

ANNEXURE III

Table 1. Distribution of the consumers by factors affecting outlet choice

| S.no | Factor | Always | | Sometimes | | Never | | Mean | SD |
|--|---|--------|------|-----------|------|-------|------|------|------|
| | | N | % | N | % | N | % | | |
| Store features and services | | | | | | | | | |
| 1 | Nearness of a store to the home | 150 | 66.7 | 69 | 30.7 | 6 | 2.7 | 2.64 | 0.53 |
| 2 | Service speed in the store | 149 | 66.2 | 64 | 28.4 | 12 | 5.3 | 2.60 | 0.58 |
| 3 | Less crowd in the store | 147 | 65.3 | 58 | 25.8 | 20 | 8.9 | 2.56 | 0.65 |
| 4 | Store appearance and product layout | 128 | 56.9 | 63 | 28.0 | 34 | 15.1 | 2.41 | 0.74 |
| Additional services | | | | | | | | | |
| 5 | Provision of extra facilities like home delivery / free parking | 114 | 50.7 | 70 | 31.1 | 41 | 18.2 | 2.32 | 0.76 |
| 6 | Availability of more number of product variety | 134 | 59.6 | 65 | 28.9 | 26 | 11.6 | 2.48 | 0.69 |
| 7 | Return and adjustment policy of the store | 102 | 45.3 | 43 | 19.1 | 80 | 35.6 | 2.09 | 0.89 |
| 12 | Attitude of the salesmen in the store | 140 | 62.2 | 50 | 22.2 | 35 | 15.6 | 2.46 | 0.75 |
| Personal factors | | | | | | | | | |
| 8 | Your mood | 111 | 49.3 | 88 | 39.1 | 26 | 11.6 | 2.37 | 0.68 |
| 9 | Your time available for food shopping | 150 | 66.7 | 57 | 25.3 | 18 | 8.0 | 2.58 | 0.63 |
| 10 | Your comfort level with the store | 150 | 66.7 | 50 | 22.2 | 25 | 11.1 | 2.55 | 0.68 |
| 11 | Your socio-economic status. | 145 | 64.4 | 36 | 16.0 | 44 | 19.6 | 2.44 | 0.80 |
| In-store experiences and promotions | | | | | | | | | |
| 13 | Past experience with the store | 158 | 70.2 | 51 | 22.7 | 16 | 7.1 | 2.63 | 0.61 |
| 14 | Availability of price reductions and coupons in the store | 103 | 45.8 | 68 | 30.2 | 54 | 24.0 | 2.21 | 0.80 |
| 15 | Multiple items discounts or in store discount offers | 97 | 43.1 | 83 | 36.9 | 45 | 20.0 | 2.23 | 0.76 |
| 16 | Ease of availability of all sizes of packets in the store. | 140 | 62.2 | 50 | 22.2 | 35 | 15.6 | 2.46 | 0.75 |

Table 2. Distribution of the consumers by information sources referred and related believability

| S.no | Source | Yes | | No | | Believability | | | | | |
|------------------|---|-----|------|-----|------|---------------|------|-----|------|-----|------|
| | | N | % | N | % | N | % | N | % | N | % |
| Neutral | | | | | | | | | | | |
| 1 | Newspaper and magazine articles | 168 | 74.7 | 57 | 25.3 | 58 | 25.8 | 110 | 48.9 | 57 | 25.3 |
| 2 | Chefs / Cook books/ Cookery shows | 95 | 42.2 | 130 | 57.8 | 53 | 23.6 | 42 | 18.7 | 130 | 57.8 |
| 7 | Labeling of the product | 90 | 40.0 | 135 | 60.0 | 52 | 23.1 | 37 | 16.4 | 136 | 60.4 |
| Marketing | | | | | | | | | | | |
| 3 | In store salesperson | 83 | 36.9 | 142 | 63.1 | 13 | 5.8 | 63 | 28.0 | 149 | 66.2 |
| 4 | In store displays and samples | 87 | 38.7 | 138 | 61.3 | 18 | 8.0 | 64 | 28.4 | 143 | 63.6 |
| 5 | Newspaper and magazine advertisements | 103 | 45.8 | 122 | 54.2 | 26 | 11.6 | 69 | 30.7 | 130 | 57.8 |
| 6 | Television and radio commercials | 121 | 53.8 | 104 | 46.2 | 32 | 14.2 | 86 | 38.2 | 107 | 47.6 |
| Intra | | | | | | | | | | | |
| 8 | Recommendation from family, friends and relatives | 164 | 72.9 | 61 | 27.1 | 103 | 45.8 | 61 | 27.1 | 61 | 27.1 |
| Inter | | | | | | | | | | | |
| 9 | Self experience | 223 | 99.1 | 2 | .9 | 204 | 90.7 | 19 | 8.4 | 2 | .9 |

