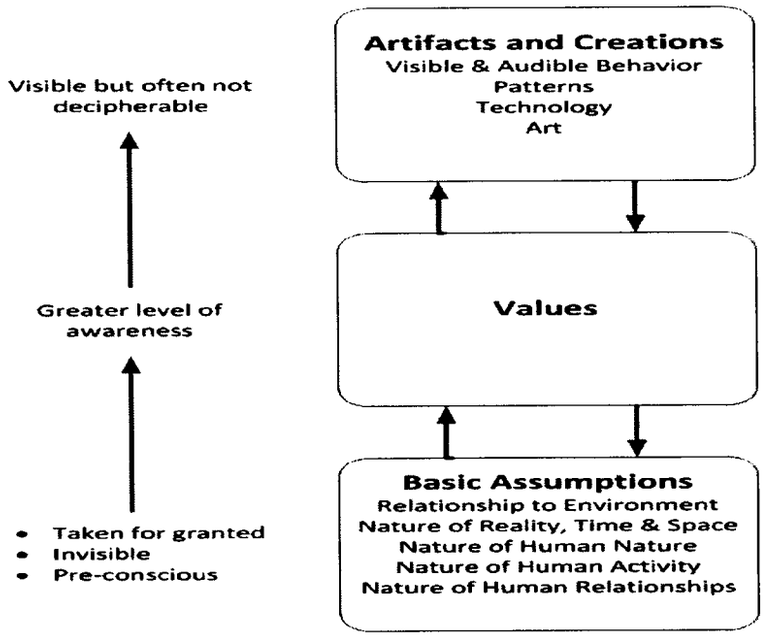
They found that the influence of religion on consumer choice is based on the proposition that adherence to a particular religious faith significantly influences shopping behavior. Using the purchase of a television as the basis, the researchers examine the contrasting shopping behavior of Hindus, Muslims and Catholics. Their results suggest that religious affiliation should be included in future cross-cultural research and that there is considerable potential for extending research into the influence of religious affiliation on consumer behavior.

Ramesh S Kumar, at.al (2007) in their study "Cultural values and branding in an emerging market: the Indian context" revealed that India is undergoing unique changes in its marketing context. Cultural considerations are central to any brand's strategy that connects consumers with the brand's proposition. They also add tremendous value to the functional orientation of a brand. The combination of cultural value with functional utility is a powerful strategy adopted by a few successful brands in the recent times.

They reviewed good number of literatures study and explore the specific Indian values and analyze how appropriate they are to consumers belonging. The idea behind the analysis of values stems out of the fact that values are enduring since they are not tied to anything specific, and instead manifest themselves in many nuances of behavior, including choice and purchase preference.

They conclude that the practical implications of such a study range from adopting Indian cultural cues to advertisements, to combining a unique mix of Indian cultural values to a brand in a specific category. This study enables to understand the underpinnings of cultural dimensions and their linkages with the mindset of consumers.

Spencer-Oatey, H. (2012) compiled that Culture is a notoriously difficult term to define. In 1952, the American anthropologists, Kroeber and Kluckhohn, critically reviewed concepts and definitions of culture, and collected a list of 164 different definitions. As pioneered by Edward Tylor in Primitive Culture (1870), referred to a quality possessed by all people in all social groups. Tylor's definition of culture is that the complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Avruch 1998)



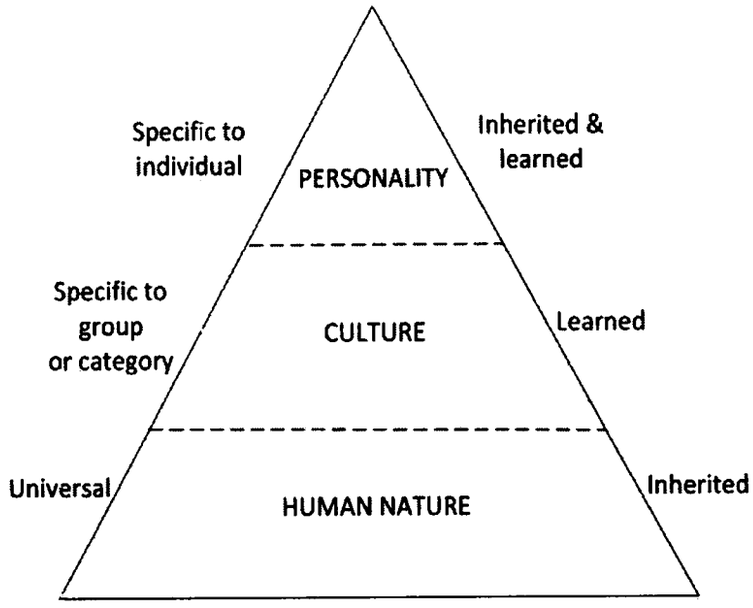
Source: http://go.warwick.ac.uk/globalpadintercultural

Fig: 2.1 The Levels of Culture & their Interaction

(Minor adaptation of Schein 1984: 4)

Kritika Joshi and Vandana Gupta (2012) studied that culture is learned as a result of social experiences. In the course of growing up, children acquire through formal, informal, and technical learning a set of beliefs, values, norms, and customs. In culture the values that are the cultural values are enduring beliefs that a given behaviour is desired or good. They reviewed Milton J Rokeach who explains Cultural values are enduring beliefs that's a given behavior or outcome is desirable or good. Further they quote D J McCort and Naresh K Malhotra have defined culture as the complex whole that includes knowledge, belief art, laws, morals, customs and any other capabilities and habits acquired by humans as members of society. D K Tse and R W Belk believes that cultures are not static but evolve and change slowly over time. Finally authors conclude that Indian values and enduring beliefs, serves as standard that guide the behaviour across situations and over time Value system refers to the total set of values and the relative importance culture places on them. At the broad level are global values that represent core value system and are very enduring and strongly held.

Helen Spencer-Oatey, (2012) also marked that culture is learned, not inherited. It derives from one's social environment, not from one's genes. Culture should be distinguished from human nature on one side, and from an individual's personality on the other, although exactly where the borders lie between human nature and culture, and between culture and personality, is a matter of discussion among social scientists.



Source: http://go.warwick.ac.uk/globalpadintercultural

Fig. 2.2 Three levels of uniqueness in human mental programming

(Hofstede 1994: 6)

Ming-Yi Wu (2006) studied Cultural Dimensions of Hofstede's (1984, 2001) and revealed country classification on five work-related cultural values, power distance, uncertainty avoidance, masculinity-femininity, individualism-collectivism, and Confucian work dynamics, have been frequently cited by researchers in the past few decades. This study has extended Hofstede's work by investigating occupational culture in the higher education setting. The results of this study suggested that work-related cultural values in a specific culture are not static and can be changed over time. When the political, societal, and economic environments change, people's cultural values also change.

Fatt Sian, at.al (2010), explore that many researchers have been conducted to elucidate the decision process of consumers because of the

fluidity of consumers' decision process since it evolves over time and space, as well as in different environments such as culture and race. Their study attempts to focus on a single community with dual ethnic groups, i.e. the Malays and the Chinese in Malaysia to compare two ethnic groups of diverse culture and religious background, within a single Malaysian community.

According to **Abdul Brosekhan and Dr. C. Muthu Velayutham** culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. They analyze the culture and subculture that enables marketers to segment their markets and fine - tune their marketing mix strategies to meet the specific needs, motivations, perceptions, and life styles shared by them. Researchers explored that each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Abdul Brosekhan and Dr. C. Muthu Velayutham reviewed Larry Jabbon sky(1995) who presented a situation have pepsi Affected the consumption culture in the youth. Giwen Rae Bachmann & at.al(1993) they described the condition that how does children effect through peer pressure in selecting their purchase choice. Further author reviewed Dennis W Rook (1985) who wrote about the various dimension of consumer behaviour. In his article W. Rook highlighted the relative importance of various factors of consumer behaviour. Abdul Brosekhan and Dr. C. Muthu Velayutham study Lise Heroux and Nancy J Church(1992), David M Potter(1954) , Cyndee Miller(1995) and many more. Finally authors conclude that culture is not only diverse but also unequal, but is found in societies throughout the world. The impact of culture on society is profound.

Culture not only influences consumer behavior but also reflects it. It is mirror of both values and possessions of its members. Some cultures are relatively resistant to change than others but cultures do changes gradually and continuously. Cultural values are enduring beliefs that a given behavior is desired or good

2.3: CULTURE AND CONSUMER BUYING BEHAVIOR

In developing countries like India, cultural factors play very important role on consumer buying behaviour because culture is the key part of consumer's wants and actions.

Santosh Kr. Pandey and Pankaj Kant Dixit(2011) explore that in a diversified country like India, cultural factors exert the broadest and deepest influence on consumer behavior Culture influences consumers through the norms and values established by the society in which they live. The impact of culture is automatic and almost invisible. Culture not only influences consumer behavior but also reflects it. It is the mirror of both the values and possessions. Marketing strategies are unlikely to change cultural values, but marketing does influence culture. It has a broad influence on their buying and usage behavior of products and services, and the extent of their satisfaction. Culture, as a "complex whole," is a system of interdependent components.

Elodie Gentina at.al (2014) studied global teen market has significant spending power and an important impact on the world economy. However, much remains unknown about the social motivations of teenage consumers and cross-national cultural differences in teenage shopping. they studies teenage shopping motivations in two nations: the U.S., which is a highly individualistic national culture with low power distance and low uncertainty avoidance, and France, which is perhaps a somewhat

more collectivist, more inter-dependent national culture with high power distance and high uncertainty avoidance.

Paul, Justin and Rana, Jyoti, (2012) studied to understand the behavior of ecological consumers and their intention to purchase organic food. The study aims to determine the factors influencing consumer behavior towards organic food. They found that health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food. Overall satisfaction of consumers for organic food is more than inorganic food but the satisfaction level varies due to different factors. They suggested that retailers can develop effective marketing program and strategies to influence consumers positively. They can emphasize the health benefits and quality of organic food. They can make these products easily available to attract consumers to buy organic food

Manit Mishra and B B Mishra(2011), studied that attaining a better understanding of the consumer value of materialism. Two of the significant works on empirical manifestation of they studied the concept of materialism by Belk (1984) and Richins and Dawson (1992). This study is envisaged to fulfill two objectives—first, assessment of construct validity of the Richins and Dawson (1992) scale of materialism, and second, examination of the relationship with consumer behavior parameters of consumption innovativeness and attitude towards television advertising. They concluded that Indian consumers having greater materialistic tendencies exhibit higher consumption innovativeness and display a positive attitude towards television advertising.

Praveen K. Kopalle et.al (2010) they discussed about Consumer Expectations and Culture with the Effect of Belief in Karma in India. They focused on India, and a major cultural influence, the extent of belief

in karma. They explore one research in the United States that suggested the disconfirmation sensitivity lowers expectations. They examine whether belief in karma and, consequently, having a long-term orientation, counteracts the tendency to lower expectations.

They reviewed that purchase decisions are also influenced by cultural factors (Aaker and Maheswaran 1997; Briley and Aaker 2006; Triandis 1989), and consumer behaviour is often motivated by the fundamental culture in which the consumers operate (Aaker and Williams 1998; de Mooij 2003). Researchers study Gurhan-Canii and Maheswaran (2000) and explore that cultural orientation can influence product evaluation through the much-researched country-of-origin effects.

They examine how consumer expectation formation is influenced by a fundamental element in Indian culture, the extent of belief in karma (Business Week 2006). Belief in karma has four key aspects (Bernard 1981; Bowes 1978; King 1999; Saksena 1970; Sharma 1991): (i) the spiritual nature of the universe in which we live; (ii) the continuous cycle of the universe; (iii) the consequences of good (bad) actions in the present leading to good (bad) outcomes in the future either in this life or in the hereafter; and (iv) reincarnation or rebirth, where one becomes better due to good actions and worse due to bad actions.

Praveen K. Kopalle at.al (2010) study shows that the extent of belief in karma, operating largely through its Impact on long-run orientation, does moderate (decrease) the effect of disconfirmation sensitivity on expectations. These findings suggest that it is important to tailor advertising messages by matching them with customer expectations and their cultural determinants.

Subhashini Kaul (2007) studied hedonism and culture and explore the impact on shopping behaviour. Consumer shopping behaviour is being

seen from the holistic perspective of the entire shopping experience. The holistic view requires a retailer to focus on the shopper experience with the store. Thus the retailer focus is not on the store itself but what the store means to the shoppers. It means that a retailer needs to understand the 'way in which' different shoppers perceive the same store. Author reviewed and explore that culture has been defined in different ways depending on the theoretical perspective of the researcher (Smircich, 1983). Rather than defining culture, the author states the commonly accepted view of the components of culture which includes values, symbols/ artefacts, actions, and cognitions, emotions and meanings (Ashkanasy, Wilderom and Peterson, 2000). In the context of this paper, culture is similar to Geertz's symbolic anthropological view by which culture is defined as a system of shared symbols and meanings impacting behaviour, including shopping behaviour.

The author refers to three key dimensions that influence the 'way in which' consumers look at a retail store Shopping environment, Socio-cultural context and Individual roles, motivations, and behaviour. The differences between shoppers in terms of their individual motivations, but also try to model the variations caused in shoppers due to cultural influences. One key theme of researcher took, the variation caused in the perceived hedonic value of shoppers. Hedonic value refers to the 'sense of pleasure' associated with shopping. In the Indian context especially, several retailers have referred to cultural differences and the resultant differences in shopper hedonic orientations.

Oliver H. M. Yau, T. S. Chan & K. F. Lau (1999) say that gift giving is often a highly visible social behavior which individuals perform among family members and social or business friends. The importance of the symbolism of gifts would suggest that social referents may affect the

purchase decisions for gifts. One's social referents are often determined by one's cultural background or affiliation. They propose that the behavior of gift giving among Hong Kong consumers is mediated by such Chinese cultural values as face saving, reciprocity and *guanxi* (relationship). They summarized the literature on Chinese cultural values and then developed a more parsimonious model and explain the influence of Chinese cultural values on gift giving.

Arslan Ayub et.al (2013) examines the influence of culture on the relationship of gender based selling and consumer buying behavior. Moreover, the paper seeks to find the significance of Gender based selling in advertising and its influence on consumer buying behavior. they examined the relationships between gender based selling on consumer buying behavior with the analysis of culture. They Reviewed and defined culture as, "the complex of beliefs of human societies, their roles, their behavior, their values, tradition, customs and traditions" (Yakup, Mucahit, & Reyhan, 2011).

Researchers reviewed Jung & Kau, (2004) and explore that over a past few decades, globalization has lead organizations to conduct business all over the world, where they have to confront people of different backgrounds. Therefore, it is essential for organizations to grasp the influence of culture on consumer behavior. They studied that Cultural factors that influence buying behavior of consumers are physical (physical demand of consumers), social (class and status of society to whom oneadmires), and education and learning of consumers (Pandey & Dixit, 2011). Researchers found positive influence of both gender based selling and culture on buying behavior of consumers. Moreover, culture has a little influence on the proposed variables.

Chan, Haksin, Wan, Lisa (2008) highlights consumers' preference for economic (versus social) resources in individualist (versus collectivist) cultures and demonstrates the multifaceted effects of culture on consumer responses to service failures. A cross-cultural study involving American and Chinese participants in the setting of a computer repair service confirms seven of eight hypotheses derived from the resource preference model. This interactive effect of culture and failure type seems to be driven by a corresponding pattern of attribution tendencies across cultures.

Zee-Sun Yuna, et.al (2007) purposed the study to explore how individual/personal and group-level factors influence Indian consumers' adoption of new food products. The results reflect the interdependence of consumers' individual views and beliefs with those of the group. Indian consumers' perceived characteristics of new foods and their innovativeness are key personal-level factors in impacting their new food purchase decisions.

Jeffrey W. Overby, Robert B. Woodruff, Sarah Fisher Gardial (2007) consumer consumption occurs globally, the value that consumers perceive from buying and using a product or service likely differs across cultures. they showed that consumer perceptions of product/service value are determined not only by intrinsic dispositions, but also by internalized cultural values and norms, and external contextual factors. This article conceptually examines how and where culture influences consumer value.

Javalgi, Rajshekhar G, Cutler, Bob D, Young, Robert B (2005) proposed that need to be able to understand consumers in faraway place is increasing. While many researchers and practitioners comment on cultural differences, the impact of national culture at the various stages of

the research process is frequently not fully realized or even ignored. This paper presents a comprehensive understanding of the importance of national culture in conducting international marketing research.

2.4: LITERATURE ON INFLUENCING FACTORS OF BUYING BEHAVIOR

Swarna Bakshi (2012) studied that Men and women due to their different upbringing and socialization along with various other social, biological and psychological factors depict different types of behaviour at various situations. Whether it is decision making in personal life or professional life, whether it is about shopping or eating, both the genders are completely different at every stage of decision making. Right from need recognition through the evaluation of alternatives to the post purchase behaviour, men and women work differently with different types of stimuli and different parameters of evaluations. Women seem to have satisfaction and find pleasure while they shop whereas men appear to be more disdain towards shopping. In this paper an attempt is made to study these differences at various levels of purchase decision.

Author studied various factors that influence the way people behave in a particular situation and explore that consumers vary tremendously in age, income, education, tastes, and other factors. The behaviour of consumer while engaging in a purchase decision is influenced by these characteristics. Consumer characteristics include four major factors and these factors are majorly responsible for the different types of behaviors depicted by the consumers. Further identified influencing factors- Cultural, Social , Personal and Psychological. Researcher concluded that gender is not only a biological concept as being a male or female, but beyond. Looking at gender with different dimensions, gender is not only

a market segmentation variable, it is a variable that has a strong impact on the decisions. Marketers need to understand gender based tendencies in order to better satisfy the customers.

Jim Riley (2012) Cultural factors have a significant impact on customer behaviour. Culture is the most basic cause of a person's wants and behaviour. Growing up, children learn basic values, perception and wants from the family and other important groups. Marketing are always trying to spot "cultural shifts" which might point to new products that might be wanted by customers or to increased demand. Each culture contains "sub-cultures" – groups of people with share values.

Sub-cultures can include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Sometimes a sub-culture will create a substantial and distinctive market segment of its own.

Dr. A. C. Pandey and Mithilesh Kumar Pandey (2013), clarify that due to fast movement of technology it is requisite to find the change in the lifestyle of consumers. In the present research it has been endeavoured to illustrate lifestyle of the buyers changes due to some of the factors, such age, education, social class, income and some others factors. They found that some of the factors has major role in the changing of buyer behaviours and observed the factors responsible in changing the lifestyle of the consumers are price, place, attributes, advertisement, favourite programs attributes preferred by the consumers. Finally author concluded that the consumers look, think, prefer and buys the products according to his lifestyle and it becomes opportunity to marketers to fine tune their marketing offers and achieve high level of consumer acceptance and satisfaction.

Lucia Vilcekova and Miroslav Sabo(2013) described the consumers and their attitudes toward brands across gender, age and education. They

explore that demographic characteristics play an important role in consumer's purchase decision process and can cause deviation from general patterns of consumer decision making. Therefore marketers need detailed information about consumers so that they understand their behavior and needs. They found that gender does not affect consumers' opinions and men and women do not differ in their decision concerning domestic and foreign brands. Regarding age groups and education levels, significant differences in brand buying behavior were found. Consumers older than 50 years of age care where the products were made and they mostly buy domestic products, younger consumers prefer foreign brands. Respondents who finished college without graduation have positive feelings and they buy domestic products because they want to support the economy. Consumers differ in their behavior and preferences and it is important for marketers to examine these differences based on demography.

