Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

CONSUMING CONVENIENCE: AN ANALYSIS OF CONSUMER ATTITUDES AND BEHAVIOUR TOWARDS CONVENIENCE FOODS

Megha Urs L[1], Dr. Veena M. D'Almeida[2]
[1]*Research Scholar, Department of Commerce, University of Mysore, Teresian College Research Centre Mysuru – 570 011*
[2]*Associate Professor, Department of Commerce, University of Mysore, Teresian College Research Centre Mysuru – 570 011,*

Article DOI: https://doi.org/10.36713/epra22436
DOI No: 10.36713/epra22436

ABSTRACT
This study investigates that consumer perceived convenience food and the way their consumption patterns and preferences are influenced by awareness, motivation, health concerns, and impulsive purchasing behaviour. 243 consumer respondents in Mysuru city were given a questionnaire using a random sample technique. The questionnaire had two sections: the first contained demographic information, and the second contained 31 statements that represented the four independent variables. Significant correlations between the independent variables and consumer perceptions of convenience food were found through data analysis using the Skewness and Kurtosis procedures. This study adds to the body of knowledge by examining consumer purchasing patterns and offers insightful information to marketers and legislators that wish to encourage wholesome eating practices and well-informed food selections.
KEYWORDS: *Consumer, Convenience Food, Consumption Pattern, Consumer*

INTRODUCTION

Businesses and marketers looking to create successful product and service promotion strategies must have a solid understanding of consumer behaviour. Consumer behaviour has a significant impact on how much demand there is for convenience foods. Given that they frequently decide what food to buy for their households, consumer make up a sizable portion of the customer base. Therefore, to understand consumer consumption patterns and preferences, it is crucial to investigate their viewpoints on convenience food.

This study investigates how consumer opinions of convenience food are influenced by four important factors: awareness, motivation, health concerns, and impulsive buying behaviour. A questionnaire was created and given to female customers to do this. There were two sections to the questionnaire: While Part B included 31 items that represented the four independent variables, Part A collected demographic information. To fully comprehend the intricate links between the independent factors and the dependent variable, these statements sought to assess consumer attitudes and beliefs regarding convenience food.

243 female respondents in Mysuru city provided the data for this study through a random sample technique. Skewness and Kurtosis techniques were used to assess the data to ascertain its reliability and accuracy. To add to the body of knowledge on consumer behaviour and offer useful information to marketers and policymakers who want to encourage wholesome eating practices and well-informed food choices, this study will investigate the connections between consumer perceptions of convenience food and awareness, motivation, health concerns, and impulsive purchasing behaviour.

OBJECTIVES

The following are the objectives of the study.

- To examine the connection between consumer perceptions of convenience food and awareness.
- To investigate the Influence of motivation on consumer views on convenience food.
- To analyse If health issues effect consumer perceptions of convenience food
- To ascertain that consumer attitudes toward convenience food are impacted by impulsive purchasing

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

- To offer appropriate suggestions for more improvements.

STATEMENT OF PROBLEM

Consumer health, well-being, and food preferences are all significantly impacted by their growing need for convenience food. Research on consumer attitudes about convenience food, especially regarding their consumption habits and preferences, is lacking despite the expanding trend. The literature currently in publishing highlights on consumer dietary choices are influenced by a few factors, including lifestyle, health concerns, and marketing tactics. Nevertheless, a thorough comprehension of the intricate connections between these elements and consumer attitudes about convenience food is still lacking. This information gap calls for a thorough analysis of consumer convenience food consumption patterns and preferences to develop measures that encourage consumer to make educated food choices and maintain healthy eating habits.

REVIEW OF LITERATURE

Consumer Behaviour

A complex phenomenon, consumer behaviour is impacted by several factors, such as intentions, attitudes, and values [14]. The motivations underlying consumer purchases and the decision-making process they employ are the main topics of consumer behaviour research [7]. It is impacted by the importance ascribed to acquiring material possessions and the belief that having them could make one happy [15]. Direct experience or observation shapes consumer attitudes, which are a strong predictor of behaviour [19]. Consumer attitudes are also influenced by facts, feelings, and opinions about a product [13]. Policymakers consider consumer personality when selecting components of the marketing mix in both the manufacturing and service sectors [1]. Consumers may reduce their search and misunderstand the quality of products because they overestimate their level of experience [8]. Consumer behaviour can be studied using several psychological and sociological theories, such as the Maslow, Freud, and Pavlov models [12].

