



Annexure

Dear Respondent

I take this opportunity to introduce myself as a Ph.D Scholar from the M.S.University of Baroda. My topic for research is entitled as "Food Shopping Behavior and Psychographic Analysis of Consumers of Selected Packaged Foods".

I am thankful to you for agreeing to be a respondent for my study. This study is an academic exercise. The information furnished by you will be kept strictly confidential. I would be grateful to you if you would kindly extend your co-operation and give frank and honest responses to the questions.

Thanking you

Yours sincerely

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ANEXTURE I

Area: _____

Schedule No.

CONSUMER FOOD SHOPPING ORIENTATION AND PSYCHOGRAPHICS: A CASE OF SELECTED PACKAGED FOODS Interview Schedule

SECTION I

Your Name : _____

Address : _____

Mobile: _____

Email id: _____

Your Age : _____

1. You are requested to specify the following details, with respect to self and spouse

Details	Self	Spouse
Educational qualification		
Professional profile		
Monthly income		

Now, kindly furnish the following details of your family.

2. I / My family is
 (1) Single
 (2) Nuclear family
 (3) Joint family
3. There are in all how many members in my family
 (1) Number of adults _____
 (2) Number of children below 13 years _____
 (3) Number of children between 13 to 18 _____
4. To which of the following *Family Life Cycle Stage* do you belong. Please respond anyone, as per the description

S.no	Description
1	You are an economically independent <i>single adult staying alone</i>
2	You are a newly married couple, been <i>married for one year or less</i>
3	You are a young couple, been married for <i>more than one year, without children</i>
4	You are a couple, been married for past few years, and <i>have children below the age of 13 year.</i>
5	You are a couple, been married for many years, and <i>have children in the age range of 13-19 years</i>
6	You are a couple having <i>adult economically dependent children</i>
7	You are a couple having <i>adult economically independent children staying with you</i>
8	<i>You are an elderly couple staying with your children, and are economically dependent on them</i>
9	<i>You are economically independent elderly couple, staying alone</i>
10	<i>You are economically dependent elderly couple staying alone.</i>

5. You live in a
 (1) Flat
 (2) Bungalow
6. Please mention the size
 (1) 1 BHK
 (2) 2 BHK
 (3) 3 BHK
 (4) 4 BHK
 (5) More than 4 BHK
7. You are requested to tick mark the domestic helps available to you at your place, Indicating its availability and the type of job carried out.
 (1) For specific job only
 i) Sweeping, mopping & Washing utensils Yes / No
 ii) Cooking Yes / No
 iii) Washing clothes Yes / No
 (2) Part time assistance (for all house hold work, 8 a.m to 8 p.m) Yes / No
 (3) Full time (for all house hold work, staying at your place for all 24 hrs) Yes / No
 (4) Ayah (full time) Yes / No
 (5) Ayah (part time) Yes / No
 (6) Driver Yes / No
8. Your family subscribe to newspaper/s. If yes then please name them.
 (1) _____ (2) _____ (3) _____

9. Your family subscribes to magazines. If yes then please specify by putting a tick mark on the name below
- (1) Comics / Stories / fiction
 - (2) Film magazines
 - (3) Sports magazines/ health/ religion
 - (4) Savvy/ femina/ Home décor
 - (5) Readers digest / National geog/ travelers
 - (6) Week/ India today/ business
10. Does your family has a club / association membership (1) No (2) Yes
11. Name the club / association:
12. Does your family has holiday timeshare membership (1) No (2) Yes
13. Name the scheme:
14. How often your family goes on vacation?
(1) Every month (2) Once in 6 months (3) Every year (4) Once in 2 years
15. Where do you go?
(1) Somewhere nearby (2) Places in your state (3) Somewhere in India (4) Outside the country

SECTION II

1. PRE PURCHASE ASPECTS

(1) Outlet choice

Q. From where do you purchase the selected packaged foods?

S.no	Sources	Always	Sometimes	Never
1	Department store			
2	Supermarket			
3	Local kirana store			

(2) Factors affecting outlet choice

Q. Which of the following factors do you consider in your food shopping with special reference to purchase of selected packaged foods? Please indicate by responding in terms of always, sometimes or never, putting a tick mark (✓).

