CONSUMER PERCEPTIONS AND PURCHASING BEHAVIOR TOWARD PROCESSED FOOD PRODUCTS IN SOME SELECTED AREAS OF DHAKA DISTRICT IN BANGLADESH

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CERTIFICATE

This is to certify that the thesis entitled '**CONSUMER PERCEPTIONS AND PURCHASING BEHAVIOR TOWARDS PROCESSED FOOD PRODUCTS IN SOME SELECTED AREAS OF DHAKA DISTRICT IN, BANGLADESH'** submitted to the Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **Master of Science in Agribusiness And Marketing,** embodies the result of a piece of bona fide research work carried out by **MOSTARINA PARVIN ESHA**, Registration Number: **19-10096** under my supervision and guidance. No part of the thesis has been submitted for any other degree or diploma.

I further certify that any help or source of information received during the course of this investigation has duly been acknowledged.

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DEDICATED

TO

MY BELOVED

PARENTS

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The Author

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ABSTRACT

Around the turn of the century, a new trend began to sweep the country replacing cooked meals with highly processed, ready-to-eat items. The number of single-parent households is on the rise, as is consumer demand for processed goods. The study's goals were to define some of the consumers' characteristics, assess the consumers' opinions of processed foods, and discover the elements that substantially impact the consumers' decision to purchase branded processed foods. A total of 130 customers were chosen at random basis from Sher-e-Bangla Nagar and Mohammadpur areas in the Dhaka district for the study. Data were collected from respondents between June 1 and July 30, 2020, using a pre-tested interview schedule. Gender, age, education, employment, family size, consumer awareness, and frequency of purchase were among the socioeconomic factors studied using percentage analysis. Binary Logistic Regression was used to determine the variable's contributions. The study's dependent variable was the purchase of branded food goods, whereas the study's independent variables were eight different important aspects of the respondents. The majority of respondents (72.41 percent) who consumed processed food items were female, while the rest (27.59 percent) were male, according to the interview poll. Education, family size, and quality show a strong relationship with purchasing branded food goods among chosen characteristics of the respondents. So, when entering into such a business, the innovative firm should keep these points in mind, and manufacturers, policymakers, and those planning marketing strategies for products with nutritive and qualitative value should think twice before launching such products.

CHAPTER 1
INTRODUCTION

At the start of the twenty-first century, a new trend of substituting cooked meals with highly processed, ready-to-eat food products began to sweep the country. The processed food industry exploded as a result. The fundamental reason for this transition is that individuals are moving away from conventional joint families and toward nuclear families, which has resulted in a shift in eating habits, particularly away from traditional types of meals (Bajaj et al. 2019). In the late 1980s, the global food consumption pattern shifted, with food producers encouraging their consumers to eat more as a result of economic prosperity (Hawkes 2012). This revolution forces the entire food market, as well as the food industry, to incorporate new ideas into their business models and to demonstrate new marketing strategies to attract customers and encourage them to consume more processed foods such as cold drinks, snacks (Ludwig and Nestle 2008), Maggie, pasta, cornflakes, Kellogg's, and so on (Bajaj et al. 2019).

1.1. Background of the study

Bangladesh is one of the largest and most populous countries, with a population of 160 million residents of 143,000 km2. Moreover, a percentage of the population lives in localities. Day by day, their consumption of processed foods increased. The customer purchases a wide range of products and services to suit his wants, and his purchasing decisions are continually impacted. The consumer brings the goods and services to meet his basic wants for comfort, enjoyment, recreation, and happiness. On the other hand, the number of single-parent families continues to rise year after year, as does the desire to buy processed foods. In their daily lives, they favor various types of processed foods. Another element that influences the purchase of processed foods is the family's income.

1.2.Scope of consuming processed food products in Bangladesh

The possibilities of consuming processed food products among the consumers are as follows As Bangladesh's population grew, so did the need for processed food products.

- The current nature and consumption patterns of customers show that processed food products are popular (Bajaj et al. 2019).
- Consumers' proclivity to recommend processed food products to others

plays a major role in their consumption

- Customer-to-customer connection and brand awareness are appreciated more than advertising and other marketing tactics

1.3. Study objectives

So, some objectives are shortlisted in this study and they are

1. To know the consumer’s awareness, brand preferences, and purchasing behavior of processed food products.
2. To identify the causes that stimulate alternative purchasing plans of the consumers.
3. To determine the factors affecting the purchasing of branded processed food products.

1.4. Current status for purchasing processed food products

Bangladesh's food and beverage industry are worth an estimated $8.3 billion in annual gross domestic product. In today's environment, a thorough examination of brand awareness and the factors that influence processed food product purchasing behavior is critical.

The preference for processed livestock products over fresh livestock products has altered. Prices of basic food derived from cow products are continuously increasing, both in terms of accessibility and purchase price. Meatballs, sausages, and nuggets are the most widely consumed manufactured meat and dairy products at home, with meatballs, sausages, and nuggets being the most popular beef meal item. Meat is ingested 1-3 times per week, but dairy products are consumed just once or twice a month (Mody 2012). The consumption of processed boneless chicken breast, such as nuggets and sausage, as well as dairy products, is higher than that of beef-based products (Ma et al. 2011). The requirement for meat and dairy products is expected to expand in the coming years. Then there's the issue of urbanization, as well as lower pricing as a result of the use of trying to cut innovation in the operation. Costs, traditions, hygiene, taste, fragrance, and fat content are all variables of dairy product preference (Adamczyk 2005). In the United States, the meatpacking industry is increasing at a pace of 10-15% annually. The growth of the market and a transition in people's opinions toward rapid eating are driving the growth of processed food. Processed dairy and meat goods like barbecued beef, meatballs, schnitzel, and sausage rolls, as well as milk products like cheese, have a significant market potential (Muzayyanah et al. 2021).

According to one study, the more you know about the customer, the better. You never know when a minor detail may lead to a superior product. Health and economic considerations have a significant impact on consumer behavior when it comes to purchasing processed foods (Furnols and Guerrero 2014). Accessibility, availability, and customer relations are all factors that improve the brand's impression among customers (Lindberg et al. 2018). Price, quality, variety, packaging, and non-seasonal accessibility are all priorities when selecting processed food (Ali et al. 2010).

1.5.Purchasing decision of the consumer

Processed food expenditures are influenced by demographic characteristics such as gender, educational level, and monthly income (Li 2012). In his study, Gresser (2015) discovered that there is no great difference in views of dairy food based on academic rank (undergraduate or graduate). The elements that determine this can alter regularly due to psychological, cultural, and taste variations, as well as changes in the external environment (Grunert et al. 2011, Berrues et al.2003). Consumer food choices and behavior are influenced by a variety of specific customer traits, product attributes, and external factors (marketing aspects).

1.6. Justification of the study

In Bangladesh, customers have a vital role in the growing demand for processed food items. It is happened due to the increased family income, small family size, taste and quality of processed food products, etc. So, the various branded company took different policies for the promotion of their processed food products. So, nowadays, different levels of customers demanded various processed food products to lead their daily life in simple ways. To take such considerations in mind, the current study was performed to investigate customer attitudes toward processed food products: the questionnaire was undertaken in various chosen localities of Dhaka, Bangladesh. The research was carried out on a select group of Dhaka locals. For an elite group, education, product quality will undoubtedly be the most important determinant.Many researcher investigate some kind of related studied but in today it is very important to know that they are eating the right quality processed food or not and so I decided to take such kind of study.

CHAPTER II

REVIEW OF LITERATURE

Previous research on brand awareness, purchasing behavior, brand preference, variables influencing brand choice, and substitute buying plans has been evaluated and highlighted in this chapter under the following parts:

2.1. TO KNOW THE CONSUMER'S AWARENESS, BRAND PREFERENCES, AND PURCHASE BEHAVIOR OF PROCESSED FOOD PRODUCTS.

CONSUMER AWARENESS OF PROCESSED FOOD PRODUCTS

Consumer perception of processed food depends on various factors such as trust & safety, national branding, packaging, awareness, etc.

In addition, Mari et al. (2015) have shown the concern about consumers' perceptions of some external factors such as packaging and observed how the external factors influence the purchase decision of processed cereal products. It has shown that consumers admit the aid of packaging remarkably in terms of product protection, how much the product is hygiene, product information i.e. who is the manufacturer of the product as well as the brand of the food product. Some other factors also play a pivotal role in consumer perception such as packaging materials which are the durability of the product, product shape, attractiveness, accessibility, environment-friendly, recyclability.

Wang (2013) describes that, visual packaging important consideration to influencing the consumers to perceive value, quality of the commodity, and brand preference effect on the value of the food product and indirect manner.

According to Aaker (2000), a strong brand is a spectacular long-term and durable value. It provides a feeling of comfort, which is important to remember when acquiring limited items like shampoos, as well as perception, devotion, and quality. Other effective approaches to create awareness, outside of traditional media, include promotional materials, publicizing, tasting, and other consideration strategies.

Brown *et al.* (2000) reported that, Given their overall food preferences and attitudes, particularly during adolescence, the need for effective dietary impact on the education purchasers has become quickly obvious, and it was realized that the communication between early adopters' dietary requirements and their nutritional recognition behavior, within three situations (home, school, and social interaction), appears to be somewhat obscured by the young consumers, while establishing an autonomy trait, part of their development of an independence trait, part of their development of an independence trait, part of their development of an independence trait, part of their development of And per the authors, many early adopters' food preferences are typical of the 'quick service' sort, and their eating habits may promote the consumption of nutritionally inadequate meals as a result. While adolescent consumers were aware of the need of eating nutritious meals, their food selections did not always reflect this awareness, particularly in school and social contexts.

In New Zealand, Beverland (2001) evaluated the brand recognition for ZESPRI kiwi fruit.

In New Zealand, the efficiency of the kiwi fruit's branding strategy was evaluated. Consumers are oblivious of the ZESPRI brand, according to the findings for agriculture in general, which were based on data obtained from surveys of kiwi fruit shoppers (n=106) outside three supermarkets and hypermarkets in Auckland, New Zealand. To increase brand recognition, and interaction approach integrating targeted marketing and systems integration is recommended.

Chen (2001) had a different perspective on marketing strategy, saying that while it was a necessary asset, that is not enough to build considerable brand equity. A brand would be well despite its low quality, according to this idea. To increase brand recognition, a relationship-building approach integrating effective advertisements and systems integration is recommended. Chen (2001) had a different take on brand awareness, saying that while it was a crucial requirement, it wasn't enough to build considerable brand equity. A brand would be well despite the limited quality, including this idea.

Consumption and production awareness of nutritional values on the packaging was researched by Yee and Young (2001) to build up consumer and producer recognition of the high lipid content of pies. The fat level of seven main pie brands was tested, and it ranged from 7.10 to 19.20 percent. A potato baked or cottage pies have the minimum fat content (7.10 - 9.20 percent fat). Most pies didn't have nutritional information on the container. More than half of the customers who responded to the survey (52%) were aware of the promotion (42.00 percent response rate). The investigation was successful in raising the brand awareness of pies' high lipid content and changing the food choices by ensuring the availability of lower fat pies.

According to Nandagopal and Chinnaiyan (2003), rural users have a strong brand image, as indicated by the manner of acquisition of soft drinks by "Brand Name." Advertisers, household members, acquaintances, and friends were the most prominent sources of brand image, followed by viral marketing.

Thus according to Ramasamy et al. (2005), marketing and attitudes have a major effect on buying behavior. Effects on the profitability of television were reported to be the most important source of information, next by advertisements in retail establishments. Consumers generate perceptions about organizations based on several product attributes that are important in the ruling process. A large number of respondents emphasized quality and stated that price is a crucial component, while others focused on the company's image.

PURCHASE BEHAVIOUR OF CONSUMERS

Baskar and Sundaram (2014) provide a broader view of consumer buying behavior regarding tended processed food. It was found that the consumer purchased brands mostly based on trust and safety. Food without question is the nutritional value per serving, but it has been found that it is not so.

Balaji (1985) focused on the dietary habits of 526 people in Vishakapatnam. Fish was eaten by 77.00 percent of those surveyed for supper and 22.00 percent for lunch, according to the report. About 30.00 percent of those surveyed said they didn't eat seafood on festival days since it was considered auspicious, while the remainder said they ate chicken on any given day.

Jorin (1987) explored how private consumption capability and procurement habits in Switzerland have altered substantially since the beginning of the century. Market developments include an increased significance on food health and wellbeing rather than prices, such as expanding emphasis on low light goods and rising interest for organically cultivated foods. More meals are consumed at home by young people who are more focused on fun than with health, however, there is an overall increase in sales for prepared foods. High-quality branded items were seen to have a lot of promise.

Puri and Sanghera (1989) completed a survey to examine the consumption habits of processed foods in Chandigarh. The jam was revealed to be among the most favorite regardless of wealth. The first and most orange squash was consumed by high- and intermediate families. As profits increased, so did pineapple juice demand.

Rees (1992), According to his investigation, flavor, texture, presentation, branding, a decrease in cooking and baking, dispersion of religious means, and a rise in snacking were all factors that affected the customer's food selection. Changes in ethnicities and household duties, as well as the invention of microwave ovens, all contributed to changes in eating habits. The growth of the market for refrigerated and other packaged foods has been linked to a large number of regular females and single people who value convenience. The growth of retailing was also viewed as noteworthy, with retailers accounting for 80.00 % of all food retailers. Consumers responded positively to messages about food hygiene and nutritious food.

The conclusions of Joshi's research (1993) According to research carried in Dharwad on grocery shopping behavior and customer awareness among various socio-economic-economic women, the proportion of urban interviewees purchased groceries every month including cereals (52.0%), pulses (64.0%), oils (73.00%), spices (72.00%), and sugar (69.00%).

According to Kamalaveni and Nirmala (2000), there is a clear consensus among homeowners and professional mothers on the reasons for consuming Instant Food Products. Age, profession, education, family size, and yearly income all had a significant impact on the per capita consumption of Instant Food Stuffs.