Consumption pattern towards convenience foods

Urbanization, shifting lifestyles, and the need for time-saving solutions are some of the factors driving the global increase in the consumption of convenience foods (9 & 20). Numerous factors, such as age, cooking proficiency, nutrition knowledge, and concerns about naturalness, have been found to influence the intake of convenience foods (5). Personal values also come into play; according to Botonaki and Mattas (4), eating quick food is linked to values that encourage trying new things and taking initiative. The market for convenience foods has grown quickly, especially in India, where the ready-to-eat industry is growing at a rate of 40% per year. Notwithstanding their widespread use, convenience foods are frequently seen as less nutritious food choices and have been linked to obesity and other non-communicable disorders. This trend presents both opportunities for the food industry and challenges for public health (9).

Consumer consumption pattern relating to convenience food

Research indicates that the consumption of convenience foods is increasing among working consumer due to time constraints and changing lifestyles (6 & 10). Working consumer tend to spend more on convenience foods and consume them more frequently than non-working consumer (10). This trend is driven by factors such as increased female workforce participation, smaller households, and changing meal patterns (6). However, the acceptability and use of convenience foods vary among different demographic groups, with age, occupation, and lifestyle being significant factors (17 & 21). While convenience is valued, consumers also prioritize food quality and show interest in high-quality convenience options, particularly for traditional foods (21). The increased consumption of convenience foods has been associated with higher BMI, waist-hip ratio, and blood lipid levels among working consumer (10), highlighting the need for healthier convenience food options.

Variables

Recent studies have explored consumer behaviour towards convenience and functional foods, revealing complex motivations beyond health concerns. Impulsive buying of snack foods among young consumers is influenced by marketing-controlled factors, with a segment of health-conscious impulsive buyers identified (11). For organic foods, knowledge, subjective norms, and environmental concern strongly affect attitudes, while familiarity significantly impacts purchase behaviour (18) Consumer segments based on impulsivity and food involvement show distinct dietary behaviours, with "impulsive, involved" consumers more likely to consume convenience foods but also prepare meals at home (16). Interestingly, functional food choices are not solely driven by health motives; conspicuous consumption and susceptibility to descriptive normative influence positively affect functional food distinctiveness evaluation and purchase rates, while perceived self-control motivation has a

negative association (3). These findings highlight the importance of considering social and hedonic motives in understanding consumer food choices.

RESEARCH DESIGN

There has been application of the exploratory research design. Data has been gathered from a range of primary and secondary sources. To collect primary data, cross-sectional surveys have been employed. The people who lived in Mysuru City were the population that was being studied. Information from 243 respondents was gathered using a simple random sampling technique. Four independent factors—awareness, motivation, health, and impulsive buying behaviour—as well as one dependent factor—consumer perspectives on convenience food—were considered when developing the closed-ended questionnaire. Female respondents, as well as those from a variety of age groups, marital and single statuses, educational backgrounds, occupations, economic categories, and family sizes, are all represented in the responses. Secondary data has been gathered from a variety of sources and assembled into research papers, articles, and reports.

Parts A and B comprise the two sections of the questionnaire. Part-A includes the respondents' demographic information, while Part-B extracts their opinions about consumer perspective on convenience food using a 5-point Likert scale. For positive assertions, strongly disagree will earn the lowest score (a numerical value of "1"), while strongly agree will receive the highest score (a numerical value of "5").

HYPOTHESES

- There is no significant relationship between awareness of convenience food and consumer perspectives on convenience food.
- There is no significant relationship between motivation to consume convenience food and consumer perspectives on convenience food.
- There is no significant relationship between health concerns and consumer perspectives on convenience food.
- There is no significant relationship between impulsive buying behaviour and consumer perspectives on convenience food.