S.no	Factor	Always	Sometimes	Never
1	Nearness of a store to the home			
2	Service speed in the store			
3	Less crowd in the store			
4	Store appearance and product layout			
5	Provision of extra facilities like home delivery / free parking			
6	Availability of more number of product variety			
7	Return and adjustment policy of the store			
8	Your mood			
9	Your time available for food shopping			
10	Your comfort level with the store			
11	Your socio-economic status.			
12	Attitude of the salesmen in the store			
13	Past experience with the store			
14	Availability of price reductions and coupons in the store			
15	Multiple items discounts or in store discount offers ex: buy 2 packet of vegetable and get 1 packet of soup free facility in the store			
16	Ease of availability of all sizes of packets in the store.			

Q. Do you search for information on selected packaged foods? Yes/No

(3) Information sources referred for purchase of selected packaged foods

From which of the following sources do you seek information on selected packaged foods and to what extent do you believe in the information provided by them. Please indicate by putting a tick mark (✓).

S.no	Source	Yes	No	Believability		
				Very much	Some what	Not at all
1	Newspaper and magazine articles					
2	Chefs / Cook books/ Cookery shows					
3	In store salesperson					
4	In store displays and samples					
5	Newspaper and magazine advertisements					
6	Television and radio commercials					
7	Labeling of the product					
8	Recommendation from family, friends and relatives					
9	Self experience					

- (4) Evaluation criterion's applied for the selection of selected packaged foods.
In the score range of 1 to 10 you are requested to assign a score to each of the following criteria's, reflecting the importance it holds for you while purchasing the selected packaged foods.
Please Note: the score 1 indicate "not at all important" , while the score 10 indicate "extremely important"

S.no	Evaluation criteria's	Score Range From 1——10
1	Taste	
2	Quality	
3	Ease of use	
4	Available varieties	
5	Ingredients and related health effects	
6	Detailed nutritional information	
7	Quantity in one packet	
8	Brand name and its reliability	
9	Price	
10	Packaging and appearance	
11	Various discount/ gift offers/ advertisements	

2. CONSUMPTION PATTERN

- (1) Do you use any of the selected packaged foods? Yes/ No
- (2) From the selected packaged foods which one's do you use?
- Ready-to-eat vegetables. Yes/ No
 - Ready-to-eat soups. Yes/ No
 - Ready-to-use pastes. Yes/ No

- (3) How frequently do you consume the selected packaged foods?

Selected Package Foods	Frequency of consumption					
	Daily	Twice or thrice a week	Weekly	Once in a fortnight	Once a month	Only on certain occasions
Ready-to-eat meals						
Ready-to-eat soups						
Ready-to-use pastes						

- (4) Duration of consumption
For how long you have been using the selected packaged foods?
- Ready-to-eat meals _____ yrs/ months .
 - Ready-to-eat soups. _____ yrs/ months .
 - Ready-to-use pastes. _____ yrs/ months .

- (5) Consumption quantity
How many packets of selected foods do you consumes
- Ready-to-eat vegetables _____ packets/ months .
 - Ready-to-eat soups. _____ packets/ months .
 - Ready-to-use pastes. _____ packets/ months .

- (6) Reasons for purchase of selected packaged foods

s.no	Reasons for purchase	
1	<input type="checkbox"/> ...since you do not have time to cook a meal.	
2	<input type="checkbox"/> ...since they are demanded by your family members.	
3	<input type="checkbox"/> ...when the maid is on leave.	
4	<input type="checkbox"/> ...since you like to try new products and varieties in your meals.	
5	<input type="checkbox"/> ...since you do not like cooking.	
6	<input type="checkbox"/> ...since you like shopping at a grocery / department store.	
7	<input type="checkbox"/> ...because of their advertisements.	
8	<input type="checkbox"/> ...since they are easily accessible and available.	
9	<input type="checkbox"/> ...because of their attractive packaging.	
10	<input type="checkbox"/> ...because of the convenience factor associated with the use of the products.	
11	<input type="checkbox"/> ...since they prove to be very useful when traveling/ going abroad..	
12	<input type="checkbox"/> ...because of the hygiene and taste of the products.	

