



A COMPARATIVE STUDY ON CONSUMER SATISFACTION TOWARDS FRESH FOODS AND PACKED FOODS WITH SPECIAL REFERENCE TO TIRUPUR CITY

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ABSTRACT

We chose our daily intake of food based upon a number of factors. The purpose of this essay is to compare and contrast eating fresh foods and packaged foods. The two main points of discussion are flavor and health benefits. A notable similarity between fresh foods and packaged foods is flavor. When fresh foods and packaged foods are cooked, the flavor is almost identical. For example, fresh corn and packaged corn taste the same when cooked. This is also true for fresh and packaged green beans. Almost any vegetable, whether fresh or packaged, will taste the same when cooked.

INTRODUCTION

We live in a world where the variety of food is immense. In contrast, there is a significant difference between fresh and packaged foods when it comes to health benefits. Fresh foods contain a higher amount of nutrients our bodies need to be healthy. Packaged foods lose some of the original fresh food nutrients when stored. In addition, preservatives are added to packaged foods to keep them from going bad. Fresh foods, on the other hand, have no preservatives.

While the flavor of fresh and packaged foods is not significantly different when cooked, the health benefits of fresh foods is greater than packaged foods. Undoubtedly, there are more benefits to eating fresh foods. However, it is not always possible to eat fresh foods and so packaged foods are a great alternative.

Just like a car needs good fuel & additives to run smoothly, our body needs nutritious food to keep going. It is our food that builds and nourishes our bodies and provides the essential energy to carry out our daily activities. As they say, we are what we eat. Hence, in order to maintain optimum health, it is necessary to pay special attention to our everyday diet. But given our crazy lifestyle, we are busier than ever now, and it is a struggle to make nutritious meals and snacks a part of our regular diet. And that is how we fall prey to easily available processed food.

Fresh food is food which has not been preserved and has not spoiled yet. For vegetables and fruits, this means that they have been recently harvested and treated properly postharvest; for meat, it has recently been slaughtered and butchered; for fish, it has been



recently caught or harvested and kept cold. Dairy products are fresh and will spoil quickly. Thus, fresh cheese is cheese which has not been dried or salted for aging. Soured cream may be considered "fresh". Fresh food has not been dried, smoked, salted, frozen, canned, pickled, or otherwise preserve.

STATEMENT OF THE PROBLEM

There are many reported health problems prevailing in our society. It can be said that one of the major disease causing agents is food or the deficiency of it. The two divisions: Fresh foods and Packed foods has its own merits and demerits which makes difference in the level of satisfaction of the consumers. Here it is attempted to study the satisfaction level of the consumers with which the awareness can be created.

SCOPE OF THE STUDY

- ✦ The present study aims to know the comparability of fresh foods and packed foods.
- ✦ This research focus on consumers to make them prefer the food which is healthy.
- ✦ Creating awareness on choosing fresh and packed foods.

OBJECTIVES OF THE STUDY

- ✦ To know the level of satisfaction on consuming fresh food and packed food with selected respondents in Tirupur city.
- ✦ To study the problems faced by the consumers of fresh foods and packed foods.
- ✦ To find that, according to which factors did the consumers choose their food types.

RESEARCH METHODOLOGY

SOURCES OF DATA

The study includes both primary and secondary data.

- ✦ Primary data have been collected form the targeted respondents through structured questionnaire.
- ✦ Secondary source of data have been collected form the structured sources such as Journals, Internet and websites.

AREA OF THE STUDY

Study is conducted in the Tirupur city only.

SAMPLE SIZE

The sample size taken for the study was 220.

TOOLS FOR ANALYSIS

- ✦ Simple percentage method.
- ✦ Likert scale analysis
- ✦ Rank analysis.

LIMITATIONS

- ✦ The sample size is restricted only to 220 respondents, which didn't cover the whole population.
- ✦ The sample respondents are from Tirupur city and so it doesn't applicable for other cities.

REVIEW OF LITERATURE

L.C. De, Tulipa De (2019), HEALTHY FOOD FOR HEALTHY LIFE- Nutrition depends upon food is also of utmost importance in the cure of disease. Nutrients are required for buildup and maintenance of healthy cells, tissues, glands and organs which aid in metabolic, hormonal, mental, physical or chemical activities of human body. The right kind of food is the most important single factor in the promotion of health

Tanja Schneider (2018), FOOD AND HEALTH- In many parts of the world the relationship between food and health is predominately defined by a nutritional and medical discourse today. This discourse focuses on food intake as a core determinant of individual bodily and mental health, prevention of under or overweight, and of future diseases. Sociologists and other social scientists, however, have a broader understanding of the relationship between food and health and emphasize how cultural meanings and beliefs as well as social structures and institutions such as education, media, law, politics, and economy shape food practices.

Zuzana Sedlacekova (2017), FOOD PACKAGING MATERIALS: COMPARISON OF MATERIALS USED FOR PACKAGING PURPOSES- This thesis analyses package materials used for three products: tea, chocolate and milk, which are familiar to audience and they represent typical household products purchased rather often. Modern companies do not use package only as a means of cover for the product, they developed it as a tool which enables brands to communicate with customers, it contains information not only about the content of the package itself, but about the brand.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the study "A comparative study on



consumer satisfaction towards fresh foods and packed foods with special reference to Tirupur city” based on the collected data. The data have been classified, tabulated and analyzed using the following statistical tools.