Table 3. Rotated Component Matrix(a)

| | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 | Factor 7 | Factor 8 | Factor 9 |
|-----|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| V1 | | .850 | | | | | | | |
| V2 | | .820 | | | | | | | |
| V3 | | .767 | | | | | | | |
| V4 | | | | .696 | | | | | |
| V5 | | | | .686 | | | | | |
| V6 | | | | .610 | | | | | |
| V7 | | | | | | | | | .729 |
| V8 | | | .741 | | | | | | |
| V9 | | | .595 | | | | | | |
| V10 | | | | | | | | .837 | |
| V11 | | | | | | | | .770 | |
| V12 | .802 | | | | | | | | |
| V13 | .838 | | | | | | | | |
| V14 | .779 | | | | | | | | |
| V15 | .601 | | | | | | | | |
| V16 | | | | | | .653 | | | |
| V17 | | | | | | .798 | | | |
| V18 | | | | | .639 | | | | |
| V19 | | | | | .849 | | | | |
| V20 | | | .778 | | | | | | |
| V21 | | | | | | | .630 | | |
| V22 | | | | | | | .663 | | |
| V23 | | | | | | | | | .668 |
| V24 | | | | | | | .631 | | |

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 7 iterations.

Table 4. Distribution of consumers by the food shopping orientation

| S.no | Food Shopping Orientation Statements | Agree | | Can't say | | Disagree | | Mean | S.D. | Scoring | |
|------|---|-------|------|-----------|------|----------|------|------|------|---------|---|
| | | f | % | f | % | f | % | | | | |
| 1 | I do not prepare a list of items when I go for purchase of food products. | 87 | 38.7 | 20 | 8.9 | 118 | 52.4 | 1.86 | 0.94 | 3 | 2 |
| 2 | <i>My trip to the market for food shopping is well planned</i> | 132 | 58.7 | 17 | 7.6 | 76 | 33.8 | 1.75 | 0.93 | 1 | 2 |
| 3 | I make spontaneous decisions on my food shopping trip. | 130 | 57.8 | 18 | 8.0 | 77 | 34.2 | 2.23 | 0.93 | 3 | 2 |
| 4 | <i>I do not watch for the prices when I shop for food products</i> | 92 | 40.9 | 13 | 5.8 | 120 | 53.3 | 2.12 | 0.96 | 1 | 2 |
| 5 | I keep a check on the change in price of the food products that I buy regularly. | 110 | 48.9 | 11 | 4.9 | 104 | 46.2 | 2.02 | 0.97 | 3 | 2 |
| 6 | <i>I do not use coupons or any price off offers while shopping for food products</i> | 87 | 38.7 | 19 | 8.4 | 119 | 52.9 | 2.14 | 0.94 | 1 | 2 |
| 7 | I am in a look out to get the best value for the money I spent on food items | 172 | 73.8 | 8 | 3.4 | 45 | 19.3 | 2.56 | 0.80 | 3 | 2 |
| 8 | <i>I tend to purchase products at lower prices even if I need to compromise on its quality.</i> | 57 | 25.3 | 4 | 1.8 | 164 | 72.9 | 2.47 | 0.87 | 1 | 2 |
| 9 | <i>I consider the taste and not the quality of food products while buying for them.</i> | 75 | 33.3 | 7 | 3.1 | 143 | 63.6 | 2.30 | 0.93 | 1 | 2 |
| 10 | I compare labels to select the best quality of foods | 162 | 72.0 | 14 | 6.2 | 49 | 21.8 | 2.50 | 0.82 | 3 | 2 |
| 11 | I stress on the quality of the product even if it's costly. | 169 | 75.1 | 13 | 5.8 | 43 | 19.1 | 2.56 | 0.79 | 3 | 2 |
| 12 | I have favorite brands of food products which I buy over and over again | 150 | 66.7 | 11 | 4.9 | 64 | 28.4 | 2.38 | 0.89 | 3 | 2 |
| 13 | I keep on changing my brands of food products as and when new brands are launched. | 104 | 46.2 | 41 | 18.2 | 80 | 35.6 | 2.10 | 0.90 | 3 | 2 |
| 14 | <i>Once I find a food product or brand I like, I stick to it</i> | 74 | 32.9 | 17 | 7.6 | 134 | 59.6 | 2.26 | 0.92 | 1 | 2 |
| 15 | <i>I keep on trying new brands of food products.</i> | 113 | 50.2 | 39 | 17.3 | 73 | 32.4 | 1.82 | 0.89 | 1 | 2 |
| 16 | If a store has a very long line, I leave without buying anything | 106 | 47.1 | 33 | 14.7 | 86 | 38.2 | 2.08 | 0.92 | 3 | 2 |
| 17 | <i>In food shopping, time is not a constrain for me.</i> | 71 | 31.6 | 29 | 12.9 | 123 | 55.6 | 1.76 | 0.90 | 3 | 2 |
| 18 | I try to follow the most convenient and fastest way of food shopping. | 166 | 73.8 | 15 | 6.7 | 44 | 19.6 | 2.34 | 0.80 | 3 | 2 |
| 19 | The quicker I finish my food shopping the better it is. | 143 | 63.6 | 11 | 4.9 | 71 | 31.6 | 2.32 | 0.92 | 3 | 2 |
| 20 | <i>I shop at places which save me money, even if shopping there is inconvenient.</i> | 86 | 38.2 | 9 | 4.0 | 130 | 57.8 | 2.19 | 0.96 | 1 | 2 |
| 21 | Every time I go for food shopping I pick up one or more new type of food products | 148 | 65.8 | 35 | 15.6 | 42 | 18.7 | 2.47 | 0.79 | 3 | 2 |
| 22 | I keep my kitchen food stock up to date with the changing food fashion | 124 | 55.1 | 21 | 9.3 | 80 | 35.6 | 2.19 | 0.93 | 3 | 2 |
| 23 | <i>The lesser the variety of food products in the store the better it is.</i> | 71 | 31.6 | 8 | 3.6 | 146 | 64.9 | 2.33 | 0.92 | 1 | 2 |
| 24 | <i>I do not look for new and different food products in the department stores.</i> | 74 | 32.9 | 16 | 7.1 | 135 | 60.0 | 2.27 | 0.92 | 1 | 2 |