SECTION III

1. FOOD SHOPPING ORIENTATION

Following are list of statements reflecting your food shopping orientation. You are requested to respond to each of the following in terms of yes, no OR can't say.

S.no	Food Shopping Orientation Statements	Yes	Can't Say	No
1	I do not prepare a list of items when I go for purchase of food products.			
2	My trip to the market for food shopping is well planned			
3	I make spontaneous decisions on my food shopping trip.			
4	I do not watch for the prices when I shop for food products			
5	I keep a check on the change in price of the food products that I buy regularly.			
6	I do not use coupons or any price off offers while shopping for food products			
7	I am in a look out to get the best value for the money I spent on food items			
8	I tend to purchase products at lower prices even if I need to compromise on its quality.			
9	I consider the taste and not the quality of food products while buying for them.			
10	I compare labels to select the best quality of foods			
11	I stress on the quality of the product even if it's costly.			
12	I have favorite brands of food products which I buy over and over again			
13	I keep on changing my brands of food products as an when new brands are launched.			
14	Once I find a food product or brand I like, I stick to it			
15	I keep on trying new brands of food products.			
16	If a store has a very long line, I leave without buying anything			
17	In food shopping, time is not a constrain for me.			
18	I try to follow the most convenient and fastest way of food shopping.			
19	The quicker I finish my food shopping the better it is.			
20	I shop at places which save me money, even if shopping there is inconvenient.			
21	Every time I go for food shopping I pick up one or more new type of food products			
22	I keep my kitchen food stock up to date with the changing food fashion			
23	The lesser the variety of food products in the store the better it is.			
24	I do not look for new and different food products in the department stores.			

2. LIFESTYLE SCALE

Following are list of statements reflecting your lifestyle. You are requested to respond to each of the following in terms of agreement with them

S.no	Statement	Agree	Partially Agree	Disagree
1	We shop in the latest departmental stores.	3	2	1
2	We use products as per the latest trends.	3	2	1
3	Our lifestyle is inspired by the latest fashion trends.	3	2	1
4	We stay at home most evenings.	1	2	3
5	We do not have get-togethers and parties, other than those related to wedding and religious festivals.	1	2	3
6	We spend our leisure time in activities that get us to meet a lot of people.	3	2	1
7	We are not comfortable purchasing any new type of food product in the market.	1	2	3
8	We enjoy experimenting with innovative recipes.	3	2	1
9	We do not enjoy trying new type of food product.	1	2	3
10	We like to serve unusual meals.	3	2	1
11	We often consume frozen or canned fruits and vegetables.	1	2	3
12	We would prefer using packaged foods, whose use or disposal is less harmful to the environment.	3	2	1
13	We prefer packaged foods, over home made foods.	1	2	3
14	The main aim of my life is to devote myself for my family's happiness.	3	2	1
15	I do not feel good spending lot of time making dinner for my family.	1	2	3
16	I do not believe in exerting myself over household chores, to meet my family's demands and expectations.	1	2	3
17	I like to read articles from the magazines that are related to different food ideas and recipes.	3	2	1
18	I love to cook at home.	3	2	1
19	Preserving the nutritional value of food while cooking is not on my priority.	1	2	3
20	I implement my knowledge on nutrition in my day to day cooking.	3	2	1
21	I regularly read articles on nutrition and food.	3	2	1
22	I keep on giving tips to others on how to preserve the nutritional value of food.	3	2	1

3. PERSONALITY SCALE

Following are a list of items reflecting your personality on various aspects. Each item has three options 'a', 'b', or 'c'. you are requested to listen to each option and select the one which you feel is write for you.

