

Understanding Purchase Intention of Canned Food among Delhi NCR: A Proposed Framework

^[1] Vaishnavi Marwaha, ^[2] Dr. Pankaj Jain

^[1] Research Scholar, Institute of Management Studies, Bikaner. Rajasthan Technical University, Kota, Rajasthan, India

^[2] Guide, Institute of Management Studies, Bikaner. Rajasthan Technical University, Kota, Rajasthan, India

Corresponding Author Email: ^[1] vaishnavi.marwaha@gmail.com

Abstract— Changes in life style and having a busy life schedule create a huge versatility in the purchase intentions among Delhi NCR. This shift is especially noticeable among urban inhabitants who lead hectic lives and rely significantly on outside sources of food and water. This conceptual paper will analyse the inner and extrinsic elements that influence buying intentions among city dwellers. In order to analyse this phenomenon, several dimensions of intrinsic and extrinsic factors such as perceived price, taste, convenience, product quality, advertisement, perceived safety, perceived packaging, brand image and convenience will be discussed. We will also discuss on the relationship between extrinsic factors and purchase intention. Eventually, this article will propose a conceptual framework that links internal & external factors and purchase intention. To frame this study, supporting literature on all of the dimensions under consideration is provided. Toward the end of the essay, several suggestions for conducting empirical research on this conceptual paper are presented.

Keywords: Canned food, Intrinsic factors, Extrinsic factors, Consumer behaviour, Purchase intention.

I. INTRODUCTION

Canned food means a processed food which needs minimum cooking time or it can be directly consumed. In global context, the size of the canned food market is projected to be USD 89.03 billion in 2024 and is projected to increase at a CAGR of 4.05% to reach USD 108.58 billion by 2029. In addition, Due to a variety of factors, most notably their convenience, canned food products have grown in importance and are now considered ideal for many individuals, particularly those leading hectic lives and commonly referred to as urban inhabitants. (Nondzor & Tawiah, 2015). In early decade, mostly people prepare their food at home like Tomato puree, cheddar cheese, ginger & garlic paste, Butter, soups and many more. The tendency has shifted from individual preparation to manufacturers due to the development of technical improvements (Harris & Shiptsova, 2007). As a result, it has increased society's demand for canned food, particularly among urban dwellers, leading to a sharp rise in canned food consumption.

1.1 Problem Statement

The market of canned food is upsurging day by day in India. It contributes significantly to the gross domestic product of the Indian food industry. There are multiple reasons for this development. It is widely acknowledged that before using a product, the expectations and opinions of consumers are based on internal as well as external factors. (Lee and Lou, 1996). A comprehensive review of prior research suggests that there may be solid data to support the explanation of the connection between the variables and purchasing intentions. Moreover, according to Vijayabaskar and Sundaram (2012), Consumers' intents to buy have changed as a result of lifestyle changes and related shifts

toward health consciousness. No prior research has attempted to elucidate the relationship between variables and Delhi NCR residents' inclination to purchase canned food. It is crucial to look into urban inhabitants' worries regarding their plan to buy canned food. This survey will reveal the real preferences of consumers prior to the purchase of canned goods.

1.2 Research Objective

The study examines the relationship between variables and urban inhabitants in Delhi NCR's inclination to purchase canned goods. This study took into account the extrinsic factor dimensions of perceived price, safety, packaging, brand image, and convenience in addition to the internal aspects of flavour, quality, and convenience. More precisely, the following goals are the focus of this research:

- Determine the relationship between intrinsic factors (and its dimensions) and purchase intention.
- Determine the relationship between extrinsic factors (and its dimensions) and purchase intention.

II. LITERATURE REVIEW

Social, economic, and demographic characteristics of the consumer were regarded as significant factors that were helpful in determining how much food a family would consume on a daily basis. Another name for it is "consumer purchase intention." A buying intention is a plan or intention to buy a specific good or service at a later time (Paul & Fred, 1985). It was highly helpful in determining the likelihood that a customer will choose that good or service; in other words, it was also utilized to gauge the likelihood that a customer would purchase a particular good (Schiffman & Kanuk, 2004). It was also mentioned as a crucial signal for assessing a particular product and forecasting consumer behaviour.