** Statements in italics are scored negatively.

Table 5. Distribution of the consumers of SPFs by lifestyle orientation

| LIFESTYLE ORIENTATION | | Agree % | Partially Agree % | Disagree % | Mean | S.D. | Scoring |
|-----------------------|--|---------|-------------------|------------|------|------|---------|
| | | f | f | f | | | |
| | Trend consciousness | | | | | | |
| 1 | We shop in the latest departmental stores. | 146 | 20 | 59 | 2.38 | 0.87 | 3 2 1 |
| 3 | We use products as per the latest trends. | 123 | 23 | 79 | 2.19 | 0.92 | 3 2 1 |
| 5 | Our lifestyle is inspired by the latest fashion trends. | 110 | 26 | 89 | 2.09 | 0.93 | 3 2 1 |
| | Socially outgoing | | | | | | |
| 6 | We stay at home most evenings. | 109 | 29 | 87 | 1.90 | 0.93 | 1 2 3 |
| 7 | We do not have get-togethers and parties other than those related to wedding and religious festivals. | 59 | 14 | 152 | 2.41 | 0.87 | 1 2 3 |
| 8 | We spend our leisure time in activities that get us to meet a lot of people. | 121 | 26 | 78 | 2.19 | 0.92 | 3 2 1 |
| | Innovative orientation | | | | | | |
| 11 | We are not comfortable purchasing any new type of food product in the market. | 72 | 29 | 124 | 2.23 | 0.90 | 1 2 3 |
| 12 | We enjoy experimenting with innovative recipes. | 162 | 24 | 39 | 2.54 | 0.77 | 3 2 1 |
| 13 | We do not enjoy trying new type of food product. | 50 | 18 | 157 | 2.47 | 0.83 | 1 2 3 |
| 14 | We like to serve unusual meals. | 114 | 29 | 82 | 2.14 | 0.92 | 3 2 1 |
| | Green orientation | | | | | | |
| 21 | We often consume frozen or canned fruits and vegetables. | 76 | 23 | 126 | 2.22 | 0.92 | 1 2 3 |
| 23 | We would prefer using packaged foods, whose use or disposal is less harmful to the environment. | 144 | 24 | 57 | 2.38 | 0.86 | 3 2 1 |
| 25 | We prefer packaged foods, over home made foods. | 43 | 9 | 173 | 2.57 | 0.79 | 1 2 3 |
| | Service role orientation | | | | | | |
| 26 | The main aim of my life is to devote myself for my family's happiness. | 201 | 4 | 20 | 2.80 | 0.58 | 3 2 1 |
| 28 | I do not feel good spending lot of time making dinner for my family. | 79 | 22 | 124 | 2.20 | 0.93 | 1 2 3 |
| 29 | I do not believe in exerting myself over household chores, to meet my family's demands and expectations. | 60 | 16 | 149 | 2.39 | 0.88 | 1 2 3 |
| 31 | I like to read articles from the magazines that are related to different food ideas and recipes. | 146 | 12 | 67 | 2.35 | 0.90 | 3 2 1 |
| 33 | I love to cook at home. | 174 | 18 | 33 | 2.62 | 0.72 | 3 2 1 |
| | Nutrition orientation | | | | | | |
| 36 | Preserving the nutritional value of food while cooking is not on my priority. | 71 | 16 | 138 | 2.29 | 0.91 | 1 2 3 |
| 37 | I implement my knowledge on nutrition in my day to day cooking. | 176 | 19 | 30 | 2.64 | 0.70 | 3 2 1 |
