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## Evaluation of preferences for healthy food-related ready-to-heat and eat products

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### Abstract

Instead of looking at why people choose certain foods in general, this research predicts how people would feel about certain packaged ready-to-heat-and-eat food items based on factors including health awareness, environmental outlook, and dietary lifestyle choices. The study's overarching goal is to determine whether or not environmental attitude and health awareness contribute to a healthy food-related lifestyle. Last, we want to see whether adopting a healthy diet and lifestyle has any discernible effect on people's opinions of pre-prepared meals. 480 participants were selected at random to participate in the research.

**Keywords:** Foods, pre-prepared meals, healthy food, health awareness

### 1. Introduction

People's eating habits and food choices have changed dramatically in recent years due to the increased importance placed on convenience in today's fast-paced environment. Packaged, ready-to-heat-and-eat foods have become more popular as people seek for convenient alternatives to cooking from scratch. But the nutritional value and health effects of these items have come under question as well. The purpose of this research is to learn more about the preferences and perspectives of people who lead healthy diet and lifestyles on packaged ready-to-heat-and-eat foods [1].

Increased understanding of how one's diet affects their health has led to a rise in interest in the idea of "healthy food lifestyles." Numerous people have made the conscious decision to put an emphasis on a diet of wholesome, complete foods rather than processed or junk food. People in this situation typically try to find middle ground between their hectic lifestyles and their desire to eat healthily [2].

Packaged, ready-to-heat-and-eat foods provide customers with a fast and easy way to have a dinner on the table without a lot of time spent in the kitchen. However, the widespread belief that these items are a wholesome choice has been challenged. Concerns about the long-term health repercussions of eating these quick meals stem from their possible high levels of harmful fats, salt, and artificial components [3-4].

It's important to get a feel for how people who make eating well a priority feel about prepackaged, ready-to-heat-and-eat foods. The purpose of this research is to help the convenience food business create more healthful and nutritious products by collecting insights into their perspectives, motives, and concerns [5-6].

Global lifestyle shifts mean more individuals than ever are looking for easy dinner options. Consumers, have been working longer hours, spending more time in traffic, and hoping to make the most of their increasingly restricted free time; as a result, they need goods and services that facilitate and simplify their more demanding lifestyles. The food business in India has increased the number of prepackaged meals that just need heating [7].

There are many areas of consumer life that may benefit from the convenience notion, including the product itself, the purchasing process, meal preparation, and even storage. Describe convenience foods as those that have had some or all of the time, culinary skills, or energy inputs shifted from the home kitchen to a processing or distributing party [8].

"The ageing of the population, changes in family structure, women's participation in the workforce, longer working hours, consumer prosperity, the desire to progress to healthy foods, individualism, a decrease in cooking skills, and the desire to spend less time and effort

in meal-related activities, such as shopping, preparing, and cleaning foods, are all factors considered that influence the demand for packed to ready to heat and eat food products and ready meals. Other socioeconomic and demographic variables such as job schedule, family size, income, perceived time pressure, and paper overload all contribute to this rise in consumption<sup>[9]</sup>.”

In characterising how people choose what they eat, lifestyle considerations have come to the fore in recent years. The lifestyle construct, which has been studied in marketing for decades, outlines the many ways in which consumers want to declare their individuality. A person's lifestyle, however, may not be uniform in all aspects of their existence. That's why it's important to limit the lifestyle to certain spheres of existence. Within the more restricted lifestyle viewpoint, health disparities are mostly the outcome of individuals' decisions and routines about health-beneficial every day actions, such as how often they exercise, how often they consume alcohol, how often they eat healthy foods, etc. That is to say, dietary differences are the primary drivers of health disparities<sup>[10]</sup>.

For this reason, the authors of the present study adopt a more specific and workable definition of the lifestyle by focusing their attention on the dietary and behavioural factors that contribute to a healthy diet. Physical health is emphasised via natural food intake, health care, and life balance as part of a healthy food linked lifestyle. This healthy food linked lifestyle construct is thought to be useful for investigating whether or not a consumer's perspective on prepackaged ready-to-heat and heat items is impacted by that consumer's food related lifestyle. Therefore, the research examines not just health concerns, but also preferences for flavour, convenience, and tradition when it comes to ready-to-heat-and-eat food items<sup>[11]</sup>.