1	If i say the sky is "downs" and winter is "hot", i would call a criminal	a) Gangster 0	b) Saint 1	c) Cloud 0
2	It's important to me not to live in messy surroundings	a) True 2	b) Uncertain 1	c) False 0
3	Most people i meet at a party are undoubtedly glad to see me	a) Yes 2	b) Sometimes 1	c) No 0
4	I smile to myself at the big difference between what people do and what they say they do	a) Yes 2	b) Occasionally 1	c) No 0
5	I like to "dream up" new ways of doing things rather than to be a practical follower of well tried ways	a) True 2	b) In between 1	c) False 0
6	I think the opposite of the opposite of "inexact" is	a) Casual 0	b) Accurate 0	c) Rough 1
7	I feel that	a) Some jobs don't have to be done so carefully as others 0	b) In between 1	c) Any job should be done thoroughly if you do it at all 2
8	I have always had to fight against being too shy	a) Yes 0	b) In between 1	c) No 2
9	If a neighbor cheats me in small things, i would rather humor him than show him up	a) Yes 0	b) Occasionally 1	c) No 2
10	If i were good at both, i would rather	a) Play chess 2	b) In between 1	c) Go bowling 0
11	Which word does not go along with the other two	a) Cat 0	b) Near 1	c) Sun 0
12	People should insist more than they now do that moral laws be followed	a) Yes 2	b) Sometimes 1	c) No 0
13	I have been told, as a child, i was rather	a) Quiet and kept to myself 0	b) In between 1	c) Lively and always active 2
14	I think most witnesses tell the truth even if it becomes embarrassing	a) Yes 0	b) In between 1	c) No 2
15	In music i enjoy	a) Military band marches 0	b) Uncertain 1	c) Violin solos 2
16	"house" is to "room" as "trees" is to	a) Forest 0	b) Plant 0	c) Leaf 1
17	I admire more	a) A clever, but undependable man 0	b) In between 1	c) A man who is average, but strong to resist temptations 2
18	I make decisions	a) Faster than many people 2	b) Uncertain 1	c) Slower than most people 0
19	I am considered a cooperative person	a) Yes 0	b) In between 1	c) No 2
20	I learned more in my school days by	a) Going to class 0	b) In between 1	c) Reading books 2
21	I think the proper number to continue the series 1,2,3,6,5, is	a) 10 1	b) 5 0	c) 7 0
22	At a party, i like	a) To get into worthwhile conversation 2	b) In between 1	c) To see people relax and completely let go 0
23	I speak my mind no matter how many people are around	a) Yes 2	b) Sometimes 0	c) No 1
24	I have to stop myself from getting too involved in trying to straighten out other people's problems	a) Yes 2	b) Sometimes 0	c) No 1
25	More troubles arises from people	a) Changing and meddling with ways that are already satisfactory 0	b) Uncertain 1	c) Turning down new, promising methods 2
26	If the two hands on a watch come together exactly every 65 min, (according to an accurate watch), the watch is running	a) Slow 0	b) On time 0	c) Fast 1
27	At home, with a bit of spare time, i	a) Use it chatting and relaxing 0	b) In between 1	c) Arrange to fill it with special jobs 2
28	I am shy, and careful, about making friendships with new people	a) Yes 0	b) Occasionally 1	c) No 2
29	I suspect that people who act friendly to me can be disloyal behind my back	a) Yes, generally 2	b) Occasionally 1	c) No, rarely 0
30	I like to think out ways in which our world could be change to improve it	a) Yes 2	b) In between 1	c) No 0
31	Which word does not belong with the other two	a) Think 1	b) See 0	c) Hear 0
32	If Mary's mother is Fred's father's sister, what relation is Fred to Mary's father	a) Cousin 0	b) Nephew 1	c) Uncle 0

4. MARKET BELIEFS

Following are some examples of beliefs that consumers, in general, have about the market place. You are requested to read listen to each of the following and respond in terms of agreement with them

S.no	Statement	Agree	Neutral	Disagree
1	Large size packets of ready-to-eat packaged foods are cheaper than small-size packets.			
2	Ready-to-eat foods having synthetic ingredients are lower in quality than those having natural ingredients.			
3	Ready-to-eat packaged foods being a new concept are more expensive.			
4	The prices of SPFs will settle down as time goes by.			
5	Salespeople in big department stores are more knowledgeable about the various products than the sales personnel in local grocery stores.			
6	Locally owned grocery stores provide more personalized services.			
7	A store character is reflected in its window display.			
8	Credit and return policies are most lenient at large department stores.			
9	All brands of ready-to-eat packaged foods are basically the same.			
10	The best brands of ready-to-eat packaged foods are the ones that are purchased the most.			
11	When one is in doubt about a brand of ready-to-eat packaged food, then it is always safe to go with a Indian brand.			
12	When in doubt, it is safe to go with one's usual brand of ready-to-eat packaged food.			
13	The department stores that are constantly having sales, don't really save you money.			
14	Within a given store, higher prices of ready-to-eat packaged foods generally indicate higher quality.			
15	When you buy heavily advertised ready-to-eat packaged food, you are paying for the label not for higher quality.			
16	Discount coupons received during the previous purchase/ newspaper cutting/ credit card statement/ etc, represent real savings for the customers.			

