Prospects And Pitfalls In Marketing Of Food Products In Chennai City

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Abstract

In the field of food technology, there is only a small use of market analysis in developing nations, which makes it difficult to describe issues and turn up with suitable solutions. Many research initiatives aiming at enhancing food products or reducing malnutrition are launched in the lack of adequate data on the target market. The consumption for the processed food products has been growing at a steady rate as of late. The local industrial units, provide a negligible portion to the state's market for processed foods. The state government has implemented a number of programmes with the goal of bolstering the food processing business. The objectives of the Study was to analyze various factors considered by the consumers while buying food products, to measure the satisfaction of the consumers of selected food products and **t**o study the problems of the consumers .The study has been carried out in Chennai City. It is a descriptive study made to analyze the consumer behaviour, satisfaction and problem in using the food products. 300 sample respondents have been selected using convenient sampling method. The data from the respondents have been collected through the interview schedule. For analyzing the data, factor analysis, paired sample t test and Friedman test are applied.

Keywords: Prospects and Problems of consumers, , Marketing of food products, Factors affecting consumers of Food Products

Introduction-Food product

Food is both a need and a considered commodity for people. Aside from being a fundamental requirement, food has converted a commodity that, even in the twenty-first century, does not meet the needs of the whole world's population. According to the Food and Agriculture Organization (FAO), 795 million people were food insecure in 2017, while more than two billion were malnourished. Climate change on natural resources where food is produced may worsen it[1]. By making food more easily accessible and affordable, the use of information and communication technology in the food product commerce reduces food concerns. The use of information technology has been shown to have a substantial impact on the food chain and provide market access for small enterprises, rural economies, and farmers.The value of online food product sales surged by approximately 30% in 2019 to $1,452 billion. When compared to other online product sales like those for fashion, electronics, music, travel, and tourism, it has the highest growth rate. In this study, "food items" refers to all raw and processed foods that have been categorized as such by the Food Agriculture Organization (FAO) of the United Nations using the Codex General Standard for Food Additives (GSFA). Fruits and vegetables, vegetable oils, dairy products and their derivatives, eggs and egg products, meat and meat products, fish, fermented herbs and spices, beverages, salt, ice, bread goods, cereals, grains, and processed foods are the 16

categories that the FAO has divided food items into.

Theoretical Background

Foods are organic substances that are eaten for the goal of obtaining their nutritional value. Foods may be derived from either plants or animals and typically include water, protein, lipids, carbohydrates, minerals, and other organic compounds in varying proportions. Microbial, chemical, and even physical processes may all lead to the deterioration of food. Foods may go bad in a variety of ways, which can affect their color, texture, and even whether or not they can be eaten. Therefore, food must be preserved in order to keep its quality for an extended length of time after it has been prepared. The procedures or methods that are used in order to preserve internal and external elements that may cause food to become rancid are referred to together as food preservation. The primary goal of food preservation is to lengthen the shelf life of the food while preserving its original nutritional contents as well as its color, texture, and taste. After killing a large animal, which they were unable to consume all at once, the primitive group realized for the first time that they needed to find a way to preserve food so that they would not go hungry. This is the beginning of the history of "Food Preservation." Learning how to store food for longer periods of time was the first and most essential step in the process of developing a civilized society. To preserve food, people from a variety of civilizations, at various eras and in a variety of locales, have employed almost identical fundamental methods. Traditional methods of preserving food, such as drying, freezing, chilling, pasteurization, and chemical preservation, are extensively used in every region of the globe. Irradiation, high-pressure technology, and hurdle technology are all examples of technologies that have benefited from scientific advances and developments, which also play a role in the evolution of already used technologies and the development of new ones. Because it now involves processes that are connected to planting, harvesting, processing, packing, and distributing foods, the process of preserving food has become very multidisciplinary. As a result, an integrated strategy would be beneficial for the purpose of preserving food items throughout the phases of

food production and processing. At the present time, the value of the global market for processed food items exceeds $7 trillion, and this industry is expected to keep growing over the course of time. The rapid spread of globalization and industrialization are two of the most significant factors contributing to the growth of the food processing industry in many countries. An investigation into the UNIDO Industrial Statistics Database (2005) revealed that the processing of food is a beneficial component of the manufacturing sector in developing nations. Furthermore, the contribution of food processing sectors to national GDP increases as the country's standard of living improves.