2.5: REVIEW ON BUYING BEHAVIOR AND FOOD

Dr. Mamta Ratti (2012) studied on consumer perception towards branded fast food outlets in Chandigarh, author explore that Consumer preferences depend upon the behavior and perception of consumers. Consumer behavior is "the study of individuals, groups, or organizations And the processes they use to select, secure, use, and dispose of products, services, Experiences, or ideas to satisfy needs and the impacts that these processes have on The consumer and society. Her research includes the study of branded fast-food and customer perception towards the branded food outlets in Chandigarh. Research concludes that fast food market environment is changing fast with increasing competition. Even in this Competitive environment in chandigarh has good reputation in the fast food World, and the customers are interested to buy fast food products.

Mainly Fast food products are preferred by the college guys and professionals.

Jabir Ali and Sanjeev Kapoors' (2009), studied the factors influencing consumers' perception on food labeling and its impact on food purchase decision making. They analyse the consumers' perceptions on food labeling, used factor analysis to identify the underlying dimensions among a set of food labeling attributes they carried out component analysis. The findings of the study give practical insights on food labeling issues for the food processors and policy makers. They conclude that Food labels play an important role in influencing the buying decision by building consumers' confidence in the safety and quality of the food, and by increasing consumer awareness on diet and health. Strong economic growth and increased purchasing power have brought with them a new set of consumers at urban locations, demanding processed and packaged food products at convenient marketplaces. With the emergence of global economy and influx of information technology, consumers have been increasingly getting interested in knowing the ways their food is produced, processed and marketed and the impact of food intake on their health. Consumers also consider the food label as an important source of information on various product attributes to enable them to make informed choices.

Arul Mishra And Himanshu Mishra(2010) Concluded that consumers' impulsive choices have traditionally been attributed either to contextual factors, such as product attributes and store environment, or to individual personality traits. Researchers have shown that states such as hunger, pain, and fatigue have a profound influence on people's preferences (Loewenstein 2003) these physiological states are extremely malleable and change within short time spans. Therefore, preferences often

fluctuate as a result of transient changes in these states (Read and Van Leeuwen 1998). The authors found that type of food consumed can also influence impulsive choice. Specifically, food that enhances the levels of the neurotransmitter serotonin can reduce impulsive choice. The authors replicate these findings and obtain converging evidence in a lab setting in which they give some participants a tryptophan-rich beverage and observe their post consumption impulsive choices.

R.Sathya (2011) studied Consumer's Perception of private label brands in grocery and food product, and explore that private labels or store brands have made a dynamic appearance in many product categories such as grocery, food products, toiletries, household chemicals and clothing. Though initially private label brands were considered as cheap alternatives and therefore visible in copycat and generic categories, today they are a part of well defined retail mix strategy, are developed in value innovators and premium categories for profit maximization and customer loyalty. Researcher further investigates the perception of consumers for private label brands, because consumers usually have different perceptions for different products, as each product category has certain characteristics which have significant effect on buying variables.

Rahela Tabassum(2012) studied On Factors Governing Consumers Choice Of Fast Food and explore that concept of fast food restaurant in India is relatively new. Due to globalization several fast food retail outlets have been established across India. Presently the hospitality sector is booming and fast food restaurants are experiencing the same trend. Her study concludes that the fast food restaurant marketers can make the menu attractive by keeping innovative names to the dishes in the cuisine. The restaurateurs can make an attempt to increase revenues by introducing special menu offers like kids menu, senior citizen menu,

weight watchers menu. Apart from this a separate menu can be designed for people with lifestyle diseases like blood pressure, diabetes etc. Fast food restaurant diners give importance to value for money and hygiene. Value for money is another important factor in differentiating a business from its competitors. Restaurant operators should particularly pay special attention to the hygiene of the outlets and food to enhance customer confidence and satisfaction.

Vimal Chandra Verma and Devashish Das Gupta (2014) explore that aging occurs naturally. With the advent of progress in research as well as health practices, percentage of senior citizens is on the rise in almost all countries especially USA, UK, and Germany. India is one among them. Life expectancy has gone up considerably. With the growth of retail in India, it has become a challenge for marketers of food products. However, all products and strategies are broadly focused to youth and children. The elderly consumer segment requires greater attention as a population segment which will offer great potential for profit in the time yet to come. It is vital that their particular needs within the food segment are met. They show that there is scope for food retailers to enrich their retail offering for better serving the elderly consumers.

Kirti Dutta and Swati Singh (2013) studied, how celebrity endorsers can be employed by the healthy food industry to influence the customers. The healthy food industry in India is still at a nascent stage but is showing huge potential. Marketers of these healthy food brands have targeted career men and women offering them relief from lifestyle-induced diseases. There are a myriad of products that cover consumer's nutrition needs from breakfast to dinner. Use of celebrity to endorse brands is a concept that has been well applied by a number of players. The celebrities have a rub-off effect on the brand and help in attaining the desired

position in the mind of the consumers. They focused on the Indian housewives and how they are influenced in their purchase decision regarding healthy food and conclude that Companies using endorsement strategy in their marketing campaigns are found to have increased sales which thereby impact the market share of the firm. The endorsers selected also impact the rewards gained and so marketers need to be cautious while selecting the endorsers. The findings across the respondents show that celebrity endorsements play an important role in influencing purchase behavior for healthy food brands by the Indian housewives.

Prakash Tiwari and Hemraj Verma (2008) studied Consumer Perception About Fast Food in India and took the Study of Dehradun City. They have analyzed that the Fast food is one of the world's fastest growing food types. It now accounts for roughly half of all restaurant revenues in the developed countries, where it continues to expand. However, some of the most rapid growth is occurring in the developing world; where it is radically changing the way people eat. People buy fast food because it is cheap, easy to prepare, and heavily promoted. They explore the understanding of the consumer perception about fast food outlets and the importance of various factors like variety of food, taste and quality, ambience and hygiene, service speed, price, location and parking space, which affect the choice of fast food outlets in young consumers. They conclude Consumer acceptance of food served by fast food outlets is critically important for the future growth of fast food outlets in any economy. Though the rating of the attributes of the fast food outlets under study, based on mean score is very high, consumers still visit fast food outlets for fun, change or entertaining their friends but certainly not as a substitute of homemade food. Consumers demand more

and more information related to hygiene issues and nutritional values of the products of fast food outlets.

Raghbendra Jha, Raghav Gaiha and Anurag Sharma (2009) in this study they compute nutrient-income elasticities for two macronutrients (calories and protein) and five micronutrients (calcium, thiamine, riboflavin, carotene and iron) using an all-India sample of rural households for 1994. They show that an increase in income would increase nutrient intake by varying amounts, contrary to some assertions. and compute differences in the elasticity of substitution for non-poor and poor across commodity groups and show that these differences, while significant, are small. They conclude that increases in income of the poor would lead to greater increases in their nutrient intake as compared to the non-poor, although the magnitudes will be small.

Vivica Kraak and David L. Pelletier (1998) wrote article on Food Purchasing Behavior of Children and Teenage Youth and explore that the nutritional well-being of children is a high priority, given our knowledge relating nutrition to health risks in this group and the importance of early childhood experiences in forming lifetime behavioral patterns. Children are becoming consumers at younger ages, and a variety of influences and experiences shapes their consumer habits. Their findings were discussed within the context of building young consumers' information-processing skills in order to help them make informed dietary choices in the marketplace.

Lars Perner (2008) revealed that study of demographics involves understanding statistical characteristics of a population. For food marketing purposes, this may help firms to understand the current market place and predict future trends. Social class can be used in the positioning of food products. Furthur study explained that food preferences tend to

be "learned" early in life. It is likely that individuals will continue to prefer the kind of food they ate growing up. Also Religion has some impact on food preferences since certain religions do not allow the consumption of certain foods. There may be significant cultural context to food consumption

2.6. STUDY OF INDIAN VALUE SYSTEM AND FOOD

"HOLY GITA", "Chinmay International Foundation" Dec-2005

S.NO		SATTVA	RAJAS	TAMAS
1	Representative colour (14.5)	White	Red	Black
2	Nature	Stainless, Luminous, Sorrow-less	Passion, thirst and attachment	Ignorance
3	Effect	Binds the individual to happiness and knowledge	Binds the individual to action	Binds the individual to heedlessness and delusion
4	Characteristic Sign	The light of understanding shines through all the senses	The individual is overcome by greed, activity, desire, restlessness and longing for worldly enjoyments.	The individual exhibits dullness, inertness, heedlessness and delusion.
5	Future Life	Born in higher and purer worlds	Born among men attached to action	Born among the lower realms of being such as animal and vegetable kingdom
6	Fruit	Pure joy	Suffering	Ignorance
7	Effect	Wisdom	Greed	Heedlessness, Delusion, Forgetfulness and Ignorence

14th Chapter of the Gita Gunatraya Vibhaga yoga.

HOW THREE MODES OF MATERIAL NATURE BIND THE SPIRIT SOUL TO THE BODY

सत्त्वं रजस्तम इति गुणाः प्रकृतिसंभवाः ।

निबध्नन्ति महाबाहो देहे देहिनमव्ययम् ॥१४- ५॥

Goodness, activity, and inertia? These three modes or ropes material Nature fetter the eternal individual soul to the body, O Arjuna. (14.05)

तत्र सत्त्वं निर्मलत्वात्प्रकाशकमनामयम् ।

सुखसङ्गेन बध्नाति ज्ञानसङ्गेन चानघ ॥१४- ६॥

Of these, the mode of goodness is illuminating and good, because it is pure. The mode of goodness fetters the living entity by attachment to happiness and knowledge, O sinless Arjuna. (14.06)

रजो रागात्मकं विद्धि तृष्णासङ्गसमुद्भवम् ।

तन्निबध्नाति कौन्तेय कर्मसङ्गेन देहिनम् ॥१४- ७॥

Arjuna, know that the mode of passion is characterized by intense craving for sense gratification, and is the source of material desire and attachment. The mode of passion binds the living entity by attachment to the fruits of work. (14.07)

तमस्त्वज्ञानजं विद्धि मोहनं सर्वदेहिनाम् ।

प्रमादालस्यनिद्राभिस्तन्निबध्नाति भारत ॥१४- ८॥

Know, O Arjuna, that the mode of ignorance the deluder of living entity is born of inertia. The mode of ignorance binds living entity by carelessness, laziness, and excessive sleep. (14.08)

सत्त्वं सुखे संजयति रजः कर्मणि भारत ।

ज्ञानमावृत्य तु तमः प्रमादे संजयत्युत ॥१४- ९॥

O Arjuna, the mode of goodness attaches one to happiness of learning and knowing the Spirit, the mode of passion attaches to action, and the mode of ignorance attaches to negligence by covering the Self-knowledge. (14.09)

CHARACTERISTICS OF THREE MODES OF NATURE

रजस्तमश्चाभिभूय सत्त्वं भवति भारत ।

रजः सत्त्वं तमश्चैव तमः सत्त्वं रजस्तथा ॥१४- १०॥

Goodness prevails by suppressing passion and ignorance; passion prevails by suppressing goodness and ignorance; and ignorance prevails by suppressing goodness and passion, O Arjuna. (14.10)

सर्वद्वारेषु देहेऽस्मिन्प्रकाश उपजायते ।

ज्ञानं यदा तदा विद्याद्विवृद्धं सत्त्वमित्युत ॥१४-

When the light of Self-knowledge glitters all the senses in the body, then it should be known that goodness is predominant. (14.11)

लोभः प्रवृत्तिरारम्भः कर्मणामशमः स्पृहा ।

रजस्येतानि जायन्ते विवृद्धे भरतर्षभ ॥१४- १२॥

O Arjuna, when passion is predominant; greed, activity, undertaking of selfish works, restlessness, and excitement arise. (14.12)

अप्रकाशोऽप्रवृत्तिश्च प्रमादो मोह एव च ।

तमस्येतानि जायन्ते विवृद्धे कुरुनन्दन ॥१४- १३॥

O Arjuna, when inertia is predominant; ignorance, inactivity, carelessness, and delusion arise. (14.13)

"Holy Gita" , "Chinmay International Foundation" Dec-2005

S.No	CHOICE	SATVA	RAJAS	TAMAS
1	Alter of Worship	Gods	Yaksas and Raksasas	Ghosts and Bhutas
2	Ahara – Food	Food which increases vitality, purity, Strength, Health, Joy, Cheerfulness, which are savoury, oleaginous, substantial and agreeable.	Food that is Bitter , Sour, Saline, Excessively hot, pungent, dry and burning	Food that is Stale, putrid, rotten, refuse, and impure
3	Yajana-sacrifice	Sacrifice that is performed without desire for fruit enjoyed by the scriptures, and with a firm faith that the sacrifice is one's duty.	Sacrifice which is offered with desire for fruits and for ostentation	Sacrifice which is contrary to scriptural injunction, in which there is no distribution of food or gift and that which is devoid of faith and mantras.
4	Tapas-Austerity	Performing the triple austerity of body ,mind and speech with steadfastness, faith and desire less	Performed for the sake of gaining good reputation, honour and reverence in society and with hypocrisy. This tapas is unstable and transitory.	Performed with self-torture out of some foolish notion and for the purpose of destroying others.
5	Dana-Charity	Gift that given with a sense of duty, in a fit time and place, to a worthy person without expecting anything in return.	Gift that given with the expectation of receiving something in return, for reward or given reluctantly.	Gift given at a wrong place and time to unworthy persons without respect or with insult.

Chapter 17 Gita Shradha traya vibhaga yoga

THREE TYPES OF FOOD- *AHARA*

आहारस्त्वपि सर्वस्य त्रिविधो भवति प्रियः ।

यज्ञस्तपस्तथा दानं तेषां भेदमिमं शृणु ॥१७- ७॥

The food preferred by all of us is also of three types. So are the sacrifice, austerity, and charity. Now hear the distinction between them. (17.07)

आयुःसत्त्वबलारोग्यसुखप्रीतिविवर्धनाः ।

रस्याः स्निग्धाः स्थिरा हृद्या आहाराः सात्त्विकप्रियाः ॥१७- ८॥

The foods that promote longevity, virtue, strength, health, happiness, and joy are juicy, smooth, substantial, and nutritious. Persons in the mode of goodness like such foods. (17.08)

कट्वम्ललवणात्युष्णतीक्ष्णरूक्षविदाहिनः ।

आहारा राजसस्येष्टा दुःखशोकामयप्रदाः ॥१७- ९॥

Foods that are very bitter, sour, salty, hot, pungent, dry, and burning; and cause pain, grief, and disease; are liked by persons in the mode of passion (17.09)

यातयामं गतरसं पूति पर्युषितं च यत् ।

उच्छिष्टमपि चामेध्यं भोजनं तामसप्रियम् ॥१७- १०॥

The foods liked by people in the mode of ignorance are stale, tasteless, putrid, rotten, refuses, and impure (such as meat and alcohol). (17.10)

CONCLUSION OF THE REVIEW OF LITERATURE:

The literature review study the culture and buying behavior further the review of literature on influencing factors of buying behavior than study of buying behavior and food further study of Indian value system and food the main purpose behind conducting this review was to understand and identify culture and buying behavior for food products. The researcher has been categorized this study on the basis of these parameters.

Thus, the review of literature has identified key attributes for the study. It also helped in assessing and exploring various dimensions for the study to frame the research design.

CHAPTER - 3

OBJECTIVES & HYPOTHESIS OF THE STUDY

3.1 OBJECTIVE OF THE STUDY

This research looked to examine how Marketing strategy in food industry is affected by the culture of customers. The literature revealed that there were two schools of thought; one indicated that the factors of culture do not affect the Marketing strategy in food industry the other indicating that culture does affect Marketing strategy in food industry. This research assumed that culture did affect Marketing strategy in food industry and set out to prove so. The Marketing strategies in food industry are combined with the culture factors to form a testable research model on the affects of culture on these strategies. In addition, various demographic factors and buying behavior of customer were introduced into the testing to gauge the affects of them in relation to the cultural factors. The following are the objectives of the present study:

- **To identify the relationship between cultural values and buying behavior of consumers for food products**
- **To study the effect of demographic characteristics of consumer's on their cultural value dominance**
- **To study the effect of demographic characteristics of consumer's on their buying behavior for food products.**
- **To suggest segmentation, positioning and targeting strategies for food industry.**

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3.2 HYPOTHESIS OF THE STUDY

Hypothesis

H_1 :Cultural values are significantly affected by demographic characteristics of consumers

$H_{1.1}$: Cultural values of consumers are significantly affected by their Age.

$H_{1.1.1}$: SATVIK value of consumers is significantly affected by their Age

$H_{1.1.2}$: RAJSIK value of consumers is significantly affected by their Age

$H_{1.1.3}$: TAMSIK value of consumers is significantly affected by their Age

$H_{1.2}$: Cultural values of consumers are significantly affected by their Gender.

$H_{1.2.1}$: SATVIK value of consumers is significantly affected by their Gender.

$H_{1.2.2}$: RAJSIK value of consumers is significantly affected by their Gender.

$H_{1.2.3}$: TAMSIK value of consumers is significantly affected by their Gender.

$H_{1.3}$: Cultural values of consumers are significantly affected by their Income.

$H_{1.3.1}$: SATVIK value of consumers is significantly affected by their Income.

$H_{1.3.2}$: RAJSIK value of consumers is significantly affected by their Income.

$H_{1.3.3}$: TAMSIK value of consumers is significantly affected by their Income.

$H_{1.4}$: Cultural values of consumers are significantly affected by their Education.

$H_{1.4.1}$: SATVIK value of consumers is significantly affected by their Education.

$H_{1.4.2}$: RAJSIK value of consumers is significantly affected by their Education.

$H_{1.4.3}$: TAMSIK value of consumers is significantly affected by their Education.

$H_{1.5}$: Cultural values of consumers are significantly affected by their Occupation.

$H_{1.5.1}$: SATVIK value of consumers is significantly affected by their Occupation.

$H_{1.5.2}$: RAJSIK value of consumers is significantly affected by their Occupation.

$H_{1.5.3}$: TAMSIK value of consumers is significantly affected by their Occupation.

H_2 Consumers buying behaviour for food products is significantly affected by their demographic characteristics

$H_{2.1}$ Consumers buying behaviour for food products is significantly affected by Age

$H_{2.1.1}$ Risk Taking for food product is significantly affected by Age

$H_{2.1.2}$ Information searching for food product is significantly affected by Age

$H_{2.1.3}$ Brand Loyalty for food product is significantly affected by Age

$H_{2.1.4}$ Involvement in shopping for food product is significantly affected by Age

$H_{2.1.5}$ Innovativeness for food product is significantly affected by Age

$H_{2.1.6}$ Eating out side Habits for food product is significantly affected by Age

$H_{2.1.7}$ Impulse buying Behavioural for food product is significantly affected by Age

$H_{2.2}$ Consumers buying behaviour for food products is significantly affected by Gender

$H_{2.2.1}$ Risk Taking for food product is significantly affected by Gender

$H_{2.2.2}$ Information searching for food product is significantly affected by Gender

$H_{2.2.3}$ Brand Loyalty for food product is significantly affected by Gender

$H_{2.2.4}$ Involvement in shopping for food product is significantly affected by Gender

$H_{2.2.5}$ Innovativeness for food product is significantly affected by Gender

$H_{2.2.6}$ Eating out side Habits for food product is significantly affected by Gender

$H_{2.2.7}$ Impulse buying Behavioural for food product is significantly affected by Gender

$H_{2.3}$ Consumers buying behaviour for food products is significantly affected by Income

$H_{2.3.1}$ Risk Taking for food product is significantly affected by Income

$H_{2.3.2}$ Information searching for food product is significantly affected by Income

$H_{2.3.3}$ Brand Loyalty for food product is significantly affected by Income

$H_{2.3.4}$ Involvement in shopping for food product is significantly affected by Income

$H_{2.3.5}$ Innovativeness for food product is significantly affected by Income

$H_{2.3.6}$ Eating out side Habits for food product is significantly affected by Income

$H_{2.3.7}$ Impulse buying Behavioural for food product is significantly affected by Income

$H_{2.4}$ Consumers buying behaviour for food products is significantly affected by Education

$H_{2.4.1}$ Risk Taking for food product is significantly affected by Education

$H_{2.4.2}$ Information searching for food product is significantly affected by Education

$H_{2.4.3}$ Brand Loyalty for food product is significantly affected by Education

$H_{2.4.4}$ Involvement in shopping for food product is significantly affected by Education

$H_{2.4.5}$ Innovativeness for food product is significantly affected by Education

$H_{2.4.6}$ Eating out side Habits for food product is significantly affected by Education

$H_{2.4.7}$ Impulse buying Behavioural for food product is significantly affected by Education

$H_{2.5}$ Consumers buying behaviour for food products is significantly affected by Occupation

$H_{2.5.1}$ Risk Taking for food product is significantly affected by Occupation

$H_{2.5.2}$ Information searching for food product is significantly affected by Occupation

$H_{2.5.3}$ Brand Loyalty for food product is significantly affected by Occupation

$H_{2.5.4}$ Involvement in shopping for food product is significantly affected by Occupation

$H_{2.5.5}$ Innovativeness for food product is significantly affected by Occupation

$H_{2.5.6}$ Eating out side Habits for food product is significantly affected by Occupation

$H_{2.5.7}$ Impulse buying Behavioral for food product is significantly affected by Occupation

H_3: Consumers Buying Behavior for Food Products are significantly Correlated with their Cultural Values.