5. ATTITUDE SCALE

Following are a set of polar adjectives, that is two adjectives which means opposite. On one hand is the positive adjective and on the other hand is the negative adjective. These two adjectives are separated from each other at five levels i.e. very much agree, somewhat agree, neither agree nor disagree, somewhat disagree and very much disagree. These five levels reflect your attitude towards the selected attributes of selected packaged foods. You are requested to tick mark the block reflecting your attitude towards the appropriateness of the adjective with respect to each set of attribute of the selected packaged foods.

Example: If the attribute is taste of selected packaged foods. On the following scale.

Attribute	Very much (1)	Somewhat (2)	Neither (3)	Somewhat (4)	Very much (5)	Attribute
Good in taste		√				Bad in taste

If your attitude toward the selected packaged foods is that it is somewhat good in taste then you will tick the 2nd column to reflect your attitude towards the same.

Attribute	Very much (1)	Somewhat (2)	Neither (3)	Somewhat (4)	Very much (5)	Attribute
Good in taste					√	Bad in taste

If your attitude towards the selected packaged foods is that it is very much bad in taste then you will tick the 5th column to reflect your attitude towards the same.

The attitude towards the selected packaged foods is to be marked in reference to the following three categories of the selected packaged foods.

- Ready-to-eat meals ex: paneer masala, palak paneer, navraan korma, dal makhane, aloo matter, mutton paneer, etc
- Ready-to-eat soups ex: tomato soup, mushroom soup, chicken soup, sweet corn soup, cream of soups etc
- Ready-to-use pastes ex: ginger garlic paste, tomato puree, tamarind and date chutney, strawberry and mint paste, etc.

	Attribute	Very Much Agree	Some-what Agree	Neither Agree Nor Disagree	Some-what Agree	Very Much Agree	Attribute
1	Useful for working women						Useless for working women
2	Labor saving						Labor intensive
3	Avoids chaos of cooking						Does not avoids chaos of cooking
4	Good in quality						Bad in quality
5	Good in taste						Bad in taste.
6	Simple to prepare						Difficult to prepare
7	Facilitates availability of seasonal food through out the year.						Does not facilitate availability of seasonal food through out the year.
8	Does not makes one dependent						Makes one dependent.
9	Packaging is involving						Packaging is not involving
10	Does not make one lethargic.						Makes one lethargic.
11	Does not create addiction for consumption						Creates addiction for consumption
12	Does not create addiction for use						Creates addiction for use
13	Have no harmful health effects						Have harmful health effects.
14	Hygienically processed						Un-hygienically processed
15	Nutritionally balanced						Nutritionally imbalanced
16	Reliable ingredient quality						Ingredient quality not reliable
17	Helps to calculate our calorie intake						Does not help to calculate our calorie intake
18	Possess nutritional value						Does not possess nutritional value
19	Needed in today's life.						Not needed in today's life.
20	Economic						Expensive
21	Appeals you/ you are interested in						Does not appeals you/ you are not interested in

6. PERCEIVED RISK SCALE

Which of the following thoughts come across your mind while collecting information on selected packaged foods, purchasing them or on their consumptions? You are requested to respond in terms of 'always', 'sometimes', or 'never'.

S.no	Perceived risks	Always	Sometimes	Never
1	Will the consumption of selected packaged foods cause any harm to the <i>health</i> of my family members?			
2	Is the <i>price</i> of the selected packaged foods worth the amount of money I will spend on it and the quantity of product in return?			
3	Will my family and friends <i>think less of me</i> as a mother/ housewife if I use the selected packaged foods?			
4	Will the purchase of selected packaged foods <i>actually deliver</i> the benefits it promises?			
5	Am I comfortable serving selected packaged foods to my family?			