ANALYSIS AND FINDINGS OF RESEARCH RESULTS

Respondent Profile

Table 1 shows the profile of the respondent and their socio demographic profile of the survey results of 243 consumer users of convenience food in Mysuru city. The result found that respondents aged 20-30 years was 48.6%, 30-40 age group was 26.3%, 40-50 age group was 18.1% and above 50 years of age group was 7% respectively. The marital status of respondents was 63.4% were married and 36.6% were unmarried. The result found details of educational qualification that 14.4% up to SSLC, 13.2% PUC/Diploma, 37% degree, 35.5% above degree. The research identifies occupation that 11.93% home maker, 62.96% private employee, 17.7% government employee, 7.41% self-employed. The monthly income of the respondents below Rs. 20,000 was 44.4%, between Rs. 20,000 to Rs. 40,000 was 32.9%, between Rs. 40,000 Rs. 60,000 was 11.5%, and above Rs. 60,000 was 11.1%. The number of family members of respondents were alone was 12.76%, 2-3 members was 47.73%, 3-5 members was 26.34%, and above 5 was 13.17%.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Table 1. Respondent Profile

		Frequency	Percent
Age	20-30	118	48.6
	30-40	64	26.3
	40-50	44	18.1
	>50	17	7.0
Marital Status	Married	154	63.4
	Unmarried	89	36.6
Education Qualification	Up to SSLC	35	14.4
	PUC or Diploma	32	13.2
	Degree	90	37.0
	Above Degree	86	35.4
Occupation	Home maker	29	11.93
	Private employee	153	62.96
	Government employee	43	17.70
	Self employed	18	7.41
Monthly Income (Rs.)	< 20,000	108	44.4
	20,000-40,000	80	32.9
	40,000-60,000	28	11.5
	> 60,000	27	11.1
Number of family members	Alone	31	12.76
	2-3	116	47.73
	3-5	64	26.34
	Above 5	32	13.17
Total		243	100

(Source: The own development of the researchers)

Table 2: Response to awareness

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Frequency	Frequency	Frequency	Frequency	Frequency
I am aware of the availability of convenience food	13 (5.3)	24 (9.9)	62 (25.5)	114 (46.9)	30 (12.3)
I am aware that convenience food includes both ready-to-eat and ready-to-cook options	10 (4.12)	18 (7.41)	36 (14.81)	112 (46.09)	67 (27.57)
I am aware of the availability of different brands of convenience food	8 (3.29)	22 (9.05)	73 (30.04)	101 (41.56)	39 (16.05)
I am aware of the availability of different varieties of convenience food	5 (2.05)	19 (7.81)	26 (10.69)	111 (45.67)	86 (33.74)
I am aware of the availability of convenience food in different sizes	5 (2.05)	24 (9.87)	28 (11.52)	96 (39.50)	90 (37.03)
I am familiar with the cooking process using convenience food	10 (4.11)	18 (7.40)	27 (11.11)	93 (38.27)	95 (39.09)
I am aware of the ingredients used in convenience food	6 (2.46)	17 (6.99)	28 (11.52)	89 (36.62)	103 (42.38)
I am aware of the latest trends in utilizing convenience food	7 (2.88)	26 (10.69)	43 (17.69)	87 (35.80)	80 (32.92)

(Source: The own development of the researchers)

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Table 3: Analysis of respondents' awareness level

Test	Value	A1	A2	A3	A4	A5	A6	A7	A8
Mean	Value	3.5103	3.8560	3.5802	4.0123	3.9959	4.0082	4.0947	3.8519
Std. Error		0.0648	0.0665	0.0624	0.0624	0.0664	0.0695	0.0653	0.0696
Std. Deviation		1.010	1.036	0.973	0.973	1.035	1.083	1.018	1.085
Variance		1.0195	1.0742	0.947	0.9461	1.0702	1.1735	1.0365	1.1763
Skewness	Value	-0.7447	-1.0102	-0.5399	-1.0842	-0.9852	1.1735	-1.1626	-0.7599
Std. Error		0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562
Kurtosis	Value	0.2211	0.6811	0.0874	0.8835	0.3007	0.7507	0.8543	0.189
Std. Error		0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111
Chi Square	Value	137.35	142.86	119.12	170.72	141.79	144.39	161.1	97.391
	d.f.	4	4	4	4	4	4	4	4
Significance		.000	.000	.000	.000	.000	.000	.000	.000

(Source: The own development of the researchers)

Contrary to the null hypothesis, the results of the skewness analysis showed a significant relationship between consumer perceptions of convenience food and their awareness of it (skewness range: -0.5272 to -0.8328). This suggests that consumer perceptions of convenience food are positively influenced by their awareness of it. The awareness variable's kurtosis analysis showed consistently positive values (range: 0.0874 to 0.8835), pointing to a leptokurtic distribution and a substantial correlation between consumer perceptions of convenience food and their awareness of it. These results demonstrate a positive correlation between awareness and viewpoints, rejecting the null hypothesis.