Srinivasan (2000) demonstrated that customers with different educational levels purchase more manufactured meals. The increased consumption of vegetables and fruits items was increased in the high-income group. The price rise acceptance limit was set at less than 5%; any price increase over this value would result in the manufactured product's use being stopped. Users prefer processed foods because of their fully prepared comfortability. Hugar et al. (2001) performed a study in Dharwad on the patterns of customer behavior in vegetable marketing. Limited folks (3.25 kg/week) bought fewer plants than middleincome (5.40 kg/week) and high-income (4.66 kg/week) people. A number of recent people chose to buy veggies from producers because of the affordable pricing. High and mediumincome households prefer to purchase vegetables from stall vendors because of the better quality and more consistent weighing.

Seafood opinions, friends' activity, and controllability were all-powerful determinants of fish consumption intent, whereas obstacles to fish consumption included a poor opinion toward both scent and ingredients, as well as a fear of uncovering bones. Fish foodies, on the other contrary, were happier with the flavor, thickness, and appearance of the fish and rated it better in terms of safety than those who started eating it. They also thought the fish was healthier and had been cooked with greater care. Foods should be adjusted to appeal to a larger spectrum of individuals, according to the research.

Their consumer buying behavior, according to Nagaraja (2004), is severely affected by their own and surrounding customers' histories, as well as his family. The quality and accessibility of the goods were the most important elements in his procurement preferences. Consumers were affected by the taste and experience aspect of any influencer campaign.

Shivkumar (2004) concluded that the buyer was most attracted to buy by the thoughts of their members of the family, regardless of background. The dealers' advice, which was preceded by a commercial, also influenced consumers.

BRAND PREFERENCES

Product branding is widely regarded as the most convenient and popular method of elevating consumer demand (Ahmed and Anders 2012).

Even though there are other factors while choosing brands, but trust and safety become vibrant factors in buying branded food. For instance, if we consider an example, Coke vs generic soda. Since Coca-Cola has but a powerful brand equity and its trust that charge more for its product.

It has been found that successful branding can effectively convince consumers to shift their priorities from a healthy meal to meals that derive a greater sense of satisfaction through factors such as taste, smell, brand value, brand recognition.

According to Kathuria and Gill (2013), the consumer is usually aware of the brand they buy and found the source of awareness. Conventionally, it is thought that consumers tend to buy familiar brands out of habit or because of loyalty, and they are likely willing to pay more for a branded product than for a non- branded generic product,they see favorable consequences of brand use (Paasovaara et al. 2012, Solomon 2009). It is found that the flavor, smell, free from any harmful comical or pesticides free quality are the most important factors which encourage to purchase of any branded processed food. The major sources of awareness for branded foods get mostly neighbor's, family members, friends, and even sometimes the retailer's recommendations play the most vital role in buying behavior, etc.

Also the customer owns experience and previously buying attitude affect a lot towards a brand value of a product. Sivakumar and Shymala (2017) state that, the brand image of the Maggie noodle is very high as well as it is most demanded and popular for all stages of the age group in India. The brand image of the product was repositioned again after the approval from FSSAI and the consumption was continued because of consumers' trust. Once consumers are given a wide array of similar products to choose from, they start experimenting with brands; the choosing factor in such a case will be how effective a brand is in promoting its product to consumers. Brand preference does not always follow the leader trend i.e. the market leader in a process can be substituted with another product if it fails to continuously capture and attain the interests of the consumer on a regular basis (Mukherjee et al. 2012)

Hu et al. (2011) shown how the consumers react to differentiated products in the processed foods market and consumer preference to pay for said products varies according to the product labeling and an array of other promises made by the brands. According to them, if a brand is nationally recognized then consumers are very much preferred that for which means the national brand is always preferable for the consumers. However, Liu et al. showed) showed that most of the consumers didn't select the national brand instead they used private brands.

Shafie and Rennie (2012) investigate the fact that how consumers identify the food quality disorder orders to investigate the potentials of organic agriculture. The study found that the correlation between demographic factors may define organic consumers but is not always true, it may vary from person to person; price is the prime factor of having an organic item. Branding gives any product a unique that which discerns itself from every product on the shelf through the virtue of consumer perception (Perrea et al. 2015).

Gluckman (1986) addressed the aspects that affect wine choice and utilization. The explicit criteria uncovered were brand identification, wine affordability, liquid condition or sensation, sweeten or harshness taste, and acceptance for all tastes. Coloration and texture were two of the unconscious criteria uncovered after significant investigation. The percentage of clients appeared to favor white wine over red wine. Wines from France and Germany were liked by consumers above those from Spain and Yugoslavia.

Kumar et al. (1987) explore the components that influenced 200 people's buying behavior for a wide range of food items. The items' place of source and brand was compared to the members' age, gender, and earnings. Age, schooling, and employment did not influence the characteristics evaluated, according to the findings. Because people pay attention to brands, the brand's objects appear to be more crucial than the manufacturer's origin.

Shanmugsundaram (1990) evaluated soft drink habits in Vellore, Tamil Nadu's North Arcot district. Gold Spot (26.00 percent) was the most desired soft drink among interviewees, followed by Limca (24.00 percent) (24.80 percent). The taste was determined to be the most vital role in brand selection, and entertainment had a major influence in influencing people to pick one brand over another. Because of their flexibility, Triangle containers were the most attractive.

Ali (1992) investigated customer retention and turnover behavior of manufactured fresh produce in Bangalore using Markov Chain analysis. Buyers get the strongest brand trust for Kissan jam and Maggi ketchup, according to the latest survey statistics, and these items saw the least amount of brand switching.

Thus according to Hans et al., brand attachment swapping was motivated by a need for diversity, motives, curiosity, and pricing (1996). Customers choose a packaged fresh produce brand consisting of three primary considerations: product quality, pricing, and flavor.

Veena (1996) researched impulse purchasing and trademark loyalty of manufactured fresh produce in Karnataka using Markov Chain analysis. According to the analyses, Maggi, Sil, and Kissan had industry engagement levels of 74.20 percent, 55.78 percent, and 48.74 percent, respectively, for jam goods. Kissan, Rex, and other trademarks' shares will prosper in the long term, according to the stability shares estimated to forecast possible market presence among the multiple products.

Due to Gala, Sil, and Maggi's greater market dominance, other brands were likely to experience.

Brand recognition was determined by the cost of the particular brand, the productivity of the desired brand, and the effectiveness of advertising, according to Padmanabhan (1999). Producers will always choose a low-cost brand if the price is really low. If that is not the case, farmers would prefer to purchase these products.

Low and Lamb Jr. (2000) managed to come up with an intriguing hypothesis based on the fact that indeed companies have several co-brand associations. Consumers may be willing to try a lot harder for well-known brands than for unknown businesses.

The findings of Kamenidou (2002) on the procurement and consuming habits of Greek households for three manufactured peach brands: packaged peaches in syrup, juice, and peach jam were revealed. 47.50 percent of people purchased canned peaches in syrup, 67.40 percent purchased peach juice, and 42.60 percent received peach jam, according to the research. Such purchases were influenced by satisfying flavor and content, as well as the belief that they could be healthy items. The studies also revealed that while consumption numbers were low, families preferred to buy the same registered trademark again and over, reflecting a repeat purchase phenomenon.

In the Telangana area of Andhra Pradesh, Sampathkumar (2003) looked into soft drink brand preference. Palms was selected by 37.50 percent of rural customers (urban 30%), Coca-cola (28.50 percent) (urban 37.50 percent), Pepsi (12.50 percent) (urban 9.00 percent), and Limca (4.00 percent) in the local markets (urban 8.50 percent). The share of local customers (67.00 percent) purchased soft drinks from neighboring Kirani stores (rural

73.00 percent), with the megamarket (27.00 percent) as well as others (6.00 percent) following closely behind (rural 1.00 percent). The physical delivery system had a significant role in the industry's outcome in the marketplace. The physical distribution included transportation as one of its primary roles. The product gains time and location utility as a result of transportation.

Kim-Hyunah et al. (2005) investigated the link between consumer brand components (awareness, image, preference, and loyalty) and proposed a brand management method for agreement food process improvement firms. He led to the realization that marketing strategy had a positive effect on brand image and desire, and he recommended that contract foodservice companies use marketing strategy as a marketing communication. Brand loyalty was also influenced by brand choice and image. As a result, firms should try to boost purchase intention and image to brand loyalty. The authors determined that brand recognition resulted in more customer visits, which again was directly connected to contract food process improvement firms' profitability.

Dietary habits had altered, leading to a shift in spending patterns, according to Kubendran and Vanniarajan (2005). The percentage of money spent on consumption grows as individual earnings and agglomeration rise. Urban individuals preferred branded items more than rural consumers. The most significant components impacting purchase decisions were proximity, quality, steady supply, door transportation, and transfer of funds.

Customers don't adhere to a particular brand while buying food, according to Narang (2006). Students should be allowed to recall specific brand names before they go shopping. Frequent advertising can help boost brand memory. To catch the attention of people, the product must be associated with taste and vogue, and the company logo must be established as a statement piece.

Promotional strategies such as incentives and freebies with buying were advised to increase conversion rates.

Vincent (2006) analyzed children's customer loyalty. Children begin to know product brands at an early age, according to research, which influences family shopping decisions.

It assisted parents choose permanent things for their household.

2.2 TO IDENTIFY THE CAUSES THAT STIMULATE ALTERNATIVE PURCHASE PLANS OF THE CONSUMERS

Many of the selected respondents appreciated branded items, according to Rajarashmi and Sudarsana (2004), and if their favorite type isn't obtainable at a department shop, they'll travel to another store to buy it. But it was not commercially available, the respondents were ready to postpone their acquisition choice.

It is known from past research that familiar or popular brands can induce the placebo effect in a consumer and elevate a consumer’s satisfaction derived through heightened taste perceptions of food products (Spinelli et al. 2015).

According to Anandan et al. (2007), if the requested brand is prohibited, the proportion of participants (54.00 percent) will buy another brand, whereas 18.00 percent will buy the favorite choice in a nearby neighborhood. 15% of those participants believe they'll put up completing a purchase choice. Users may put off acquiring detergents, per the survey's results, since it's an important product.

2.3 TO DETERMINE THE FACTORS AFFECTING THE PURCHASE OF BRANDED PROCESSED FOOD PRODUCTS.

Kazmi (2012) conduct a brief study on consumer perception and buying decisions of pasta. The study was concerned about the factors that affect consumer’s perception of pasta products and other related reasons popularity and awareness of the pasta product in different areas and social has soared gimmicks may sway consumers for a short while but it always fails to hold the interest he consumers, at the end of the day it always boils down to the basic factor which is the value-for-money derived from the product (Ahmed and Anders 2012, Dynan 2000).

Retailers and food manufacturers have responded to these trends by providing consumers with a greater selection of convenience products to meet the taste and quality preferences of diverse consumer segments. (Ahmed and Anders 2012).

Consumers do build an opinion about a brand based on which various product features play an important role in the decision making process. A large number of respondents emphasized quality and felt that price is an important factor while the others attached importance to the image of the manufacturer (Ramasamy *et al.* 2005).

Bora and Kulshrestha (2015) find out that, nutritional valuation is an important consideration for seething lection of foods, as it is implying that rich fiber products are good for nutritional value and to be a good source of minerals. Brunner et al. (2010) conclude that cooking skills were an important predictor for healthy eating as well as buying for ready- meal products, as it is possible cocking skills will gradually decrease use in the future. Moreover, Kliestik'sd Kliestik (2015) research found that sometimes previous buying experience of a customer influence the brand value.

Xie et al. (2015) examined that, consumers expected more safety and healthier organic process food in China. These kinds of products were purchased by the higher level of education and economically sound customers but children and older consumers were not bought this product because of lack of knowledge and the higher price of the product.

Prell et al. (2002) conducted a study to examine the factors influencing adolescents' fish consumption in school. Fish consumption was assessed by observation on 4 occasions. Attitudes towards the fish, friends' behavior, and perceived control were important predictors of the intention to eat fish and barriers for fish consumption was a negative attitude towards both smell and accompaniments and fear of finding bones. But the eaters of fish were more satisfied with the taste, texture, and appearance of the fish and rated safety significantly higher than those who resisted. They also thought to a greater extent that the fish was healthy and prepared with care. The results suggested that it is important to alter dishes so that they appeal to children and to pay attention to the whole meal, accompaniments included. Finally, it was recommended to convey to the pupils that the fish served would be healthy and prepared with care.

Clients have dual loyalty, according to Singh and Singh (1981), regardless of the type of the commodity, such as requirements or enjoyment. Company decision and store devotion were proven to impact customers' loyalty. Customer loyalty was modified and increased by product quality, consumption habits, and quick and constant provision.

That according to Sabeson (1992), users choose a brand of fruit and vegetable person with good content, price, and flavor of the items.

Ashalatha (1998) looked at the factors that can influence the function of BAMUL milk and use d cohort of 100 people. Door shipping, clean packaging, quality, ethical handling, when and stability, exceptional competitive price, freshness, and intended flavor were all major considerations in buyers' preferences to purchase BAMUL milk, according to the poll. Key attributes including fragrance, taste, cleanliness, and integrity were found as the most relevant factors in influencing the choice for a unique style of packaged spices in research that has been done in the Coimbatore zone by Sheeja (1998).

Raj Reddy and Pruthviraju (1999) looked after rural consumers' seed purchasing motivations and different sources of information about seed brands. Farmers' brand loyalty was found to be influenced by dealer recommendations, excellent products, and cofarmers. Farmers faced issues such as a lack of seed or seed of ordinary grade, over prices, and an erratic execution of pip.

In Chennai and Coimbatore, Gaur and Waheed (2002) focused on the repurchase intention of premium fine rice customers. Dealers are the most helpful resource on branded refined rice, per the survey, although older relatives are the second-best acceptable means of communication. For homes in Chennai (73.00 percent) and Coimbatore (70.00 percent), rice mandy was the most common source of purchase. In both Chennai and Coimbatore, brand quality and image were regarded as the first and second criteria influencing brand preference.

However, according to Sanjaya et al. (2002), the family's mothers played a big role in deciding to buy marketed fine rice. Outlets were judged to be the most credible source of news about premium fine rice. The most popular purchase interval was monthly, which might be because the number of respondents was paid every quarter and would have arranged their purchases, as well as were provisions, appropriately. The most important criteria for brand selection in the acquisition of marketed fine rice were revealed to be the label's reliability and image.