| 39 | I regularly read articles on nutrition and food. | 129 | 20 | 76 | 2.23 | 0.92 | 3 2 1 |
| 40 | I keep on giving tips to others on how to preserve the nutritional value of food. | 101 | 16 | 108 | 1.96 | 0.96 | 3 2 1 |

** Statements in italics are scored negatively.

Table 6. Mean percentage method with regard to lifestyle

| | Min | Max | Mean | S.D | Mean % |
|--------------------------|------|-------|-------|------|--------|
| Green-orientation | 3.00 | 9.00 | 7.18 | 1.82 | 78.0 |
| Innovative-orientation | 4.00 | 12.00 | 9.39 | 2.39 | 78.25 |
| Nutrition-orientation | 4.00 | 12.00 | 9.15 | 2.35 | 76.25 |
| Service-role orientation | 5.00 | 15.00 | 12.37 | 2.41 | 82.46 |
| Socially-outgoing | 3.00 | 9.00 | 6.50 | 1.83 | 70.88 |
| Trend-conscious | 3.00 | 9.00 | 6.67 | 2.04 | 74.11 |

Table 7. Distribution of consumers by personality trait

| S.no | Items | Response code | | | | | | Mean | S.D. |
|------|---|---------------|------|-----|------|-----|------|------|------|
| | | a | | b | | c | | | |
| | | f | % | f | % | f | % | | |
| 1 | If i say the sky is "downs" and winter is "hot", i would call a criminal | 52 | 23.1 | 173 | 76.9 | - | - | 0.76 | 0.42 |
| 2 | It's important to me not to live in messy surroundings | 4 | 1.8 | 20 | 8.9 | 201 | 89.3 | 1.87 | 0.38 |
| 3 | Most people I meet at a party are undoubtedly glad to see me | 10 | 4.4 | 103 | 45.8 | 112 | 49.8 | 1.45 | 0.58 |
| 4 | I smile to myself at the big difference between what people do and what they say they do | 29 | 12.9 | 108 | 48.0 | 88 | 39.1 | 1.26 | 0.67 |
| 5 | I like to "dream up" new ways of doing things rather than to be a practical follower of well tried ways | 39 | 17.3 | 76 | 33.8 | 110 | 48.9 | 1.31 | 0.75 |
| 6 | I think the opposite of the opposite of "inexact" is | 166 | 73.8 | 59 | 26.2 | - | - | 0.26 | 0.44 |
| 7 | I feel that | 64 | 28.4 | 40 | 17.8 | 121 | 53.8 | 1.25 | 0.87 |
| 8 | I have always had to fight against being too shy | 58 | 25.8 | 113 | 50.2 | 54 | 24.0 | 0.98 | 0.70 |
| 9 | If a neighbor cheats me in small things, i would rather humor him than show him up | 75 | 33.3 | 96 | 42.7 | 54 | 24.0 | 0.90 | 0.75 |
| 10 | If i were good at both, i would rather | 74 | 32.9 | 101 | 44.9 | 50 | 22.2 | 0.89 | 0.73 |
| 11 | Which word does not go along with the other two | 106 | 47.1 | 119 | 52.9 | - | - | 0.52 | 0.50 |
| 12 | People should insist more than they now do that moral laws be followed | 20 | 8.9 | 94 | 41.8 | 111 | 49.3 | 1.40 | 0.64 |
| 13 | I have been told, as a child, I was rather | 80 | 35.6 | 67 | 29.8 | 78 | 34.7 | 0.99 | 0.83 |
| 14 | I think most witnesses tell the truth even if it becomes embarrassing | 56 | 24.9 | 121 | 53.8 | 48 | 21.3 | 0.96 | 0.68 |
| 15 | In music i enjoy | 53 | 23.6 | 97 | 43.1 | 75 | 33.3 | 1.09 | 0.74 |