Not only are consumers placing a higher premium on ease of use and product quality, but they increasingly value social responsibility and concern for the natural world. The ever-evolving demands of customers and the diversity of their lives are driving ongoing innovation in product design. Because of this, the industry has become increasingly fragmented, and its goods now span three primary consumer trends: convenience, luxury, and gourmet. Additionally, it is a product that is segmented into many dimensions and is aimed specifically at certain customer demographics, such as senior citizens, people living in single-family houses, and children in particular. Consumers associate refrigerated display cases with ease of use and high-level product quality; suppliers have been successful in generating and sustaining this awareness via a continually changing product selection, which has enhanced branding and presentation. The chilled food business is continuously establishing customer trust as a consequence of its commitment to food safety and quality as well as ongoing innovation, which has resulted in a variety of goods that is always evolving. Maintaining the microbiological safety of chilled foods is a key need that has led to improvements in product design and management of supply chains. The production of safe goods and the achievement of a high level of durability in such items need the use of a wide range of technological disciplines.

Problems Associated with Marketing Food Products

To promote the food products particularly towards women in recent years, numerous different firms have gotten a significant amount of unfavourable news attention. This is due, in part, to the fact that male and female taste preferences and sensitivities are really relatively similar to one another. In point of fact, the situation of nutritious meals and supplements is maybe the one and only sector in which customers are prepared to accept ingested items that are clearly aimed towards women or males. In any case, the taste or flavor of such items is not actually a factor in the purchasing decision for consumers. A large number of customers are especially sensitive to the phenomenon known as the "pink tax," in which almost identical items sell for a higher price when targeted at women rather than males. As a result, anyone involved in marketing a product or service need to proceed with caution lest they risk attracting unwelcome and unfavourable attention. This is because an implicit approach to gender-based marketing is more subtle than an explicit approach to gender-based marketing, which is why it is the direction that a brand wants to take[2].

Marketing is an essential component for the profitable realization of food items (as well as all other produced goods and services), whether they are sold in home or international markets. It is important to remember that developing innovative methods for identifying markets is a prerequisite for producing food goods and successfully bringing such products to market. Due to the fact that one cannot be successful in their endeavors unless they are aware of the current state of the market, it is imperative that all of the field managers and specialists in our agricultural practices become proficient in the most up-to-date marketing methods and techniques. A person who specializes in marketing has to have a strong understanding of the concerns of conjuncture, commodities, effectiveness, profit, and management. Customer should be familiar with the production process for the product and be able to monitor its progress toward excellence. When a seller has a comprehensive understanding of the important difficulties, it is much simpler for them to comprehend

particular conditions that have been generated in the market and to carry out appropriate marketing actions. There are many businesses that possess the essential technical capability for creating great items; but, many businesses are unable to successfully compete in the market. It is partially due to the fact that an organization does not have the appropriate strategy, which should be centered on a particular target group of customers, competitive advantages, and available prospects[3].

In the case of nutritional supplements, however, consumers are ready to tolerate different ingestible items being marketed explicitly. This is the one market segment in which this practice is acceptable (think vitamins, macro- and micro-nutrients). In the end, men and women have quite different dietary requirements than one another for a variety of reasons. Take note, however, that the taste and flavor of such items do not actually play a role in the sales process at all. Consequently, despite the fact that there are true differences between men and women, it is possible that these distinctions may only be leveraged to effectively promote things to women when they are tied to nutrition. Attempting to play on gender distinctions that, for the most part, do not exist in the domain of taste perception. There have been instances in which glassware as well as the packaging of food and beverage products were marketed[4].