$H_{3.1}$: Risk taking behavior of consumer for buying food products is significantly correlated with dimensions of cultural values

$H_{3.1.1}$: Risk taking behavior of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.1.2}$: Risk taking behavior of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.1.3}$: Risk taking behavior of consumer for buying food product is significantly correlated with TAMSIK values.

$H_{3.2}$: Information searching behavior for of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.2.1}$: Information searching behavior for consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.2.2}$: Information searching behavior of consumer for buying food product is significantly correlated with RAJSIK values

$H_{3.2.3}$: Information searching behavior of consumer for buying food product is significantly correlated with TAMSIK values.

$H_{3.3}$: Brand loyalty of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.3.1}$: Brand loyalty of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.3.2}$: Brand loyalty of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.3.3}$: Brand loyalty of consumer for buying food product is significantly correlated with TAMSIK values.

$H_{3.4}$: Involvement in shopping of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.4.1}$: Involvement in shopping of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.4.2}$: Involvement in shopping of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.4.3}$: Involvement in shopping of consumer for buying food product is significantly correlated with TAMSIK values.

$H_{3.5}$: Innovativeness behavior of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.5.1}$: Innovativeness behavior of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.5.2}$: Innovativeness behavior of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.5.3}$: Innovativeness behavior of consumer for buying food product is significantly correlated with TAMSIK values.

$H_{3.6}$: Eating out side Habits of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.6.1}$: Eating out side Habits of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.6.2}$: Eating out side Habits of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.6.3}$: Eating out side Habits of consumer for buying food product is significantly correlated with TAMSIK values.

$H_{3.7}$: Impulse buying behavior of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.7.1}$: Impulse buying behavior of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.7.2}$: Impulse buying behavior of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.7.3}$: Impulse buying behavior of consumer for buying food product is significantly correlated with TAMSIK values.

CHAPTER - 4

RESEARCH METHODOLOGY

4.1 RESEARCH APPROACH

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4.1 RESEARCH APPROACH

This study was designed to analyze the impact that cultural values on Buying Behavior of consumers for Food Products. The focus was to develop a cultural value dominance analysis and Buying Behavior of consumers by applying their demographic characteristics.

A descriptive research approach was developed for the study. The study will identify the cultural values from Indian perspective and Buying Behavior of consumers. The study analyzed the relationship among consumer's demographic characteristics, cultural values and Buying Behavior.

In the research, influence of cultural values on buying behavior of food product is studied using a scheme of classification proposed by some scholars G.Hofstede, S.E. Beatty, L.R. Kahle, P.Homer; and F.Hansen which consists of three broad categories of cultural values: 1.Other-oriented values, 2. Environment-oriented values and 3. Self-oriented values. The view is that cultural values that have the most profound effect on consumer behavior can be put under one of these three categories. Keeping in view the objectives of the study, review of existing literature and hypothesis framed, there are five major areas to examine in this research:

1. First area of research is the analytical & theoretical study of the three types of cultural values of customers for food products. This study seeks to examine and identify a cultural model of **'BHAGWAT GEETA'** to study the cultural values of the customers. Also some cultural dimensions are identified to study the culture of the customers.

2. Second area of research is the analytical & theoretical study buying behavior of customers in food industry.

3. The third area of research is to determine the influence of cultural values on buying behavior of customer's towards food selection & customer's demographic characteristics on their buying behavior.

4. The fourth area of research, and the core of this study, is to determine how these three types of cultural values influence the Segmentation positioning and targeting strategy of food industry. Through descriptive and empirical research the relationship between culture values and marketing strategy will be identified, described, analyzed and refined.

4.2. SAMPLEING DESIGN:

4.2.1. Sampling Type:

Convenience sampling is used to obtain information quickly and inexpensively. A convenience sampling method was adopted to collect the data.

4.2.2. Sample Universe:

Individuals from urban and rural areas of Ujjain and Indore cities were selected as the respondents

4.2.3. Sample Unit:

Individuals and Households were considered as sampling unit for the study. Also, the individuals were tested to ensure that they are consumers of at least one of the categories under consideration. Food Products for the study are selected Home Made, Fast Food, Packed Food and Ready to cook.

4.2.4. Sample Size: The sample size of the study was 440. 460 respondents were approached to response. Out of which 440 were received hence the response rate was 95.65%.

4.3. TOOLS FOR DATA COLLECTION

To gather the required information for this study, both secondary and primary source of data was used

4.3.1. Secondary Data Collection:

Secondary data has been collected from journals, magazines, news articles, books, internet, other documented material and very important source was Bhagwat Geeta.

Core set of cultural values from Indian perspective were identified through literature review and self judgment based on Indian culture. Online references for listings of Indian values, trends in the Marketing White book about the Indian consumer and behavioral decisions, magazines and news articles specific to the Indian context etc. were analyze for selecting cultural values from Indian perspective.

4.3.2. Primary Data Collection:

To collect primary data, close ended structured questionnaires were prepared for Individual customers. These questionnaires are then administered to the Individuals to collect data. Questionnaire contains three parts. First part was focused to analyze Demographic characteristics which contains-

Age (years): ☐Below 20 ☐20 to 30 ☐30 to 40 ☐40 to 50 ☐ 50 and Above

Gender: ☐Male ☐Female

Occupation: ☐Business ☐Service ☐Housewife ☐Student ☐Other

Education: ☐ School level ☐ Graduate ☐ Post Graduate & Above

☐ Professional ☐Other

Annual Income: ☐Below Rs 2 Lac ☐Rs2Lac to Rs 4 Lac ☐Rs 4 Lac to6 Lac

☐Rs 6 Lac Above

Family size: ☐Nuclear ☐Joint

Area: ☐Rural ☐ Semi Urban ☐Urban

Marital status: ☐Married ☐Unmarried

Food liking: ☐Home Made ☐Fast Food ☐Packed Food ☐Ready to Cook

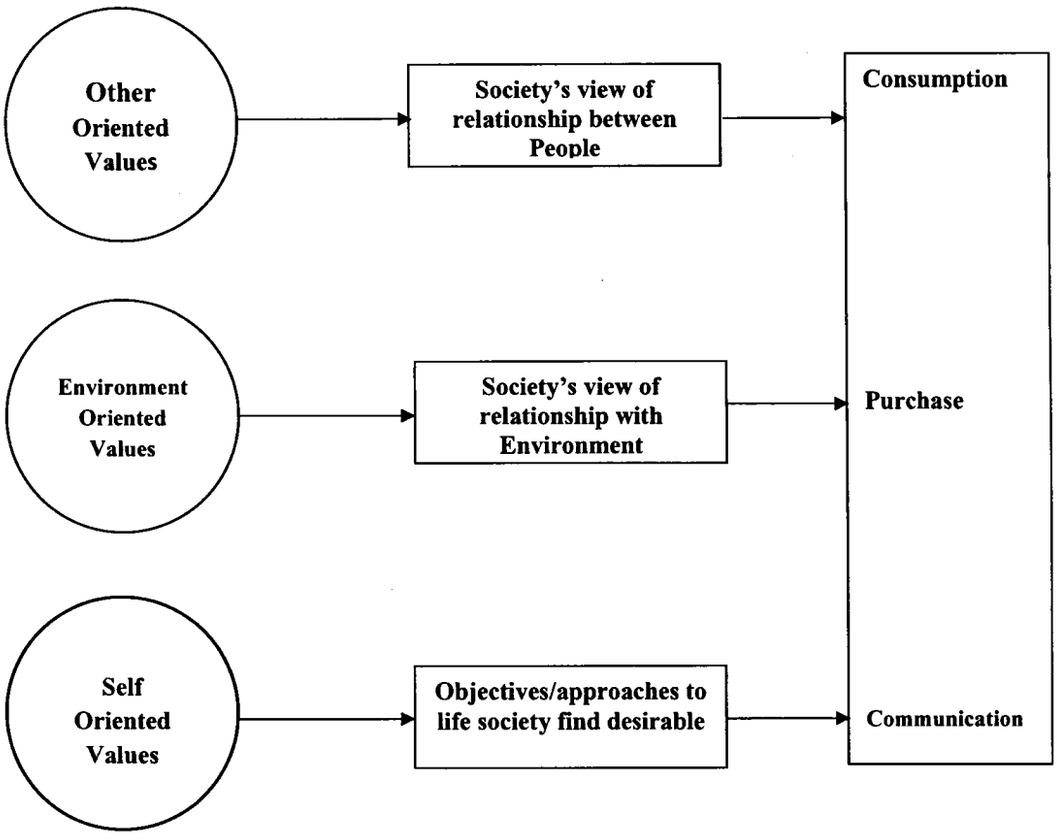
Second Part of Questionnaire is focused on cultural value system. For this value systems proposed by G. Hofstede's (1991) were examined. This would help in identifying a large consideration set of values.

G.Hofstede and et.al (1991) present a classification scheme consisting of three broad forms of cultural values.

P.K.Sharma et.al (2010) Cultural values are widely held beliefs that affirm what is desirable. These values affect behavior through norms, which specify an acceptable range of responses to specific situation. A useful approach to understanding cultural veriations in behaviour is to understand the values embraced by different cultures.

- **Other Oriented Value**
- **Environment Oriented Values**
- **Self oriented Values**

The cultural values that have the most impact on consumer behaviour can be classified into three categories.



Source: Dr. P. K. Sharma (2010) Consumer Behavior and Market Research

Figure:4.1 Classification of cultural values that influence behavior

Third part of questionnaire was focused on Buying Behaviors. For measuring buying behavior the scale developed by Raju was adopted. The scale was modified in terms of contents and number of item from the original version to suite the target consumer and to ensure the practicality of measure.

Statement include in various sub scales are given below

- **Risk taking**
- **Information searching**
- **Brand loyalty**
- **Involvement in shopping**
- **Innovativeness**
- **Eating out side Habits**
- **Impulse buying**

Respondents rating for the statement of questionnaires were measured with the help of Likert scale. (5=Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree). Likert scale is one of the most commonly used scales among marketing research to assess psychographic variables. To measure other demographic data (age, education, and income) multiple choice questions with determinant choice approach was employed.

4.4. TOOLS FOR DATA ANALYSIS/ CRITERIA FOR DATA ANALYSIS

The results of the survey was coded in the excel sheet. After collecting and coding, data was ready for statistical analysis. For analysis Statistical Analysis for social sciences (SPSS) version 16, statistical package for social sciences was used. Firstly all data was imported into SPSS from excel sheet and then series of analysis are applied. descriptive analysis used for profiling respondents. T-test, ANOVA, and Correlation analysis were used to test the Hypotheses.

4.4.1. Mean

The mean (also known as average), is obtained by dividing the sum of observed values by the number of observations, *n*. Although data points fall above, below, or on the mean, it can be considered a good estimate for predicting subsequent data points. The formula for the mean is given below.

$$\bar{X} = \frac{\sum_{i=1}^{i=n} X_i}{n}$$

4.4.2. Standard Deviation

The standard deviation gives an idea of how close the entire set of data is to the average value. Data sets with a small standard deviation have tightly grouped, precise data. Data sets with large standard deviations have data spread out over a wide range of values. The formula for standard deviation is given below.

$$\sigma = \sqrt{\frac{1}{n-1}\sum_{i=1}^{i=n}(X_i - \bar{X})^2}$$

4.4.3. Analysis Of Variance (ANOVA):

The analysis of variance (ANOVA) is a statistical test that is utilized to determine if differences exist among the means of two or more independent samples, that is "the means for K samples are not statistically different. Dillon, Madden and Firtle (1994:437); Churchill (1995: 862); and Zikmund (1995:629) maintain that it is suitable to use ANOVA when K independent groups are scaled using interval measurement. ANOVA is a bi-variants statistical test which is commonly referred to as "one way", since there is only one independent variable. ANOVA differs significantly from the t-test since it is able to test for differences in more than two independent groups simultaneously (Zikmund 1995:629).Using the ANOVA technique allows researchers to determine if different groups within a sample vary with regards to the independent variable being investigated. However, if this variance within the groups is compared with the variance of the groups, means around the grand mean, it is then possible to establish if the means are significantly different.

ANOVA measures two sources of variation in the data and compares their relative sizes variation BETWEEN groups and variation WITHIN groups.

- Variation BETWEEN groups, for each data value look at the difference between its group mean and the overall mean

$$\left(\bar{x}_i - \bar{x}\right)^2$$

- Variation WITHIN groups for each data value we look at the difference between that value and the mean of its group

$$\left(x_{ij} - \bar{x}_i\right)^2$$

- The ANOVA F-statistic is a ratio of the Between Group Variation divided by the Within Group Variation:

$$F = \frac{Between}{Within} = \frac{MSG}{MSE}$$

4.4.4. Factor Analysis

Factor analysis is a statistical method used to study the dimensionality of a set of variables. In factor analysis, latent variables represent unobserved constructs and are referred to as factors or dimensions.

Exploratory Factor Analysis (EFA)

Used to explore the dimensionality of a measurement instrument by finding the smallest number of interpretable factors needed to explain the correlations among a set of variables – exploratory in the sense that it places no structure on the linear relationships between the observed variables and on the linear relationships between the observed variables and the factors but only specifies the number of latent variables. It helps in guiding following

- Find the number of factors
- Determine the quality of a measurement instrument
- Identify variables that are poor factor indicators
- Identify factors that are poorly measured

Confirmatory Factor Analysis (CFA)

Used to study how well a hypothesized factor model fits a new sample from the same population or a sample from a different population – characterized by allowing restrictions on the parameters of the model.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

The Kaiser-Meyer-Olkin (KMO) measure is based on the principle that if variables share common factors, then partial correlations between pairs of variables should be small when the effects of other variables are controlled. The KMO measure provides an approach to comparing the zero-order correlations to the partial correlations. The KMO measure may vary between zero and one with larger numbers indicating a greater difference between the zero-order correlations and the partial correlations. Kaiser (1974) recommends a bare minimum of 0.5 and that values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Hutcheson & Sofronious, 1999).

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.630
Bartlett's Test of Sphericity	Approx. Chi-Square	1.874E3
	Df	55
	Sig.	.000

Table : 4.1- KMO and Bartlett's Test

It is observed in Table that KMO measure of Sampling Adequacy was .630 and also Bartlett's Test of Sphericity was found to be significant for the collected data. Thus factor analysis can be used for further identification of factors in the present study.

Exploratory Factor analysis with Varimax rotation and principle component analysis extracted three factors namely **SATVIK, RAJSIK** and **TAMSIK.** Number of statement in a Factor and their loading are given in following tables:

Table: 4.2- Statement in a SATVIK Value Factor and loading

Statement	Loading
Better work can be done by co-operating with peers	.575
Wide variations of taste and product performance	.555
Cleanliness is a major consideration	.555
Religion plays major role in my life	.610

Table: 4.3- Statement in a RAJSIK Value Factor and loading

Statement	Loading
Physically active approach for life	.526
Material acquisition and wealth are more important	.647
Working hard for success in the future	.569
Postponement of desires valued more than immediate gratification	.609

Table 4.4 : Statement in a TAMSIK Value Factor and loading

Statement	Loading
Individuals should sacrifice self-interest for the group	.616
Family activities focus on needs of children or adults	.330
Men usually solve problems with logical analysis; women usually solve problems with intuition.	.816

For measuring buying behavior the scale developed by Raju was adopted. It include factors namely **Risk taking, Information searching, Brand loyalty, Involvement in shopping, Innovativeness, Eating out side Habits, Impulse buying.** Statement include in various sub scales are given below

Table 4.5 : Statements in Risk taking behavior factor

I am very cautious in trying new/different food products
I never buy something I don't know about at the risk of making a mistake
If I buy food product, I will buy only well-established brands
I rarely buy food brands about which I am uncertain how well they were prepared.

Table 4.6 : Statements in Information searching behavior factor

I often read the information on the package of the products like made in label, mfg. date, co. logo, etc.
When I buy any food product I look at all sides of issues related to the product
Before making any buying decision, I like to walk around to search information about the same or substitute product
I enjoy sampling different brands of commonplace products for the sake of comparison

Table 4.7 : Statements in Brand loyalty behavior factor

If I like a brand, I rarely switch from it just to try something different
I would stick with a brand I usually buy than try something I am not very sure
I get bored with buying the same brands even if they are good
I enjoy in buying unfamiliar brands just to get some variety in my purchases

Table 4.8 : Statements in Involvement in shopping behavior factor

My friends' suggestion and preference will influence my choice
The suggestion and preferences of family members can influence my choice
The choice of my reference group/person will influence my buying decision
My choice is influenced by other consumers' word of mouth or some evaluation reports from an independent testing agency

Table 4.9 : Statements in Innovativeness behavior factor

When I see product of new Flavor or test, I tend to buy it
I have more interest in fads and fashions
When I hear about a new store or restaurant, I take advantage of the first opportunity to find out more about it
I enjoy exploring several different alternatives or brands while shopping

Table 4.10 : Statements in Eating out side behavior factor

I go to Eating to change my mood
I go to Eating outside during the occasion
I go to Eat and buy products when I need them
I go to Eating because I like it
I Generally avoid eating outside.

Table 4.11 : Statements in Impulse buying behavior factor

If I see an interesting promotional offer (reduced price, sales promotion, and etc.) on in-store signs, I tend to buy
When I see a good deal, I tend to buy more than that I intended to buy

4.4.5. Reliability and Validity of the Tool

The Cronbach's Alpha Method

The Cronbach's Alpha Method was adopted to check the Reliability of all three factors – ***SATVIK , RAJSIK AND TAMSIK***. The Cronbach alpha method determine the inter item correlation among the item measuring the facets. Table stated below shows the Cronbach's alpha values of all facets viz, ***SATVIK, RAJSIK AND TAMSIK*** which was found above 0.6. It indicates that the scales used were reliable.

Table 4.12 : Cronbach's alpha values

Construct Measure	Number of items	Cronbach's Value
SATVIK	04	.640
RAJSIK	04	.658
TAMSIK	03	.711

The Cronbach alpha method determine the inter item correlation among the item measuring the facets. Table stated below shows the Cronbach's alpha values of all facets viz, **Risk taking, Information searching, Brand loyalty, Involvement in shopping, Innovativeness, Eating out side Habits, Impulse buying** which was found above 0.6. It indicates that the scales used were reliable.