SECTION IV

1. PROBLEM CHECKLIST

Following are list of problems on two aspects of selected packaged foods namely the product and its labeling. You are requested to kindly respond on the frequency of its occurrence, in terms of Always, Sometimes or Never, for all the three selected packaged foods. The selected packaged foods includes a) Ready-to- eat meals b) Ready-to-eat soups and c) Ready-to-use pastes

[illegible]

Q. Which aspect of *labeling* makes it difficult for you to understand the instructions on the selected packaged foods

S.no	Problem	Veg			Soup			Paste		
		A	S	N	A	S	N	A	S	N
18	Very small size letters.	3	2	1	3	2	1	3	2	1
19	Specification of some unusual ingredient names	3	2	1	3	2	1	3	2	1
20	Terminology (the words used in the labeling)	3	2	1	3	2	1	3	2	1
21	Inappropriate color contrast between the background of the food packet and the instructions	3	2	1	3	2	1	3	2	1
22	Unit of the measures	3	2	1	3	2	1	3	2	1
	Do you face the problem of locating the following information on selected packaged foods?									
23	Quality marks and certifications (ISI mark, AGMARK, FPO mark)	3	2	1	3	2	1	3	2	1
24	Date of manufacturing	3	2	1	3	2	1	3	2	1
25	Best before date	3	2	1	3	2	1	3	2	1
26	Quantity and list of each ingredients	3	2	1	3	2	1	3	2	1
27	Instructions to use	3	2	1	3	2	1	3	2	1
28	Price	3	2	1	3	2	1	3	2	1
29	Net Weight	3	2	1	3	2	1	3	2	1
30	Manufactured by	3	2	1	3	2	1	3	2	1
31	Marketed by	3	2	1	3	2	1	3	2	1

2. PREFERENCES CHECKLIST

Following are few proposed changes / modification with respect to the selected packaged foods, their labeling and packaging. Please indicate the changes you will like to have in the selected packaged foods by responding in terms of Yes, No or can't say.

S.no	Statement	Yes	Can't say	No
1	Package food should be made <i>economical/ affordable</i>	3	2	1
2	Package food should be made in <i>more no of flavors</i>	3	2	1
3	Package food should be made in <i>more sizes (large or small)</i>	3	2	1
4	Package food should be made <i>nutritious</i>	3	2	1
5	Package food should be made from <i>natural ingredients</i>	3	2	1
6	The instructions on a label should be written in <i>easy language</i>	3	2	1
7	The instructions on a label should be written in <i>Hindi</i>	3	2	1
8	Instructions should be written in <i>bigger font size</i>	3	2	1
9	Packaging of packaged food should be made <i>easy to open</i>	3	2	1
10	Packaging of packaged food should be made <i>transparent</i>	3	2	1
11	Packaging of packaged food should <i>not be glossy</i>	3	2	1
12	Packaging of packaged food should be <i>reusable / multipurpose</i>	3	2	1
13	Packaging of packaged food should be <i>Eco-friendly</i>	3	2	1
Q	Should appearance of the following instructions made mandatory for the selected packaged foods			
14	Possible health effects on consumption	3	2	1
15	Storage specifications, for both before and after opening the selected packaged foods	3	2	1
16	Special considerations for special groups like children, pregnant women, and elderly in terms of permissible consumption amount etc.	3	2	1
17	Instructions, if the product can be consumed by people suffering from diabetes, blood pressure etc.	3	2	1
Q	Which of the following information on the selected packaged foods should be made most prominent so as to locate them easily? Rank			
18	Nutritional information	3	2	1
19	Quality certification mark	3	2	1
20	Serving size	3	2	1
21	Quantity of each ingredient	3	2	1
22	Date of manufacturing	3	2	1
23	Batch no	3	2	1
24	List of ingredients	3	2	1
25	Instructions to use	3	2	1
26	Price	3	2	1
27	Weight	3	2	1
Q	Which of the following packaging material will you prefer to use with respect to selected packaged foods.			
28	Plastic packaging	3	2	1
29	Glass packaging	3	2	1
30	Metal packaging	3	2	1
31	Paper packaging	3	2	1