This study's central question is, "How do different food-related lifestyles affect the consumption of pre-packaged, ready-to-heat-and-eat food products?" Researchers in the city of Bangalore, India, were studied to provide an answer to this topic. Studies of Indian cuisine are relatively uncommon, however research focused on southern India is few. Findings from this research on Indian consumers' attitudes towards pre-cooked, frozen meals are expected to add to the growing body of knowledge on consumer behaviour. Health consciousness, taste, convenience, and custom are the four lifestyle characteristics that highlighted in relation to precooked meals. Therefore, the primary purpose of this article was to determine how people in Bangalore, India, lead their lives in relation to their use of packaged, ready-to-heat-and-eat food goods<sup>[12-13]</sup>.

Since packaged ready-to-heat-and-eat food items are advertised as being better for you than traditional fast food, it's important to look at how many variables affect how consumers feel about these goods. When predicting consumer attitudes towards packaged ready-to-heat-and-eat food products, this study adopts more specific attitudes, such as health consciousness and environmental attitudes, than have been used in previous research. The primary goal of this research is to examine how individual health and environmental concerns affect people's preferences for pre-prepared, ready-to-heat-and-eat meals. The findings may aid manufacturers and advertisers in developing more effective campaigns to increase sales of precooked, frozen, and canned foods<sup>[14]</sup>.

A positive evaluation of an object or person shows a

positive attitude towards that thing or person. Attitudes may be broken down into its component parts, which are primarily values and beliefs. Multiple beliefs about a subject might combine to generate an individual's overall opinion of that subject, which we call an attitude. Previous research demonstrates a hierarchical link between values, attitudes, and actions. That's because values affect one's outlook, which in turn affects how one acts. Many people believe that ready-to-heat packaged foods are better for the environment and their health. The two most often cited reasons for buying prepackaged, ready-to-heat-and-eat food goods are health and environmental concerns. It is hypothesised that a person's view of ready-to-eat, prepackaged foods depends on their or her health and environmental concerns. The effects of health awareness and environmental attitudes on a person's perspective on packaged, ready-to-heat-and-eat food items may be amplified by the individual's healthy food-related lifestyle, which emphasises physical health-related activities. Therefore, it is crucial to include a healthy lifestyle into the research. A consumer's outlook on packaged, ready-to-heat-and-eat food may be affected by factors such as health awareness and environmental concerns.

To maintain one's core principles throughout one's life while also responding to environmental changes is the goal of developing a sustainable lifestyle. Therefore, in order to maintain the equilibrium between environmental changes and an individual's own value system, lifestyles change through time in methodical ways, but not hurriedly or haphazardly. That's why marketers often use lifestyle segmentation based on eating preferences to foretell customers' actions. As people's disposable incomes rise and their schedules become more hectic, many are making changes to their eating habits in an effort to preserve or enhance their health and the health of the planet<sup>[15]</sup>.

## 2. Material and Methods

A total of 520 willing participants were asked to fill out questionnaires for the study. The respondents were tracked down by their spending habits at a number of Gujrat's premier shopping destinations. Potential responders include everyone who has ever bought a prepackaged, ready-to-heat-and-eat meal. Only 485 out of 520 surveys were returned, with 480 of them being completely filled out.

In this investigation, we focus on four primary factors. Gil (2000) adopted and verified these three measuring scales for use in research. The remaining elements of health awareness are borrowed from Oudi Ophuis's (1989) research. An 11-item scale has been used to operationalize the health awareness scale, which measures preparedness to conduct health-related activities. A five-item scale measuring environmentally positive attitudes and actions is used to assess people's perspectives on the environment. Consumers' opinions on packaged ready-to-heat-and-eat food goods are measured using a nine-item measuring scale that describes common worries about the products' qualities. A person's health lifestyle is evaluated using an 11-item scale that describes the person's habits and routines in regards to maintaining a healthy body and mind. Natural food intake, health care, and life balance are the three pillars that make up a healthy lifestyle, as stated by Gil *et al.* (2000). Using a Likert scale from 1 (strongly disagree) to 5 (strongly agree), respondents are asked to score each topic. The hypotheses generated for this research were tested with

the use of statistical analysis performed using the statistical software SPSS, including correlation and multiple regressions. V 21.

### 3. Result

Internal consistency of indicators assessing a particular concept might be reflected in reliability. Therefore, the validity of the measuring tools must be established before the hypotheses can be tested. The construct's dependability has to be above 0.7 in order to satisfy the standard for reliability in research instruments. They were all more than 0.7 in all four dimensions. The average variance explained by all four dimensions was above 0.7, and their combined reliability was more than 0.5. This ensured the legitimacy and trustworthiness of the data obtained.