Table 4.13 : Cronbach's alpha values for Buying Behavior Factors

Construct Measure	Number of items	Cronbach's Value
Risk taking	4	.728
Information searching	4	.632
Brand loyalty	4	.683
Involvement in shopping	4	.893
Innovativeness	4	.662
Eating out side Habits	4	.606
Impulse buying	2	.629

4.5 CONCLUSION: In this section we have planned detailed research design for the study. Appropriate sampling method and tools of data collection tools were used. In present study data was collected through primary and secondary source. Primary data was collected through structured questionnaire. Measuring scale were validated and checked for reliability and also factor analysis used to extract factors for study. Three factors namely SATVIK, RAJSIK and TAMSIK out of 18 items considered at the level of pilot study, further inferential statistical tools ANOVA , T-test and Correlation were also identified as an appropriate tools for further data analysis of the study.

CHAPTER - 5

RESULTS
&
FINDINGS

5.1 INTRODUCTION

5.2 RESPONDENT PROFILE

5.3: RESPONDENTS FREQUENCY TABLE AND PIE CHART

5.3.1: Age wise Respondents Frequency Table and Pie Chart

5.3.2: Gender wise Respondents Frequency Table and Pie Chart

5.3.2: Occupation wise Respondents Frequency Table and Pie Chart

5.3.4: Education wise Respondents Frequency Table and Pie Chart

5.3.5: Age wise Respondents Frequency Table and Pie Chart

5.3.6: Family size wise Respondents Frequency Table and Pie Chart

5.3.7: Area wise Respondents Frequency Table and Pie Chart

5.3.8: Marital Status wise Respondents Frequency Table and Pie Chart

5.3.9: Frequency Table and Pie Chart of Respondent's Food liking

5.4. HYPOTHESIS TESTING

5.5. CONCLUSION

5.1 Introduction:

Present part of study is focused on Result and Finding based on analysis of collected data. Sample profile described demographic characteristics viz. Age, Gender, Occupation, Annual Income, Family Size, Ares, Marital status, and Food Liking.

5.2 Respondent profile:

More than 460 respondents were approached to response questionnaire. Out of which 440 were received hence the response rate was 95.65%. The respondent profile includes 46 respondents were around 10.45% below 20 years age, 96 (21.81%) between the age of 20-30year, 96 (21.81%) between the age of 30-40 year, 118 (26.81%) between the age of 40-50years and 84 (19.09%) 50year and above age group. Out of 440 respondents 208 (47.27 %) Males and 232 (52.73%) Females were give their responses. Occupation status of respondents states that 100 (22.72%) Business, 176(40 %) Service, 118 (26.81%) Housewife and 46 respondents was student around 10.445 %. Annual Income of status of respondents states that 118 (26.81%) below Rs 2 Lac, 160 (36.36%) Between Rs 2 Lac to Rs 4 Lac, 66 (15.00%) between Rs 4 Lac to Rs 6 Lac and 22 (5 %) was above Rs. 6 Lac. Majority of respondents belongs to Joint family 250 (56.82%) and 190 (43.18) from Nuclear Family. Majority of respondents were Graduate and Post graduate.

5.3: Respondents Frequency Table and Pie Chart

5.3.1: Age wise Respondents Frequency Table and Pie Chart

Age	Frequency	Percent	Cumulative Percent
Below 20years	46	10.5	10.5%
20years TO 30years	96	21.8	32.3%
30years TO 40years	96	21.8	54.1%
40years TO 50years	118	26.8	80.9%
Above 50 years	84	19.1	100.0%
Total	**440**	**100.0**	

Table: 5.1-Respondents Frequency Table Age wise

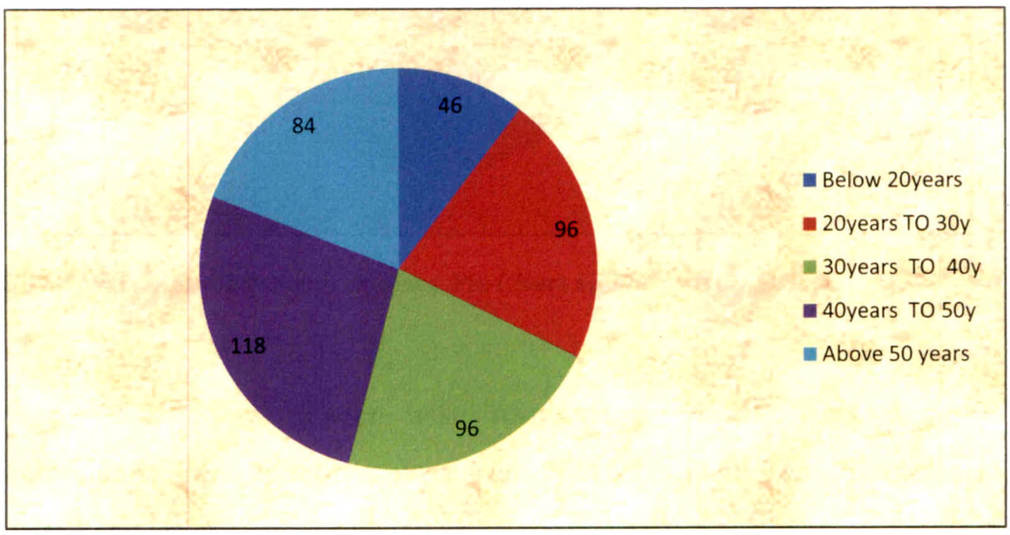


Figure: 5.1-Respondents Frequency Pie Chart Age wise

Figure 5.1 shows that out of 440 respondents, 46 respondents were below 20 years of age (10.45%), while 96 respondents between the age of 20-30years (21.81%), 96 respondents between the age of 30-40 years (21.81%), 118 between the age of 40-50years(26.81%) and 84 were above 50 years of age (19.09%) .

5.3.2: Gender wise Respondents Frequency Table and Pie Chart

Gender	Frequency	Percent	Cumulative Percent
MALE	208	47.3	47.3
FEMALE	232	52.7	100.0
Total	**440**	**100.0**	

Table: 5.2-Respondents Frequency Table Gender wise.

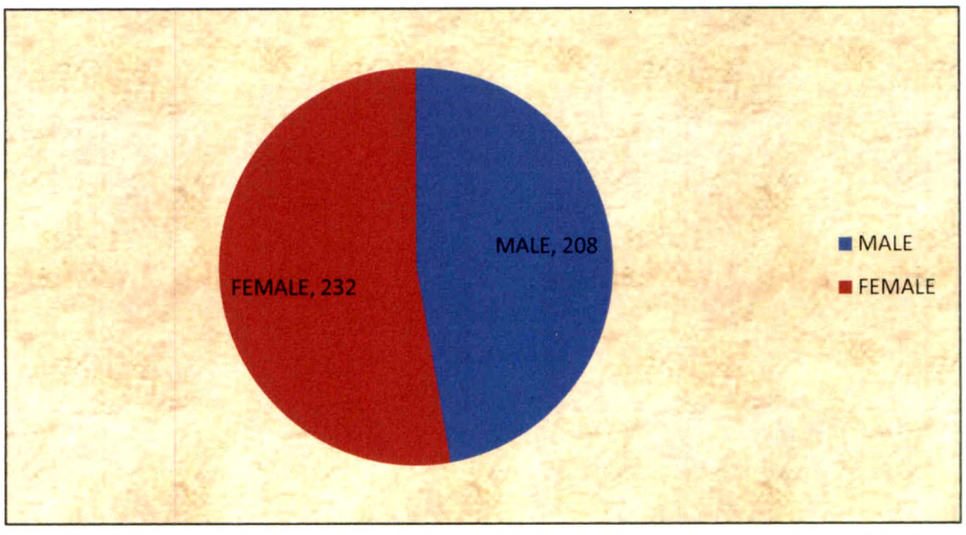


Figure: 5.2 -Respondents Frequency Pie Chart Gender wise

Figure 5.2 shows gender wise respondents' profile. Out of 440 individuals, 208 respondents were Males (47.27 %) and 232 Respondents were Females (52.73%)

5.3.2: Occupation wise Respondents Frequency Table and Pie Chart

Occupation	Frequency	Percent	Cumulative Percent
BUSINESS	100	22.7	22.7
SERVICE	176	40.0	62.7
HOUSE WIFE	118	26.8	89.5
STUDENT	46	10.5	100.0
Total	**440**	**100.0**	

Table: 5.3-Respondents Frequency Table Occupation wise.

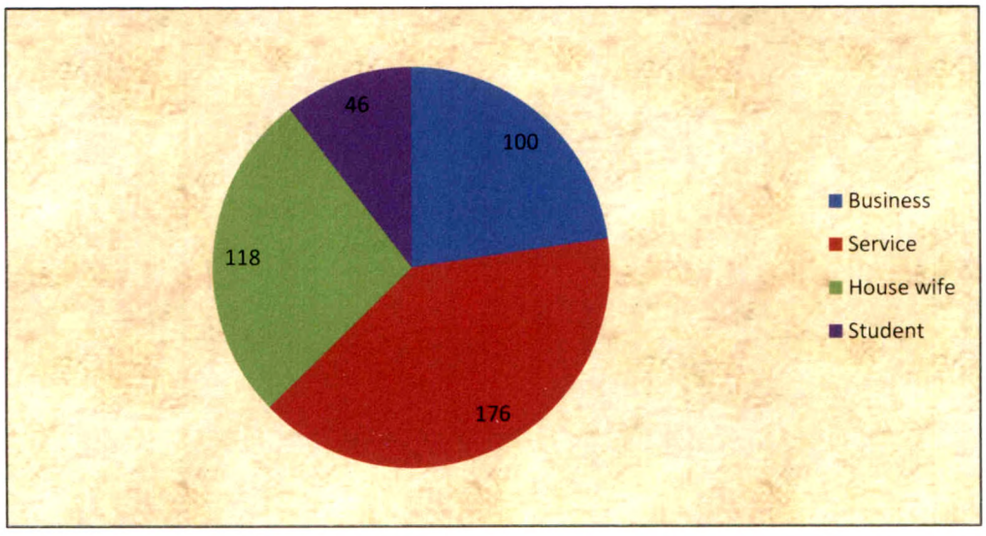


Figure: 5.3 -Respondents Frequency Pie Chart Occupation wise

Figure 5.3 shows Occupation status of respondent's states that Out of 440 individuals, 100 from Business group (22.72%), 176 respondents were Service class (40%), 118 respondents were Housewives (26.81%) and 46 respondents were students 10.445 %.

5.3.4: Education wise Respondents Frequency Table and Pie Chart

Education	Frequency	Percent	Cumulative Percent
SCHOOL LEVEL	54	12.3	12.3
GRADUATE	160	36.4	48.6
POST GRADUATE	150	34.1	82.7
PROFESSIONAL	76	17.3	100.0
Total	**440**	**100.0**	

Table: 5.4-Respondents Frequency Table Education wise.

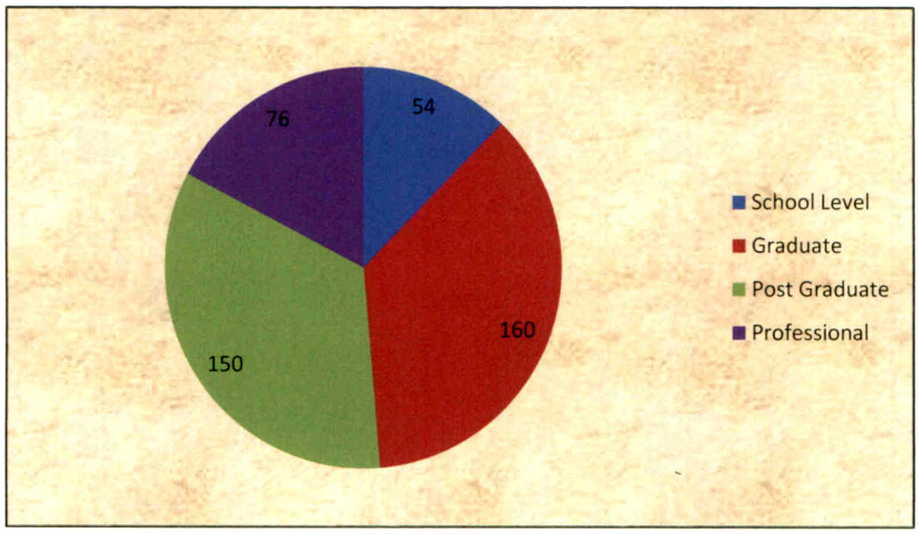


Figure: 5.4 -Respondents Frequency Pie Chart Education wise

Figure 5.4 is education wise frequency pie chart which shows education level of respondents out of 440 respondents , 54 were at school level (12.3%), 160 respondents were at graduate level (36.4%), while 150 respondents were post graduate (34.1%) and 76 were professionals.

5.3.5: Age wise Respondents Frequency Table and Pie Chart

Income	Frequency	Percent	Cumulative Percent
Below 2 Lac	118	26.8	26.8
2 Lac to 4 Lac	234	53.2	80.0
4Lac to 6 Lac	66	15.0	95.0
Above 6 Lac	22	5.0	100.0
Total	**440**	**100.0**	

Table: 5.5 -Respondents Frequency Table Annual Income wise.

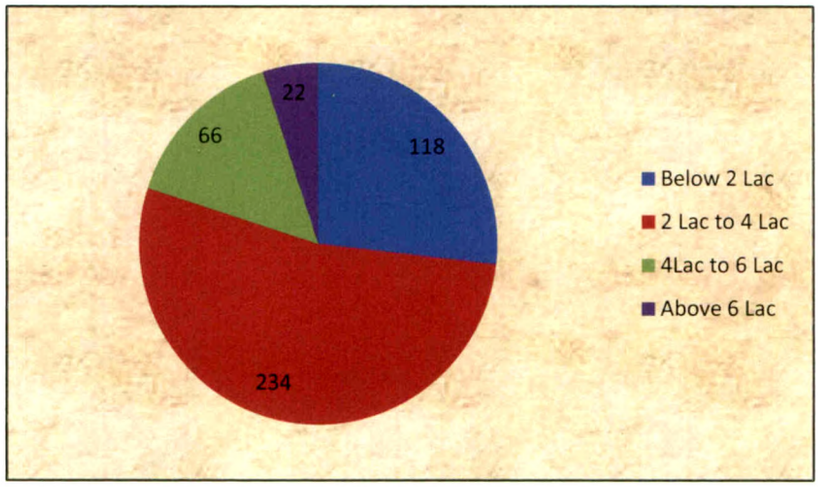


Figure: 5.5 -Respondents Frequency Pie Chart Annual Income wise

Figure 5.5 shows Annual Income status of respondents. Out of 440 respondents, annual income of 118 were below Rs 2 Lac (26.81%), 160 respondent's income between Rs 2 Lac to Rs 4 Lac (36.36%), Annual income of 66 respondents were between Rs 4 Lac to Rs 6 Lac (15.00%) and 22 respondent's income above Rs. 6 Lac (5 %).

5.3.6: Family size wise Respondents Frequency Table and Pie Chart

Family Size	Frequency	Percent	Cumulative Percent
NUCLEAR	190	43.2	43.2
JOINT	250	56.8	100.0
Total	440	100.0	

Table: 5.6-Respondents Frequency Table Family size wise.

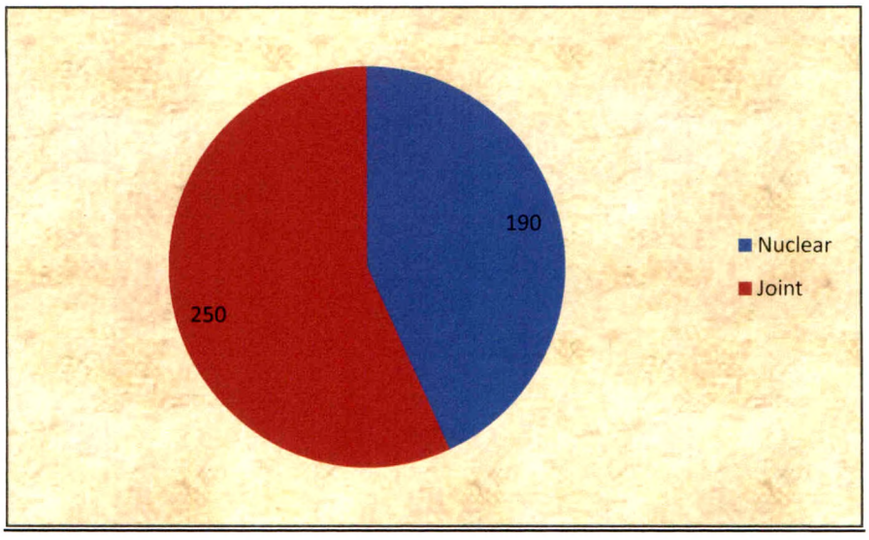


Figure: 5.6 -Respondents Frequency Pie Chart Family size wise

Figure 5.6 is the frequency pie chart of respondent's family size. Out of 440 respondents, there were 250 from Joint family (56.82%) and 190 from Nuclear Family (43.18%).

5.3.7: Area wise Respondents Frequency Table and Pie Chart

Area	Frequency	Percent	Cumulative Percent
RURAL	52	11.8	11.8
SEMI URBAN	192	43.6	55.5
URBAN	196	44.5	100.0
Total	440	100.0	

Table: 5.7-Respondents Frequency Table Area wise.

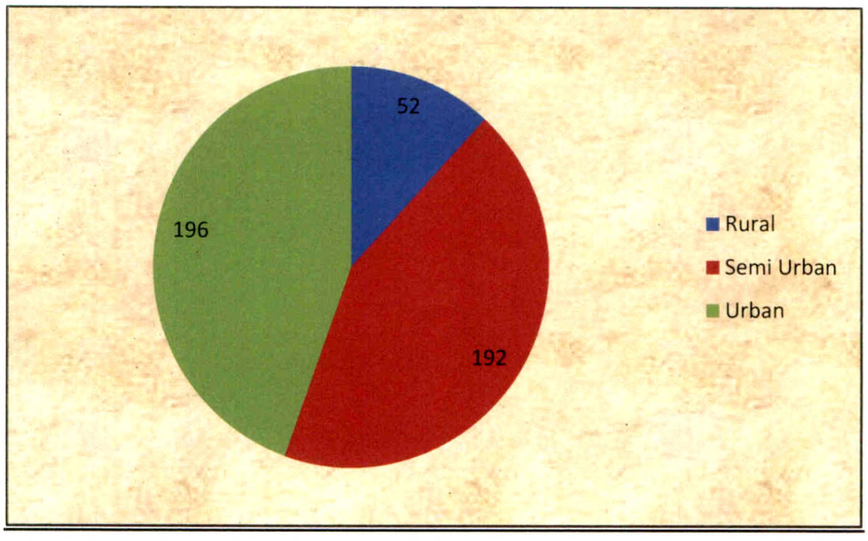


Figure: 5.7 -Respondents Frequency Pie Chart Area wise

Figure 5.7 shows area wise respondent's frequency. Out of 440 respondents, 52 from Rural area (11.8%), 192 from Semi-Urban area (43.6) and 196 from Urban area (44.5).

5.3.8: Marital Status wise Respondents Frequency Table and Pie Chart

Marital Status	Frequency	Percent	Cumulative Percent
MARRIED	254	57.7	57.7
UNMARRIED	186	42.3	100.0
Total	440	100.0	

Table: 5.8-Respondents Frequency Table of Marital Status.