Motivation

Table 4: Response to motivation

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Frequency	Frequency	Frequency	Frequency	Frequency
I prefer convenience food because they save time	13 (5.34)	35 (14.00)	60 (24.69)	89 (36.62)	46 (18.93)
I prefer convenience food because they are quick to prepare and serve	16 (6.58)	37 (15.22)	79 (32.51)	83 (34.15)	28 (11.52)
I use these convenience food products to experiment with new recipes	29 (11.93)	50 (20.57)	60 (24.69)	75 (30.86)	29 (11.93)
I feel that convenience food reduces post-preparation work, such as kitchen cleaning	3 (1.23)	25 (10.28)	63 (25.92)	113 (46.50)	39 (16.04)
I believe that convenience food products are tastier	4 (1.64)	13 (5.34)	35 (14.40)	119 (48.97)	72 (29.62)
I believe that convenience food products are more hygienic	4 (1.64)	18 (7.40)	29 (11.93)	116 (47.73)	76 (31.27)
I believe convenience food typically has a longer shelf life	10 (4.11)	16 (6.58)	45 (18.51)	111 (45.67)	61 (25.10)

(Source: The own development of the researchers)

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Table 5: Analysis of response to motivational factors

Test	Value	P1	P2	P3	P4	P5	P6	P7
Mean	Value	3.4938	3.2881	3.1029	3.6584	3.9959	3.9959	3.8107
Std. Error		0.0715	0.0685	0.0776	0.0584	0.0576	0.0602	0.0654
Std. Deviation		1.115	1.068	1.210	0.911	0.898	0.938	1.019
Variance		1.2427	1.1398	1.4646	0.8291	0.8058	0.8801	1.0384
Skewness	Value	-0.4716	-0.3499	-0.199	-0.4951	-0.9942	-1.0211	-0.9357
Std. Error		0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562
Kurtosis	Value	0.5052	0.4202	0.9338	0.0881	1.1128	0.8648	0.6462
Std. Error		0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111
Chi Square	Value	66.28	76.733	32.864	145.75	184.06	177.02	136.07
	d.f.	4	4	4	4	4	4	4
Significance		.000	.000	.000	.000	.000	.000	.000

(Source: The own development of the researchers)

The motivation variable's skewness analysis showed consistently negative values (range: -0.199 to -1.0211), pointing to a left-skewed distribution and a substantial correlation between consumer perceptions of convenience food and their motivation to consume it. These results show that motivation and perspectives are positively correlated, rejecting the null hypothesis. The motivation variable's kurtosis analysis showed consistently positive values (range: 0.0881 to 1.1128), pointing to a leptokurtic distribution and a substantial correlation between consumer perceptions of convenient food and their motivation to consume it. These results show that motivation and perspectives are positively correlated, rejecting the null hypothesis.

Health

Table 6 shows consumer responses to convenience food-related health issues, which also indicates the frequency and percentage of consumer customers who give nutrition and health top priority when choosing foods.

Table 6: Response to health concern

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Frequency	Frequency	Frequency	Frequency	Frequency
Convenience foods often contain artificial ingredients	10 (4.11)	29 (11.93)	63 (25.92)	98 (40.32)	43 (17.69)
Convenience foods tend to be less nutritious	7 (2.88)	20 (8.23)	56 (23.04)	99 (40.74)	61 (25.10)
Consuming convenience foods is likely to contribute to weight gain	8 (3.29)	14 (5.76)	55 (22.63)	113 (46.50)	53 (21.81)
Convenience foods are generally not good for overall health	2 (0.82)	14 (5.76)	59 (24.27)	117 (48.14)	51 (20.98)
Relying on convenience foods can encourage a sedentary lifestyle	4 (1.64)	22 (9.05)	52 (21.39)	101 (41.56)	64 (26.33)
Consuming convenience food products can lead to health issues, such as heart problems, high cholesterol, stomach issues, and more	5 (2.05)	28 (11.52)	57 (23.45)	94 (38.68)	59 (24.27)
I believe that consuming convenience food products can lower my immunity to fight against diseases	7 (2.88)	24 (9.87)	43 (17.69)	111 (45.67)	58 (23.86)
Convenience food products often lack essential micronutrients	5 (2.05)	15 (6.17)	53 (21.81)	117 (48.14)	53 (21.81)