In an investigation on soft drink product choice in rural Tamil Nadu, Nandagopal and Chinnaiyan

(2003) utilized a ranking system to rank factors that impact rural clients' soft drink interests. Most individual roles were deemed to be product features, followed by the cost of the product. Availability and accessibility were the two main factors for rural customers of a particular brand of goods.

Food habits have evolved, according to Kubendran and Vanniarajan (2005), resulting in a shift in spending patterns. As demand increases and urbanization grows, so do the calculations are based on consumption. Urban customers, in comparison to rural people, prefer branded items. The most important factors influencing purchasing decisions were acceptability, quality, regular supply, door delivery, and payment method.

In Madurai, Tamil Nadu's biggest single city, Ramasamy et al. (2005) investigated market trends toward immediate food items and discovered that customers build views about organizations based on a range of product attributes that play a crucial participative role in the decision stage. Effectiveness proved significant to a considerable amount of respondents (78.00 percent), as was pricing (76.00 percent), while the contractor's identity was vital to 64.00 percent, the presentation was important to 50.00 percent, and extended shelf life affected an equal proportion (50.00 percent).

Banumathy and Hemameena (2006) concluded that so many individuals favor foreign soft drink labels notably Pepsi and Coca-Cola following commercialization.

Satisfaction is an important component that pulls purchasers to recognize items, according to Vincent (2006). Marketed goods were supposed to be of high quality. Consumers usually pay a better price for branded goods because they expect they will acquire more best deals possible. They considered having a significant role in brand advertisement and reputation. The endurance of a youngster has a consequence on a family's spending habits. Children are familiar with and comprehend designer items. Even though private-label things might sometimes deliver the same sense of happiness as branded stuff, purchasers opt to buy designer products.

A zone of lying low terrain which is inundated at different periods throughout the year is called 'Haor'; it is a bangla word; in Bangladesh, haor indicates a geographical site with unique characteristics. (Sarif *et al*., 2016). Animal protein is important for everyone for their mental and physical development which\ helps to improve human productivity, reduce high infant mortality, child malnutrit\ion and other diseases. (Alam *et al*., 2016).Bangladesh is an agricultural country (Islam *et al.*, 2016). In Bangladesh, available animal albuminoidal sources are cows, buffalo, fish, ram, goat, and chicken, where duck contributes as a major source of protein and considers as a crucial farming component for the rural economy (Alam *et al.,* 2016). Considering total production (270.71 million), duck contributes about 16% (42.68 million) of production, taking place just after poultry chicken of population chart in the country (Ike, 2011). Poultry is a crucial component of the country's husbandry and it contributes overall GDP at 1.6%; in comparison to chicken, duck comes second in terms of egg and meat production; in most low income countries, it aids savings-less poor owner of families in escaping poverty (BER, 2021). In haor areas, ultra-poor rural women are involve in duck rearing whatever is regarded as their significant resources and their revenue sources (Khanum and Mahadi, 2016). Duck required less care and low inputs for their management and they required marshy plains, haors, stream, pools, and cannel are all inborn aqua frame that can be used; Bangladesh having about highly worthy one-ninth of base ground as for duck cherishing (Islam *et al.*, 2016). In Netrokona, duck rearing has great prospect because it has massive ground of aqua bodies therein water taken place around several of the month in the year; these water bodies contain important feeds for ducks such as snails, worms, fishes, weeds, and abject crop plants, which remains great potentiality in duck production through better feeding and management (Zannat *et al.,* 2018).

The number of ducks in Bangladesh has been estimated to be 45.12 million, with the majority of them being home-bred; besides chicken, duck farming has become an obligatory segment of Bangladesh's economic landscape (Islam *et al.,* 2016). It has some important focal points such as: duck management is simple and beneficial, they are little perilous breed as spare counteraction boundary of disease, they have longer economic egg-production life and eggs are heavier and show signs of improvement value, they require less care and inputs, taking meal of pests and snails, the general public prefers duck meat because it is very tasty; as indicated by a report of FAO, in terms of meat and egg preparation, Bangladesh's duck plays a significant role among the Asian nations (Islam *et al.,* 2016).

Bangladesh faces some major problems that of lower productivity of duck and inefficiently allocation of the resources (Onyenweaku and Effiong, 2006). Large costs of produces, lower benefits, and exalted feed costs are also indicators. Rather than maximum produces that intensifying of resources, Bangladesh's livestock breeding enhanced due to mean prolongation, that implying insufficiency of the current production and stocks flows, hence this need to provide duck farmers a current inclined and obligatory fact as support a sustainable duck enterprise in Bangladesh (Ismat *et al.*, 2009). The resources use efficiency concept is allied to the correlative representation of the procedures to changing conferred inputs into yields; the government has backed Bangladesh's attempts to attain food and income safety by embodying the Agricultural Development Strategy and Investment Plan (DSIP) and maximizing subsistence living with duck rearing (Hassan, 2018).

Efficiency is a concept that quantitatively measureable by the ratio of useful output to total input; technical, allocative, and economic efficiency are the three basic categories of efficiency (Parikh and Shah, 1995). "Technical efficiency refers to the ability of firms to employ the best practice in the production process so that not more than the necessary amount of a given set of inputs is used in producing the best level of output" (Parikh and Shah, 1995). "Allocative efficiency refers to the choice of optimum combination of inputs consistent with the relative factor prices" (Ojo, 1993). On the contrary, "Economic efficiency is the ability of a farm to maximize profit" (Onyenweaku *et al.*, 2004).

CHAPTER III
MATERIALS AND METHOD

3. 1.Sources of dada

The study had been conducted to generate stipulated primary data. To develop the study instruments accurately and comparison with major indicators of the study, the secondary data were carefully scanned and had been collated. For generating the desired primary data, the proposed sample study had been conducted using an appropriate sampling design and a formatted questionnaire.

3.2. Study location

Dhaka, Bangladesh's capital, is indeed one of the nation's economic fastest-growing communities. This urban area spans 306.4 square kilometers and has a population of 18 million people. This study will be undertaken in two localities, Sher-e-Bangla Nagar and Mohammadpur, which provide an appropriate context for consumption patterns toward processed food goods. The population is multicultural, religious, and economically diverse. It has been a very good marketing center for launching new products because of the presence of various linguistic, religious, and ethnic groups. It is easy to me for data collection The current study was carried out because the twin cities provide an ideal setting for studying consumer behavior toward processed foods.

3.3. Study period

A field survey for this study had been conducted from June 2020 to July 2020. And this study had been conducted from June 2020 to November 2020.

3.4. Stakeholders

The residential person of Sher-e-Bangla Nagar and Mohammadpur area had been interviewed through a predesigned structured questionnaire. Among some male, female persons had been considered from each of the sampled areas face-to-face interview under this survey study.

3.5. Sample design

This type of analysis had been made to gather information about the study and these were-

Quantitative analysis:

The recommended sampling approach was outlined below to guarantee that the knowledge and analysis obtained were representatives:

The population under the study was constituted to assess the respondents who consume processed food. The survey study had been conducted from 2 areas of Dhaka city namely Sher-e-Bangla Nagar and Mohammadpur. Two areas were covered for respondent selection from each of the sampled areas and 65 farmers were chosen for data collection from each area. Thus, the sample size of the study considered 130 respondents. Using a 95% confidence level with a 5% margin of error it was needed to obtain a representative sample size of farmers 130 for this study. For such purpose a sound statistical formula with Finite Population Correction (FPC) recommended by

Daniel (1999) had been adopted to determine the appropriate sample size as given below; $n=Z^2 PQ/e2$

Where n = Sample size without finite population correction (FPC),

P = Proportion/Probability of success (If the prevalence is 90%, P=0.9),

Q = 1-P (1-0.9= 0.1, Q=0.1),

Z = Z statistic for a level of confidence, Z=1.96 (The standard deviation number at a 95% confidence level) e = Precision or allowable margin of error (If the precision is 2%, then e=0.02) e=0.0575 (5.75 percent is the maximum allowable margin of error). Therefore, using this formula the sample size (n) for respective stakeholders had been calculated as follows: $n=\{(1.96)^2\times0.9\times0.1\}/(0.0575)^2=3.8416*0.09/0.00330625=0.345744/0.00330625 = 125$.

By rounding the number of replies to 125, the sample size increased to 130. A basic random sample procedure has been used to choose the respondents.

However, the determined number of respondents had been proportionately allotted to the sampled areas. To reach stipulated respondents at sampled areas a census had been done in the chosen respondents before the study. Such census was aimed at identifying the targeted population of respondents in the areas.

3.6. Variables/Indicators Covered

During the conduct of this study for collecting data from respondents, the following variables were taken into account.

1. Demographics: Name, Age, Sex, etc. information was included so that the data were collected from the respondent who was selected for a face-to-face interview conducted by the researcher.

2. Social: Education, Profession and Experience, etc. information was also needed to collect from the respondent who was selected for a face-to-face interview conducted by the researcher.

3. Study-related indicators:

- **Demographic information:** Some demographic information of selected respondent from the sample area were collected. This information was collected for getting information as an individual as a respondent processed for consumption. Some of this information was represented in this study.

- **Categories of respondents and their perceptions:** Categories of respondents according to their family size, family type, awareness towards consuming branded processed food products data were collected from the sample area.

- **Types of processed food products consume:** Types of processed food products consumed, available brands etc. information was collected from the sample area.

- **Purchasing decision:** To identify the processed food products brands, purchasing decision, alternative purchased plan, etc. information was collected via face-to-face interview. Data were collected by the use of the appropriate questionnaire and then data were coded for analysis.

3.7. Development of study tools/questionnaire

The respondents' questionnaire (Appendix I) was created in cooperation with the Supervisor and Co-supervisor and was based on the survey study's indicators and targets, as well as recommended methodology. The questionnaire design was pre-tested at the study site before being finished, with special attention paid to including reasonable questions for gathering information from multiple levels and areas of interviewees to represent the indicators pertinent to the study's aims. The questionnaire was translated into Bangla at the end.

3.8. Method of data collection

The face-to-face interview of the respondents under the sampled areas had been collected for the study and those were given below:

- For the gathering of primary data, a direct personal interview strategy was used. That strategy was quite productive in terms of gathering data directly from the respondents.
- In conversation with the supervisor and co-supervisor for the sampled regions, the targeted sample respondents were chosen and confirmed.
- The data were only collected when he was completely sure that she had been able to make the responders comprehend the inquiry and that they were providing any of the possible replies in his opinion.
- Instead of asking questions like a teacher to his students, the investigators made every attempt to have a polite and open-minded conversation with the responder. All of the questions were asked one by one, and the data was collected on the spot.

The 130 survey participants were questioned for areas based on the sample design.

3.9. Data Analysis

The filled-up questionnaire had been coded according to the areas. The filled-up questionnaire for processed food consumer respondents had been coded separately. Then the entry of data had been performed using the SPSS 20.0 version computer package and accordingly frequency analysis was done to generate objective-wise desired information. The obtained data was presented using frequency, percentage, mean, and standard deviation. The analytical tools utilized in the study are listed below:

3.9.1. Tabular Analysis

Percentage analysis was used to study the socio-economic characteristics like gender, age, education, occupation, family size, family type, consumer awareness towards purchasing processed food, branded processed food products, brand awareness, frequency of purchase, nature of purchase decision, place of purchase, influencers of purchase decision, and alternative purchase plans of consumers are all sources of information.

3.9.2. Binary logistic regression Analysis

Binary logistic regression was adopted for the studying factors affecting purchasing branded processed food products.

3.9.3. Selection of dependent and independent variables

It was important to measure the elements in order to perform a study that met the objectives. The following are the processes for measuring the variables: The study's dependent variable was the purchase of branded processed food goods. The variable was determined by whether or not the customer purchased branded processed food goods.

A short description of independent variables are:

Variables	Types	Measuring technique
Gender	Dichotomous	“1” for Male, “0” for Female
Level of Education	Continuous	Years of schooling
Income	Continuous	Taka(in lakh)
Family type	Categorical	“1” for single family, “0” for joint family
Professions	Dichotomous	“1” for employed, “0” for students
Quality of products	Categorical	“1” for yes, “0” for no
Sources	Categorical	“1” for by Tv, “0” for by company
Influences	Categorical	“1” for by self, “0” for by family

For both categories, the scoring procedure is listed below:

Extent of participation	**Assigned score**
Participant	1
Non-participant	0

The consumer who participated in purchasing branded processed food products was given a score of 1 and the consumer who didn't participate was given a score of 0. Thus, the range of participation scores was 0 to 1.

In this study, the dependent variables were purchasing branded processed food products and the independent variables were, gender, education, occupation, type of family, average monthly income, quality of products, and source of information gathering of the respondents.

3.9.4. Model specification

To investigate for inaccuracies and omissions, the actual data was reviewed carefully. The Investigator produced a thorough coding system after discussing it with the study supervisor. Following that, the data was entered into the encoding sheet. In the case of qualitative data, appropriate scoring methodologies were used to assign appropriate weights to each trait in order to convert the data into quantitative forms. Data was collected, collated, and evaluated in line with the study's goals. The study's variables were described using a variety of statistical measures, including the number and percentage distributions, range, mean, standard deviation, and rank order. To make data easier to interpret, tables and figures were utilized to convey it.

$$\mathbf{Log\ [P/1\text{-}P] = \beta_0+\beta_1X_1+\beta_2X_2+\beta_3X_3+\beta_4X_4+\beta_5X_5+\beta_6X_6+\beta_7X_7 + \beta_8X_8 + e}$$

Where,

P= Probability of outcome $\boldsymbol{\beta_0}$ = Intercept $\boldsymbol{\beta_1\text{-}\beta_8}$ = coefficients of the relative variables

$\mathbf{X_1\text{-}X_8}$ = Coefficient for gender, education, profession, family type, annual family income, quality, source, and influence.

e = Random error

SPSS (version 20) was used to conduct the analysis. The null hypothesis was rejected at a 5% (0.05) level of probability.