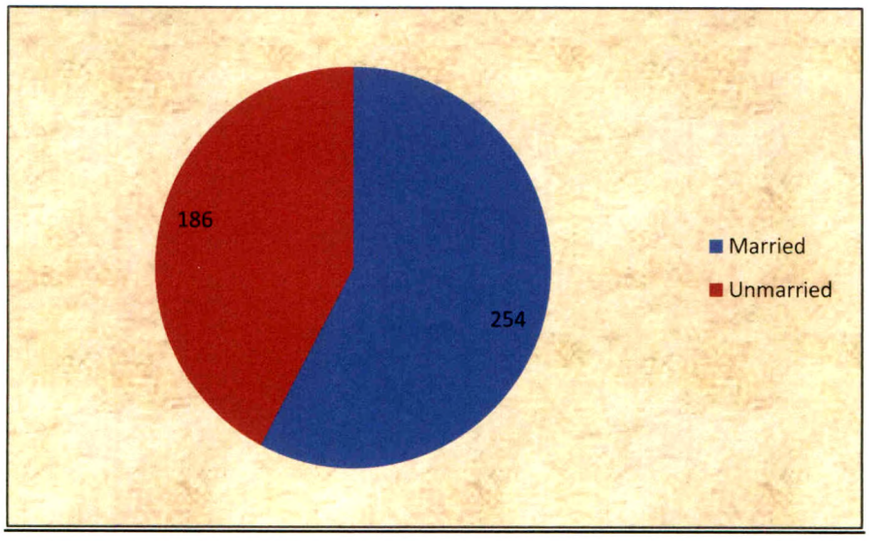


Figure: 5.8 -Respondents Frequency Pie Chart of Marital Status

Figure 5.8 shows Marital Status of respondents. 254 respondents were Married (57.7%) and 186 Unmarried (42.3%).

5.3.9: Frequency Table and Pie Chart of Respondent's Food liking

Food Liking	Frequency	Percent	Cumulative Percent
HOME MADE	148	33.6	33.6
FAST FOOD	150	34.1	67.7
PACKED FOOD	48	10.9	78.6
READY TO COOK	94	21.4	100.0
Total	440	100.0	

Table: 5.9-Respondents Frequency Table of Food Liking.

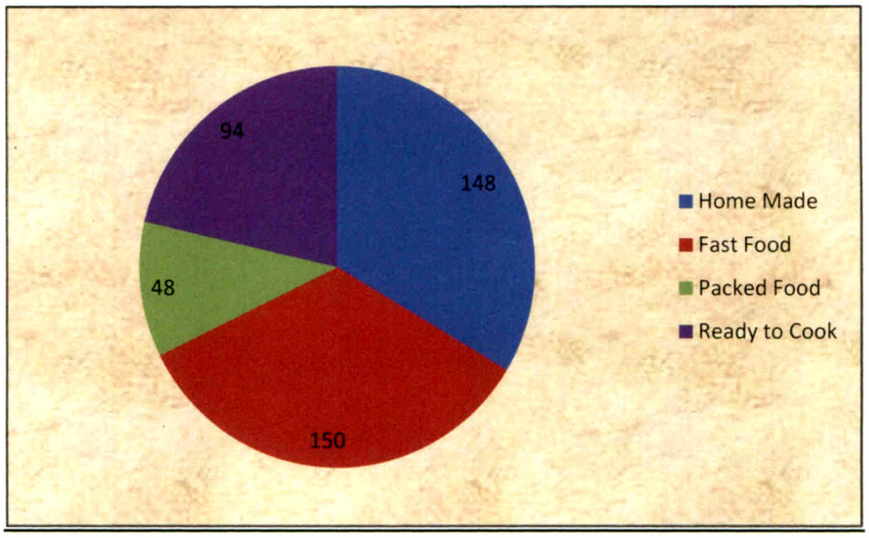


Figure: 5.9 -Respondents Frequency Pie Chart of Food liking

Figure 5.9 is Food liking of Respondents and it shows 148 Respondents like Home Made Food (33.6 %), 150 like Fast Food (34.1), 48 Like Paced Food (10.9%) and 94 Like Ready to cook Food (21.4%)

5.4. Hypothesis Testing

H_1: Cultural values are significantly affected by demographic characteristics of consumers

$H_{1.1}$: Cultural values of consumers are significantly affected by their Age.

$H_{1.1.1}$: SATVIK value of consumers is significantly affected by their Age

$H_{1.1.2}$: RAJSIK value of consumers is significantly affected by their Age

$H_{1.1.3}$: TAMSIK value of consumers is significantly affected by their Age

Table: 5.10- Age wise Analysis of Variance for dimensions of Cultural Values

ANOVA						
Values		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
SATVIK	Between Groups	42.500	4	10.625	22.889	.000
	Within Groups	201.923	435	.464		
	Total	244.423	439			
RAJSIK	Between Groups	85.274	4	21.318	22.026	.000
	Within Groups	421.024	435	.968		
	Total	506.298	439			
TAMSIK	Between Groups	87.245	4	21.811	46.800	.000
	Within Groups	202.734	435	.466		
	Total	289.980	439			

It is exhibited in Table 5.10 that Age wise significant difference observed in SATVIK ,RAJSIK and TAMSIK Values of the respondents, as the significant value were found less than 0.05 hence hypothesis $\mathbf{H_{1.1.1}}$, $\mathbf{H_{1.1.2}}$, $\mathbf{H_{1.1.3}}$ were not Rejected. Thus cultural values were to be significantly affected by their age.

Table: 5.11- Age wise Mean and Standard Deviation for the dimensions of Cultural Values

Culture Values	Age Group	N	Mean	Std. Deviation
SATWIK	Below 20year	46	3.2283	.84628
	Between 20 TO 30 years	96	4.0521	.41662
	Between 30 TO 40 years	96	4.1875	.37170
	Between 40 TO 50 years	118	4.1017	.96975
	Above 50 years	84	4.3869	.60171
	Total	**440**	**4.0727**	**.74617**
RAJSIK	Below 20year	46	3.8478	.78436
	Between 20 TO 30 years	96	3.0885	.74426
	Between 30 TO 40 years	96	3.6042	1.06726
	Between 40 TO 50 years	118	3.5678	.84837
	Above 50 years	84	2.5298	1.33670
	Total	**440**	**3.3023**	**1.07392**
TAMSIK	Below 20year	46	2.9710	1.06996
	Between 20 TO 30 years	96	4.3681	.26701
	Between 30 TO 40 years	96	4.2847	.58034
	Between 40 TO 50 years	118	3.6045	.86830
	Above 50 years	84	3.7381	.54039
	Total	**440**	**3.8788**	**.81274**

Table5.11 shows that respondents below 20 years of age group were found to be indecisive toward giving importance of SATVIK values. However as the age increases they were found to be incline towards SATVIK values in themselves. Respondents Below 20 years of age group agreed that they are dominated by RAJSIK values and above 20 years were found to be disagree that they are influenced by RAJSIK values. While in the age group of 20 to 40 years were agreed that they are dominated by TAMSIK values and below 20 years of age group found to be indecisive.

COMMENTS: It was reveled in the study that age has significantly impact on value system, with advancement in age respondents were found to be more dominated by SATVIK values. Responses in the range of 20 to 40 years age group were found to be influenced by TAMSIK values and respondents below 20 years consistently followed by RAJSIK value. The reason behind this trend could be that higher age people have more inclination towards SATVIK (Goodness) value because SATVIK means the light of Knowledge and during higher age individuals think about truth and ethics. However consumers below 20yearsof age have shown RAJSIK (Passion) value. The reason might be that during this time people are career conscious, they spend high level of energy to catch their dreams. Further study found that respondents between 20 to 40 years of age were dominated by TAMSIK (Darkness) value; this could be possible due to that in this age people generally struggling for their existence and compete to justify their presence, so that they are in dilemma. According to BHAGWAD GEETA- TAMSIK (Darkness) and Result of darkness is no vision Means person live the life without knowing anything. Like animals or birds to only satisfy their physical desirers even they never think or knowing what is good or what is bad.

$H_{1.2}$: Cultural values of consumers are significantly affected by their Gender.

$H_{1.2.1}$: SATVIK value of consumers is significantly affected by their Gender.

$H_{1.2.2}$: RAJSIK value of consumers is significantly affected by their Gender.

$H_{1.2.3}$: TAMSIK value of consumers is significantly affected by their Gender.

Table: 5.12- Gender wise Analysis of Variance for dimensions of Cultural Values

Culture Values	t	df	Sig. (2-tailed)
SATVIK	2.821	438	.005
RAJSIK	-3.593	438	.000
TAMSIK	-1.741	438	.082

Gender wise significance difference observed for SATVIK (P value = 0.005 < 0.05) and RAJSIK values (P value = 0.000 < 0.05). However Gender wise no significance difference observed for TAMSIK value (P value = 0.082 > 0.05).thus Hypothesis **$H_{1.2.1}$ and $H_{1.2.2}$** were not rejected and Hypothesis **$H_{1.2.3}$** was rejected.

Table: 5.13- Gender wise Mean and Standard Deviation for the dimensions of Cultural Values

Culture Values	Gender	N	Mean	Std. Deviation
SATVIK	MALE	208	4.1779	.56324
	FEMALE	232	3.9784	.86888
RAJSIK	MALE	208	3.1106	.92524
	FEMALE	232	3.4741	1.16700
TAMSIK	MALE	208	3.8077	.51949
	FEMALE	232	3.9425	1.00243

Male respondents have relatively shown high SATVIK values than Female respondents and also Male were found consistency in their opinion. However Female respondents were found to be relatively more agreed that they are dominated by RAJSIK values than MALE, however females were not found to be consistent in their opinion. Similarly Female respondents have relatively shown high dominance of TAMSIK values than MALE respondents. However differences in opinion were not found to be significant.

COMMENT: Results have shown that Male respondents were dominated by SATVIK values relatively more than Female respondents as Females have shown more dominance by RAJSIK and TAMSIK values. However differences in opinion were found to be higher in Female group of respondents. This inconsistency in opinion could be due to some Female respondents could have been dominated by SATVIK and others by TAMSIK

$H_{1.3}$: Cultural values of consumers are significant affected by their Income.

$H_{1.3.1}$: SATVIK value of consumers is significantly affected by their Income.

$H_{1.3.2}$: RAJSIK value of consumers is significantly affected by their Income.

$H_{1.3.3}$: TAMSIK value of consumers is significantly affected by their Income.

Table-5.14: Annual Income wise Analysis of Variance for dimensions of Cultural Values

ANOVA						
Values		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
SATVIK	Between Groups	9.870	3	3.290	6.116	.000
	Within Groups	234.552	436	.538		
	Total	244.423	439			
RAJSIK	Between Groups	84.143	3	28.048	28.968	.000
	Within Groups	422.155	436	.968		
	Total	506.298	439			
TAMSIK	Between Groups	19.166	3	6.389	10.286	.000
	Within Groups	270.814	436	.621		
	Total	289.980	439			

It is exhibited in Table 5.14 that Income wise significant difference observed in SATVIK ,RAJSIK and TAMSIK Values of the respondents, as the significant value were found less than 0.05 hence hypothesis $\mathbf{H_{1.3.1}}$, $\mathbf{H_{1.3.2}}$, $\mathbf{H_{1.3.3}}$ were not Rejected. Thus cultural values of consumers found to be significantly affected by their Income.

Table- 5.15: Annual Income wise Mean and Standard Deviation for the dimensions of Cultural Values

Culture Values	Annual Income	N	Mean	Std. Deviation
SATWIK	Below 2 Lac	118	3.8602	.44162
	Between 2-4 Lac	234	4.1560	.81807
	Between 4-6 Lac	66	4.0379	.82770
	Above 6Lac	22	4.4318	.73266
	Total	**440**	**4.0727**	**.74617**
RAJSIK	Below 2 Lac	118	3.5466	.81187
	Between 2-4 Lac	234	2.9530	1.17509
	Between 4-6 Lac	66	3.6515	.57492
	Above 6Lac	22	4.6591	.29424
	Total	**440**	**3.3023**	**1.07392**
TAMSIK	Below 2 Lac	118	4.2203	.44278
	Between 2-4 Lac	234	3.7350	.87626
	Between 4-6 Lac	66	3.7879	.67085
	Above 6Lac	22	3.8485	1.37524
	Total	**440**	**3.8788**	**.81274**

Table5.15 clarifies that with increasing Annual Income of respondents show high inclination toward SATVIK and RAJSIK vales. However below 2 Lac Annual Income group were found to have more dominance

of TAMSIK Values. However as the Annual Income increases they were found to be shown high SATVIK and RAJSIK values.

COMMENT: Results have shown that higher Annual Income Group of respondents was dominated by SATVIK and RAJSIK values relatively more than lower Annual Income group. While TAMSIK values were found more in lower Annual Income group. The reason could be that lower income group of respondents have mainly bothering for their means of livelihood. So their all efforts might be in managing or full filling basic needs like food, shelter and cloth thus they could only satisfy their physical desirers even they never think or knowing what is good or what is bad and it is TAMSIK (Darkness) means no clear vision.

$H_{1.4}$: Cultural values of consumers are significant affected by their Education.

$H_{1.4.1}$: SATVIK value of consumers is significantly affected by their Education.

$H_{1.4.2}$: RAJSIK value of consumers is significantly affected by their Education.

$H_{1.4.3}$: TAMSIK value of consumers is significantly affected by their Education.

Table- 5.16: Education wise Analysis of Variance for dimensions of Cultural Values

ANOVA						
Values		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
SATVIK	Between Groups	21.297	3	7.099	13.872	.000
	Within Groups	223.125	436	.512		
	Total	244.423	439			
RAJSIK	Between Groups	11.830	3	3.943	3.477	.016
	Within Groups	494.468	436	1.134		
	Total	506.298	439			
TAMSIK	Between Groups	16.321	3	5.440	8.668	.000
	Within Groups	273.659	436	.628		
	Total	289.980	439			

Table- 5.16 shows that Education wise significance difference observed for SATVIK (P value = 0.000 < 0.05), RAJSIK values (P value = 0.016 < 0.05) and TAMSIK value (P value = 0.000 < 0.05).thus Hypothesis $\mathbf{H_{1.4.1}}$, $\mathbf{H_{1.4.2}}$ and $\mathbf{H_{1.4.3}}$ were not rejected.

Table- 5.17: Education Level wise Mean and Standard Deviation for the dimensions of Cultural Values

Cultural values	Education level	N	Mean	Std. Deviation
SATVIK	School Level	54	3.5000	.99764
	Graduate	160	4.1094	.73528
	Post Graduate	150	4.2200	.63716
	Professional	76	4.1118	.56479
	Total	**440**	**4.0727**	**.74617**
RAJSIK	School Level	54	3.5648	.89441
	Graduate	160	3.4219	1.08128
	Post Graduate	150	3.2000	1.12253
	Professional	76	3.0658	1.02255
	Total	**440**	**3.3023**	**1.07392**
TAMSIK	School Level	54	3.4074	1.01285
	Graduate	160	3.8500	.83578
	Post Graduate	150	3.9911	.72037
	Professional	76	4.0526	.64188
	Total	**440**	**3.8788**	**.81274**

Result shows that respondents have School level education were indecisive towards SATVIK values while the Graduate, Postgraduate and Professionals were have more inclination for SATVIK Values. However respondents have School or Graduation level of education found more inclination towards RAJSIK values means school level and Graduate respondents were relatively more dominated by RAJSIK values than Postgraduate and Professionals and Postgraduate and Professionals were found relatively more dominated by TAMSIK values than School level and Graduate.

COMMENTS: Education level significantly affect SATVIK, RAJSIK and TAMSIK vales. Highly qualified respondents found to be SATVIK in nature as well as they have also shown inclination toward TAMSIK values. However less qualified respondents were found dominated by RAJSIK values. The reason could be that the less qualified have less degree of dream realization and they strive for getting thing done by following others. It is justifiable that education spread light of knowledge and stimulates activeness in individuals, so it was found that highly qualified consumers are SATVIK in nature.

$H_{1.5}$: Cultural values of consumers are significant affected by their Occupation.

$H_{1.5.1}$: SATVIK value of consumers **is** significantly affected by their Occupation.

$H_{1.5.2}$: RAJSIK value of consumers **is** significantly affected by their Occupation.

$H_{1.5.3}$: TAMSIK value of consumers **is** significantly affected by their Occupation.

Table-5.18: Occupation wise Analysis of Variance for dimensions of Cultural Values

ANOVA						
Values		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
SATVIK	Between Groups	78.294	3	26.098	68.493	.000
	Within Groups	166.129	436	.381		
	Total	244.423	439			
RAJSIK	Between Groups	31.571	3	10.524	9.665	.000
	Within Groups	474.727	436	1.089		
	Total	506.298	439			
TAMSIK	Between Groups	43.376	3	14.459	25.563	.000
	Within Groups	246.604	436	.566		
	Total	289.980	439			

It is exhibited in Table 5.18 that occupation wise significant difference observed in SATVIK ,RAJSIK and TAMSIK Values of the respondents, as the significant value were found less than 0.05 hence hypothesis $\mathbf{H_{1.5.1}}$, $\mathbf{H_{1.5.2}}$, $\mathbf{H_{1.5.3}}$ were Not Rejected. Thus cultural values were to be significantly affected by their occupation

Table-5.19: Occupation wise Mean and Standard Deviation for the dimensions of Cultural Values

Culture Values	Occupation	N	Mean	Std. Deviation
SATWIK	Business	100	4.5350	.39251
	Service	176	4.2812	.36608
	House wife	118	3.6992	.90202
	Student	46	3.2283	.84628
	Total	**440**	**4.0727**	**.74617**
RAJSIK	Business	100	3.2100	1.32513
	Service	176	3.4403	.89042
	House wife	118	2.9619	1.07200
	Student	46	3.8478	.78436
	Total	**440**	**3.3023**	**1.07392**
TAMSIK	Business	100	3.9000	.43033
	Service	176	4.0000	.56793
	House wife	118	4.0339	1.01404
	Student	46	2.9710	1.06996
	Total	**440**	**3.8788**	**.81274**

Result shows that Business and Service class were found to be highly dominated by SATVIK values and students were indecisive in their responses. Students were found to be highly dominated by RAJSIK Values and Housewives were least dominated by RAJSIK values.

COMMENT: Occupation of respondents significantly affects cultural values. Business Class and Service class respondents have shown SATVIK (Goodness) nature while Students have shown more inclination towards RAJSIK (Passion) value. The reason behind this kind of tendency could be that the Business class or Services class consumers have performed their work like worship and they required to shown decisive ability. However students are involved in studies and career building activities.

H_2: Consumers buying behavior for food products is significantly affected by their demographic characteristics

$H_{2.1}$ Consumers buying behavior for food products is significantly affected by Age

$H_{2.1.1}$ Risk taking for food product is significantly affected by Age

$H_{2.1.2}$ Information searching for food product is significantly affected by Age

$H_{2.1.3}$ Brand Loyalty for food product is significantly affected by Age

$H_{2.1.4}$ Involvement in shopping for food product is significantly affected by Age

$H_{2.1.5}$ Innovativeness for food product is significantly affected by Age

$H_{2.1.6}$ Eating out side Habits for food product is significantly affected by Age

$H_{2.1.7}$ Impulse buying Behavior for food product is significantly affected by Age

Table-5.20: Age wise Analysis of Variance for dimensions of Consumer Buying Behaviour

ANOVA						
Buying Behavior		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Risk taking	Between Groups	41.618	4	10.405	28.385	.000
	Within Groups	159.448	435	.367		
	Total	201.066	439			
Information search	Between Groups	1.716	4	.429	1.870	.115
	Within Groups	99.764	435	.229		
	Total	101.480	439			
Brand loyalty	Between Groups	29.369	4	7.342	30.396	.000
	Within Groups	105.074	435	.242		
	Total	134.443	439			
Involvement Shopping	Between Groups	40.941	4	10.235	16.142	.000
	Within Groups	275.820	435	.634		
	Total	316.761	439			
Innovativeness	Between Groups	46.397	4	11.599	47.843	.000
	Within Groups	105.463	435	.242		
	Total	151.861	439			
Eating outside	Between Groups	1.764	4	.441	2.698	.030
	Within Groups	71.099	435	.163		
	Total	72.862	439			
Impulse buying	Between Groups	7.716	4	1.929	4.611	.001
	Within Groups	181.999	435	.418		
	Total	189.716	439			

Table-5.20 shows that age wise significant difference observed in consumer's Risk taking, Brand loyalty, involvement in Shopping,

Innovativeness, Eating outside and Impulse Buying behavior for buying food products (P value= less than 0.05) while age wise no significant difference observed in Information search behavior for buying food product (P value=.115> 0.05), So it is found that Hypothesis $\mathbf{H_{2.1.1}}$ $\mathbf{H_{2.1.3}}$, $\mathbf{H_{2.1.4}}$, $\mathbf{H_{2.1.5}}$ $\mathbf{H_{2.1.6}}$ $\mathbf{H_{2.1.7}}$ were not rejected but Hypothesis $\mathbf{H_{2.1.2}}$ was rejected.

