

## LIST OF TABLES

TABLE	TITLE	PAGE NO.
1.	Overview of the instrument with respect to the modifications after content validation, item analysis, reliability procedure followed, and the reliability values	119
2.	Distribution of the consumers of SPFs by total family income	135
3.	Distribution of the consumers of SPFs by family life-cycle stage	136
4.	Distribution of the consumers of SPFs by outlet choice	138
5.	Distribution of the consumers of SPFs by factors affecting outlet choice	139
6.	Distribution of the consumers of SPFs by information sources referred for the purchase of selected packaged foods and believability	140
7.	Distribution of consumers of SPFs by extent of believability in the information sources referred	141
8.	Distribution of the consumers of SPFs by evaluation criteria's applied in the purchase of selected packaged foods	142
9.	Correlation matrix	145
10.	KMO and Bartlett's Test	144
11.	Total Variance Explained	146
12.	Principle component analysis	147
13.	Rotated Component Matrix	149
14.	Distribution of consumers of SPFs by food shopping-orientation Factors	150
15.	Distribution of the consumers of SPFs by lifestyle orientation	156
16.	Distribution of respondents by personality traits	159
17.	Distribution of the consumers of SPFs by their market beliefs	162
18.	Distribution of consumers of SPFs with respect to their attitude toward selected aspects of selected packaged foods	164
19.	Distribution of the consumers of SPFs by the risk perceived	166
20.	Distribution of the consumers of SPFs by consumption of selected packaged foods	168

TABLE	TITLE	PAGE NO.
21.	Distribution of the consumers of SPFs by reasons for purchase of selected packaged foods	169
22.	Distribution of the consumers of SPFs by frequency of consumption of selected packaged foods	170
23.	Distribution of the consumers of SPFs by duration of consumption of selected packaged foods	171
24.	Distribution of the consumers of SPFs by quantity of consumption of selected packaged foods	172
25.	Distribution of the consumers of SPFs by consumption pattern of selected packaged foods	173
26.	Cluster distribution of the consumers of ready-to-eat soups	175
27.	Cluster distribution of the consumers of ready-to-eat soups by their consumption pattern	177
28.	Distribution of the consumers of SPFs by the problems faced with the product	201
29.	Distribution of the consumers of SPFs by the problems faced with the labeling of the product	202
30.	Distribution of consumers by their preferences for the SPFs	204
31.	Distribution of consumers by their preferences with respect to the labeling of SPFs.	205
32.	Correlation coefficient values for personal and family variables related to consumption pattern of SPFs.	208
33.	Chi-square values showing the association between consumption pattern of SPFs. with the personal and family variables of consumers	208
34.	Analysis of variance showing differences in the food shopping-orientations of consumers by their age	213
35.	Scheffe's test showing differences between the mean values on quality-conscious FSO of consumers by their age	213
36.	Analysis of variance showing differences in the food shopping-orientations of consumers by their education	214

TABLE	TITLE	PAGE NO.
37.	Scheffe's test showing differences between the mean values on price-conscious FSO and value-for-money FSO of consumers by education	214
38.	't' test showing differences in food shopping-orientations of consumers by their occupational status	215
39.	Analysis of variance showing difference in the food shopping-orientations of consumers by their family type	216
40.	Analysis of variance showing difference in the food shopping-orientations of consumers by their family size	217
41.	Analysis of variance showing difference in the food shopping-orientations of consumers by their family life-cycle stage	218
42.	Analysis of variance showing differences in the food shopping-orientations of consumers by their socio-economic status	219
43.	Scheffe's test showing significant differences between the mean values on price-conscious FSO and value-for-money FSO of consumers by their socio-economic status	220
44.	Correlation coefficient values for lifestyle orientations of consumers related to food shopping-orientations	225
45.	Correlation coefficient values for personality traits of consumers related to food shopping-orientations	231
46.	Correlation coefficient values for market beliefs related to food shopping-orientations of the consumers	236
47.	Correlation coefficient values for attitude towards SPFs related to food shopping-orientations of the consumers	242
48.	Correlation coefficient values for perceived risks related to food shopping-orientations of the consumers	246
49.	Analysis of variance showing differences in the background characteristics of consumers of ready-to-eat soups amongst the three clusters	252
50.	Scheffe's test showing significant differences between mean values on education, family size, and S.E.S. amongst the three clusters	252

TABLE	TITLE	PAGE NO.
51.	Chi-square values showing the association amongst the three clusters in relation to the occupational status and family type of consumers of ready-to-eat soups	253
52.	Analysis of variance showing difference in the food shopping-orientations of consumers of ready-to-eat soups amongst the three clusters	254
53.	Scheffe's test showing significant differences between mean scores on price-conscious FSO, quality-conscious FSO, and value-for-money FSO amongst the three clusters	254
54.	Analysis of variance showing difference in lifestyle orientations of the consumers of ready-to-eat soups amongst the three clusters	256
55.	Scheffe's test showing significant differences between mean values on nutrition-orientation lifestyle, and service-role-orientation lifestyle amongst the three clusters	256
56.	Analysis of variance showing significant difference in the personality traits of the consumers of ready-to-eat soups amongst the three clusters	257
57.	Analysis of variance showing difference in the market beliefs of the consumers of ready-to-eat soups amongst the three clusters	259
58.	Scheffe's test showing significant differences between mean values on selected market beliefs amongst the three clusters	261
59.	Analysis of variance showing significant differences in the attitude of consumers of ready-to-eat soups amongst the three clusters	263
60.	Scheffe's test showing differences in the mean scores on attitude of consumers of RES by the three clusters	264
61.	Analysis of variance showing significant difference in the risk perceived in the purchase and consumption of RES by the consumers amongst the three clusters	265
62.	Scheffe's test showing differences between the mean values on the risk perceived in the purchase and consumption of RES by consumers amongst the three clusters	266