3.9.5 Research hypothesis

There has a significant effect of gender, age, sexual status, education, occupation, type of family, family size, average monthly income and source of information gathering of the respondents.

3.9.6 Null hypothesis

There has no significant effect of gender, age, sexual status, education, occupation, type of family, family size, average monthly income and source of information gathering of the respondents.

CHAPTER IV

RESULTS AND DISCUSSION

From June to November 2020, a survey was done in two locations of Dhaka, Bangladesh, to determine customers' attitudes about processed foods. The information was gathered through interviews with 130 processed food customers who filled out a pre-designed questionnaire with 65 people from each location. The study's findings have been presented in various formats and analyzed and debated in order to extract the findings methodically in accordance with the study's goal.

4.1. Respondents' demographic information

4.1.1. Respondents' respondents on the gender of them

From the field survey it was found that, out of 130 respondents from two areas of Dhaka city, most (72.41%) of the respondents were female and only 27.59% were male.

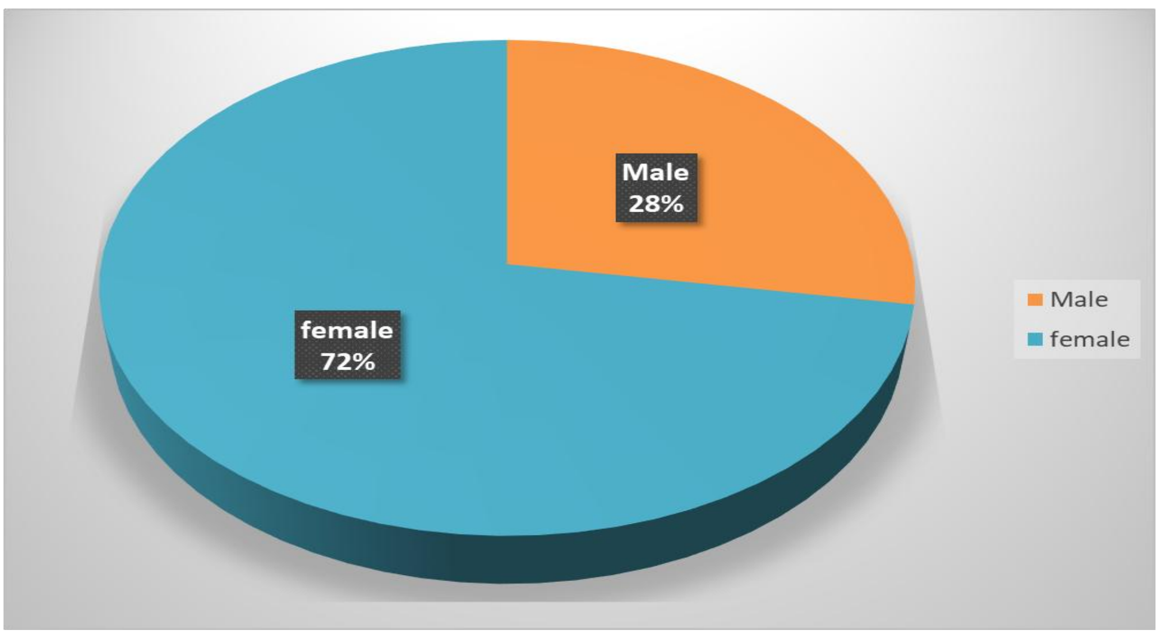

Fig 1: Percentage of respondents' on the basis of their gender

4.1.2. Respondents' response on educational qualification of the respondents'
Among the 130 respondents' who have consumed processed food, the maximum (43.87%) respondents' educational qualifications were Bachelor degree passed whereas

38.59% were HSC passed, 13.64% were SSC passed and 3.90% were Masters passed. On the other hand, there had no Illiterate people.

Table 1. Respondents' response on educational qualification of the respondents'

Sl. No.	Education level	Number of respondents [N=130]	% response
1	Illiterate	0	0
2	SSC	16	13.64
3	HSC	46	38.59
4	Bachelor degree	60	43.87
5	Masters or higher degree	8	3.90
	Total	130	100.0

4.1.3. Respondents' response on the occupation of the respondents'

Among the 130 respondents' who have consumed processed food, maximum (11.2%) of respondents' occupations were housewives whereas 40.62% were private jobholders, 42.73% were a student and 3.63% were a businessman. On the other hand, only 1.82% were government jobholders.

Table 2. Respondents' response on the occupation of the respondents'

Sl. No.	Occupation	Number of respondents [N=130]	% Response
1	Government job holder	2	1.82
2	Private job holder	50	40.62
3	Housewife	10	11.2
4	Businessman	4	3.63
5	Student	64	42.73
	Total	110	100.0

4.1.4. Respondents' response on types of the family of the respondents'

Among the 130 respondents' who have consumed processed food, maximum (88.18%) of respondents live within single families whereas 9.09% lid a bachelor's life. On the other hand, only 2.73% live with joint families.

Table 3. Respondents' response on types of the family of the respondents'

Sl. No.	Types of family	Number of respondents [N=130]	% Response
1	Joint family	24	2.73
2	Single-family	106	88.18
Total		130	100.0

4.1.5. Respondents' response on a number of family members of the respondents'

130 respondents' who were consumed processed food stated that the number of their family members was on an average of 2.14 where a maximum of 10 persons and a minimum of 1 person present in their family. Among the family, the average male member was 1.89 and the average female member was 1.43.

Table 4. Respondents' responses on a number of family members of the respondents'

Sl. No.	Family members	Average	Minimum	Maximum
1	Male	1.89	1	5
2	Female	1.43	0	5
Total		2.14	1	10

4.1.6. Respondents' response on the income of the respondents'

130 respondents' who were consumed processed food opined that their minimum income was 12,000/= and maximum income was 42,000/= whereas average income was

18,532.33/=. In the case of their husband/wife's income, the minimum income was 6,000/= and maximum income was 22,000/= whereas average income was 13,156.76/=.

Table 5. Respondents' response on the income of the respondents'

Sl. No.	Income	Amount (tk)
1	Minimum	12,000/=
2	Maximum	42,000/=
3	Average	18,532.33/=
	Income of his/ her wife /husband	
1	Minimum	6,000/=
52	Maximum	22,000/=
3	Average	13,156.76/=

4.2.0. Information about processed food

4.2.1. Buying of processed food

Among the 130 respondents', everyone has a habit of buying processed food. So, in this study, no one found who didn't buy processed food items in their everyday life.

Table 6. Respondents' response on buying of processed food of the respondents'

Sl. No.	Types of response	Number of respondents [N=130]	% Response
1	Yes	130	100.00
2	No	0	0.00
	Total	130	100.0

4.2.2. Processed food buying habitat of the respondents'

Among the 130 respondents' who have consumed processed food, maximum (65.45%) of respondents opined that they didn't buy processed food on regular basis. On the other hand, 35.55% of respondents' opined that they buy processed food all the time.

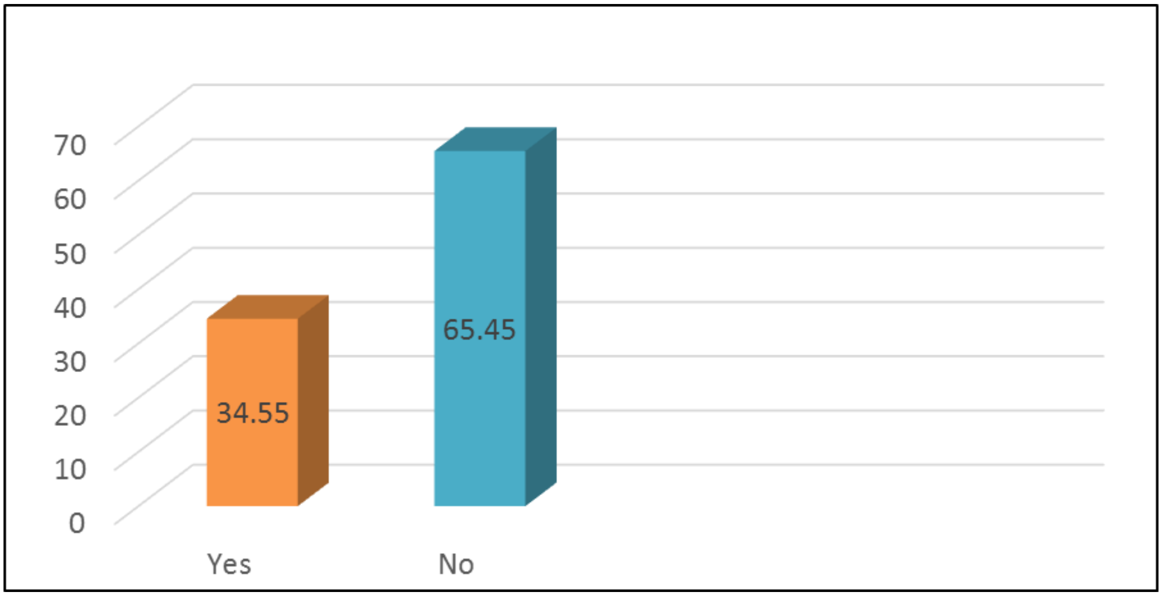

Fig 2: respondents' response on processed food buying habitat of the respondents

4.2.3. Places of buying processed food

Among the 130 respondents' who were consumed processed food, maximum (67.27%) respondents opined that they buy processed food from the super shop whereas 6.36% of respondents buy from the nearest glossary shop. On the other hand, 26.37% of respondents opined that they buy processed food from the central market.

Table 7. Respondents' response on places of buying processed food

Sl. No.	Types of response	Number of respondents [N=110]	% response
1	Super Shop	74	67.27
2	Central market	45	26.37
3	Nearest glossary shop	11	6.36
Total		130	100.0

4.2.4. Types of processed food

Among the 130 respondents' who were consumed processed food, maximum (94.55%) respondents opined that they bought bakery products, whereas 80.91% of respondents bought snacks, 74.55% bread, 48.18% sauces, 43.64% jam-jelly, 29.09% pickle, and

25.46% dried fishes.

On the other hand, 10.91%of respondents opined that they bought processed meat.

Table 8. Respondents' response on types of processed food bought by the respondents'

Sl. No.	Types of processed food	Number of respondents [N=130]	% response
1	Jam-Jelly	48	43.64
2	Bread	82	74.55
3	Pickle	32	29.09
4	Snacks	89	80.91
5	Sauces	53	48.18
6	Bakery's products	104	94.55
7	Dried fishes	28	25.46
8	Processed meat	12	10.91
Multiple answers			

4.2.5. Awareness about the quality of processed food

Among the 130 respondents' who were consumed processed food, maximum (89.09%) of respondents opined that they were conscious about buying quality processed food. On the other hand, 10.91% of respondent opined that they didn't notice the quality of processed food .

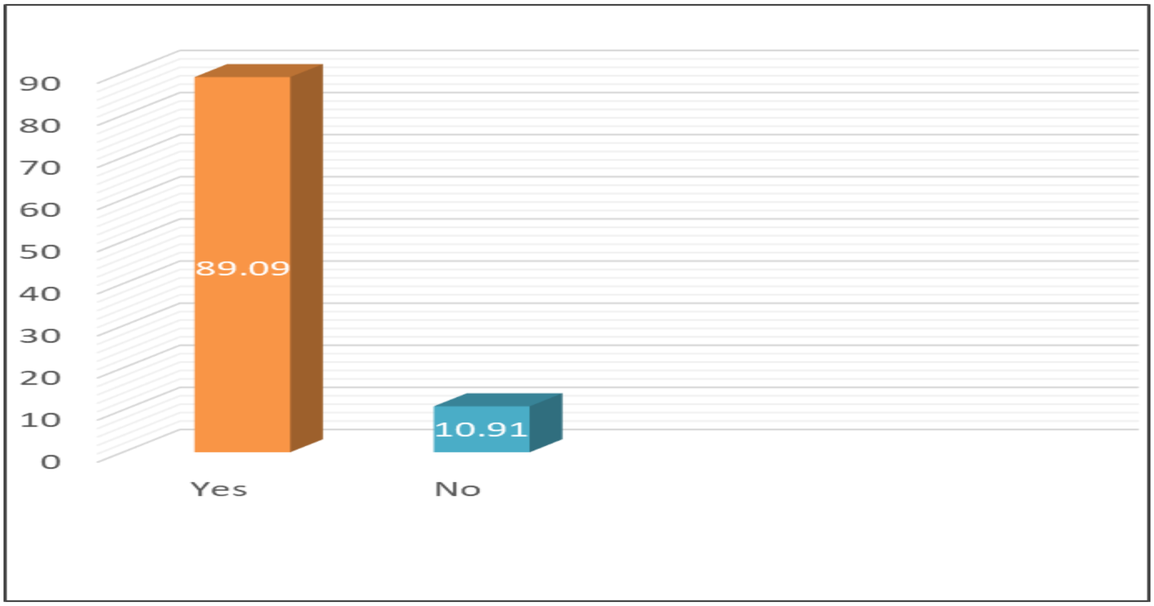

Fig 3: Respondents' response on awareness of buying quality of processed food

4.2.6. Awareness about BSTI approved processed food buying

Among the 130 respondents' who have consumed processed food, maximum (92.73%) of respondents opined that they bought only BSTI approved different processed foods. On the other hand, only 7.27% of respondents opined that they didn't aware of BSTI approved processed food at the time of buying.