Table- 5.21: Age wise Mean and Standard Deviation for the dimensions of Consumer Buying Behaviour

Buying Behavior		N	Mean	Std. Deviation
Risk taking	Below 20year	46	3.7174	.93483
	Between 20 TO 30 years	96	3.4062	.31045
	Between 30 TO 40 years	96	3.3906	.71434
	Between 40 TO 50 years	118	4.0212	.63932
	Above 50 years	84	4.0833	.42037
	Total	440	3.7295	.67676
Information Search	Below 20year	46	3.9239	.42449
	Between 20 TO 30 years	96	3.8750	.48666
	Between 30 TO 40 years	96	3.8594	.56407
	Between 40 TO 50 years	118	3.8390	.23913
	Above 50 years	84	4.0119	.62323
	Total	440	3.8932	.48079
Brand Loyalty	Below 20year	46	3.7283	.68683
	Between 20 TO 30 years	96	3.6198	.31200
	Between 30 TO 40 years	96	3.8646	.35526
	Between 40 TO 50 years	118	3.4831	.49108
	Above 50 years	84	4.2143	.64372
	Total	440	3.7614	.55340

Involvement shopping	Below 20year	46	3.7935	.68171
	Between 20 TO 30 years	96	4.4323	.80906
	Between 30 TO 40 years	96	4.0625	1.01112
	Between 40 TO 50 years	118	3.5932	.80979
	Above 50 years	84	3.8274	.47684
	Total	440	3.9443	.84944
Innovativeness	Below 20year	46	4.3587	.48777
	Between 20 TO 30 years	96	4.4375	.13079
	Between 30 TO 40 years	96	3.6667	.59898
	Between 40 TO 50 years	118	4.3771	.43208
	Above 50 years	84	3.8393	.66952
	Total	440	4.1307	.58815
Eating outside	Below 20year	46	4.2174	.48042
	Between 20 TO 30 years	96	4.1458	.08934
	Between 30 TO 40 years	96	4.0042	.61077
	Between 40 TO 50 years	118	4.0881	.39183
	Above 50 years	84	4.0762	.28097
	Total	440	4.0936	.40740
Impulse buying	Below 20year	46	3.8261	.79734
	Between 20 TO 30 years	96	4.0000	.00000
	Between 30 TO 40 years	96	4.0208	.32377
	Between 40 TO 50 years	118	4.2542	.81321
	Above 50 years	84	4.1310	.89213
	Total	440	4.0795	.65738

Result has shown for Risk taking Behavior of respondents that below 20 years were found to be agreed, however between the age group of 20 to 40 were found indecisive but with the increasing of age, study found that respondents were agreed on Risk taking behavior for food products, That

means with advancement in age respondents have shown their specific preferences for buying foods. It was also revealed that above 50 years age of respondents have shown more consideration for information search as well as more brand loyalty for the food product. Consumers between the age group of 20 to 50 years were found relatively less agreed towards Brand Loyalty.

While it is found that the age group of 20 to 40years is highly agreed on Involvement in shopping for food Products but higher age group respondents were relatively less agreed. Result shown for innovativeness in buying of respondents that below 20 years and 20 to 30 years were found to be agreed however above 50 years age group respondents were found relatively less agreed.

The responses of individuals for Eating outside behavior were found to be relatively same. Respondents from different age group were agreed. Impulse buying for food products it is found that respondents below 20 years of age were less agreed than other groups.

COMMENTS: It was revealed in the study that age has significant impact on risk taking behavior for food products, it is found that higher age group consumers were cautious to trying new and different products, they rarely buy anything they don't know about the risk of making mistake and also they buy established brands and rarely buy food product which has uncertainty of preparation. It might be possible that elder person don't want to take risk. However younger consumers are willing to try anything without knowing uncertainty.

It is seen that respondents from above 50 years were often read information on the package and to walk around to search information about the same or substitute product. The reason could be that Elder consumers are experienced so they want to check every aspect of product. Regarding

Brand loyalty for food products it seen that respondents between 20 to50 years were reluctant while respondents above 50 years were found to be willing. Reason might be that in higher age person rarely want to change their preferences while in early age consumer want to experience something new. Further study revealed that respondents between 20 to 40 years are highly involvement in shopping of food products. Probably during this age consumers enjoy shopping. However it is observed that respondents below 20years and between 20 to 30years have shown willingness towards innovativeness in buying behavior probably they are excited to use new product and want to find out more about it. Further study revealed that respondents belongs to low age group shown impulse buying .it might be possible that they are fascinating towards offers and extra benefits to feel delight.

$H_{2.2}$ Consumers buying behavior for food products is significantly affected by Gender

$H_{2.2.1}$ Risk taking for food product is significantly affected by Gender

$H_{2.2.2}$ Information searching for food product is significantly affected by Gender

$H_{2.2.3}$ Brand Loyalty for food product is significantly affected by Gender

$H_{2.2.4}$ Involvement in shopping for food product is significantly affected by Gender

$H_{2.2.5}$ Innovativeness for food product is significantly affected by Gender

$H_{2.2.6}$ Eating out side Habits for food product is significantly affected by Gender

$H_{2.2.7}$ Impulse buying Behavior for food product is significantly affected by Gender

Table- 5.22: Gender wise Analysis of Variance for dimensions of Consumer Buying Behavior

Buying Behavior	t	df	Sig.(2-tailed)
Risk taking	.670	438	.503
Information search	2.847	438	.005
Brand loyality	-4.286	438	.000
Involvement shopping	-1.511	438	.132
Innovativeness	1.761	438	.079
Eating outside	6.288	438	.000
Impulse buying	3.148	438	.002

Table-**5.22** reveled that Gender wise No Significant difference observed in consumer's Risk taking, Involvement in shopping and Innovativeness behavior for buying food products (P value=greater than 0.05) . however it was found that Gender wise significant difference in Information search, Brand loyalty, Eating outside and Impulse buying behavior for food product (P value=less than 0.05), Thus Hypothesis $\mathbf{H_{2.2.2}}$ $\mathbf{H_{2.2.3}}$, $\mathbf{H_{2.1.6}}$ $\mathbf{H_{2.1.7}}$ were not rejected but Hypothesis $\mathbf{H_{2.1.1}}$ $\mathbf{H_{2.2.4}}$ and $\mathbf{H_{2.2.5}}$ were rejected.

Table- 5.23: Gender wise Mean and Standard Deviation for the dimensions of Consumer Buying Behaviour

Group Statistics					
Buying Behavior	**Gender**	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Risk taking	MALE	208	3.7524	.65247	.04524
	FEMALE	232	3.7091	.69859	.04586
Information search	MALE	208	3.9615	.39436	.02734
	FEMALE	232	3.8319	.54034	.03547
Brand loyalty	MALE	208	3.6442	.43363	.03007
	FEMALE	232	3.8664	.62456	.04100
Involvement shopping	MALE	208	3.8798	.77707	.05388
	FEMALE	232	4.0022	.90722	.05956
Innovativeness	MALE	208	4.1827	.60914	.04224
	FEMALE	232	4.0841	.56594	.03716
Eating outside	MALE	208	4.2173	.33491	.02322
	FEMALE	232	3.9828	.43450	.02853
Impulse buying	MALE	208	4.1827	.75199	.05214
	FEMALE	232	3.9871	.54440	.03574

Table 5.23- Result shows that the Risk taking behavior of Male and Female Respondents were found to be similar. While for information search it is found that Male respondents were slightly more agreed than Female respondents. It is observed that Female respondents were relatively more agreed than Male respondents toward Brand loyalty behavior for food products.

As regards Gender wise analysis for involvement in shopping, it is found that Female respondents were more agreed than Male respondents. It is

observed the reaction of Male and Female respondents were found to be same for innovativeness in buying food

Male respondents were found to be more agreed than Female respondents on Eating outside behavior. However the responses shows that Female consumes were relatively more agreed for impulse buying rather than Males.

COMMENT: It is seen in results that regarding risk taking behaviour of male and female respondents were similar. However it is observed that male respondents are involved more in information searching behaviour for buying food product than female respondents. Probably females are purchasing regularly so it is routine for them while males buying rarely. However regarding brand loyalty male respondents shown more loyalty than females. Reason could be like female wants to look for something new while if product suites to males they don't switch. It is justifiable that female respondents shown willingness for innovativeness in buying, it means they want to purchase something new. However female respondents found to be more involvement in shopping and reason might be that the suggestion and preference of friends and family members have influence them. Regarding gender wise analysis for eating out side behaviour, it is observed that male respondents were agreed .reason could be that they eat outside to change mood but generally they avoid eating outside.

$H_{2.3}$ Consumers buying behaviour for food products is significantly affected by Income

$H_{2.3.1}$ Risk Taking for food product is significantly affected by Income

$H_{2.3.2}$ Information searching for food product is significantly affected by Income

$H_{2.3.3}$ Brand Loyalty for food product is significantly affected by Income

$H_{2.3.4}$ Involvement in shopping for food product is significantly affected by Income

$H_{2.3.5}$ Innovativeness for food product is significantly affected by Income

$H_{2.3.6}$ Eating out side Habits for food product is significantly affected by Income

$H_{2.3.7}$ Impulse buying Behavioural for food product is significantly affected by Income

Table- 5.24: Income wise Analysis of Variance for dimensions of Consumer Buying Behavior

ANOVA						
Buying Behavior		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
Risk taking	Between Groups	23.578	3	7.859	19.306	.000
	Within Groups	177.488	436	.407		
	Total	201.066	439			
Information search	Between Groups	20.335	3	6.778	36.421	.000
	Within Groups	81.144	436	.186		
	Total	101.480	439			
Brand loyalty	Between Groups	5.455	3	1.818	6.146	.000
	Within Groups	128.988	436	.296		
	Total	134.443	439			
Involvement shopping	Between Groups	89.068	3	29.689	56.851	.000
	Within Groups	227.693	436	.522		
	Total	316.761	439			
Innovativeness	Between Groups	5.497	3	1.832	5.458	.001
	Within Groups	146.364	436	.336		
	Total	151.861	439			
Eating outside	Between Groups	15.382	3	5.127	38.892	.000
	Within Groups	57.480	436	.132		
	Total	72.862	439			
Impulse buying	Between Groups	27.287	3	9.096	24.415	.000
	Within Groups	162.429	436	.373		
	Total	189.716	439			

Table-**5.24**: Results showing that Sig. value was less than 0.05 hence Income wise difference observed in Risk taking, Information search,

Brand loyalty, Involvement in shopping, Innovativeness, Eating outside and Impulse Buying behavior for food products Thus Hypothesis $H_{2.3.1}$ $H_{2.3.2}$ $H_{2.3.3}$, $H_{2.3.4}$ $H_{2.3.5}$ $H_{2.3.6}$ and $H_{2.3.7}$ were not rejected.

Table- 5.25: Income wise Mean and Standard Deviation for the dimensions of Consumer Buying Behaviour

Consumer Behaviour	Annual Income	N	Mean	Std. Deviation
Risk taking	Below 2 Lac	118	3.3475	.46917
	Between 2-4 Lac	234	3.8675	.53581
	Between 4-6 Lac	66	3.8864	.99825
	Above 6Lac	22	3.8409	.97756
	Total	440	3.7295	.67676
Information search	Below 2 Lac	118	3.5678	.48664
	Between 2-4 Lac	234	4.0556	.42723
	Between 4-6 Lac	66	3.9773	.36355
	Above 6Lac	22	3.6591	.33225
	Total	440	3.8932	.48079
Brand loyalty	Below 2 Lac	118	3.6780	.36118
	Between 2-4 Lac	234	3.8248	.61129
	Between 4-6 Lac	66	3.5909	.43332
	Above 6Lac	22	4.0455	.82965
	Total	440	3.7614	.55340
Involvement in shopping	Below 2 Lac	118	4.6780	.49582
	Between 2-4 Lac	234	3.7137	.84804
	Between 4-6 Lac	66	3.6364	.42104
	Above 6Lac	22	3.3864	.97201
	Total	440	3.9443	.84944

Innovativeness	Below 2 Lac	118	4.0424	.66047
	Between 2-4 Lac	234	4.0940	.51138
	Between 4-6 Lac	66	4.3712	.66252
	Above 6Lac	22	4.2727	.52841
	Total	440	4.1307	.58815
Eating outside	Below 2 Lac	118	3.9220	.45444
	Between 2-4 Lac	234	4.1043	.27930
	Between 4-6 Lac	66	4.4727	.38692
	Above 6Lac	22	3.7636	.50760
	Total	440	4.0936	.40740
Impulse Buying	Below 2 Lac	118	4.1949	.54707
	Between 2-4 Lac	234	4.1966	.65825
	Between 4-6 Lac	66	3.5000	.52623
	Above 6Lac	22	3.9545	.63451
	Total	440	4.0795	.65738

Table 5.25: Risk taking behavior of respondents below 2Lac Annual Income was indecisive while increasing in Annual Income, respondents were found to be more agreed. As regards Income wise analysis for information search it is found that the respondents group between 2Lac to 4Lac were slightly more agreed than other group of respondents. It is observed that respondents have Annual Income more than 6Lac were relatively more agreed toward Brand loyalty behavior for food products.

Results shows for involvement in shopping and it is observed that respondents have Annual Income Below 2Lac were highly agreed and as increasing Annual Income, respondent were less agreed. Analysis of

Innovativeness in buying behavior was found to be same in different Income group.

As regards Income wise analysis for Eating outside it is found that the respondents groups between 2 to 6Lac were highly agreed while below 2Lac and above 6Lac were less agreed.

Below 2Lac and Between 2 to 4Lac Income group were found to be more agreed on Impulse Buying behavior rather than Higher Income group.

COMMENT: Study shown that lower income group respondent was not ready to take risk for food products. The reason might be that with limited income they prefer their tested products while risk taking was found to be high in those respondents who have more disposable income. On other hand it is justifiable that information search behaviour of consumer is high in 2Lac to 4Lac because before making any decision they like to walk around to search information about the same or substitute product because they might want to save money.

Further study revealed that respondents have Annual income above 6Lac were shown brand loyal. It might be possible due to high disposable income they don't want to compare other products to save money. While result shows that consumers in low income group (Below 2Lac) are highly involved in shopping , it could be possible because they want to buy food products gone through deep analysis.

And it is justifiable that respondents have annual income between 2lac to 4lac and below 2lac were shown impulse buying probably they accept the offers, discounts and immediate benefits to save their money

$H_{2.4}$ Consumers buying behaviour for food products is significantly affected by Education

$H_{2.4.1}$ Risk Taking for food product is significantly affected by Education

$H_{2.4.2}$ Information searching for food product is significantly affected by Education

$H_{2.4.3}$ Brand Loyalty for food product is significantly affected by Education

$H_{2.4.4}$ Involvement in shopping for food product is significantly affected by Education

$H_{2.4.5}$ Innovativeness for food product is significantly affected by Education

$H_{2.4.6}$ Eating out side Habits for food product is significantly affected by Education

$H_{2.4.7}$ Impulse buying Behavioural for food product is significantly affected by Education

Table- 5.26: Education Level wise Analysis of Variance for dimensions of Consumer Buying Behavior

ANOVA						
Buying Behavior		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Risk Taking	Between Groups	5.988	3	1.996	4.461	.004
	Within Groups	195.078	436	.447		
	Total	201.066	439			
Information Search	Between Groups	3.588	3	1.196	5.326	.001
	Within Groups	97.892	436	.225		
	Total	101.480	439			
Brand Loyalty	Between Groups	1.582	3	.527	1.730	.160
	Within Groups	132.861	436	.305		
	Total	134.443	439			
Involvement Shopping	Between Groups	1.257	3	.419	.579	.629
	Within Groups	315.504	436	.724		
	Total	316.761	439			
Innovativeness	Between Groups	1.417	3	.472	1.369	.252
	Within Groups	150.444	436	.345		
	Total	151.861	439			
Eating Outside	Between Groups	.588	3	.196	1.183	.316
	Within Groups	72.274	436	.166		
	Total	72.862	439			
Impulse Buying	Between Groups	3.001	3	1.000	2.336	.073
	Within Groups	186.715	436	.428		
	Total	189.716	439			

Table-**5.26:** Result of study shown Education wise Significant difference in Risk taking, Information search and Impulse Buying behavior for food products (P value=less than 0.05).

Here Education wise no significant difference observed in consumer's Brand loyalty, Involvement in shopping, Innovativeness, and Eating outside the Sig. value found more than 0.05. Thus Hypothesis $\mathbf{H_{2.4.1}}$ $\mathbf{H_{2.4.2}}$ and $\mathbf{H_{2.4.7}}$ were not rejected and Hypothesis $\mathbf{H_{2.4.3}}$, $\mathbf{H_{2.4.4}}$ $\mathbf{H_{2.4.5}}$ and $\mathbf{H_{2.4.6}}$ were rejected.

Table- 5.27: Education Level wise Mean and Standard Deviation for the dimensions of Consumer Buying Behaviour

Buying Behaviour	Education level	N	Mean	Std. Deviation
Risk Taking	School Level	54	3.5926	.82172
	Graduate	160	3.8375	.66600
	Post Graduate	150	3.7633	.65140
	Professional	76	3.5329	.58358
	Total	**440**	**3.7295**	**.67676**
Information Search	School Level	54	3.7500	.54513
	Graduate	160	3.8469	.47665
	Post Graduate	150	3.9100	.47175
	Professional	76	4.0592	.41406
	Total	**440**	**3.8932**	**.48079**
Brand Loyality	School Level	54	3.7222	.65995
	Graduate	160	3.7812	.58597
	Post Graduate	150	3.7000	.50334
	Professional	76	3.8684	.48214
	Total	**440**	**3.7614**	**.55340**

Involvement In shopping	School Level	54	3.9074	.69073
	Graduate	160	3.9125	.87694
	Post Graduate	150	3.9333	.85759
	Professional	76	4.0592	.88211
	Total	**440**	**3.9443**	**.84944**
Innovativeness	School Level	54	4.2593	.50694
	Graduate	160	4.0969	.59808
	Post Graduate	150	4.0967	.60325
	Professional	76	4.1776	.58568
	Total	**440**	**4.1307**	**.58815**
Eating Outside	School Level	54	4.1259	.46992
	Graduate	160	4.0750	.41769
	Post Graduate	150	4.0667	.40445
	Professional	76	4.1632	.33579
	Total	**440**	**4.0936**	**.40740**
Impulse Buying	School Level	54	3.8704	.69490
	Graduate	160	4.0812	.67032
	Post Graduate	150	4.1133	.61072
	Professional	76	4.1579	.67434
	Total	**440**	**4.0795**	**.65738**

Table 5.27: Risk taking behavior of Graduate and Postgraduate were found to be more agreed while School Level and Professional respondents were found indecisive. Education wise analysis for information search was found that with increasing level of Education, the respondents were more agreed however group of Professional shown high degree of inclination. It is observed that respondents have Professional

Education were relatively more agreed toward Brand loyalty behavior for food products. Regarding involvement in shopping, it is observed that Professional respondents were relatively more agreed. Analysis of Innovativeness in buying behavior was found to be same in different Education level. As regards Education wise analysis for Eating outside found that the respondents are similar. School level respondents were found to be less agreed on Impulse Buying behavior rather than Graduate, Postgraduate and Professional.