Cont...

Cont...

| S.no | Items | Response code | | | | | | | | | | | | Mean | S.D. |
|------|---|---------------|------|-----|------|-----|------|---|---|--|---|---|------|------|------|
| | | a | | | b | | | c | | | | | | | |
| | | f | % | | f | % | | f | % | | f | % | | | |
| 16 | "house" is to "room" as "trees" is to | 105 | 46.7 | 120 | 53.3 | | | | | | | | 0.53 | 0.50 | |
| 17 | I admire more | 87 | 38.7 | 73 | 32.4 | 65 | 28.9 | | | | | | 0.90 | 0.81 | |
| 18 | I make decisions | 40 | 17.8 | 88 | 39.1 | 97 | 43.1 | | | | | | 1.25 | 0.73 | |
| 19 | I am considered a cooperative person | 124 | 55.1 | 77 | 34.2 | 24 | 10.7 | | | | | | 0.55 | 0.67 | |
| 20 | I learned more in my school days by | 77 | 34.2 | 61 | 27.1 | 87 | 38.7 | | | | | | 1.04 | 0.85 | |
| 21 | I think the proper number to continue the series 1,2,3,6,5, is | 137 | 60.9 | 88 | 39.1 | | | | | | | | 0.39 | 0.48 | |
| 22 | At a party, I like | 62 | 27.6 | 44 | 19.6 | 119 | 52.9 | | | | | | 1.25 | 0.86 | |
| 23 | I speak my mind no matter how many people are around | 127 | 56.4 | 33 | 14.7 | 65 | 28.9 | | | | | | 0.72 | 0.88 | |
| 24 | I have to stop myself from getting too involved in trying to straighten out other people's problems | 115 | 51.1 | 36 | 16.0 | 74 | 32.9 | | | | | | 0.81 | 0.90 | |
| 25 | More troubles arises from people | 98 | 43.6 | 78 | 34.7 | 49 | 21.8 | | | | | | 0.78 | 0.78 | |
| 26 | If the two hands on a watch come together exactly every 65 min. | - | - | - | - | - | - | | | | | | 0.19 | 0.39 | |
| 27 | At home, with a bit of spare time, I | 88 | 39.1 | 69 | 30.7 | 68 | 30.2 | | | | | | 0.91 | 0.82 | |
| 28 | I am shy, and careful, about making friendships with new people | 98 | 43.6 | 90 | 40.0 | 37 | 16.4 | | | | | | 0.72 | 0.72 | |
| 29 | I suspect that people who act friendly to me can be disloyal behind my back | 44 | 19.6 | 95 | 42.2 | 86 | 38.2 | | | | | | 1.18 | 0.73 | |
| 30 | I like to think out ways in which our world could be change to improve it | 31 | 13.8 | 53 | 23.6 | 141 | 62.7 | | | | | | 1.48 | 0.72 | |
| 31 | Which word does not belong with the other two | - | - | - | - | - | - | | | | | | 0.26 | 0.44 | |
| 32 | If Mary's mother is Fred's father's sister, what relation is Fred to Mary's father | - | - | - | - | - | - | | | | | | 0.39 | 0.48 | |