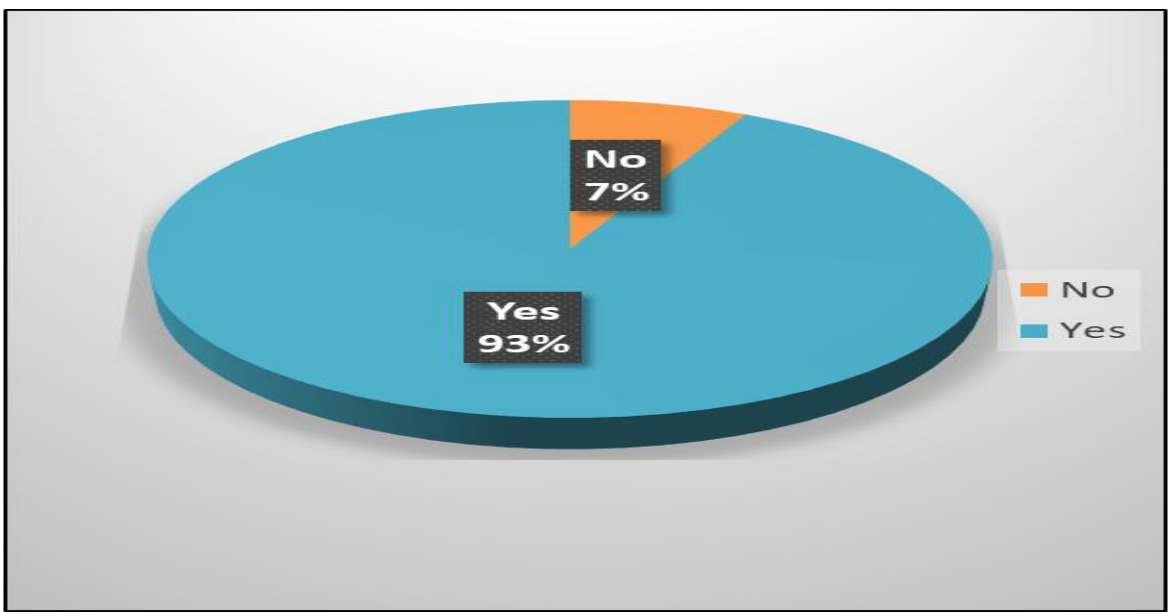

Fig 4: Respondents' response on having awareness to buy BSTI approved processed food

4.2.7. Respondents' awareness on brand

Among the 130 respondents' who were consumed processed food, maximum (96.36%) respondents opined that they bought branded processed food all the time. On the other hand, only 3.64% respondents opined that, they bought any processed food in some cases

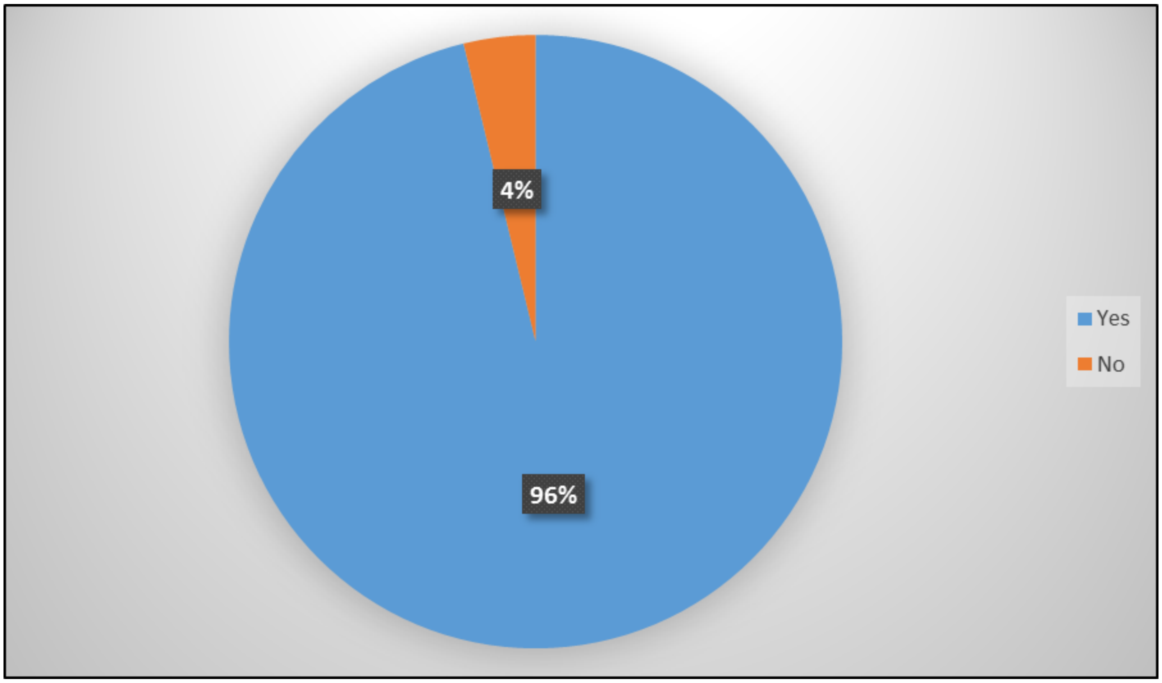

Fig 5: Respondents' response on awareness about the brand of processed food

4.2.8. Respondents' satisfaction on buying branded processed foods

Among the 116 respondents' who were buying branded processed food, maximum (69.81%) respondents opined that they were fully satisfied with buying branded processed food whereas

25.47% of respondents were satisfied and 7.55% few satisfied with buying branded processed food. On the other hand, only 0.94% of respondents opined that they were not satisfied with buying processed food.

Table 9. Respondents' response on satisfaction with buying branded processed foods

Sl. No.	Types of response	Number of respondents [N=116]	% Response
1	Fully satisfied	84	69.81
2	Satisfied	27	25.47
3	Few satisfied	8	7.55
4	Not satisfied	1	0.94
	Total	116	100.0

4.2.9. Reasons for satisfaction on buying branded processed foods

Among the 115 respondents who were satisfied with buying branded processed food, maximum (100.00%) respondents opined that they were satisfied with the gorgeous packet of the branded processed foods, whereas 91.43% were satisfied with quality food and 83.81% for less possibility to buy expired products. On the other hand, 74.29% of respondents opined that they were satisfied for the tasty food products of branded processed foods.

Table 10. Respondents' response on reasons for satisfaction on buying branded processed foods

Sl. No.	Types of response	Number of respondents [N=115]	% Response
1	Quality products	106	91.43
2	Tasty food products	78	74.29
3with	Less possibility to buy expired Products	88	83.81
4	Having gorgeous packet	105	100.00
	Multiple answers		

4.3.0. Information about branded products

4.3.1. Buying of branded processed food products

Among the 116 respondents who were satisfied with buying branded processed food, maximum

(73.59%) respondents opined that they Kazi farms' food products, whereas 52.83% Pran and 38.68% Radhuni. On the other hand, 31.13% of respondents opined that they bought BD foods.

Table 11. Respondents' response on buying processed food products

Sl. No.	Types of response	Number of respondents [N=116]	% response
1	Kazi farms'	78	73.59
2	Pran	56	52.83
3	Radhuni	41	38.68
4	BD foods	33	31.13
Multiple answers			

4.3.2. Sources of information about branded processed food products

Among the 116 respondents who were satisfied with buying branded processed food, maximum (82.08%) respondents opined that they bought branded processed food products by liking the products at the shop, whereas 65.09% heard from their relatives, 59.43% heard from their neighbors and 53.77% got information to see the advertisement on TV. On the other hand, 21.70% of respondents opined that they got the information about the branded processed food products to see the advertisement of companies.

Table 12. Respondents' response on sources of information about branded processed food products

Sl. No.	Sources	Number of respondents [N=116]	% response
1	Seeing advertisements on TV	23	82.08
2	Seeing advertisements of Companies	57	75.07
3	Hearing from relatives	69	55.86
4	Hearing from neighbors	63	59.43
5	Like products at the shop	87	21.75
Multiple answers			

4.3.3. Influenced for buying branded processed food products

Among the 116 respondents who were satisfied with buying branded processed food, maximum (90.57%) of respondents opined that they were influenced by the family members for buying the branded processed food products, whereas 43.40% by their own choice, 31.13% by their colleagues and 19.81% by their relatives. On the other hand, 12.26% of respondents opined that they were influenced for buying branded processed food products by their friends.

Table 13. Respondents' response on being influenced for buying processed food products

Sl. No.	Types of response	Number of respondents [N=116]	% response
1	By own choice	46	43.40
2	By the family members	96	90.57
3	By the relatives	21	19.81
4	By the colleagues	33	31.13
5	By the friends	13	12.26
Multiple answers			

4.3.4. Brand changing

Among the 116 respondents who were satisfied with buying branded processed food, maximum (68.87%) respondents opined that they changed brands for buying processed food products sometimes. On the other hand, the rest 31.13% of respondents opined that they didn't do that.

4.3.5. Reasons for changing brand

Among the 84 respondents who were satisfied with buying branded processed food, maximum (65.09%) respondents opined that they changed brand for the low price of other brands, whereas 57.55% for tasting another brand, 39.62% for comparing with other brands, and 17.93% as usual change the brand of processed food products. On the other hand, 10.38% of respondents opined that they changed the brand for the unavailability of the brand.

Table 14. Respondents' response on changing brand for buying processed food products

Sl. No.	Types of response	Number of respondents [N=84]	% response
1	Compare with other Brands	42	39.62
2	To taste other brands	61	57.55
3	As usual	19	17.93
4	Low price	69	65.09
5	Unavailability of the brand	11	10.38
Multiple answers			

4.3.6. Permanently change the brand

Among the 116 respondents who were satisfied with buying branded processed food, maximum (87.74%) of respondents opined that they didn't change the brand permanently. On the other hand the rest 12.26% of respondents opined that they changed the brand permanently.

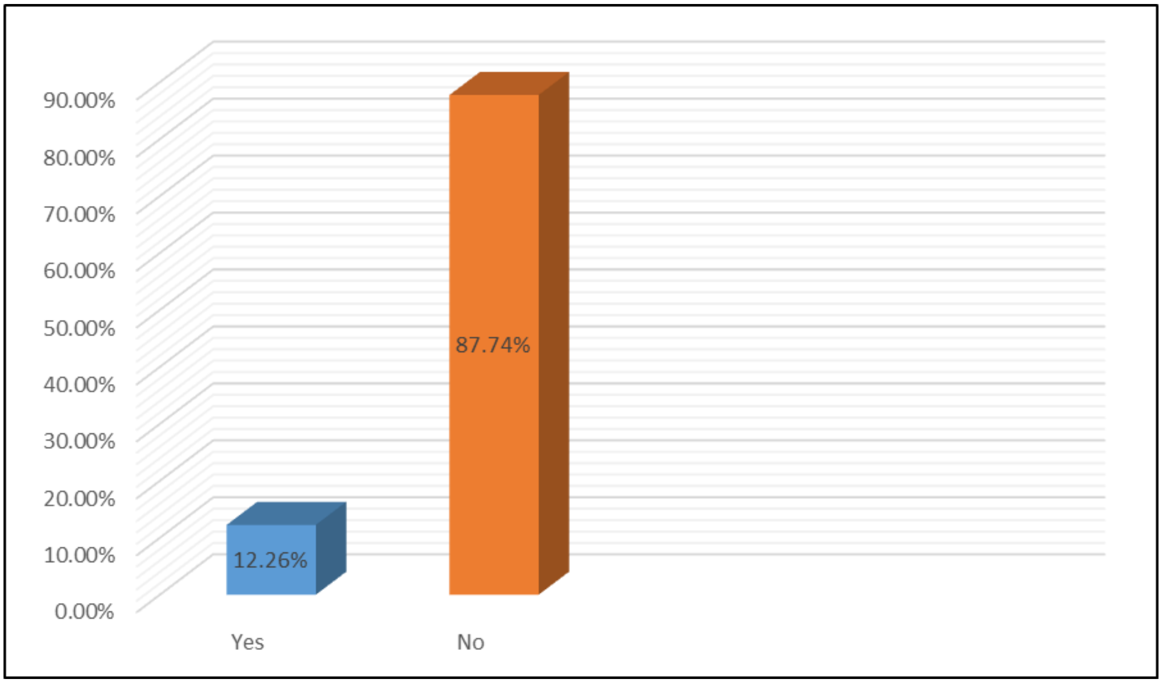

Fig 6: Respondents response on changing brand of processed food products permanently

4.3.7. Reasons for changing brand permanently

Among the 13 respondents' who have changed the brand permanently, maximum (92.31%) respondents opined that they changed the brand permanently for low price than the previous brand, whereas 61.54% for the same quality but low price than the previous brand, 53.85% for unavailability of the branded products and 38.46% for better quality and low price than the previous brand. On the other hand, 30.77% of respondents opined that they changed the brand permanently for better quality than the previous brand.

Table 15. Respondents' response on reasons for changing brand permanently for buying processed food products

Sl. No.	Types of response	Number of respondents [N=13]	% response
1	Better quality than the previous Brand	4	30.77
2	Low price than the previous brand	12	92.31
3	Same quality but low price than the previous brand	8	61.54
4	Better quality and low price than the previous brand	5	38.46
5	Availability of new brand	7	53.85
	Multiple answers		

4.3.8. Reasons for not changing brand permanently

Among the 93 respondents' who have not changed the brand permanently, a maximum (70.91%) of respondents opined that new branded processed food products quality was less than the previous branded processed food products, whereas 53.64% opined as same product quality but the high price of new branded processed food products than the previous branded processed food products, 38.18% opined as high price of new branded processed food products than the previous branded processed food products and 19.09% opined as less product quality buy high price of new branded processed food products than the previous branded processed food products. On the other hand, 17.27% of respondents opined that they didn't change the brand permanently because of the unavailability of new branded processed food products.

Table 16. Respondents' response on reasons for not changing brand permanently for buying processed food products

Sl. No.	Types of response	Number of respondents [N=93]	% response
1	Less product quality of the new brand than the previous brand	78	70.91
2	The high price of a new brand than the previous brand	42	38.18
3	Same product quality but the high price of a new brand than the previous brand	59	53.64
4	Less product quality and the high price of a new brand than the previous brand	21	19.09
5	Unavailability of new branded Products	19	17.27
Multiple answers			

4.3.9. Comparison between raw food and processed food

Among the 130 respondents who consumed processed food products, maximum (69.09%) of respondents opined that buying raw food products was so much better than buying processed food products, whereas 20.00% of respondents opined as good. On the other hand, 10.91% of respondents opined that buying raw food products was not good than buying processed food products.

