

Study of Consumer Perception towards Buying High Dietary Fiber Products

Namrata Khurana

Faculty,
Deptt. of Biotechnology,
Govt. Holkar Science College,
Indore

N. K. Dhakad

Rettd. AD,
Deptt. of Higher Education,
D.A.V.V., Indore.

Abstract

Good health and a long life are important aims of most persons, but surely no more than a moment's reflection is necessary to convince anyone that they are not the only aim. The economic approach implies that there is an 'optimal' expected length of life, where the value in utility of an additional year is less than the utility foregone by using time and other resources to obtain that year, said Barkema. Today, the major killer is cardiovascular diseases (i.e. heart disease and stroke) accounting for approximately 40 per cent of deaths in most of the countries. Although Gilbert, L. estimated that during the last four decades there has been a small but steady decline in deaths due to heart disease and stroke mortality because of changes in lifestyle. When we talk about the changing lifestyle the first thing which comes in the mind is the changing eating habits of an individual. According to Jonas, M.S. and Beckmann, S.C. today the global foods market is experiencing rapid growth and is being driven by factors including greater consumer interest in the diet and health relationship, ageing populations and the associated rising health care costs, and advances in food technology (Hasler, 1998). Consumers are now seeking health enhancing foods that enhance their quality of life, improve mental and physical well being, help fight disease and promote longevity. Significant commercial interest in such foods has developed because of their potential to help reduce levels of diet-related diseases such as cancer, heart disease and osteoporosis. And generally such food which commercial units are seeking includes high source of dietary fibers.. According to Barkema, advances in biotechnology have been essential in satisfying the increasing consumer demand for food products with specific nutritional and quality traits.

Keywords: Dietary Fiber, Consumer Perception, Health Enhancing Food.

Introduction

Looking onto biotechnological advancement and commercialization of food industry toward development of non conventional breakfast food, which is a food made more or less from processed grains often can be eaten in various ways, which are promoted in high commercial manner indicating huge health benefits became a matter of study. A change is taking place at the breakfast table of an average urban Indian household which is nothing short of a revolution. The time-starved working Indian consumer, who is in no mood to spend an hour in the kitchen preparing breakfast, is adopting this new eating habit to suit her lifestyle. A bowl of cereal is elbowing out the hot-from-the pan aloo paratha and poha. *The objective of the study was to explore consumers' attitudes to, perceptions of and consumption of high dietary fiber foods; with special reference to cereal maker, Kellogg which is generally promoted as a breakfast item.*

Aim of the Study

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About Cereals and Its Commercial Presence

Cereals are an excellent source of fiber made from 100% whole grain and a great way to fill up at breakfast. With many different flavors to choose from, it's nutritious and delicious way to start morning. One bowl of any Kellogg's cereals, gives about 20% of daily fiber to keep one full for the day ahead as committed by the company. The available options with high fiber are viz. *KELLOGG'S ALL-BRAN COMPLETE WHEAT FLAKES CEREAL* -Natural whole grain wheat with high fiber wheat bran *KELLOGG'S PRODUCT 19 CEREAL*- A multi-vitamin and mineral supplement cereal of toasted corn, oats, wheat and rice.

Research Methodology

The studies have been done by considering the importance of breakfast in regular lifestyle and then identify the factors affecting the consumer's choice to include high dietary fiber containing cereals in their breakfast/meals. Overall 104 respondents were chosen randomly to find out their perception towards inclusion of cereals (Kellogg) in their breakfast who responded through a structured questionnaire in like scale. Simple percentage analysis was being done to analyze the responses.

Result and Interpretation

The study was being done on 51 males and 53 female respondents who use non conventional breakfast foods of Kellogg's brand. The respondent belonged to different categories of profession among whom 16% are self employed, 28% salaried, 10% professionals, 39% student and 7% respondents belonged to other occupations. Majority of respondents were having a income ranging from Rs 3-4 lakhs per annum. The study was being done looking onto the following issues which are discussed with their results:

Factor responsible for the Inclusion of Kellogg's Dietary Fibers In Meals/Breakfast	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
Contents of Product	34%	49%	8%	8%	1%
Convenience in Preparing	52%	41%	5%	2%	0%
Taste Preferred by My Family	6%	41%	20%	19%	14%
Hygiene Factors	44%	50%	3%	3%	0%
Variety of Flavors	17%	39%	22%	16%	6%
Celebrity Endorsement	3%	26%	31%	31%	9%
Price is Irrelvent Factor	12%	58%	16%	13%	1%
Nutritious for Health	58%	33%	8%	1%	0%
Value for Money	65%	27%	5%	3%	0%
Social Impression	2%	20%	31%	35%	12%
Friends/ Family Recommendation	2%	42%	28%	21%	7%
Packaging	5%	42%	21%	24%	8%
Offers and Schemes	11%	52%	16%	14%	7%

Looking onto the results we can say that the maximum weight age is given to the value for money by today's consumer but still they are concern for the health and nutrition. Convenience in preparing is also being considered as the factor for buying cereals. Although the least weight age is given to recommendation of friends and family and social impression.

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