It would seem that successful interventions in this arena, to the extent that there are any, have gone for an approach that is considerably more covert. To put it another way, in cases when goods, product packaging, or drinking receptacles have been produced expressly for female customers, those consumers have been allowed to decide for themselves whether or not the offering is suitable for their needs. This article takes a more in-depth look at the universally unfavourable reaction that a variety of companies that provide food, drinks, and glassware have had over the course of the last

several years when they have attempted to tailor their goods to the needs and preferences.[5]

The quality of the product, as well as its high level and ongoing development, is a major contributor to the enhancement of the competitiveness of products and the growth of profits. It is crucial to highlight that a person's financial and spiritual welfare are key factors to consider when judging the quality and requirements of a person. For this reason, everything, including food, clothing, residences, literature, and so on, should completely fulfill the requirement of the highest possible standard. It is essential to keep in mind that quality may be measured on many different dimensions. It is not feasible to determine the quality of all products by using certain methodologies. For instance, there is no instrument that can quantify the taste of tea. It is essential to use professionals as tasters and specialists. This is a procedure used by experts. This evaluation is based on the expert's hunches, their sense of taste, or their years of accumulated expertise. Consumers, on the other hand, are the most knowledgeable specialists since their requirements change depending on the brand.

Review of Literature- Marketing of Food Products

Murthy and Yogesh (2014)[6] discussed about the challenges and prospects of food processing in India. They discovered a lack of comprehensive national level policy on the food processing sector, food safety laws and inconsistency in state and central policies, a lack of adequate trained manpower, low price elasticity for processed food products, a need for a distribution network and cold chain, the development of marketing channels, backward-forward integration from farm to consumers, inadequate infrastructure facilities, the development of industry linkages, and a lack of adequate infrastructure facilities. The report also recognized the sector's strengths and potential in India. There are three factors: (1) India has diverse agro-climatic conditions; it has a diverse raw material base; (2) rapid urbanization, increased literacy, rising per capita income, and increased demand for processed foods, all of which lead to new opportunities in the food processing sector; and (3) the availability of cheaper labour. The research stated that in order to realize the full development potential of the food processing industry, it must first identify the sector's existing issues and then take the necessary actions or remedies to eliminate the sector's bottleneck. Nandi et al. (2014) statedthat customers' preferences for organic goods buying. The customers were chosen using a stratified sample approach in this research, and the data were analyzed using descriptive statistics, Kendall's W test, Friedman's test, and presumably unrelated regression. The study indicated that the majority of customers chose supermarkets and hypermarkets to buy organic food goods due to the product's trust and quality. The research also demonstrates that education, family income, family size, children in the family, dietary habits, and work position are influencing factors of organic food product buying location. Khushbu and Jain (2013)[7] included SERVQUAL qualities like as tangibility, dependability, responsiveness, assurance, and empathy are used to analyze consumer expectations and perceptions of restaurant chains and fast-food outlets. The gap analysis results suggest that restaurant chains and fast food outlets are unable to provide the promised services. The mean quality gap score of the variable responsiveness is negative, indicating that restaurants should take the necessary steps to improve their responsiveness to customers. When the variable 'assurance' is examined, the mean quality gap score is negative, indicating that the personnel lacks sufficient expertise and has failed to instil trust and confidence in the clients. The mean score of perception and expectation towards empathy is the greatest, however the mean quality gap score is negative, and indicating that staff are not making an effort to understand the requirements of consumers. Singh (2013) investigated the difficulties farmers in perceiving and selling of organic goods. The study's sample was chosen using the purposive random sampling approach. To identify challenges in organic food marketing, 72 farm families from plains and hilly areas were

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questioned. The study addressed marketing issues such as insufficient local buyers, insufficient transportation, high production costs, insufficient storage, a lack of faith in the merits of organic products and organic farming, the availability of cheaper alternative products, a lack of consumer awareness about the benefits of organic farming and organic products, poor price, and the lack of a separate market area for selling organic products. According to the findings, the most critical factor in the marketing of organic goods among farmers in plain areas was high production costs, which resulted in poor or no profit, while farmers in hilly regions indicated the lack of a designated market place or store for selling organic food.