Table 17. Respondents' response on comparison between buying of raw foods and processed food products

Sl. No.	Types of response	Number of respondents [N=130]	% response
1	Very good	86	69.09
2	Good	32	20.00
3	Not good	12	10.91
	Total	130	100.00

Again, among the 12 respondents who opined buying processed food products was not good, all of the respondents (100.00%) informed that harmful chemicals were present in the processed food products, whereas 58.33% informed that the high price rate of processed` food products. On the other hand, 50.00% of respondents informed that buying processed food has a risk for health.

Table 18. Respondents' response on reasons for not good to buy processed food products instead of raw food products

Sl. No.	Types of response	Number of respondents [N=12]	% Response
1	Harmful chemicals present in processed food products	12	100.00
2	The high price of processed food Products	7	58.33
3	Risk for health	6	50.00
Multiple answers			

4.4.0. Changing habit of buying processed food products

4.4.1. Planning for abstaining to buy processed food products

Among the 130 respondents' who have consumed processed food, maximum (79.09%) of respondents admitted that they didn't have any plan of abstaining to buy processed food products. On the other hand, the rest 20.91% of respondents admitted that they had a plan for abstaining from buying processed food products.

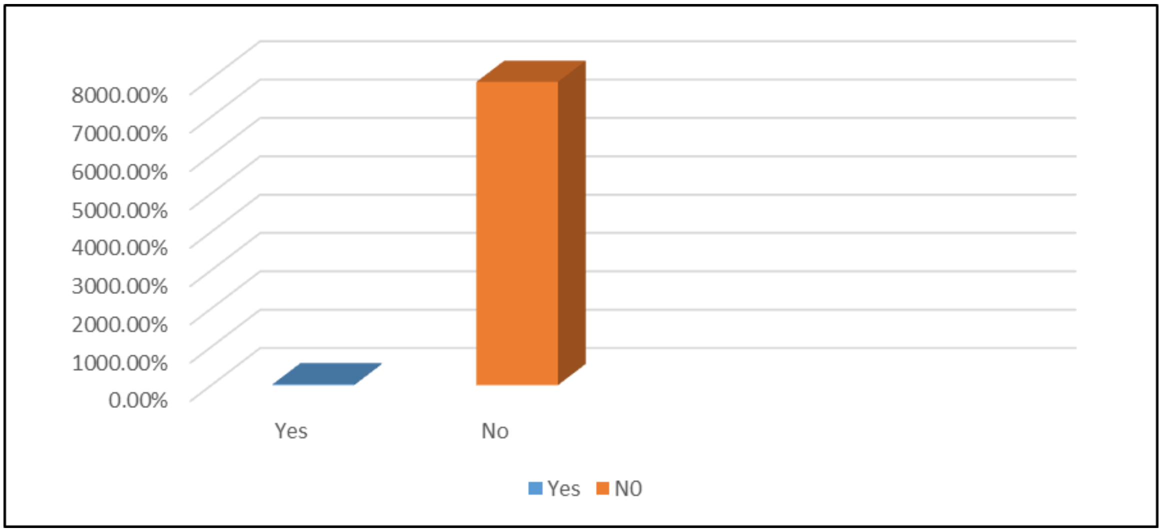

Fig 7: Respondents response on planning for abstaining to buy processed food products

Again among the 87 respondents who have no planning for abstaining to buy processed food products, maximum of 79.09% respondents' admitted that the processed food products were less laborious for preparing and tasty also, whereas 48.18% respondents informed that processed food was less time consuming, 43.64% informed that processed food was easy to preserve and 38.18% respondents informed that processed food products were easily accessible. On the other hand,19.09% of respondents informed that processed food products were found all the year round.

Table 19. Respondents' response on reasons for not having planning for abstaining to buy processed food products

Sl. No.	Reasons	Number of respondents [N=87]	% response
1	Less time consuming	53	48.18
2	Less laborious	87	79.09
3	Easy accessible	42	38.18
4	Found all the yearround	21	19.09
5	Tasty	87	79.09

6	Easy to preserve	48	43.64
Multiple answers			

4.5. Factors affecting purchasing branded processed food products

To estimate the contributing factors on the consumer's participation in purchasing branded processed food products from the independent variables, binary logistic regression analysis was used which is shown in Table 20**.**

Table 20. Binary logistic regression coefficients of contributing factors related to the Consumer's participated on in purchasing branded processed food products

Dependent Variable	Independent variable	B	SE	Wald	Sig.	Exp(B)
Purchasing Branded Food Products	Gender	0.360	0.960	0.140	0.708	1.433
	Education	0.453	0.178	6.454	0.011**	1.573
	Family Type	0.804	0.899	0.799	0.371	2.234
	Monthly Income	0.000	0.000	2.062	0.151	1.000
	Professions					
	Students	2.538	1.448	3.072	0.080*	12.657
	Employed	4.881	2.437	4.027	0.045**	133.120
	Quality of Products	0.386	0.814	0.224	0.036**	1.470
	Sources					
	Advertisement by TV	0.116	0.677	0.030	0.863	1.123
	Advertisement by Company	1.655	0.899	3.388	0.066*	5.231
	Influences					
	Influenced by Self	-20.68	16.37	0.000	0.999	0.000
	Influenced by Family	-21.08	16.78	0.000	0.999	0.000

** Significant at $p < 0.01$;

* Significant at $p < 0.05$;

Overall percentage of correct prediction = 86.2% Omnibus test of model coefficient = 56.075** Cox and Snell $R^2 = 0.350$ Nagelkerke $R^2 = 0.590$

Table 5.19 shows that education, student profession, employed and quality & advertisement by the company have significant relation with purchasing branded food products at the 5%, 10%, 5%, 5% & 10% level of significance. Table 5.19 shows the results of the final null hypothesis test: There is no relationship seen between required specifications (gender, family type, monthly income, television advertising, and sources) and the likelihood of consumers purchasing branded processed food goods. To assess which factors, contribute to the consumer's participation in purchasing branded processed food products, Binary logistic regression analysis was used.

To justify the model's validity, Cox and Snell R^2, Nagelkerke R^2, and Chi-square test has been done (see table in appendix-I).

The Cox and Snell R^2 value is 0.350, which indicates that 35% (approximately) of the variance in the response can be explained by the explanatory variable. The remaining sixtyfive percent can be attributed to unknown. However, each predictor may explain some of the variances in respondents' purchasing branded food products by the consumer in receiving market information simply by chance. Nagelkerke R^2 adjusts the Cox and Snell $R^{2.}$ The value of Nagelkerke R^2 is .590 which means that 59% (approximately) of the variance in the response can be explained by the explanatory variable.

Besides, the overall percentage of correct prediction is 86.2%. The omnibus test of the model coefficient is 56.075 which is at a 1% level of significance with 11 degrees of freedom (Table in appendix-II). That means the omnibus test of model coefficient value is valid for this model.

All these findings indicate that, the model is valid.

Contribution of Education on the probability of purchase branded food products by the consumers in receiving information

The contribution of consumer's education on the probability of purchasing branded food products by the consumers in receiving information by testing the following null hypothesis;

"There is no contribution of education on the probability purchasing branded food products by the consumers in receiving information".

The p-value of the variable 'education' was found .011. The following observations were made based on the value of the concerned variable of the study under consideration.

a. At a 5 percent level, education has a considerable impact on consumers' likelihood of purchasing branded food products to receive information. As a result, the null hypothesis could be rejected.

b. The relationship between education and purchasing branded food products is trending in the right direction. Based on the direction of the coefficient value, a consumer with more education had a higher chance of obtaining information about branded processed food products. The Exp (B) value (.453) indicates a consumer with higher education increases (1-.453=.547) or 54 percent in the odds of purchasing branded food products than the others who have less education. Consumers' ability to purchase branded food products to receive information is enhanced through education within a short period.

Contribution of the profession on students on the probability of purchase branded food products by the consumers in receiving information

The contribution of consumer's profession on Students the probability of purchasing branded food products by the consumers in receiving information by testing the following null hypothesis; "There is no contribution of consumer's profession on Students on the probability of purchasing branded food products by the consumers in receiving information".

The p-value of the variable 'consumer's profession on Students' was found .080. The following observations were made based on the value of the concerned variable of the study under consideration.

a. At a 10 percent level, consumers’ profession on Students has a considerable impact on consumers' likelihood of purchasing branded food products to receive information. As a result, the null hypothesis could be rejected.

b. The relationship between consumers’ profession on Students and purchasing branded food products are trending in the right direction. Based on the direction of the coefficient value, a consumer with more student professionals had a higher chance of obtaining information to purchase branded food products. The Exp (B) value (2.538) indicates a consumer being with higher student profession increases (2.538-1=1.538) or 153 percent in the odds of purchasing branded food products than the others who have less professional. Consumers' ability to purchase branded food products to receive information is enhanced through consumers’ profession on Students within a short period.

Contribution of the profession on employed on the probability of purchase branded food products by the consumers in receiving information

The contribution of consumers’ profession on employed on the probability of purchasing branded food products by the consumers in receiving information by testing the following null hypothesis;

“There is no contribution of consumers’ profession on employed on the probability of purchasing branded food products by the consumers in receiving information”.

The p-value of the variable ‘consumers’ profession on employed’ was found .045. The following observations were made based on the value of the concerned variable of the study under consideration.

a. At a 5 percent level, consumers’ profession on employed has a considerable impact on consumers’ likelihood of purchasing branded food products to receive information. As a result, the null hypothesis could be rejected.

b. The relationship between consumers’ profession on employed and purchasing branded food products are trending in the right direction. Based on the direction of the coefficient value, a consumer with more employed professionals had a higher chance of obtaining information by purchasing branded food products. The Exp (B) value (4.88) indicates a consumer being with higher employed professionals increases (4.88-1=3.88) or

388 percent in the odds of purchasing branded food products than the others who have fewer professionals. Consumers' ability to purchase branded food products to receive information is enhanced through consumers' profession on employed within a short period of time.

Contribution of quality of products on the probability of purchase branded food products by the consumers in receiving information

The contribution of the quality of products on the probability of purchasing branded food products by the consumers in receiving information by testing the following null hypothesis; "There is no contribution of the quality of products on the probability of purchasing branded food products by the consumers in receiving information". The p-value of the variable 'quality of products' was found .036. The following observations were made based on the value of the concerned variable of the study under consideration.

a. At a 5 percent level, education has a considerable impact on consumers' likelihood of purchasing branded food products to receive information. As a result, the null hypothesis could be rejected.

b. The relationship between the quality of products and purchasing branded food products is trending in the right direction. Based on the direction of the coefficient value, a consumer with more quality of the product had a higher chance of obtaining information by purchasing branded food products. The Exp (B) value (.386) indicates a consumer with a higher quality of products increases (1-

.386=.614) or 61 percent in the odds of purchasing branded food products than the less quality of a product. Consumers' ability to purchase branded food products to receive information is enhanced through the quality of products within a short period.

Contribution of advertisement by the company on the probability of purchase branded food products by the consumers in receiving information

The contribution of advertisement by the company on the probability of purchasing branded food products by the consumers in receiving information by testing the following null hypothesis; “There is no contribution of advertisement by the company on the probability of purchasing branded food products by the consumers in receiving information”.

The p-value of the variable ‘advertisement by the company’ was found .066. The following observations were made based on the value of the concerned variable of the study under consideration.

a. At a 10 percent level, education has a considerable impact on consumers' likelihood of purchasing branded food products to receive information. As a result, the null hypothesis could be rejected.

b. The relationship between advertisement by the company and purchasing branded food products is trending in the right direction. Based on the direction of the coefficient value, a consumer with more advertisements by the company had a higher chance of obtaining market information by purchasing branded food products. The Exp(B) value (1.655) indicates a consumer with the higher advertisement by the company increases (1.655-1=.655) or 65 percent in the odds of purchasing branded food products than the others who have fewer sources of information. Consumers' ability to purchase branded food products to receive information is enhanced through advertisement by the company within a short period.

4.6. DISCUSSION

The results of the investigation presented in the previous chapter are discussed in this chapter under the following heads.

4.6.1 TO KNOW THE CONSUMER’S AWARENESS, BRAND PREFERENCES, AND

PURCHASE BEHAVIOR OF PROCESSED FOOD PRODUCTS:

General information about the selected samples

Table 4 shows that the vast majority of the respondents would be between the ages of 21 and 4, and that the majority of them were female. A quarter of those who responded had a bachelor’s degree (60%). Because the data has been obtained in Sheer-E-Bangla Nagar and Mohammadpur, and inside the legal limits of Dhaka, it was ensured that the participants would have at least a basic level of education, given the city's prominence as an international city. The vast majority of people who took part in this study were from nuclear families (88.18%), joint families (2.73%), and were vegetarians. Most of those who responded were from low-income backgrounds, and most of them were students.

Influence of media to create awareness about the brands

As per Table 12, the majority of the respondents stated television was the most important factor for brand awareness (82.08% percent) for all categories.

In today's world, television is an integral kind of mass media. Television is engaging and beneficial mainly to its audio-visual effect, which creates a vivid picture of several items and services. As a response, the audience is forced to reconsider their perception of the brand. Furthermore, especially the upper market their items on television, which generate a large number of viewers/consumers. Overall, television benefited 82.08 percent of respondents when it came to learning about these other products.

This is attributable to the reality that newspapers are the cheapest and most readily available means of communication about multiple companies. Friends/relatives were recognized as a significant source, maybe because respondents can rapidly obtain information from their friends/relatives through word of mouth.

The least desired media for brand awareness of all branded food goods was seeing advertisements, knowing from neighbors, seeing the product at the store, and listening to the news.

According to studies conducted by Yee and Young (2001) on food industry experience of the highfat content of pies, word of mouth was the most common source of brand awareness, followed by ads, family and relatives, and friends.

PURCHASE BEHAVIOURS OF CONSUMERS

Reasons for purchasing ready-to-eat food products

The satisfaction of family members (90.57 percent) and ready availability revealed to be the most essential factor. Taste was the most important consideration in determining to buy processed foods, accounting for 79.00 percent of all purchases. Consumers believed that taste or passing the time was the most major cause for acquiring these ready items, as shown in a survey (Palkar, 2004). When it comes to product liking, the first age group, i.e., children, was the highest part of the population that bought the ready-to-eat food. Friends affected them as well. When it relates to youngsters like ready-to-eat meals, the phenomenon is more beneficial.