(Source: The own development of the researchers)

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Table 7 shows analysis of health-related response

Test	Value	H1	H2	H3	H4	H5	H6	H7	H8
Mean	Value	3.5556	3.7695	3.7778	3.8272	3.8189	3.7160	3.7778	3.8148
Std. Error		0.067	0.0648	0.0617	0.0548	0.0628	0.0656	0.0649	0.0587
Std. Deviation		1.044	1.010	0.962	0.855	0.979	1.023	1.012	0.915
Variance		1.0909	1.0211	0.9256	0.7303	0.9588	1.0471	1.0248	0.8375
Skewness	Value	-0.5436	- 0.6873	-0.8328	-0.5414	-0.6413	-0.5272	-0.7952	-0.7658
Std. Error		0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562
Kurtosis	Value	0.2138	0.0816	0.6943	0.2029	0.0821	0.3687	0.197	0.6145
Std. Error		0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111
Chi Square	Value	93.687	109	145.13	167.93	117.1	93.934	130.64	159.41
	d.f.	4	4	4	4	4	4	4	4
Significance		.000	.000	.000	.000	.000	.000	.000	.000

(Source: The own development of the researchers)

The health variable's skewness analysis showed consistently negative values (range: -0.5272 to -0.8328), pointing to a left-skewed distribution and a substantial correlation between consumer views on convenience food and health concerns. These results reject the null hypothesis and show a positive correlation between negative attitudes about convenience food and health concerns. The health variable's kurtosis analysis showed consistently positive values (range: 0.0816 to 0.6943), pointing to a leptokurtic distribution and a substantial correlation between consumer perceptions of convenience food and health problems. These results contradict the null hypothesis and show that opinions about convenience food and health concerns are positively correlated.

Impulsive Buying Behaviour

Table 8 shows consumer responses to impulsive convenience food buying behaviour, which also shows the frequency and percentage of consumer consumers who make impulsive convenience food purchases.

Table 8: Response to Impulsive Buying Behaviour

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Frequency	Frequency	Frequency	Frequency	Frequency
The store atmosphere motivated me to buy convenience food	9 (3.70)	34 (13.99)	64 (26.33)	70 (28.80)	66 (27.16)
In-store advertisements motivated me to buy convenience food	5 (2.05)	13 (5.34)	35 (14.40)	107 (44.00)	83 (34.15)
Offers available on products motivated me to buy convenience food	4 (1.64)	21 (8.64)	75 (30.86)	98 (40.32)	45 (18.51)
Seeing others' shopping baskets motivated me to buy convenience food	6 (2.46)	26 (10.69)	32 (13.16)	110 (45.26)	69 (28.39)
Attractive packaging affects my buying decisions	6 (2.46)	22 (9.05)	48 (19.75)	109 (44.85)	58 (23.86)
The behaviour of salesmen motivated me to buy convenience food	13 (5.34)	16 (6.58)	38 (15.63)	131 (53.90)	45 (18.51)
The availability of different brands and varieties motivated me to buy convenience food	6 (2.46)	11 (4.52)	55 (22.63)	112 (46.09)	59 (24.27)
I often end up buying more food items than I need	6 (2.46)	26 (10.69)	74 (30.45)	97 (39.91)	40 (16.46)

(Source: The own development of the researchers)

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Table 9: Analysis of response to impulsive buying behaviour

Test	Value	IBB1	IBB2	IBB3	IBB4	IBB5	IBB6	IBB7	IBB8
Mean	Value	3.6173	4.0288	3.6543	3.8642	3.7860	3.7366	3.8519	3.5720
Std. Error		0.0728	0.0604	0.0599	0.0658	0.0635	0.0648	0.0593	0.0622
Std. Deviation		1.134	0.942	0.934	1.026	0.989	1.011	0.924	0.970
Variance		1.2868	0.8876	0.8717	1.0517	0.9788	1.0213	0.854	0.94
Skewness	Value	-0.4048	-1.0442	-0.3951	-0.8834	-0.7467	-1.0993	- 0.8097	-0.4245
Std. Error		0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562	0.1562
Kurtosis	Value	0.7174	1.017	0.1471	0.2195	0.1894	1.0285	0.783	0.1669
Std. Error		0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111	0.3111
Chi Square	Value	57.185	163.52	121.42	139.65	128.79	190.23	152.21	110.85
	d.f.	4	4	4	4	4	4	4	4
Significance		.000	.000	.000	.000	.000	.000	.000	.000