Statement of the Problem

Customers are defined as end users of a business's ultimate product, which in this case is a food product. Customers are the single most significant aspect in the success of any firm, since they represent the primary source of revenue for that business. Their tendencies and preferences, taken as a whole, provide a substantial contribution to the accomplishments of the industry. As a direct consequence of globalization, an overabundance of processed food items have invaded the food markets throughout the whole of India, as a direct result of this, firms that deal in the processing of food in Tamil Nadu face fierce competition from both local and international companies. The introduction of goods originating in other nations to our market has brought about a shift in the customers' culinary preferences. The purpose of this research is to identify the primary elements that have a role in the purchase choices of consumers about food products.

Objectives of the Study

1. To analyze various factors considered by the consumers while buying food products
2. To measure the satisfaction of the consumers of selected food products

3. To study the problems of the consumers

Methodology

The study has been carried out in Chennai City. It is a descriptive study made to analyse the consumer behaviour, satisfaction and problem in using the food products. 300 sample respondents have been selected using convenient sampling method. The data from the respondents have been collected through the interview schedule. For analyzing the data, factor analysis, paired sample t test and Friedman test are applied.

Hypotheses

The study has the following hypotheses based on the objectives:

1. There is no significant difference in the means of expected and perceived quality of the marketing of food products
2. There is no significant difference in the opinion of the respondents about various problems faced by the consumers in marketing of food products

Results and discussion

The study is descriptive in nature and trying to analyze the behaviour of the consumers towards the food products (factors influencing the buying decision), satisfaction of the consumers (through finding the gap between expectation and perceived level) and the problems in food products. The consumers' perception will differ according to their nature. In this perspective, the demographic variables of the respondents are also studied

1. Nature of the respondents

The age, gender, marital status, educational qualification, occupation and family income are considered in the study. They are given below.

Table 1: Demographic variables

Characteristics		Frequency	Percent
Age group	Young	84	28.0
	Middle	156	52.0
	Old	60	20.0

Gender	Male	158	52.7
	Female	142	47.3
Marital status	Unmarried	88	29.3
	Married	212	70.7
Educational qualification	School level	20	6.7
	Under graduation	136	45.3
	Post graduation	90	30.0
	Others	54	18.0
Occupational status	Private employee	88	29.3
	Government employee	66	22.0
	Business	76	25.3
	Professionals	35	11.7
	Others	35	11.7
Income level	Low income	105	35.0
	Middle income	98	32.7
	High income	97	32.3
Total		300	100.0

The respondents are grouped based on their age as young (less than 30 years), middle age (from 30 to 50 years) and old age group (more than 50 years). The result shows that 84 (28.0%) respondents from young age group, 156 (52.0 (%) respondents belong to the middle age group and 60 (20.0%) are aged more than 50 years).158 (52.7%) are male and 142 (47.3%) are female. According to their marital status, it is observed that 88 (29.3%) respondents are unmarried and 212 (70.7%) respondents are married.

The educational qualification of the respondents indicates that 20 (6.7%) respondents have studied upto school level, 136 (45.3%) are undergraduates, 90 (30.0%) post graduates and 54 (18.0%) from other categories. Based on the occupational status, it is found that 88 (29.3%) respondents are working private organizations, 66 (22.0%) are government employees, 76 (25.3%) respondents doing their own business, 35 (11.7%) respondents each are professional doing their own practice and from other categories like housewives, students etc., respectively.