Reasons for not purchasing ready-to-eat food products

The major reason for not purchasing ready-to-eat food commodities was demonstrated to be supremely important. About 100 percent of the respondents said they didn't buy because the product was of inferior quality, and 58.33 percent said they didn't buy because processed food was too overpriced. The percent of people (69.09%) did not purchase because they preferred homemade or raw food items, whereas just 30.77% did not purchase leading to inadequate product quality.

The metropolitan residents of different locations were more health cautious and quality conscious, by a survey of the reasons for not purchasing ready-to-eat food goods. When it resorted to purchasing the items, the cost was not an important concern. For a reason, studies like this act as a deterrent to ready-to-eat food producers that they cannot overlook product production to provide items at a lower price.

Monthly expenditure of households on processed food items

The monthly expenditures of a household and the monthly income have a beneficial relationship. The same evolution was seen in the situation of readily available products as monthly income increased. These findings match those of Kubendran and Vanniarajan (2005), who stared at how consumption levels change as food preferences change. They observed that as purchasers' income and urbanization get higher, so does the proportion of their income spent on consumption. The minimal income in this study was 12,000 thousand, the maximum was 42,000 thousand, and the average was 18,000 thousand. People in the high-income bracket are most often double-salaried, with both couples working well outside the home. They will tend to have less time to cook dinner at home. As a result, they should rely on outside food that is ready to be consumed. Even individuals in the premium economy have less time to cook at home.

Frequency and place of purchase

The frequency and locality of the respondent's expenditures are shown in Table 7. The statistic shows that the majority of respondents (94.55 percent) obtained Bakery's products twice every week from departmental stores/super shops and local groceries or retail outlets. Because of the reasons already described, these commodities were obtained more frequently than other ready-toeat menu items. However, the point is why they don't buy everything at once. People are most likely to choose to eat fresh food to experience its true flavor and natural beauty.

When chips, fruit juice, and ice cream were needed, most of the respondents bought jamjelly, bread, pickles, nibbles, sauses, and dried fruits. The highest number of respondents acquired from bakeries, followed by department shops (67.27 percent), with just 26.37 percent buying from the nearest central market and 6.36 percent buying from glossary shops. The distribution of these items in these sources, not the source, had a substantial impact on the customer purchasing behavior. Bakers frequently all had their own refrigeration to keep bakery items fresh. They also have fruit juice and ice cream on available. Retail supply stores, on the other hand, must take significant provisions to keep such things consumer brand.

Influence of income on purchase decisions on processed food products

Income influences buying preferences for food goods. The chart indicates that the percentage of respondents made their selections or made their own choices while obtaining processed food goods. When it came to purchasing food, the proportion of participants from both low and highincome segments made their own decisions. This is attributable to the reality that the buyers have a sense of trust and confidence among themselves. Friends (12.26 percent), relatives (19.81 percent), family members (43.40 percent), and coworkers motivated the majority of respondents in the medium income range (31.13 percent). **Influence/Impact of education to make purchase decisions on ready-to-eat food products**

One of the significant indicators of consumer choices is education. It is noticeable that the responses were identity in making judgments, and this independence may be attributed to their education, since they will be aware enough to determine what is satisfactory for them on their own. When it came to obtaining processed food things such as chips, chocolate, juice, and so on, the majority of intermediate school respondents were influenced by genetic factors.

BRAND PREFERENCE OF THE CONSUMERS

Table 11 shows that Kazi farms were perhaps the most favored brand among the majority of participants, at 73.59%. chickens at Kazi Farms Kitchen are forced fed that excludes MBM(Meat and Bone Meal), famously known as "slaughterhouse residue". As a result, their birds are free of dangerous germs. Ingredients can be detrimental to one's health. There are no unsafe ingredients in any Kazi Farms Kitchen products. Antibiotics are regularly used to treat infections in poultry on farms. People inadvertently take "residual" antibiotics, which may still be present in the kitchen's mind at that time of slaughter, when they eat cultivated chickens or items developed from them. Antimicrobial resistance are may develop in humans e Pran was the second most common brand, with 52.83 percent of the market. On the other side, 38.68 % said they acquired Radhuni items, while 31.13 % said they purchased BD meals. It is well-liked by people since it is a well- established brand that remains to include a high-quality product. Furthermore, this brand's pricing is economical compared to others. According to the same finding, Padmanabhan's (1999) study on brand loyalty concluded that users will only be brand loyal if the price of a specific brand is lower than the price of other brands on the market. Consumers would naturally choose minimal brands and will continue to buy those products as long as the price and quality remain consistent.xposed of this. Kazi Farms Kitchen food re ensured to be free of antibiotic residue.

Due to the general taste, flavor, and durability of the service, Kazi Farms was the most desired brand among the least number of respondents, and per the survey. Brand consumer buying behavior is influenced by advertisements as well. A performer's product promotion approaches will also help to improve brand preference.

Due to the general taste, flavor, and durability of the service, Kazi Farms was the most desired brand among the highest number of respondents, according to the investigation. Brand decisions are influenced by advertisements as well. A producer's product promotion activities will also significantly boost brand preference.

It is also necessary to derive that the majority of respondents selected Pran, Radhuni, and BB Foods and those are the most widely accessible brands in the following research. Radhuni has been revealed to be the company's number one brand. Radhuni caught the attention of households who desired ease and day when cooking almost immediately after its launch. Basic spices, ready mixes, cereals and pulse-based goods, as well as edible oil, include the radhuni product line. Pran, on the other side, sells snacks that seem to be ready to eat. Ruchi has captured the hearts of the youth with its nutritious, delectable, and inventive items. It means building a fresh brand and getting a foothold in people's thoughts. It's also possible to deduce that the majority of respondents chose Pran, Radhuni, and BB Foods.

4.6.2 ALTERNATIVE PURCHASE PLANS OF PROCESSED FOOD PRODUCTS

Table 16 shows many ways to buy processed foods. If their chosen brand was unavailable, the majority of respondents said they would go to another store. This was due to the fact that consumers were more loyal to their favorite companies. If their favorite brand was not available, 93 respondents said they would postpone their purchasing choice because the new branded processed food quality was inferior to the prior branded food goods, whereas 53.64% opined as same product quality but the high price of new branded processed food products than the previous branded processed food products, 38.18% opined as high price of new branded processed food products than the previous branded processed food products and 19.09% opined as less product quality buy high price of new branded processed food products than the previous branded processed food products. On the other hand, 17.27% of respondents opined that they didn’t change the brand permanently because of the unavailability of new branded processed food products. This metric reflects how loyal customers are to a certain brand.

4.6.3. FACTORS AFFECTING BRANDED PROCESSED FOOD PRODUCTS

Above all the findings it is shown that all the socio-economic characteristics of the respondent consumers, education, professions or occupations(student, employed), quality of products, and sources(advertisement by the company) has a significant positive contribution to the probability of purchasing branded food products in receiving information.

Education

Education has a significant positive contribution to the probability of purchasing branded food products in receiving information. Education increases the probability of purchasing branded food products by 54 percent in receiving information which is similar to the findings of Kumar et al. (1987). It clearly showed that education level of the respondents has prompted them to take selfdecision while purchasing. They will be knowledgeable enough to judge by themselves

Professions or Occupations

Professions in students and employed have a significant positive contribution in the probability of purchasing branded food products in receiving information. Student profession increases

153 percent and employed increase 388 percent of the probability of purchasing branded food products in receiving information which resembles the findings of Kamalaveni and Nirmala, (2000).

Quality of products

Quality of products has a significant positive contribution in the probability of purchasing branded food products in receiving information. Quality increases the probability of purchasing branded food products by 61 percent in receiving information which is similar to the findings of Nandagopal and Chinnaiyan (2003) and Sheeja (1998).

Sources

Sources (advertisement by the company) have a significant positive contribution in the probability of purchasing branded food products in receiving information. Advertisement by the company increases the probability of purchasing branded food products by 65 percent in receiving information which is similar to the findings of Yee and Young (2001). The researcher did not find any contribution of gender, family type, monthly income, advertisement by TV, influences duration on the probability of purchasing branded food products by the consumers in receiving information

The research was carried out on a select group of Dhaka locals. For an elite group, education, product quality will undoubtedly be the most important determinant in brand choosing

This isn't to say that other elements, such as brand image, ads, packaging decisions, and discounts, do not influence brand preference.

CHAPTER V

SUMMARY, CONCLUSION, AND POLICY IMPLICATIONS

Dhaka is the world's largest food producer and has the potential to be the world's largest food and agricultural industry. Consumer spending is dominated by food.

The majority of food consumption in Dhaka is still done at home. Nonetheless, urbanization, the disintegration of the traditional joint family system, a desire for quality, time, which translates into a greater need for convenience, an increase in the number of working women, rising per capita income, changing lifestyles, and rising levels of affluence in the middle-income group have all contributed to changes in food habits. "Processed food" is defined as "food offered or exposed for sale that does not require additional cooking or preparation, is packed on the premises where it is sold, and is ready to eat."

Unlike in the past, when people ate their food leisurely and lavishly, the current trend has shifted to dishes that are simple and quick to digest. As a result, the existence of these meals met all of the demands of contemporary humans. Ready-to-eat foods include canned foods, convenience foods, quick foods, frozen foods, dry foods, preserved foods, and so on.

Processed meals are frequently employed in both the catering and residential businesses. There are many different types of processed foods to pick from on the market. They have now become an accepted part of daily life.

As dual-income nuclear families have become the norm in urban Bangladesh, the readyto-eat food market has piqued the interest of everyone in the food industry.

The manufacture and marketing of ready-to-eat food items is carried out by several businesses. As a result, customers have a wider range of options. In this scenario, consumer behavior research seems to be necessary to comprehend distinct consumers' buying habits and preferences. Understanding consumer behavior may assist businesses in developing strategies to meet their customers' requirements and, as a result, grow their market share. Consumer preferences and tastes may shift quickly, especially in a fast-paced setting. With the relevance of consumer behavior and consumption patterns in mind, an effort was made to research consumer buying behavior toward processed food goods, consumer brand preferences, variables influencing brand choice, and consumer alternative purchase plans.

The research was done in Sher-E-Bangla Nagar and Mohammadpur, two twin cities in Bangladesh.

A total of 130 sample respondents were chosen at random from S her-E-Bangla Nagar and Mohammadpur. Through the use of pre-structured and pre-tested schedules, the required data was collected from the respondents via personal interviews. Suitable statistical techniques were used to code, tabulate, analyze, and interpret the data.

FINDINGS OF THE STUDY

The important findings of the study are summarized and suitable conclusions are drawn and presented below.

1. In the field study that was conducted among 130 consumers, most (72.41%) were female consumers, while only 27.59% of consumers were male. Among them, the maximum (42.73%) respondents' educational qualification was a Bachelor's degree passed.
2. Among the 130 respondents' who have consumed processed food, maximum (42.73%) of respondents' occupations were housewives. On the other hand, only 1.82% were government jobholders.
3. Among the 130 respondents' who have consumed processed food, maximum (88.18%) of respondents live in single families. On the other hand, only 2.73% live with joint families. Where the number of their family members was on an average of 2.14 with a maximum of 10 persons and a minimum of 1 person present in their family. Among the family, the average male member was 1.89 and the average female member was 1.43.

4. From the study, the respondents admitted that their minimum income was 12,000/= and maximum income was 42,000/= whereas average income was 18,532.33/=. In the case of their husband/wife's income, the minimum income was 6,000/= and maximum income was 22,000/= whereas average income was 13,156.76/=.

5. Among the 130 respondents', everyone has a habit of buying processed food. So, in this study, no one found who didn't buy processed food items in their everyday life. Among them, maximum

   (65.45%) respondents opined that they didn't buy processed food regularly. On the other hand, 34.55% of respondents opined that they buy processed food all the time.

6. Among the 130 respondents' who were consumed processed food, maximum (67.27%) respondents opined that they buy processed food from the super shop. On the other hand, 6.36% of respondents opined that they buy processed food from the central market. Among them, maximum (94.55%) respondents opined that they bought bakery products. On the other hand,

   10.91% of respondents opined that they bought processed meat.

7. From the survey of 130 respondents who were consumed processed food, maximum (89.09%) respondents opined that they were conscious about buying quality processed food. On the other hand, 10.91% of respondents opined that, they didn't notice the quality of processed food. Besides this, maximum (92.73%) respondents opined that they bought only BSTI approved different processed foods.

   On the other hand, only 7.27% of respondents opined that, they didn't aware of BSTI approved processed food at the time of buying.

8. Among the 130 respondents' who were consumed processed food, maximum

   (96.36%) respondents opined that they bought branded processed food all the time. On the other hand, only 3.64% respondents opined that, they bought any processed food in some cases.

9. Among the 116 respondents' who were buying branded processed food, maximum (69.81%) respondents opined that they were fully satisfied on buying branded processed food. On the other hand, only 0.94% of respondents opined that, they were not satisfied on buying processed food.

10. Among the 115 respondents' who were satisfied on buying branded processed food, maximum

    (100.00%) respondents opined that they were satisfied for the gorgeous packet of the branded processed foods. On the other hand, 74.29% of respondent opined that, they were satisfied for the tasty food products of branded processed foods.

11. Among the 116 respondents' who were satisfied on buying branded processed food, maximum (73.59%) respondents opined that they Kazi farms' food product. On the other hand, 31.13% respondent opined that, they bought BD foods for.

12. Among the 116 respondents' who were satisfied on buying branded processed food, maximum (82.08%) respondents opined that they bought branded processed food products by liking the products at shop. On the other hand, 21.70% of respondents opined that, they got the information about the branded processed food products to see the advertisement of companies.

13. Among the 116 respondents' who were satisfied on buying branded processed food, maximum (90.57%) respondents opined that they were influenced by the family members for buying the branded processed food products. On the other hand, 12.26% respondents opined that, they were influenced for buying branded processed food products by their friends.

14. Among the 116 respondents' who were satisfied on buying branded processed food, maximum (68.87%) respondents opined that they changed brand for buying processed food products in sometimes. On the other hand, rest 31.13% respondents opined that, they didn't do that.