COMMENT: Regarding education wise analysis for risk taking, it is observed that highly educated respondents were shown Risk taking behaviour it might be due to higher level of knowledge make them ready for uncertainties. However it is observed for information search that respondents with increasing in education level have shown more willingness try explore information. On the other hand it is seen that professional respondents found to be more brand loyal for buying food product. The reason could be that professional education is very specific so they don't switch frequently. However regarding innovativeness in buying food products, it is observed that school level respondents have shown higher degree of willingness.

$H_{2.5}$ Consumers buying behaviour for food products is significantly affected by Occupation

$H_{2.5.1}$ Risk Taking for food product is significantly affected by Occupation

$H_{2.5.2}$ Information searching for food product is significantly affected by Occupation

$H_{2.5.3}$ Brand Loyalty for food product is significantly affected by Occupation

$H_{2.5.4}$ Involvement in shopping for food product is significantly affected by Occupation

$H_{2.5.5}$ Innovativeness for food product is significantly affected by Occupation

$H_{2.5.6}$ Eating out side Habits for food product is significantly affected by Occupation

$H_{2.5.7}$ Impulse buying Behavioral for food product is significantly affected by Occupation

Table- 5.28: Occupation wise Analysis of Variance for dimensions of Consumer Buying Behavior

ANOVA						
Buying Behaviour		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
Risk taking	Between Groups	14.842	3	4.947	11.583	.000
	Within Groups	186.224	436	.427		
	Total	201.066	439			
Information search	Between Groups	7.386	3	2.462	11.408	.000
	Within Groups	94.094	436	.216		
	Total	101.480	439			
Brand loyality	Between Groups	7.717	3	2.572	8.850	.000
	Within Groups	126.726	436	.291		
	Total	134.443	439			
Involvement In shopping	Between Groups	28.304	3	9.435	14.261	.000
	Within Groups	288.457	436	.662		
	Total	316.761	439			

Innovativeness	Between Groups	7.236	3	2.412	7.272	.000
	Within Groups	144.625	436	.332		
	Total	151.861	439			
Eating outside	Between Groups	1.003	3	.334	2.028	.109
	Within Groups	71.860	436	.165		
	Total	72.862	439			
Impulse buying	Between Groups	81.645	3	27.215	109.796	.000
	Within Groups	108.071	436	.248		
	Total	189.716	439			

Table-**5.26:** Result of study shows Occupation wise significant difference in Risk taking, Information search, Brand Loyalty, Involvement in shopping and Innovativeness behavior for buying food products (P value.000< 0.05). However occupation wise no significant difference observed in consumer's Eating outside Behavior. (P value=0.109 > 0.05) thus Hypothesis $\mathbf{H_{2.5.1}}$$\mathbf{H_{2.5.2}}$ $\mathbf{H_{2.5.3}}$, $\mathbf{H_{2.5.4}}$ and $\mathbf{H_{2.5.5}}$ were not rejected while Hypothesis $\mathbf{H_{2.4.6}}$ was rejected.

Table- 5.29: Occupation wise Mean and Standard Deviation for the dimensions of Consumer Buying Behaviour

Buying Behaviour		N	Mean	Std. Deviation
Risk taking	Business	100	4.0000	.46602
	Service	176	3.5312	.71496
	House wife	118	3.8008	.55428
	Student	46	3.7174	.93483
	Total	440	3.7295	.67676
Information search	Business	100	4.0650	.34747
	Service	176	3.7443	.46595
	House wife	118	3.9576	.55499
	Student	46	3.9239	.42449
	Total	440	3.8932	.48079
Brand loyality	Business	100	3.9100	.35448
	Service	176	3.6108	.34817
	House wife	118	3.8729	.78361
	Student	46	3.7283	.68683
	Total	440	3.7614	.55340
Involvement In shopping	Business	100	3.5200	.86579
	Service	176	4.1591	.87438
	House wife	118	4.0424	.71335
	Student	46	3.7935	.68171
	Total	440	3.9443	.84944
Innovativeness	Business	100	3.9200	.55832
	Service	176	4.1591	.67101
	House wife	118	4.1780	.45538
	Student	46	4.3587	.48777
	Total	440	4.1307	.58815

Eating outside	Business	100	4.0880	.12167
	Service	176	4.0545	.48164
	House wife	118	4.1085	.40732
	Student	46	4.2174	.48042
	Total	440	4.0936	.40740
Impulse buying	Business	100	4.8700	.39962
	Service	176	3.8920	.49251
	House wife	118	3.7881	.42571
	Student	46	3.8261	.79734
	Total	440	4.0795	.65738

Regarding occupation wise analysis of buying behavior for food products, it is seen that Risk taking behavior of Business class respondents were highly agreed while service class respondents were least agreed. Occupation wise analysis for information search was found that Business class respondents were more agreed however service class respondents are less agreed. Brand loyalty behavior for food products was highest in Business class and they were relatively more inclined toward Brand loyalty while Students were least agreed. However Service class and House wife were found to be more agreeing in involvement in shopping however Business class respondents were less agreed. Further Study revealed that Student were relatively more agreed than Business class towards innovativeness in buying of food products. As regards occupation wise analysis for Eating outside found that the respondents have relatively same opinion. Here study found that Housewives were relatively less impulsive in buying food products while respondents from Business class were found to be highly agreed.

COMMENTS: It is seen that Risk taking behaviour of Business class respondents were high, reason could be that they are ready for all the possibilities. However it is observed that business class respondents are willing to search information, the reason might be that often read the information on the package of the products and, they like to walk around to search information about the same or substitute product. Further Business class respondents were relatively more inclined toward Brand loyalty and this could be due to that they rarely switch from it just to try something different. However House wife were found more inclined toward involvement in shopping reason might be that their choice is influenced by suggestions of their friends family and reference group members. Business class were found to be highly agreed for impulse buying it could be possible that they enjoy exploring several different alternatives or brands while shopping

H_3: Consumers Buying Behavior for Food Products are significantly Correlated with their Cultural Values.

Correlations								
		Risk taking	**Information search**	**Brand loyalty**	**Involvement shopping**	**Innovativeness**	**Eating outside**	**Impulse buying**
SATVIK	Pearson Correlation	.383**	-0.026	.348**	-.200**	0.081	.240**	0.044
	Sig. (2-tailed)	0	0.588	0	0	0.09	0	0.358
	N	440	440	440	440	440	440	440
RAJSIK	Pearson Correlation	0.036	-.559**	0.032	-.143**	0.084	-0.046	-.201**
	Sig. (2-tailed)	0.452	0	0.509	0.003	0.077	0.335	0
	N	440	440	440	440	440	440	440
TAMSIK	Pearson Correlation	-.169**	-.158**	.242**	.139**	-.149**	0.014	0.042
	Sig. (2-tailed)	0	0.001	0	0.004	0.002	0.767	0.377
	N	440	440	440	440	440	440	440

$H_{3.1}$: Risk taking behavior of consumers for buying food products is significantly correlated with dimensions of cultural values

$H_{3.1.1}$: Risk taking behavior of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.1.2}$: Risk taking behavior of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.1.3}$: Risk taking behavior of consumer for buying food product is significantly correlated with TAMSIK values.

RESULTS: Study revealed that Risk taking behavior of consumers for buying food product is significantly correlated with SATVIK and TAMSIK value therefore Hypothesis $H_{3.1.1}$ and $H_{3.1.3}$ were not reject. However Risk taking behavior of consumer for buying food product was not found significantly correlated with RAJSIK value thus hypothesis $H_{3.1.2}$ was rejected.

The study further revealed that Risk taking behavior is positively correlated with SATVIK value at the same time very weak correlation observed for RAJSIK value and Negative and weak degree of correlation for TAMSIK value.

COMMENT:

This difference in correlation between RAJSIK and TAMSIK Values might be due to consumers dominated by SATVIK values have shown much higher degree of clarity for buying food products that they prefer only well establish brand and rarely accept new and unknown brands in their mind than that of consumers dominated by RAJSIK Value and TAMSIK Value.

$H_{3.2}$: Information searching behavior for of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.2.1}$: Information searching behavior for consumer for buying food product is significantly correlated with SATVIK value.

$H_{3.2.2}$: Information searching behavior of consumer for buying food product is significantly correlated with RAJSIK value.

$H_{3.2.3}$: Information searching behavior of consumer for buying food product is significantly correlated with TAMSIK value.

RESULTS: Study revealed that Information search behavior of consumers for buying food product is significantly correlated with RAJSIK and TAMSIK value therefore Hypothesis $H_{3.2.2}$ and $H_{3.2.3}$ were not reject. However Information search behavior of consumer for buying food product was not found significantly correlated with SATVIK value thus hypothesis $H_{3.1.2}$ was rejected.

The study further revealed that Information search behavior is negatively correlated with RAJSIK value and weak correlation observed for TAMSIK value while Negative and very weak degree of correlation for SATVIK value.

COMMENTS:

The reason could be that the consumers dominated by SATVIK value believes in information received from their peers so comparatively they required less information search to buy food. Where as consumers dominated by RAJSIK and TAMSIK Value were found to be significantly correlated with information search before making buying decision for food they could like to walk around to search information about the same or substitute product.

$H_{3.3}$: Brand loyalty of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.3.1}$: Brand loyalty of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.3.2}$: Brand loyalty of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.3.3}$: Brand loyalty of consumer for buying food product is significantly correlated with TAMSIK values.

RESULTS: Finding of study shows that Brand loyalty behavior of consumers for buying food product is significantly correlated with SATVIK and TAMSIK value thus Hypothesis $H_{3.3.1}$ and $H_{3.3.3}$ were not reject. However Brand loyalty behavior of consumers for buying food product was not to be found significantly correlated with RAJSIK value therefore hypothesis $H_{3.2.2}$ was rejected.

Here study found that Brand loyalty behavior is positively correlated with SATVIK value and very weak correlation observed for RAJSIK value at the same time Positive correlation for TAMSIK value.

COMMENTS:

The reason could be that the consumers dominated by RAJSIK value prefer to buy unfamiliar brands and also ready to try something new whereas consumers dominated by SATVIK Value could have shown brand loyalty by minimizing their choices by self. However consumers dominated by TAMSIK Value consider many choices but actually they could not switch to other brands due to lacking of decision making and forced to have brand loyal.

$H_{3.4}$: Involvement in shopping of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.4.1}$: Involvement in shopping of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.4.2}$: Involvement in shopping of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.4.3}$: Involvement in shopping of consumer for buying food product is significantly correlated with TAMSIK values.

RESULTS: Finding of study shows that Involvement in shopping behavior of consumers for buying food product is significantly correlated with SATVIK, RAJSIK and TAMSIK value thus Hypothesis $H_{3.4.1}$, $H_{3.4.2}$ and $H_{3.4.3}$ were not reject.

Here study found that Involvement in shopping behavior were shown Negative correlation with SATVIK value and weak negatively correlated observed for RAJSIK value, at the same time Positive correlation for TAMSIK value.

COMMENT:

Consumers dominating by TAMSIK Value have shown more involvement in shopping as they prefer to get suggestions from various sources including family members, friends and reference group. Also they could have more influenced by WOM than consumers are dominated by SATVIK Value and RAJSIK Value.

$H_{3.5}$: Innovativeness behavior of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.5.1}$: Innovativeness behavior of consumer for buying food product is significantly correlated with SATVIK value.

$H_{3.5.2}$: Innovativeness behavior of consumer for buying food product is significantly correlated with RAJSIK value.

$H_{3.5.3}$: Innovativeness behavior of consumer for buying food product is significantly correlated with TAMSIK value.

RESULTS: Finding of study shows that Innovativeness behavior of consumers for buying food product is not significantly correlated with SATVIK and RAJSIK values. However, Innovativeness behavior of consumers for buying food product was found significant correlation with TAMSIK value thus Hypothesis $H_{3.5.1}$, $H_{3.5.2}$ were reject and $H_{3.5.3}$ was not rejected.

Here study found that Innovativeness behavior were shown weak degree of positive correlation with SATVIK and RAJSIK value and negatively correlated with TAMSIK value.

COMMENT:

Finding of result revealed that consumers dominated by TAMSIK value have shown negative behavior towards innovativeness in buying food products . Whereas consumer dominated by SATVIK and RAJSIK were found to be positive towards using innovativeness in buying food products

$H_{3.6}$: Eating out side Habits of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.6.1}$: Eating out side Habits of consumer for buying food product is significantly correlated with SATVIK value.

$H_{3.6.2}$: Eating out side Habits of consumer for buying food product is significantly correlated with RAJSIK value.

$H_{3.6.3}$: Eating out side Habits of consumer for buying food product is significantly correlated with TAMSIK value.

RESULTS: Finding of study shows that Eating out side behavior of consumers for buying food product is not significantly correlated with SATVIK. While RAJSIK while Eating out side behavior of consumers for buying food product was found not significantly correlation with RAJSIK and TAMSIK value thus Hypothesis $H_{3.6.1}$ were not reject and $H_{3.6.2}$ and $H_{3.6.3}$ were rejected.

Here study revealed that Eating out side behavior was positively correlated with SATVIK and weak positive relation with TAMSIK value however Eating out side behavior was negatively correlated with RAJSIK value.

COMMENT: Result of study has shown that there was no predetermined eating out side behavior observed for food Consumers dominated by TAMSIK and RAJSIK value. Whereas eating outside behavior is clear and well defined for consumers dominated by SATVIK Value. The reason could be that SATVIK value dominated consumers have more understanding in choosing their eating outside destination and event.

$H_{3.7}$: Impulse buying behavior of consumer for buying food product is significantly correlated with dimensions of cultural values.

$H_{3.7.1}$: Impulse buying behavior of consumer for buying food product is significantly correlated with SATVIK values.

$H_{3.7.2}$: Impulse buying behavior of consumer for buying food product is significantly correlated with RAJSIK values.

$H_{3.7.3}$: Impulse buying behavior of consumer for buying food product is significantly correlated with TAMSIK values.

RESULTS: Finding of study shows that Impulse buying behavior of consumers for buying food product is not significantly correlated with SATVIK and TAMSIK. However Impulse buying behavior of consumers for buying food product was significant correlated with RAJSIK thus Hypothesis $H_{3.7.1}$ and $H_{3.7.3}$ were not reject and $H_{3.7.2}$ was rejected.

Here study revealed that Impulse buying behavior of consumers for buying food product was shown weak positive correlation with SATVIK and TAMSIK on other hand Impulse buying behavior shown strongly Negative correlation with RAJSIK value.

COMMENT: It was found in the study that consumers dominated by RAJSIK value were resistive towards impulsive buying, instead of that they prefer judgmental buying by comparing among available food products. Whereas consumer dominated by SATVIK and TAMSIK value were found to be influenced by impulse buying.

5.5 CONCLUSION: In this section sample profile was described and stated hypotheses were tested at 5% level of significance. For this, impact of demographic variables like Age, Gender, Income Education and Occupation on culture values and buying behavior of consumers were studied and finally the impact of culture values on consumer's buying behavior were analyzed. Culture values factors viz. SATVIK, RAJSIK and TAMSIK were discuss. For consumer buying behavior seven dimension were used namely Risk taking, Information searching, Brand loyalty, Involvement in shopping, Innovativeness, Eating out side Habits, and Impulse buying.

CHAPTER 6
DISCUSSION

CHAPTER - 6

6.1: INTRODUCTION

6.2: CULTURAL VALUES AND DEMOGRAPHIC CHARACTERISTICS

6.3: BUYING BEHAVIOR FOR FOOD PRODUCTS AND DEMOGRAPHIC CHARACTERISTICS

6.4: CONSUMER BUYING BEHAVIOR AND CULTURAL VALUES

6.5: CONCLUSION

6.1: INTRODUCTION

Consumption decisions made in the market cannot be viewed as an independent event –these are closely related with values and culture. According to the past research, culture has considerable influence on buying behavior of consumer. Culture is an outer stimulus to influence their buying behavior. With competition, culture becomes predominantly important strategic issue in marketing. Cultural value plays a vital role in buying food products. Present study was focused to find the impact the cultural values on buying behavior for food products.

In Bhagwat Geeta, KRISHNA Explain that in universe all people are same but they behave differently, it is because of three characters of universe or people TAMAS, RAJAS And SATVA. TAMAS means Darkness (ANDHKAR), Result of darkness is no vision Means person live the life without knowing anything. Like animals or birds to only satisfy their physical desirers even they never think or knowing what is good or what is bad. On other hand SATVA is light of Knowledge (GYAN KA PRAKSH). When people live their life with proper decisive ability means in every situation of life they think about truth, ethics and values to take decisions. In between these two characteristics, there is third RAJAS GUNA (AHANKAR), means a person has Light of knowledge but attached with physical desires, so they live with Ego of superiority. Krishna concludes that the Behaviour of person is dominated by the combination of these three GUNAS.

Lord Krishna explains what these modes are, how they act upon us, how one transcends them, and the symptoms of one who has attained the transcendental state. In the 5th ***Shlok*** of 14th chapter-

"Sattvam rajas tama iti, gunah prakriti-sambhavah,

Nibadhnanti maha-baho, dehe dehinam avyayam"

"Material nature consists of three modes—goodness, passion and ignorance. When the eternal living entity comes in contact with nature, O mighty-armed Arjuna, he becomes conditioned by these modes."

In the research, the buying behavior of customer was tested. These are positively related to their culture indicating that culture of customer affects their buying behavior. The influence of demographic factor age, gender and income of customer on their buying behavior is also tested and positive results are found which indicates that demographic characteristic of customer also affects their buying behavior. Thus from the research we conclude that both culture and demographic characteristics of customers affects their buying behavior for the food product.

Findings of the study revealed that the items included in G.Hofstede value scale could be factorised in to three factors namely Satvik, Rajsik and Tamsik values. Further, the impact of these three extracted values was studied on buying behavior for food products with the help of eleven dimensions namely Risk taking, Information searching, Brand loyalty, Involvement in shopping, Innovativeness, Eating out side Habits, Impulse buying behavior of consumers.

6.2: CULTURAL VALUES AND DEMOGRAPHIC CHARACTERISTICS

Discussion of the study is based on extensive data analysis and findings. It was reveled in the study that age has significantly impact on value system, higher age consumers were found to be more dominated by SATVIK (GOODNESS) values. Respondent group from 20 to 40 years were found to be influenced by TAMSIK (DARKNESSS) values and respondents below 20 years consistently followed by RAJSIK value. The reason behind this trend could be because SATVIK (GOODNESS) means the light of Knowledge and during higher age individuals think about truth and ethics. However consumers below 20yearsof age are career conscious, they spend high level of energy to catch their dreams. Consumers in middle age were generally struggling for their existence and compete to justify their presence, so that they are in dilemma. According to BHAGWAD GEETA- TAMSIK means Darkness and Result of darkness is no vision, person live the life without knowing anything. Like animals or birds to only satisfy their physical desirers even they never think or knowing what is good or what is bad

The discussion based on results have shown that Male respondents were dominated by SATVIK values relatively more than Female respondents as Females have shown more dominance by RAJSIK and TAMSIK values. However differences in opinion were found to be higher in Female group of respondents. This inconsistency in opinion could be due to some Female respondents could have been dominated by SATVIK and others by TAMSIK

Results have shown that higher Annual Income Group of respondents was dominated by SATVIK and RAJSIK values relatively more than lower Annual Income group. While TAMSIK values were found more in lower Annual Income group. The reason could be that lower income group of

respondents have mainly bothering for their means of livelihood. So their all efforts might be in managing or full filling basic needs like food, shelter and cloth thus they could only satisfy their physical desirers even they never think or knowing what is good or what is bad and it is TAMSIK means no clear vision.

Education level significantly affects SATVIK, RAJSIK and TAMSIK vales. Highly qualified respondents found to be SATVIK in nature as well as they have also shown inclination toward TAMSIK values. However less qualified respondents were found dominated by RAJSIK values. The reason could be that the less qualified have less degree of dream realization and they strive for getting thing done by following others. It is justifiable that education spread light of knowledge and stimulates activeness in individuals, so it was found that highly qualified consumers are SATVIK in nature.