Table 8. Mean percentage method for personality traits

| Personality Trait | Min | Max | Mean | S.D | Mean % |
|--------------------|-----|-----|------|------|--------|
| Openness to change | 0.0 | 12 | 6.62 | 1.79 | 55.16 |
| Reasoning | 0.0 | 8 | 3.34 | 1.80 | 41.75 |
| Rule consciousness | 0.0 | 12 | 7.58 | 2.04 | 63.16 |
| Social boldness | 0.0 | 12 | 6.13 | 2.35 | 51.08 |
| Vigilance | 0.0 | 12 | 5.69 | 1.95 | 47.4 |

Table 9. Distribution of consumers by market beliefs

| S.no | Market beliefs | Agree | | Neutral | | Disagree | | Mean | S.D |
|------|--|-------|------|---------|------|----------|------|------|------|
| | | N | % | N | % | N | % | | |
| 1 | Large size packets of ready-to-eat packaged foods are cheaper than small-size packets. | 178 | 79.1 | 8 | 3.6 | 39 | 17.3 | 2.61 | 0.76 |
| 2 | Ready-to-eat foods having synthetic ingredients are lower in quality than those having natural ingredients. | 169 | 75.1 | 14 | 6.2 | 42 | 18.7 | 2.56 | 0.78 |
| 3 | Ready-to-eat packaged foods being a new concept are more expensive. | 170 | 75.6 | 21 | 9.3 | 34 | 15.1 | 2.60 | 0.73 |
| 4 | However, their prices will settle down as time goes by. | 170 | 75.6 | 21 | 9.3 | 34 | 15.1 | 2.60 | 0.73 |
| 5 | Salespeople in big department stores are more knowledgeable about the various products than the sales personnel in local grocery stores. | 107 | 47.6 | 27 | 12.0 | 91 | 40.4 | 2.07 | 0.93 |
| 6 | Locally owned grocery stores provide more personalized services. | 132 | 58.7 | 19 | 8.4 | 74 | 32.9 | 2.25 | 0.92 |
| 7 | A store character is reflected in its window display. | 167 | 74.2 | 18 | 8.0 | 40 | 17.8 | 2.56 | 0.77 |
| 8 | Credit and return policies are most lenient at large department stores. | 93 | 41.3 | 18 | 8.0 | 114 | 50.7 | 1.90 | 0.95 |
| 9 | All brands of ready-to-eat packaged foods are basically the same. | 98 | 43.6 | 30 | 13.3 | 97 | 43.1 | 2.00 | 0.93 |
| 10 | The best brands of ready-to-eat packaged foods are the ones that are purchased the most. | 147 | 65.3 | 23 | 10.2 | 55 | 24.4 | 2.40 | 0.85 |
| 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. | 151 | 67.1 | 27 | 12.0 | 47 | 20.9 | 2.46 | 0.81 |
| 12 | When in doubt, it is safe to go with one's usual brand of ready-to-eat packaged food. | 180 | 80.0 | 7 | 3.1 | 38 | 16.9 | 2.63 | 0.75 |
| 13 | The department stores that are constantly having sales, don't really save you money. | 91 | 40.4 | 32 | 14.2 | 102 | 45.3 | 1.95 | 0.92 |
| 14 | Within a given store, higher prices of ready-to-eat packaged foods generally indicate higher quality. | 122 | 54.2 | 34 | 15.1 | 69 | 30.7 | 2.23 | 0.89 |
| 15 | When you buy heavily advertised ready-to-eat packaged food, you are paying for the label not for higher quality. | 119 | 52.9 | 24 | 10.7 | 82 | 36.4 | 2.16 | 0.93 |
| 16 | Discount coupons received during the previous purchase/ newspaper cutting/ credit card statement/ etc, represent real savings for the customers. | 142 | 63.1 | 37 | 16.4 | 46 | 20.4 | 2.42 | 0.81 |

Table 10. Distribution of consumers of SPFs with respect to their attitude toward selected aspects of selected packaged foods