1. Simple percentage analysis.
2. Likert scale analysis.
3. Rank analysis.

LIKERT SCALE ANALYSIS

TABLE SHOWING SATISFACTION LEVEL IN FRESH FOODS BY RESPONDENTS

S.NO	FACTORS	NO. OF RESPONDENTS (f)	LIKERT SCALE VALUE (x)	TOTAL SCORE (f x)
1	Highly satisfied	94	5	470
2	Satisfied	102	4	408
3	Neutral	19	3	57
4	Dissatisfied	1	2	2
5	Highly dissatisfied	4	1	4
Total		220		941

(Source: Primary data)

$$\text{Likert Scale} = \frac{\sum (f x)}{\text{Total number of respondents}}$$

$$= \frac{941}{220}$$

$$= 4.27$$

INTERPRETATION: Likert scale value is 4.27 which is greater than the mid value (3). So the respondents are felt satisfied in consuming fresh foods.

TABLE SHOWING SATISFACTION LEVEL IN PACKED FOOD BY RESPONDENTS

S.NO	FACTORS	NO. OF RESPONDENTS (f)	LIKERT SCALE VALUE (x)	TOTAL SCORE (f x)
1	Highly satisfied	23	5	115
2	Satisfied	81	4	324
3	Neutral	91	3	273
4	Dissatisfied	18	2	36
5	Highly dissatisfied	7	1	7
Total		220		755

(Source: Primary data)



$$\text{Likert Scale} = \frac{\sum (f \times x)}{\text{Total number of respondents}}$$

$$= \frac{755}{220}$$

$$= 3.43$$

INTERPRETATION: Likert scale value is 3.43 which is greater than the mid value (3). So the respondents are satisfied in consuming packed food.

RANK ANALYSIS

TABLE SHOWING THE RANKING OF SOME FACTORS IN FRESH FOODS

S.NO	FACTORS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
1	Freshness	61(5)	47(4)	36(3)	48(2)	28(1)	725	4
2	Taste	52(5)	49(4)	60(3)	36(2)	23(1)	731	3
3	Time consumption	32(5)	33(4)	58(3)	41(2)	56(1)	604	5
4	Hygiene	109(5)	36(4)	29(3)	28(2)	18(1)	850	1
5	Healthy	69(5)	76(4)	30(3)	25(2)	20(1)	809	2

(Source: Primary data)

INTERPRETATION

The above table shows that out of 220 respondents, hygiene has ranked 1st, healthy has ranked

2nd, tasty has ranked 3rd, freshness has ranked 4th, and time consumption has ranked 5th.

Majority of the respondent ranked hygiene as 1st.

TABLE SHOWING THE RANKING OF SOME FACTORS OF PACKED FOODS

S.NO	FACTORS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
1	Hygiene	80(5)	22(4)	38(3)	43(2)	37(1)	725	2
2	Healthy	44(5)	55(4)	54(3)	49(2)	18(1)	718	3
3	Taste	54(5)	32(4)	76(3)	43(2)	15(1)	727	1
4	Flavor	46(5)	55(4)	42(3)	63(2)	14(1)	716	4
5	Freshness	57(5)	31(4)	43(3)	39(2)	50(1)	666	5

(Source: Primary data)

INTERPRETATION

The above table shows that out of 220 respondents, taste has ranked 1st, hygiene has ranked 2nd, healthy has ranked 3rd, flavor has ranked 4th, and freshness has ranked 5th.

Majority of the respondents ranked taste as 1st.

FINDINGS

1. Simple percentage analysis

- ❖ It is found that (50%) of the respondents choose fresh food for its freshness & healthiness.
- ❖ It is found that (39.5%) of respondents buy fresh foods from super markets.



- ❖ It is found that majority (45.9%) of the respondents prefer packed foods for instant cooking facility.
- ❖ It is found that majority of the respondents prefer packed food for its taste.
- ❖ It is found that (40.5%) of the respondents see health issues as a drawback.
- ❖ It is found that majority (42.3%) of the respondents intake packed foods once in a week.
- ❖ It is found that majority (54.1%) of the respondents buy packed foods from super markets.
- ❖ It is found that (85%) of respondents prefer fresh foods over packed foods.

2. Likert scale analysis

- ❖ It is found that the respondents feel convenient to consume fresh foods.
- ❖ It is found that the respondents are satisfied in consuming fresh foods.
- ❖ It is found that the respondents feel convenient to consume packed food.
- ❖ It is found that the respondents are satisfied in consuming packed food.

3. Rank analysis

- ❖ According to the preference of fresh food, hygiene is ranked 1st.
- ❖ According to the preference of packed food, taste is ranked 1st.

SUGGESTIONS

- ❖ The first and foremost preference must be given to the health of the consumer than taste of the foods.
- ❖ Consumers should try to select harmless packed foods which are equally available like organic foods.
- ❖ The awareness of health complications that might occur when consuming packed foods must be clearly known to the consumers.

CONCLUSION

The study included various aspects through which the awareness of the general public over fresh foods and packed foods are measured. This study evaluated the satisfaction level and reasons for the preference of consumers towards fresh and packed foods. It was found that the satisfaction levels of both fresh and packed foods are more or less similar with different factors. Respondents of this study indicated that they prefer fresh food for their health and packed food for its taste. Packed foods are non-avoidable in this present generation. So, this study suggests valid recommendations to bring a healthy food habit in the

near future. Suggested measures must be implemented to develop a healthy society.

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