Occupation of respondents significantly affects cultural values. Business Class and Service class respondents have shown SATVIK (Goodness) nature while Students have shown more inclination towards RAJSIK (Passion) value. The reason behind this kind of tendency could be that the Business class or Services class consumers have performed their work like worship and they required to shown decisive ability. However students are involved in studies and career building activities.

6.3: BUYING BEHAVIOR FOR FOOD PRODUCTS AND DEMOGRAPHIC CHARACTERISTICS

Discussion in this section is based on the analysis and findings. It was revealed in the study that age has significant impact on risk taking behavior for food products, it is found that higher age group consumers were cautious to trying new and different products, they rarely buy anything they don't know about the risk of making mistake and also they buy established brands and rarely buy food product which has uncertainty of preparation. It might be possible that elder person don't want to take risk. However younger consumers are willing to try anything without knowing uncertainty.

It is found that respondents from higher age were often read information on the package and to walk around to search information about the same or substitute product. The reason could be that Elder consumers are experienced so they want to check every aspect of product. Regarding Brand loyalty for food products it seen that respondents between 20 to50 years were reluctant while respondents above 50 years were found to be willing. Reason might be that in higher age person rarely want to change their preferences, while in early age consumer wants to experience something new. Here study revealed that middle age group consumers are highly involvement in shopping of food products. Probably during this age consumers enjoy shopping. However it is observed that respondents below 20years and between 20 to 30years have shown willingness towards innovativeness in buying behavior probably they are excited to use new product and want to find out more about it. Further study revealed that respondents belongs to low age group shown impulse buying .it might be possible that they are fascinating towards offers and extra benefits to feel delight.

Finding revealed that risk taking behavior for food products is similar in male and female consumers. However it is observed that male consumers are highly involved searching information for buying food product than female respondents. Probably females are purchasing regularly so it is routine work for them. However regarding brand loyalty male consumers are more loyal than female consumers and reason could be like female wants to look for something new while male consumers rarely switch. It is justifiable that female respondents shown willingness for innovativeness in buying, it means they want to purchase something new. However female consumers are more involved in shopping and reason might be that the friends and family members influence them. Regarding gender wise analysis for eating out side behavior, it is observed that male respondents were agreed .reason could be that they eat outside to change mood but generally they avoid eating outside.

Study shown that lower income group respondent was not ready to take risk for food products. The reason might be that with limited income they prefer their tested products while risk taking was found to be high in those respondents who have more disposable income. On other hand it is justifiable that information search behavior of consumer is high in middle income group because before making any decision they like to walk around to search information about the same or substitute product because they might want to save money.

Further study revealed that respondents have Annual income above 6Lac were shown brand loyal. It might be possible due to high disposable income they don't want to compare other products to save money. While result shows that consumers in low income group (Below 2Lac) are highly involved in shopping, it could be possible because they want to buy food products gone through deep analysis.

And it is justifiable that respondents have annual income between 2lac to 4lac and below 2lac were shown impulse buying probably they accept the offers, discounts and immediate benefits to save their money

Regarding education wise analysis for risk taking, it is observed that highly educated respondents were shown Risk taking behavior it might be due to higher level of knowledge make them ready for uncertainties. However it is observed for information search that respondents with increasing in education level have shown more willingness try explore information. On the other hand it is seen that professional respondents found to be more brand loyal for buying food product. The reason could be that professional education is very specific so they don't switch frequently. However regarding innovativeness in buying food products, it is observed that school level respondents have shown higher degree of willingness.

It is seen that Risk taking behavior of Business class respondents were high, reason could be that they are ready for all the possibilities. However it is observed that business class respondents are willing to search information, the reason might be that often read the information on the package of the products and, they like to walk around to search information about the same or substitute product. Further Business class respondents were relatively more inclined toward Brand loyalty and this could be due to that they rarely switch from it just to try something different. However House wife were found more inclined toward involvement in shopping reason might be that their choice is influenced by suggestions of their friends, family and reference group members. Business class were found to be highly agreed for impulse buying it could be possible that they enjoy exploring several different alternatives or brands while shopping.

6.4: CONSUMER BUYING BEHAVIOR AND CULTURAL VALUES

This difference in correlation between RAJSIK (PASSION) and TAMSIK (DARKNESSS) Values might be due to consumers dominated by SATVIK (GOODNESS) values have shown much higher degree of clarity for buying food products that they prefer only well establish brand and rarely accept new and unknown brands in their mind than that of consumers dominated by RAJSIK Value and TAMSIK (DARKNESSS) Value.

The reason could be that the consumers dominated by SATVIK (GOODNESS) value believes in information received from their peers so comparatively they required less information search to buy food. Where as consumers dominated by RAJSIK and TAMSIK (DARKNESSS) Value were found to be significantly correlated with information search before making buying decision for food they could like to walk around to search information about the same or substitute product

The reason could be that the consumers dominated by RAJSIK value prefer to buy unfamiliar brands and also ready to try something new whereas consumers dominated by SATVIK (GOODNESS) Value could have shown brand loyalty by minimizing their choices by self. However consumers dominated by TAMSIK (DARKNESSS) Value consider many choices but actually they could not switch to other brands due to lacking of decision making and forced to have brand loyal.

Consumers dominating by TAMSIK (DARKNESSS) Value have shown more involvement in shopping as they prefer to get suggestions from various sources including family members, friends and reference group. Also they could have more influenced by WOM than consumers are dominated by SATVIK (GOODNESS) Value and RAJSIK Value.

Finding of result revealed that consumers dominated by TAMSIK (Darknesss) value have shown negative behavior towards innovativeness in buying food products. Whereas consumer dominated by SATVIK (GOODNESS) and RAJSIK were found to be positive towards using innovativeness in buying food products

Result of study has shown that there was no predetermined eating out side behavior observed for food Consumers dominated by TAMSIK and RAJSIK value. Whereas eating outside behavior is clear and well defined for consumers dominated by SATVIK (GOODNESS) Value. The reason could be that SATVIK value dominated consumers have more understanding in choosing their eating outside destination and event.

It was found in the study that consumers dominated by RAJSIK value were resistive towards impulsive buying, instead of that they prefer judgmental buying by comparing among available food products. Whereas consumer dominated by SATVIK and TAMSIK value were found to be influenced by impulse buying.

6.5: CONCLUSION:

In this chapter study conclude that three cultural factors ***Satvik, Rajsik and Tamsik*** are significantly affected by demographic characteristics of consumers. These three factors were used in the research to find the influence of culture on buying behaviour. Further demographic characteristics are tested separately with parameters of buying behaviour. Present study has found that consumers buying behaviour for food product is affected by their demographic characteristics. study found that consumers buying behaviour for food product are significantly correlated with their ***SATVIK***, ***RAJSIK*** and ***TAMSIK***.

CHAPTER 7
CONCLUSION

CHAPTER 7

CONCLUSION

7.1 CONCLUSION

7.2 LIMITATIONS AND SCOPE OF STUDY

7.3 IMPLICATIONS AND SUGGESTIONS

7.1 CONCLUSION

All embodied souls are under the control of the three modes, or qualities, of material nature: goodness, passion and ignorance. Lord Krishna explains what these modes are, how they act upon us, how one transcends them, and the symptoms of one who has attained the transcendental state. In *BHAGAWAD GITA* Shree Krishna explain three kinds of human nature in the universe, ***SATVIK, RAJSIK*** and ***TAMSIK***.

Customer segmentation is very important strategy of marketing, to find out group which has common characteristics. On the basis of these differentiation marketers may plan strategies to meet need of consumers. This study was based on the classification and these differentiations. Finding of the study suggests three kinds of human nature based upon their characteristics.

- These characteristics decide the satisfaction level of individuals.
- This study helps marketers to make strategies for customer to satisfy them.
- Some important findings of the study clearly explained what kinds of product satisfy which type of customer and market and how they identify and segment it.

The study is summarized that:

- ***SATVA Guna"*** *(*Goodness*)* leads customer to attract always towards **pure, calm, fresh products** (Pure vegetarian).
- ***RAJAS Guna*** (Passion) move people to find luxury, image, power in products (occasional non vegetarian) .
- ***TAMAS Guna*** (Darkness) dominate people to consume rough, raw, impure, trestles kind of product (Pure non vegetarian and licker consumers).

From the above discussion study may conclude that deep-rooted cultural diversity and values of customer make it difficult for a marketer to opt for a standardized segmentation and positioning strategies to outperform competition. It has been found that even after tremendous exposure to modernization, customers from different cultures have different attitudes, perceptions, tastes, preferences and values, and remain reluctant to purchase food products.

As a result of customer's acculturation to their Internal traits means *Gunas* (SATVIK, RAJSIK and TAMSIK), they respond in a manner that is consistent with their culture's norms and values. A right identification of customer-specific cultural dimensions and proper consideration for the food products, marketing play a pivotal role in ensuring success in the highly competitive market scenario. Inputs about culture and value dimensions can be of immense use to develop their marketing road map to minimize chances of erroneous decision-making. Study concluded that right management of culture of customer and marketing strategies enables the marketers to ensure competitive edge and it minimizes chances of erroneous decision-making.

Thus, buying behavior of consumers was found to be correlated with cultural values and the study concluded that **SATVIK, RAJSIK** and **TAMSIK** Values have impact on buying food products. Study also found the influence of demographic factor Viz. age, gender, income, education and occupation of consumer on their buying behavior. Study revealed that demographic characteristic of customer affects their buying behavior for food products. Thus study concludes that cultural values and demographic characteristics of customers affect their buying behavior for the food product.

7.2: LIMITATIONS AND SCOPE OF STUDY:

The study was descriptive in nature and suffered from certain constraints and limitations. Nevertheless above study leaves an immense scope for carrying out further research.

Although every efforts will be made to conduct a study as rigorous as possible, but there are certain limitation however unavoidable. This study should be interpreted with a number of inevitable limitations in mind. These are as following:

- Area of the study was limited. This study is limited only to the respondents of Indore and Ujjain city. Hence the conclusion may not be generalized on people outside of Indore and Ujjain, with inclusion to the wider area of the study different results and conclusions could be interpreted.
- The general ability of the findings of the study is limited due to the small size of sample under the study. The sample size represents few percentages of the consumers for the study and it has not covered the entire population for the study.
- This study is based on the assumption that all the information furnished by the respondents is true and correct.
- The study is limited due to time, cost and physical reason.

7.3 IMPLICATIONS AND SUGGESTIONS

Marketers are spending increasing amounts of time, efforts and money to understand cultural differences. Present study tries to identify a common set of cultural values to ease the segmentation strategies and magnify the scope of positioning strategies. Marketers should know buying behavior of their consumer and then to develop marketing strategies likewise segmentation and positioning.

The study revealed that cultural values create a significant effect on buying behavior of consumers. It is found that cultural values are important in buying food products. Research has significant implications for food industry. Food industry may refer to the result obtained in the study for developing their marketing strategies for segmentation and positioning. Further study revealed that the buying behavior of the consumer is correlated with the cultural values and demographic characteristics as well.

In the era of globalization business is boundary less. Now marketers promote their products in various countries. Marketers may refer following Suggestions

- Marketers may refer three dimensions of cultural values to develop and adjust their segmentation and positioning strategies
- Marketers should understand the culture and values to create a message for their consumers.
- This research suggests that marketing strategies that focus on culture-specific values might work the best for food product
- Marketers may refer the findings of the study to understand the impact of cultural values on buying food products to develop effective segmentation and positioning strategies.

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ANNEXURES

COMMUNALITIES		
	Initial	Extraction
Q1	1.000	.695
Q2	1.000	.889
Q4	1.000	.581
Q5	1.000	.468
Q6	1.000	.694
Q7	1.000	.667
Q13	1.000	.582
Q15	1.000	.381
Q16	1.000	.621
Q17	1.000	.511
Q18	1.000	.754

Extraction Method: Principal Component Analysis.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.421	31.103	31.103	3.421	31.103	31.103	2.706	24.599	24.599
2	1.987	18.059	49.162	1.987	18.059	49.162	2.320	21.087	45.686
3	1.434	13.040	62.203	1.434	13.040	62.203	1.817	16.517	62.203
4	1.036	9.419	71.621						
5	.805	7.321	78.943						
6	.618	5.614	84.557						
7	.555	5.043	89.600						
8	.464	4.221	93.821						
9	.315	2.867	96.688						
10	.201	1.831	98.520						
11	.163	1.480	100.000						
Extraction Method: Principal Component Analysis.									

Component Matrix[a]			
	Component		
	1	2	3
Q1	.790	.143	-.224
Q2	.732	.215	-.554
Q4	.254	.603	-.391
Q5	.619	.259	.134
Q6	.487	.652	.177
Q7	.298	.435	.625
Q13	.569	-.483	.158
Q15	.244	-.507	-.254
Q16	.612	-.442	-.226
Q17	.594	-.368	.148
Q18	.613	-.233	.569

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]			
	Component		
	1	2	3
Q1	.432	.693	.168
Q2	.289	.895	-.068
Q4	-.291	.696	.105
Q5	.287	.427	.451
Q6	-.068	.517	.650
Q7	.016	.018	.817
Q13	.761	.010	.057
Q15	.479	.051	-.386
Q16	.703	.291	-.205
Q17	.699	.090	.118
Q18	.688	-.088	.523

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Transformation Matrix			
Component	1	2	3
1	.715	.613	.336
2	-.681	.501	.534
3	.159	-.611	.775

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Impact of Cultural Values on Buying Behavior: a study of Food Industry

Research Guide
Researcher

Dr.Rajeev Shukla
Ashutosh Vyas

Questionnaire

Date: _____

Dear Respondents,

A research study is undertaken on ***"Impact of Cultural Values on Buying Behavior: A study Of Food Industry"***. You are required to fill this questionnaire with best of your own will. Please give true opinion in the following questionnaire which is designed to carry out a research project. Information obtained through this survey will remain confidential and will not be disclosed to anyone in any case.

Section I

In this section we would like to know demographic characteristics of respondents.

Name (Optional): _____

Age (years): ☐Below 20 ☐20 to 30 ☐30 to 40 ☐40 to 50 ☐ 50 and Above

Gender: ☐Male ☐Female

Occupation: ☐Business ☐Service ☐Housewife ☐Student ☐Other

Education: ☐ School level ☐ Graduate ☐ Post Graduate & Above ☐ Professional ☐Other

Annual Income: ☐Below Rs 2 Lac ☐Rs2Lac to Rs 4 Lac ☐Rs 4 Lac to6 Lac ☐Rs 6 Lac Above

Family size: ☐Nuclear ☐Joint

Area: ☐Rural ☐ Semi Urban ☐Urban

Marital status: ☐Married ☐Unmarried

Food liking: ☐Home Made ☐Fast Food ☐Packed Food ☐Ready to Cook

VALUES

In the following sections, kindly tick your preferences for the statements on the given scale:

Strongly Agree (5) Agree (4) Neutral (3) Disagree (2) Strongly disagree (1)

Category	Values							
Other Oriented values	**Individual/ collective**	1	Individuals should sacrifice self-interest for the group	**5**	**4**	**3**	**2**	**1**
	Youth/age	2	Family activities focus on needs of children or adults	**5**	**4**	**3**	**2**	**1**
	Extended/ limited family	3	I think small family is a happy family	**5**	**4**	**3**	**2**	**1**
	Masculine/ feminine	4	Men usually solve problems with logical analysis; women usually solve problems with intuition.	**5**	**4**	**3**	**2**	**1**
	Competitive/ cooperative	5	I believe better work can be done by co-operating with peers	**5**	**4**	**3**	**2**	**1**
	Diversity/ uniformity	6	I prefer wide variations of taste and product performance	**5**	**4**	**3**	**2**	**1**
Environment oriented	**Cleanliness**	7	Cleanliness is a major consideration	**5**	**4**	**3**	**2**	**1**
	Performance/ status	8	Reward system should be based on performance	**5**	**4**	**3**	**2**	**1**
	Tradition/ change	9	I cannot stick to the same old practices all my life	**5**	**4**	**3**	**2**	**1**
	Risk taking/ security	10	I never do anything that I don't know about at the risk of making a mistake.	**5**	**4**	**3**	**2**	**1**
	Problem solving/ fatalistic	11	I generally accept things that happen as fate	**5**	**4**	**3**	**2**	**1**
	Nature	12	I am sensitive towards nature and environment	**5**	**4**	**3**	**2**	**1**
Self oriented	**Active/passive**	13	I believe in physically active approach for life	**5**	**4**	**3**	**2**	**1**
	Sensual gratification/ abstinence	14	I accept openness in sensual pleasure in the society	**5**	**4**	**3**	**2**	**1**
	Material/ non-material	15	Material acquisition and wealth are more important	**5**	**4**	**3**	**2**	**1**

	Hard work/ leisure	16	I believe in Working hard for success in the future	**5**	**4**	**3**	**2**	**1**
	Postponed gratification/ immediate gratification	17	Postponement of desires valued more than immediate gratification	**5**	**4**	**3**	**2**	**1**
	Religious/ secular	18	Religion plays major role in my life	**5**	**4**	**3**	**2**	**1**

BUYING BEHAVIOR:

Please indicate your degree of agreement to following statements regarding your buying behavior.

*Un se the scale and **circle** the number that best describes your position.*

Strongly Agree (5) **Agree (4)** **Neutral (3)** **Disagree (2)** **Strongly disagree (1)**

Behavioral characteristics		Behavior	SA	A	N	DA	SDA
Risk taking	19	I am very cautious in trying new/different food products	5	4	3	2	1
	20	I never buy something I don't know about at the risk of making a mistake	5	4	3	2	1
	21	If I buy food product, I will buy only well-established brands	5	4	3	2	1
	22	I rarely buy food brands about which I am uncertain how well they were prepared.	5	4	3	2	1
Information searching	23	I often read the information on the package of the products like made in label, mfg. date, co. logo, etc.	5	4	3	2	1
	24	When I buy any food product I look at all sides of issues related to the product	5	4	3	2	1
	25	Before making any buying decision, I like to walk around to search information about the same or substitute product	5	4	3	2	1
	26	I enjoy sampling different brands of commonplace products for the sake of comparison	5	4	3	2	1
Brand loyalty	27	If I like a brand, I rarely switch from it just to try something different	5	4	3	2	1
	28	I would stick with a brand I usually buy than try something I am not very sure	5	4	3	2	1
	29	I get bored with buying the same brands even if they are good	5	4	3	2	1
	30	I enjoy in buying unfamiliar brands just to get some variety in my purchases	5	4	3	2	1
Involvement in shopping	31	My friends' suggestion and preference will influence my choice	5	4	3	2	1
	32	The suggestion and preferences of family members can influence my choice	5	4	3	2	1

	33	The choice of my reference group/person will influence my buying decision	5	4	3	2	1
	34	My choice is influenced by other consumers' word of mouth or some evaluation reports from an independent testing agency	5	4	3	2	1
Innovativeness	35	When I see product of new Flavor or test, I tend to buy it	5	4	3	2	1
	36	I have more interest in fads and fashions	5	4	3	2	1
	37	When I hear about a new store or restaurant, I take advantage of the first opportunity to find out more about it	5	4	3	2	1
	38	I enjoy exploring several different alternatives or brands while shopping	5	4	3	2	1
Eating out side Habits	39	I go to Eating to change my mood	5	4	3	2	1
	40	I go to Eating outside during the occasion	5	4	3	2	1
	41	I go to Eat and buy products when I need them	5	4	3	2	1
	42	I go to Eating because I like it	5	4	3	2	1
	43	I Generally avoid eating outside.	5	4	3	2	1
Impulse buying	44	If I see an interesting promotional offer (reduced price, sales promotion, and etc.) on in-store signs, I tend to buy	5	4	3	2	1
	45	When I see a good deal, I tend to buy more than that I intended to buy	5	4	3	2	1

"Thank you for your kind co-operation."

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"Thank you for your kind co-operation."

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