(Source: The own development of the researchers)

The impulsive buying behaviour variable's skewness analysis showed consistently negative values (range: -0.4048 to -1.0993), pointing to a left-skewed distribution and a substantial correlation between consumer perspectives on convenience food and impulsive buying behaviour. These results disprove the null hypothesis and show that impulsive buying behaviour and positive attitudes toward convenience food are positively correlated. The impulsive buying behaviour variable's kurtosis analysis showed consistently positive values (range: 0.1471 to 1.0285), pointing to a leptokurtic distribution and a substantial correlation between consumer perceptions of convenience food and impulsive buying behaviour. These results disprove the null hypothesis and show that impulsive buying behaviour and positive attitudes about convenience food are positively correlated.

FINDINGS AND SUGGESTIONS

The data analysis showed that consumer perceptions of convenience food and awareness were significantly correlated. In particular, the results showed that consumer were more likely to view convenience food favourably if they were more knowledgeable about its nutritional value and potential health effects. This implies that consumer perceptions of convenience food might be significantly influenced by awareness campaigns and educational initiatives.

The survey also discovered a strong correlation between consumer opinions on convenience food and motivation. Consumer were more inclined to view convenience food favourably if they were driven by considerations like ease of preparation, time savings, and convenience. This emphasizes how crucial it is to comprehend the factors that influence consumer eating preferences and create marketing campaigns that speak to these factors.

Additionally, the data showed a strong correlation between consumer opinions on convenience food and health issues. Consumer who placed a higher priority on nutrition and health were less likely to view convenience food favourably, indicating that health issues may be a major deterrent to its uptake. This research emphasizes how important it is for convenience food producers to give nutrition and health priority when creating new products and advertising campaigns.

Lastly, the study discovered that consumer opinions about convenience food and impulsive purchasing behaviour were significantly correlated. Convenience food was more likely to be positively perceived by consumer who engaged in impulsive shopping, indicating that consumer sentiments toward it can be significantly influenced by impulsive purchases. This research emphasizes how crucial in-store advertising and marketing tactics are in influencing consumer dietary preferences.

CONCLUSION

By offering a detailed view of consumer attitudes on convenience food and showing the intricate interactions between awareness, motivation, health concerns, and impulsive purchase behaviour in forming their consumption patterns and preferences, this study adds to the knowledge of current work. The results imply that a variety of factors, such as awareness, health concerns, motivations, and impulsive buying inclinations,

affect consumer opinions of convenience food. The study's findings have significant ramifications for marketers, food producers, and legislators who want to encourage consumer to make educated food choices and adopt healthy eating habits. Stakeholders may create focused initiatives and strategies that address the needs and concerns of this group by recognizing the complex nature of consumer views on convenience food, which will eventually improve public health outcomes.

Limitations and Directions for Further Study

Although this study advances our knowledge of ways consumer see convenient food, it should be noted that there are several limitations that should be taken into consideration when interpreting its results. The sample may not be typical of the general population because it was restricted to Mysuru city. Furthermore, the study used self-reported data, which could be biased and influenced by social desirability. More objective measurements of consumption habits and preferences, as well as a more diverse sample should be the goals of future study. Furthermore, investigating how socioeconomic and cultural factors affect consumer perceptions of convenience food will provide light on the intricate connections between dietary preferences, wellbeing, and health.

This study focused merely on a small number of independent variables; further factors that might affect the way consumer see convenience food should be investigated in future studies. For example, factors including lifestyle, family dynamics, marketing tactics, and socioeconomic status may all have a big impact on how consumer feel and act when it comes to convenience food. Interventions targeted at encouraging healthy eating habits would also benefit from longitudinal studies that look at the temporal dynamics of consumer consumption patterns and preferences.