The bulk of respondents in this survey are men (68%), are between the age range of 25 to 35 years (42%), earn between 40,000 and 60,000 rupees per month (30%), and

are married (39%).

**Table 1:** Descriptive Statistics

	Environmental Attitudes	Health Consciousness	Healthy Lifestyle
Mean	4.03	4.18	4.19
Std. Deviation	0.863	0.811	0.799

According to the summary data, the healthy lifestyle component has a high mean value and a small standard deviation (.799). Attitudes towards pre-cooked, microwaveable meals rank second highest in mean values (4.18), and second lowest in standard deviation (.811). When compared to the other dimensions, the standard deviation for environmental attitudes is the largest (.863) and the mean value is the lowest (4.03).

**Table 2:** Correlation

		Pre-prepared, ready-to-heat-and-eat food products and consumer attitudes		
		Pearson Correlation	Sig. (2-tailed)	N
Environmental	Attitudes	.567**	0	480
Health	Consciousness	.729**	0	480
Healthy	Lifestyle	.750**	0	480

The correlation table demonstrates a very significant relationship between respondents' attitudes towards packaged ready-to-heat-and-eat food items and a healthy food-related lifestyle. At the.001 level of significance, there is a strong correlation between respondents' views on pre-

packaged, ready-to-heat-and-eat foods and their awareness of the need of eating healthily. At the.001 level of significance, there is a strong correlation between respondents' environmental attitude and their opinion of packaged ready-to-heat-and-eat food items.

**Table 3:** Multiple Regression

Model		(Constant)	Environmental Attitudes	Health Consciousness	Healthy Lifestyle	R value	F: sig
Unstandardized Coefficients	B	0.069	0.069	0.43	0.485	0.842	.385.620
	Std. Error	0.126	0.037	0.039	0.029		0
Standardized Coefficients	Beta		0.06	0.414	0.497	R <sup>2</sup>	Adjusted R <sup>2</sup>
t		0.549	1.715	10.97	16.698	0.708	0.707
Sig.		0.583	0.087	0	0		

#### Attitudes towards pre-packaged, ready-to-heat-and-eat food items

Attitudes towards pre-prepared, ready-to-heat food items are predicted by the aspects of environmental concern, health awareness, and healthy eating habits. The connection between the four dimensions is quite strong. Attitudes towards Pre-Packaged, Ready-to-Heat-and-Eat Food Items were predicted by the predictors to the tune of 70.8%.

According to the Beta columns, a healthy lifestyle is a very strong predictor of opinions about Packed Ready to Heat and Eat Food Products. The dimension of health consciousness has the second highest beta value and is significant at the level. The respondents' environmental attitude has a beta value of 0.60, which is favourable but insignificantly low. One of the three hypotheses tested using multiple regression was found to be false, while the other two were confirmed. "Beta and significance levels indicate that the null hypothesis that consumers' environmental attitude is favourably associated to their healthy food-related lifestyle should be rejected. The rest of the speculations Based on the beta value and significant value, consumers' health awareness is positively associated with their adoption of healthy food-related behaviours, and consumers' adoption of healthy food-related behaviours is positively associated

with their acceptance of packaged, ready-to-heat-and-eat food items."

#### 4. Conclusion

The survey sheds light on how shoppers feel about frozen meals that just need to be heated. A consumer's favourable attitude towards packaged ready-to-heat-and-eat food items was shown to be determined by the individual's care for, and awareness of, his or her own health. Consumers' favourable attitudes towards packaged, ready-to-heat-and-eat foods may be improved by promoting a healthy food-related lifestyle, which is the biggest predictor of consumers' attitudes towards these goods. The findings demonstrate that there is no correlation between environmental outlook and preference for pre-cooked, frozen meals. Advertising messages from packaged, ready-to-heat-and-eat food products can help cultivate environmentally conscious attitudes and inform consumers of the environmental benefits of using these products, such as reduced water consumption during dishwashing and cooking, reduced consumption of cleaning solutions, and shorter cooking and cleaning times.

Given these results, it seems reasonable to focus future choices in advertising, social interaction, and other areas on

health awareness, environmental awareness, and a healthy food-related lifestyle. In addition, those working in the food industry's packed ready to heat and eat food goods sector need to do a better job of convincing customers that their product is delicious and preferable to regular fare. Food processors may meet government food safety rules and consumer assurance criteria with the use of a food traceability system, while also increasing their product's brand value.

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