The family income of the consumers is an important economic factor to influence their perception. In this regard, the respondents are grouped based on their family income as low income group (annual income less than Rs. 3 lakhs), middle income group (from Rs. 3 lakhs to Rs. 8 lakhs pa) and high income group (more than Rs8 lakhs pa).Out of 300 sample respondents, 105 (35.0%) are from low income group, 98 (32.7%) are from middle income group and 97 (32.3%) belong to the high income group.

2. Factors

The consumers will consider various factors before taking a buying decision. This study is analyzing the marketing of food products in Chennai City. The success of the market is based on the understanding the consumers mind set while taking buying decision. In this point of view, the factors considered by the consumers while buying the food products are analyzed. Based on the previous studies, 13 factors are taken for the final study. These factors are grouped based on their uniqueness using data reduction method (factor analysis).

While applying the factor analysis, it is essential to check the sampling adequacy tests. KMO and Bartlett's Test and Bartlett's Test of Sphericity are used to test the adequacy of the data.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.769
Bartlett's Test of Sphericity	Approx. Chi-Square	1348.243
	df	78

	Sig.	0.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) test (0.769) shows that the samples are adequate for applying the factor analysis. It should be more than 0.7. Hence, the result is adequate. Bartlett's Test of Sphericity indicates that the calculated value of Chi-Square is 1348 for the degree of freedom 78. This is significant at 1% level (p-0.000). According to the results of these tests, the result of the factor analysis is interpreted.

Table 3: Communalities

Factors	Initial	Extraction
Nutrition	1.000	0.703
Quality	1.000	0.658
Organic nature of the Product	1.000	0.714
Package of the Product	1.000	0.737
Taste	1.000	0.606
Brand Name	1.000	0.761
Environment Friendliness	1.000	0.760
Advertisements	1.000	0.573
Good Display of the Product	1.000	0.654
Promotional Offers	1.000	0.583
Price	1.000	0.648
Variety of Choice	1.000	0.590
Availability	1.000	0.720

Extraction Method: Principal Component Analysis.

The communalities of the 13 factors considered in the study shows that the extraction values are more than 0.500. Hence, there is no need of eliminating or ignoring any of the factors considered in the study. The variance explained by the factors in the model is measured as below.

Table 4: 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	3.989	30.681	30.681	3.989	30.681	30.681	3.402	26.172	26.172
2	1.904	14.643	45.324	1.904	14.643	45.324	1.929	14.835	41.007
3	1.570	12.076	57.400	1.570	12.076	57.400	1.775	13.653	54.660
4	1.144	8.799	66.199	1.144	8.799	66.199	1.500	11.539	66.199
5	0.883	6.791	72.990						
6	0.723	5.560	78.550						
7	0.619	4.762	83.312						
8	0.470	3.613	86.926						
9	0.427	3.283	90.209						
10	0.396	3.049	93.258						
11	0.367	2.822	96.079						
12	0.268	2.062	98.142						
13	0.242	1.858	100.000						
Extraction Method: Principal Component Analysis.									

The above table shows that there are your components have Eigen values more than 1. The total variance explained by these components is 66.199 (66%) under the Principal Component Analysis. The first component is contributing 30.68%, second one is by 45.32%, third by 12.08% and fourth one is contributed in total variance by 8.80%. The following component matrix shows that the factors included in each components using Principal Component Analysis..

Table 5: Component Matrix

Factors	Component			
	1	2	3	4
Nutrition	0.836			
Quality	0.774			
Organic nature of the Product	0.773			
Package of the Product	0.743			
Taste	0.731			
Brand Name	0.707			
Environment Friendliness	0.600			0.582
Advertisements		0.777		
Good Display of the Product		0.761		
Promotional Offers		0.663		
Price			0.779	
Variety of Choice			0.675	
Availability			0.520	
Extraction Method: Principal Component Analysis.				

The result of the component matrix in Principal Component Analysis before rotated shows that there are four components and their factors. The Verimax with Kaiser Normalization method is used for the rotation of components and the result is given below.