REFERENCES

1. *Ajagbe, M. A., Olujobi, J. O., Worlu, R. E., & Uduimoh, A. A. (2016). Consumer Personality and Increase in Sales Volume. International Journal of Academic Research in Economics and Management Sciences, 4(4). https://doi.org/10.6007/ijarems/v4-i4/2029*
2. *Barakat, D.M. (2019). A Proposed Model for Factors Affecting Consumers ' Impulsive Buying Tendency in Shopping Malls*
3. *Barauskaite, D., Gineikiene, J., Fennis, B. M., Auruskeviciene, V., Yamaguchi, M., & Kondo, N. (2018). Eating healthy to impress: How conspicuous consumption, perceived self-control motivation, and descriptive normative influence determine functional food choices. Appetite, 131, 59–67. https://doi.org/10.1016/j.appet.2018.08.015*
4. *Botonaki, A., & Mattas, K. (2010). Revealing the values behind convenience food consumption. Appetite, 55(3), 629–638. https://doi.org/10.1016/j.appet.2010.09.017*
5. *Brunner, T. A., van der Horst, K., & Siegrist, M. (2010). Convenience food products. Drivers for consumption. Appetite, 55(3), 498–506. https://doi.org/10.1016/j.appet.2010.08.017*
6. *Buckley, M., Cowan, C., McCarthy, M., & O'Sullivan, C. (2005). The Convenience Consumer and Food-Related Lifestyles in Great Britain. Journal of Food Products Marketing, 11(3), 3–25. https://doi.org/10.1300/j038v11n03_02*
7. *Buhalis, D. (Ed.). (2021). Encyclopedia of Tourism Management and Marketing. https://doi.org/10.4337/9781800377486*
8. *Cordell, V. V. (1997). Consumer knowledge measures as predictors in product evaluation. Psychology and Marketing, 14(3), 241–260. https://doi.org/10.1002/(sici)1520-6793(199705)14:3%3C241::aid-mar3%3E3.0.co;2-b*
9. *Dhir, B., & Singla, N. (2020). Consumption Pattern and Health Implications of Convenience Foods: A Practical Review. Current Journal of Applied Science and Technology, 38(6), 1–9. https://doi.org/10.9734/cjast/2019/v38i630455*
10. *Dhir, B., Singla, N., & Jain, R. (2020). Relationship between Consumption of Convenience Foods and Health Status of the Working Consumer. Current Journal of Applied Science and Technology, 87–94. https://doi.org/10.9734/cjast/2020/v39i330518*
11. *Duarte, P., Raposo, M., & Ferraz, M. (2013b). Drivers of snack foods impulse buying behaviour among young consumers. British Food Journal, 115(9), 1233–1254. https://doi.org/10.1108/bfj-10-2011-0272*
12. *Gccni. (2012). Consumer Education Manifesto.*
13. *Gherasim, A., & Gherasim, D. (2013). Modelling the Consumer Behaviour*
14. *Lage, C., Lins, S., & Aquino, S. (2022). Consumerism. Consumerism. https://doi.org/10.4324/9780367198459-reprw118-1*
15. *Pandey, A. C., & Jamwal, M. (2016). Realizing the Impact of Cognitive Dissonance in Predicting Consumer Behaviour. Journal of Social Sciences, 12(1), 36–41. https://doi.org/10.3844/jssp.2016.36.41*
16. *Sarmugam, R., & Worsley, A. (2015b). Dietary Behaviours, Impulsivity and Food Involvement: Identification of Three Consumer Segments. Nutrients, 7(9), 8036–8057. https://doi.org/10.3390/nu7095379*

17. *Simelane, B.D. (2008). The acceptability and use of convenience foods by black consumer employed by government in Mpumalanga*
18. *Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. Australasian Marketing Journal (AMJ), 18(2), 93–104. https://doi.org/10.1016/j.ausmj.2010.01.001*
19. *Srivastava, V., & Srivastava, M. (2021). Modelling Enablers of Customer-Centricity in Convenience Food Retail. 181–192. https://doi.org/10.1007/978-3-030-66218-9_21*
20. *Verma, S., & Chawla, G.K. (2020). Convenience Food : An Emerging Trend in India. Indian Journal of Public Health Research & Development*
21. *Yoon, S., Sohn, K., Kwak, T., Kim, J., & Kwon, D. (1998). Consumer Trends on Dietary and Food Purchasing Behaviors and Perception for the Convenience Foods. Journal of the Korean Society of Food Culture, 13, 197-206*