15. Out of 84 respondents' who were satisfied on buying branded processed food, maximum (65.09%) respondents opined that they changed brand for low price of other brands. On the other hand, 10.38% respondents opined that, they changed the brand for unavailability of the brand.

16. Among the 116 respondents' who were satisfied on buying branded processed food, maximum (87.74%) respondents opined that they didn't change the brand permanently. On the other hand, rest 12.26% respondents opined that, they changed the brand permanently.

17. Out of 13 respondents' who have changed the brand permanently, maximum (92.31%) respondents opined that they changed the brand permanently for low price than the previous brand. On the other hand, 30.77% respondents opined that, they changed the brand permanently for better quality than the previous brand.

18. Among the 93 respondents' who have not changed the brand permanently, maximum (70.91%) respondents opined that new branded processed food products quality was less than the previous branded processed food products. On the other hand, 17.27% respondents opined that, they didn't changed the brand permanently because of unavailability of new branded processed food products.

19. P value of the total coefficients was 0.00, which means the model fitted properly. Cox & Snell R^2 was .350 & .590 which denotes that the model can explain 35% to 59% variables properly.

20. Out of 130 respondents' who consumed processed food products, maximum (69.09%) respondents opined that buying of raw food products were so much better than buying of processed food products. On the other hand, 10.91% respondents opined that, buying of raw food product was not good than buying of processed food products. Again, among the 12 respondents who opined buying processed food products was not good, all of the respondents (100.00%) informed that harmful chemicals were present in the processed food products. On the other hand, 50.00% respondents informed that buying processed food has risk for health.

21. Among the 130 respondents' who were consumed processed food, maximum (79.09%) respondents admitted that they didn't have any plan of abstaining to buy processed food products. On the other hand, rest 20.91% respondents admitted that, they had planned for abstaining from buying processed food products. Again, among the 87 respondents who have no planning for abstaining to buy processed

food products, maximum 79.09% respondents admitted that the processed food products were less laborious for preparing and tasty also. On the other hand,

19.09% respondents informed that, processed food products were found all the year round.

CONCLUSION

Processed food products are in high demand among city residents, according to this survey. On the other hand, city dwellers are becoming more interested in earning money. As a result, they prefer processed foods not only because they save time, but also because they are more flavorful. As consumers become more aware of the quality of processed foods, they will seek out branded products.

From the foregoing findings, it is suggested that:

1. This type of survey should include additional areas of Bangladesh;
2. In addition, more surveys in various areas of processed food products are required**.**

POLICY IMPLICATIONS

1. The majority of people in two cities bought jam-jelly, bread, pickles, snacks, sauces, bekerys products, dried fish, processed meat, chips, fruit juice, and ice cream. This indicates that all intermediaries involved in this business have a lot of room to grow. Because all of these product manufacturing companies fall under the category of small and medium businesses, the government is also encouraging them. Because Sher-E-Bangla Nagar and Mohammadpur are twin cities that are rapidly growing, this type of business has a lot of potentials.

2. Processed foods are often purchased on impulse and are generally enjoyable to consume. The consumer will only purchase such items if they catch his eye in the store. As a result, players and manufacturers must place a premium on appealing packaging and sales promotion. Furthermore, the study found that businesses that used mass media advertisements, particularly television and newspapers, were

more likely to gain market share. This attracts the attention of other business competitors, who are encouraged to improve their sales promotion activities by utilizing such mass media.

3. When choosing a ready-to-eat food product, the cosmopolitan people of Sher-EBangla Nagar and Mohammadpur were found to be more health and qualityconscious. They were less concerned with price. This sends a message to ready-to-eat food manufacturers that they cannot compromise on product quality to offer products at lower prices, especially to such cosmopolitan consumers.
4. Processed foods are impulse buys and fun to eat. Children and teenagers, in particular, consume most of them. When it comes to product preparation, taste and other organoleptic quality aspects are more important. As a result, manufacturers who are considering a marketing strategy that includes attaching nutritive value to their products should think twice before launching them.
5. In the case of processed foods, brand loyalty is a significant factor. Consumers are notoriously difficult to persuade to switch brands. Any new business that enters the market should thoroughly research these issues. The combination of quality and a low price may lead to a brand switch. When starting a new business, innovative companies should keep these considerations in mind.
6. Research into alternative purchasing plans for ready-to-eat foods According to the survey, the majority of residents in Sher-E-Bangla Nagar and Mohammadpur are brand loyal, as they either go to other stores in search of a specific brand or postpone purchases until they get their desired brands. As a result, popular brands' supply chains should be managed in such a way that their products are readily available in all retail outlets.

CHAPTER VI

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CHAPTER VI
APPENDIXES

Appendix- I

Omnibus Tests of Model Coefficients				
		Chi- square	Df	Sig.
Step 1	Step	56.075	11	<.001
	Bloc K	56.075	11	<.001
	Mod el	56.075	11	<.001

Appendix-II

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	95.373	.350	.590

a. Estimation terminated at interaction number 20 because maximum iterations have been reached. The final solution cannot be found.

Appendix- III

শেরে বাংলা কৃষি বিশ্ববিদ্যালয়-এর 'কৃষি বাণিজ্য' অনুষদের মাস্টার্স কোর্সের গবেষণার জন্য

"প্রক্রিয়াজাত খাদ্য পন্যের প্রতি ক্রেতার উপলব্ধি : ঢাকার নির্বাচিত কিছু এলাকার উপর ভিত্তি করে গবেষণা" শীর্ষক তথ্য সংগ্রহে সংশ্লিষ্ট অংশীজনের জন্য প্রশ্নাবলী।

প্রশ্নসেট কোড নং..............

১.০.	**উত্তরদাতার ব্যক্তিগত তথ্য**	
১.১.	নাম:..	
১.২.	উত্তরদাতার লিঙ্গ: (কোড: ১= পুরুষ, ২= মহিলা, ৩= তৃতীয় লিঙ্গ)	
১.৩.	শিক্ষাগত যোগ্যতা: (কোড: ১= নিরক্ষর, ২= সাক্ষরতাজ্ঞান সম্পন্ন, ৩= ৫ম শ্রেণী পাশ, ৪= ৮ম শ্রেণী পাশ, ৫= এসএসসি, ৬= এইচএসসি, ৭= স্নাতক, ৮= স্নাতকোত্তর)	
১.৪.	পেশা: (কোড: ১= সরকারি চাকুরিজীবী, ২= বেসরকারি চাকুরিজীবী, ৩= গৃহিণী, ৪= ব্যবসায়ী, ৫= ছাত্র/ছাত্রী, ৬= অন্যান্য..........(উল্লেখ করুন))	
১.৫.	পরিবারের ধরণ: (কোড: ১= একান্নবর্তী পরিবার, ২= একক পরিবার, ৩= অন্যান্য..........(উল্লেখ করুন))	
১.৬.	পরিবারের সদস্য সংখ্যা: মোট:...........জন; পুরুষ:............জন; মহিলা:...........জন।	
১.৭.	আপনার বর্তমান আয় কত? ....টাকা	
১.৮.	আপনার স্বামী/স্ত্রীর আয় কত (প্রযোজ্য হলে)? ....টাকা	

২.০.	**প্রক্রিয়াজাত খাদ্য সম্পর্কিত তথ্য**	
২.১.	আপনি কি প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করে থাকেন? (কোড: ১= হ্যাঁ, ২= না)	
২.২.	আপনি কি সবসময় প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করে থাকেন? (কোড: ১= হ্যাঁ, ২= না)	
২.৩.	আপনি কোথায় থেকে পণ্য ক্রয় করে থাকেন? (কোড: ১= সুপার শপ, ২= কেন্দ্রীয় বাজার, ৩= নিকটস্থ মুদি দোকান, ৪= অন্যান্য..........(উল্লেখ করুন))	
২.৪.	আপনি সাধারণতঃ কোন ধরণের প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করে থাকেন? (কোড: ১= জ্যাম-জেলী, ২= রুটি, ৩= আচার, ৪= স্ন্যাকস্, ৫= সসেস্, ৬= বেকারি পণ্য, ৭=অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
২.৫.	আপনি কি প্রক্রিয়াজাত খাদ্য পণ্যের গুণগত মান সম্পর্কে অবগত আছেন কি? (কোড: ১= হ্যাঁ, ২= না)	
২.৬.	প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করার ক্ষেত্রে বিএসটিআই অনুমোদিত কি না লক্ষ করেন কি? (কোড: ১= হ্যাঁ, ২= না)	
২.৭.	প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করার ক্ষেত্রে আপনি ব্র্যান্ডের দিকে খেয়াল রাখেন কি? (কোড: ১= হ্যাঁ, ২= না)	

২.৮.	প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করার ক্ষেত্রে আপনি ব্র্যান্ডের ব্যাপারে কতটুকু সন্তুষ্ট? (কোড: ১= খুবই সন্তুষ্ট, ২= চলনসই, ৩= কম সন্তুষ্ট, ৪= একেবারেই সন্তুষ্ট নই)	
২.৯.	যদি সন্তুষ্ট হয়ে থাকেন, তবে তার কারণ কি? (কোড: ১= পণ্যের মান ভাল, ২= পণ্যের স্বাদ ভাল, ৩= মেয়াদোত্তীর্ণ পণ্য ক্রয়ের সম্ভাবনা কম থাকে, ৪= পণ্য রুচিসম্মত মোড়কে থাকে, ৫= অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	

৩.০.	**ব্র্যান্ডেড পণ্য সম্পর্কিত তথ্য**	
৩.১.	আপনি কোন কোন ব্র্যান্ডের পণ্য ক্রয় করে থাকেন? (কোড: ১= কাজী ফার্মস, ২= প্রাণ, ৩= রাধুঁনি, ৪= অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৩.২.	পণ্যের ব্র্যান্ড সম্পর্কে আপনি কিভাবে অবগত হয়েছেন? (কোড: ১= টেলিভিশনে বিজ্ঞাপণ দেখে, ২= কোম্পানির প্রচারণা দেখে, ৩= আত্মীয়ের কাছে শুনে, ৪= প্রতিবেশীর কাছে জেনে, ৫= দোকানে গিয়ে পছন্দ করে, ৬= অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৩.৩.	ব্র্যান্ডের পণ্য ক্রয়ের সিদ্ধান্ত নেয়ার ক্ষেত্রে আপনি উদ্বুদ্ধ হয়েছেন কিভাবে? (কোড: ১= নিজে নিজেই, ২= পরিবারের সদস্যের দ্বারা, ৩= আত্মীয়ের দ্বারা, ৪= অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৩.৪.	পণ্য ক্রয়ের ক্ষেত্রে ব্র্যান্ড পরিবর্তন করে থাকেন কি? (কোড: ১= হ্যাঁ, ২= না)	
৩.৫.	যদি হ্যাঁ হয়, তবে কেন করে থাকেন? (কোড: ১= অন্যান্য ব্র্যান্ডের সাথে তুলনা করতে, ২= স্বাদ পরিবর্তন করতে, ৩= এমনিতেই, ৪= অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৩.৬.	আপনি কি এখন পর্যন্ত কোন পণ্যের ব্র্যান্ড স্থায়ীভাবে পরিবর্তন করেছেন কি? (কোড: ১= হ্যাঁ, ২= না)	
৩.৭.	যদি হ্যাঁ হয়, তবে কেন করেছেন? (কোড: ১= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের মান ভাল, ২= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের দাম কম, ৩= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের মান একই কিন্তু দাম কম, ৪= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের মান ভাল ও দাম কম, ৫= অন্যান্য..........(উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৩.৮.	যদি না হয়, তবে তার কারণ কি? (কোড: ১= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের তেমন মান ভাল না, ২= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের দাম বেশী, ৩= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের মান একই কিন্তু দাম বেশী, ৪= পূর্বের ব্র্যান্ডের তুলনায় নতুন ব্র্যান্ডের পণ্যের মান তেমন ভাল না ও দাম বেশী, ৫= অন্যান্য............. (উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৩.৯.	প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় করার থেকে সরাসরি খাদ্য পণ্য ক্রয় উত্তম কি না? (কোড: ১= অতি উত্তম, ২= উত্তম, ৩= উত্তম নহে)	
৩.১০.	যদি উত্তর 'উত্তম নহে' হয়, তবে তার কারণ কি? (কোড: ১= প্রক্রিয়াজাত খাদ্য পণ্যে ক্ষতিকারক রাসায়রিক পদার্থ থাকে, ২= প্রক্রিয়াজাত খাদ্য পণ্যের দাম বেশী, ৩= স্বাস্থ্য ঝুঁকি থাকে, ৪= অন্যান্য............. (উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	

৪.০.	**প্রক্রিয়াজাত খাদ্য পণ্য ক্রয়ের অভ্যাস পরিবর্তন সম্পর্কিত তথ্য**	
৪.১.	ভবিষ্যতে প্রক্রিয়াজাত খাদ্য পণ্য ক্রয় থেকে বিরত থাকার কোন পরিকল্পনা আপনার আছে কি? (কোড: ১= হ্যাঁ, ২= না)	
৪.২.	যাদি 'না' হয়, তবে তার কারণ কি? (কোড: ১= সময় কম লাগে, ২= পরিশ্রম কম হয়, ৩= সহজেই পাওয়া যায়, ৪= সারা বছরই পাওয়া যায়, ৫= সুস্বাদু, ৬= সংরক্ষণ করা সহজ, ৭= অন্যান্য............. (উল্লেখ করুন)) (একাধিক উত্তর গ্রহণযোগ্য)	
৪.৩.	প্রক্রিয়াজাত খাদ্য পণ্য সম্পর্কে আপনার মতামত দিন: ক).. খ).. গ).. ঘ)..	

একজন সচেতন নাগরিকের ন্যায় বিষয়গুলো সম্পর্কে আপনার মূল্যবান তথ্য প্রদানের জন্য আপনাকে আবারও ধন্যবাদ।

তথ্য সংগ্রহকারীর নাম:...

মোবাইল নং:...

তারিখ:..