Table 6: Rotated Component Matrix

Factors	Component			
	1	2	3	4
Nutrition	0.836			
Organic nature of the Product	0.835			
Quality	0.804			
Package of the Product	0.796			
Taste	0.679			
Availability		0.840		
Price		0.762		
Variety of Choice		0.741		
Environment Friendliness			0.823	
Brand Name			0.765	
Promotional Offers				0.763
Advertisements				0.664
Good Display of the Product				0.638
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				

The result of the rotation indicates that all 13 factors are included in the 4 components. They are named based on their uniqueness. The nutrition, organic nature, quality, package and taste are in the first component which is named as Product attributes.

The availability of the product in the market, price of the product and the variety of choice are in the second component which named as Convenience.

In the third component, environment friendliness and brand name of the product are included. It is named as External factors.

The last component includes the promotional offers, advertisement and the display of the products in the retail shops. Hence, this is named as Promotional measures.

The following table shows the most preferred factor by the consumers while buying the food products.

Table 7: Factors considered by the consumers

Factors	Name of the component	Mean	Average mean
Nutrition	Product attributes	13.8000	2.7600
Organic nature of the Product			
Quality			
Package of the Product			
Taste			
Availability	Convenience	8.1033	2.7011
Price			
Variety of Choice			
Environment Friendliness	External factors	4.9433	2.4717
Brand Name			
Promotional Offers	Promotional measures	6.8767	2.2922
Advertisements			
Good Display of the Product			

After the factor analysis, based on the components, the mean value is compared to find the most preferred factor. the first component product attributes (nutrition, organic nature, quality, packing and taste) are mostly considered while buying th food products (2.7600). secondly, they prefer convenience (availability, price and variety of choice available in the market (2.7011). external factors of environment friendly and the brand name (2.4717) and promotional measures i.e., offers, advertisement and display of products (2.2922) are considered third and fourth respectively.

Table 8: Component Transformation Matrix

Component	1	2	3	4
1	0.874	0.208	0.438	0.004
2	-0.297	0.933	0.149	0.138
3	0.197	-0.006	-0.399	0.895
4	-0.329	-0.294	0.792	0.423
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

The component transformation matrix shows that the component 3 (external factors) and component 4 (promotional measures) are closely associated.

3. Satisfaction (gap analysis)

The satisfaction of the consumers towards the marketing of food products is measured through different aspects of the steps taken by the marketing companies and their impact on the consumers. The satisfaction is measured from the gap between the expected level and perceived level of the consumers. If the perceived level is more than the expected level, it is assumed that the consumers are satisfied and vice versa. For testing thesignificance in the satisfaction, the following hypothesis is framed.

H_0: There is no significant difference in the means of expected and perceived quality of the marketing of food products

The hypothesis is tested with the help of t test. The result is given below in Table 9 by comparing the mean of expected and perceived level.

Table 9: Satisfaction towards the marketing of food products

Statements	Perceived (P)		Expected (E)		Gap (P-E)	t value
	Mean	SD	Mean	SD		
Ready to Cook	2.66	0.977	2.61	0.489	0.05	0.829
Ready to Eat	2.87	0.949	2.65	0.477	0.22	3.710**
Variety of Choice	2.69	1.028	2.45	0.988	0.24	3.111**
Environment Friendly	2.69	1.041	2.68	0.913	0.01	0.134
Tasty	2.52	0.993	2.65	1.006	-0.13	-1.599
Nutritious Food	2.59	1.089	2.64	0.980	-0.05	-0.553
Quality	2.70	1.024	2.82	1.059	-0.12	-1.634
Fat free Products	2.85	1.047	2.76	1.077	0.09	1.362
Oil Free Products	2.68	1.136	2.84	1.122	-0.16	-2.217*
Free from Pesticides	2.51	0.787	2.81	0.954	-0.30	-4.415**
Organic Product	2.46	0.794	2.85	1.056	-0.39	-5.158**
Fresh Products	2.42	0.770	2.66	1.127	-0.24	-3.090**

From the above table, it is understood that the expected level is more for quality (2.82), oil free products (2.84), free from the pesticides (2.81) and organic products (2.85) which are related to the nature of the product in healthcare. In the perceived leve, the mean is more for ready to eat (2.87) and fat free (2.85).