| Attributes (negative) | Scoring | | | | | | | | | | Attributes (Positive) |
|--------------------------|---------|------|----|------|----|------|-----|------|-----|------|---|
| | 1 | | 2 | | 3 | | 4 | | 5 | | |
| | f | % | f | % | f | % | f | % | f | % | |
| 1 | - | - | - | - | 1 | .4 | 88 | 39.1 | 136 | 60.4 | Useful for working women |
| 2 | - | - | 1 | .4 | 6 | 2.7 | 101 | 44.9 | 117 | 52.0 | Labor saving |
| 3 | - | - | 5 | 2.2 | 10 | 4.4 | 78 | 34.7 | 132 | 58.7 | Avoids chaos of cooking |
| 4 | 3 | 1.3 | 13 | 5.8 | 33 | 14.7 | 92 | 40.9 | 84 | 37.3 | Good in quality |
| 5 | 1 | .4 | 13 | 5.8 | 10 | 4.4 | 95 | 42.2 | 106 | 47.1 | Good in taste |
| 6 | - | - | 3 | 1.3 | 6 | 2.7 | 83 | 36.9 | 133 | 59.1 | Simple to prepare |
| 7 | 1 | .4 | 3 | 1.3 | 18 | 8.0 | 98 | 43.6 | 105 | 46.7 | Facilitates availability of seasonal food through out the year. |
| 8 | 25 | 11.1 | 35 | 15.6 | 25 | 11.1 | 71 | 31.6 | 69 | 30.7 | Does not makes one dependent |
| 9 | 28 | 12.4 | 29 | 12.9 | 31 | 13.8 | 79 | 35.1 | 58 | 25.8 | Packaging is involving |
| 10 | 30 | 13.3 | 40 | 17.8 | 30 | 13.3 | 91 | 40.4 | 34 | 15.1 | Does not make one lethargic. |
| 11 | 25 | 11.1 | 39 | 17.3 | 37 | 16.4 | 86 | 38.2 | 38 | 16.9 | Does not create addiction for consumption |
| 12 | 26 | 11.6 | 42 | 18.7 | 37 | 16.4 | 74 | 32.9 | 46 | 20.4 | Does not create addiction for use |
| 13 | 21 | 9.3 | 62 | 27.6 | 39 | 17.3 | 63 | 28.0 | 40 | 17.8 | Have no harmful health effects |
| 14 | 2 | .9 | 11 | 4.9 | 32 | 14.2 | 95 | 42.2 | 85 | 37.8 | Hygienically processed. |
| 15 | 8 | 3.6 | 40 | 17.8 | 60 | 26.7 | 72 | 32.0 | 45 | 20.0 | Nutritionally balanced |
| 16 | 1 | .4 | 24 | 10.7 | 34 | 15.1 | 96 | 42.7 | 70 | 31.1 | Reliable ingredient quality |
| 17 | 9 | 4.0 | 62 | 27.6 | 32 | 14.2 | 72 | 32.0 | 50 | 22.2 | Helps to calculate our calorie intake |
| 18 | 16 | 7.1 | 83 | 36.9 | 26 | 11.6 | 69 | 30.7 | 31 | 13.8 | Possess nutritional value |
| 19 | 4 | 1.8 | 11 | 4.9 | 27 | 12.0 | 67 | 29.8 | 116 | 51.6 | Needed in today's life. |
| 20 | 44 | 19.6 | 85 | 37.8 | 31 | 13.8 | 46 | 20.4 | 19 | 8.4 | Economic |
| 21 | 3 | 1.3 | 10 | 4.4 | 23 | 10.2 | 108 | 48.0 | 81 | 36.0 | Appeals you/ you are interested in |

Table 11.. Distribution of the consumers of SPFs by the risk perceived in the consumption of selected packaged foods.

| Risk | Statement | Always | | Sometimes | | Never | | Mean | S.D. |
|---------------|--|--------|------|-----------|------|-------|------|-------|------|
| | | f | % | f | % | f | % | | |
| Financial | 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? | 131 | 58.2 | 75 | 33.3 | 19 | 8.4 | 2.49 | 0.64 |
| Functional | Will the purchase of selected packaged foods <i>actually deliver</i> the benefits it promises? | 93 | 41.3 | 90 | 40.0 | 42 | 18.7 | 2.22 | 0.74 |
| Physiological | Will the consumption of selected packaged foods cause any harm to the <i>health</i> of my family members? | 108 | 48.0 | 39 | 17.3 | 78 | 34.7 | 2.133 | 0.90 |
| Psychological | Am I comfortable serving selected packaged foods to my family? | 133 | 59.1 | 52 | 23.1 | 40 | 17.8 | 2.43 | 0.77 |
| Social | Will my family and friends <i>think less of me</i> as a mother/ housewife if I use the selected packaged foods? | 66 | 29.3 | 55 | 24.4 | 104 | 46.2 | 1.83 | 0.85 |