The positive gap has been identified (satisfied) for ready to cook (0.05), ready to eat (0.22), variety of choice (0.24), environment friendly (0.01) and fat free products (0.09). Other criteria are not satisfied (show negative gap).

The t result shows that the significant difference in the gap. Ready to eat (3.710), variety of choice (3.111) are highly satisfied the consumers. Another side, the expectation of oil free products (-2.217), free from pesticide (-4.415), organic products (-5.158) and fresh products (-3.090) are not significantly fulfilled.

Table 10: Problems of the consumers

The framed null hypothesis is rejected for these variables.

4. Problem faced by the consumers

The consumers may not be happy in the marketing efforts taken the producers or marketers. This study is also analyze the problem faced by the consumers in buying the food products. The problems are measured with the help of 5 point Likert scale and ranked using the Friedman test. For which, the following hypothesis is framed.

H_0: There is no significant difference in the opinion of the respondents about various problems faced by the consumers in marketing of food products.

The mean rank for all the problems are compared and based on the level of problem, they are ranked as below.

Problems	Mean	Std. Deviation	Mean Rank	Rank
Lack of healthcare	2.71	1.127	4.79	II
Poor taste	2.66	0.963	4.62	III
Unavailability of natural products	2.55	1.005	4.39	V
Poor quality	2.79	0.999	4.84	I
Lack of information	2.58	0.966	4.38	VI
High price	2.55	1.134	4.44	IV
Poor packing	2.50	0.696	4.22	VIII
Unavailability	2.53	1.092	4.33	VII

The Table 10 depicts that quality of the food products are considered as big problem (4.84).Lack of healthcare (4.79) and the poor taste (4.62) are ranked second and third among the 8 problems considered in the analysis. The price is one of the important factors to influence the consumable products market. The price is also felt costly by the respondents (4.44). The consumers are also expecting the natural products (4.39) and it is not availablein the market.Wrong/ false information or insufficient information from the marketers (4.38) is also found as one of the big problems. The significance in the difference in the rank is tested as below.

Table 11: Friedman Test

N	300
Chi-Square	20.762
df	7
Asymp. Sig.	0.004

The result from the Friedman test proves a significant result in the ranking. The calculated Chi-Square value (20.762) for the degree of freedom 7 is more than expected value. The value of probability is 0.004 which is less than 0.01. Hence, the framed hypothesis is rejected. It is concluded that the poor quality of food products, harmfulness, poor taste are found as big problem.

Implication of the Study

The study focused onvarious factors considered by the consumers while buying food products. All the Food processing units have to put their efforts to understand the need of each and every customer. This study deliberated the prospects and pitfalls related to the food products consumer experience and their expectation with an effort to analyze the food products. The current research will give information that will be helpful to policy makers and the government in order to increase their support for the growth of the food industry.

Conclusion

Food is a natural and perishable material, which means that it may go bad owing to microbial activity, chemical activity, or even physical activity. In the past, several traditional methods for preserving foods, such as freezing,drying, fermenting and chilling have been developed in order to keep foods' nutritional content and texture intact. The methods of preservation have been refined and modified throughout the course of time in response to expanding needs. Exposure, demanding food preservation, and the pulsed electric field effect are some of the most recent and cutting-edge methods that are used to lengthen the shelf life of food. In addition, several chemical reagents have been included into the food supply in the form of additives and preservatives. In spite of this, there is a rising worry over the use of chemical additives and preservatives in food products because of the potential health risks involved. This study will be helpful for professionals and researchers working in the field of food processing and food safety who are attempting to create techniques of food preservation that are both effective and integrated.

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