2.1 Intrinsic Factors

Taste

Taste was considered as the most influencing factor in the canned food it has been highly rated product attribute. (Schroder & Earle, 1988). Taste evaluations are only possible after a product has been purchased, though occasionally free trial samples are offered to customers. Among youngsters, it was regarded as a significant factor when choosing ready-to-eat meals, according to statistics from the American Association of Family and Consumer Sciences (2005). Customers who enjoyed the flavour of the canned food products have a tendency to repurchase it and suggest it to their social networks. According to a 2010 study by Hyun, Chae, and Kisang, it is critical that manufacturers offer free or heavily discounted samples of their new products to consumers prior to launch in order for them to become familiar with the taste of the product.

Convenience

Convenience in the context of canned food refers to how simple it is for customers to prepare and obtain the product. According to Luning (2001), convenient canned food products are those that are supplied to consumers in a way that makes it easier for them to purchase, prepare, and eat the food—all of which require less work than cooking a typical meal. The primary benefit of this product attribute was time savings, which was deemed to be crucial in a busy and rapidly expanding metropolis like Delhi NCR. One of the main causes of the rise in demand for convenience canned food products was a decrease in household activities.

Health Consciousness

Consumers' concerns about their health are growing these days. Since the majority of consumers in metro cities like Delhi NCR are educated, they kept a daily log of their calorie intake. Thus, in cities, choosing canned food was also heavily influenced by health concerns. Customers are aware of the problems brought on by inadequate diet and exercise (Kraft & Goodell, 1993). Before making a purchase, they mostly considered the food products' ingredients and expiration dates. Therefore, improving health through appropriate nutrition is a critical component for better canned food purchasing intentions, and this research has identified health consciousness as a major element to be researched for the consumers in Delhi NCR.

Product Quality

Julie and Dhruv (1994) defined perceived value, or the quality of a product, as the difference between what a customer expected and what he really received from it. It was mostly taken into account as a result of the customer's assessment of the goods. Research indicates that customers are willing to spend a higher price for a product that meets their needs for taste, nutrition, and other health benefits. Consumer decision-making was influenced by product

quality, and products with higher perceived quality will perform better (Dodds & Monroe, 1985). Consumers are more likely to make a purchase if they receive greater value or higher quality for their money, according to a 1990 study by Peter and Alan. Therefore, it was determined that one of the main determinants of canned food product purchase intention was product quality.

2.2 Extrinsic Factors

Price

Consumers are more likely to make a purchase if they receive greater value or higher quality for their money, according to a 1990 study by Peter and Alan. Therefore, the quality of the product was Price has a significant influence on consumers' purchasing decisions (Smith & Carsky, 1996). Consumers typically compare prices by comparing the amount they spent for the product to the quality and service they received in return. Pricing was a weapon that was creatively employed in marketing to draw in clients, cultivate their devoted following, and foster customer pleasure (Garton, 1995). Price comparison and search were highly sensitive to consumers' intentions to purchase (Dawson, 1995). Customers are set on believing that expensive goods are of superior quality, and that inexpensive goods are of inferior quality (Etgar & Malhotra, 1981). Price and customer purchase intention have always been clearly correlated; greater prices are thought to be a deterrent to making a purchase, particularly for those with lower incomes (Anssi & Sanna, 2005). Due to its capacity to restrict customers based on their income, price was a factor in the purchase behavior control (Zeinab & Seyedeh, 2012). Therefore, the research cited above indicates that consumers' intentions to purchase canned food are greatly influenced by price.

Product Availability

Another major element influencing canned goods sales was availability (Davies et al., 1995). Many customers like it when they can readily find the goods, they're looking for in convenience stores like Big Bazaar, D-Mart, Reliance, Super Market, and others. Instead of purchasing goods in large quantities, people prefer to purchase them as needed. In order to determine its impact on consumers' purchasing intentions, this element was also taken into account in this research study.

Perceived Packaging

Over the past few decades, packaging traits and its sensitive aspects have received more attention in the marketing sector. This is because packaging has been shown to influence consumers' purchasing decisions (Rezaei, 2014), making it a crucial component for food producers, designers, and marketers. According to a study on canned fruit beverages by Harsha and Amulya (2017), a consumer's purchasing decisions and choices can be positively or negatively influenced by a packaging element, which can cause consumers to change their minds about a product.

Aside from that, Connolly and Davidson (1996) discovered that decisions about the purchase of food and beverages are made at the point of sale in at least 75% of cases. Interestingly, according to Urbany, Dickson, and Kalapurakal (1996), 90% of consumers decide what to buy after reading the front pack label, and 85% decide what to buy without considering any other options. Previous research has looked into how customers perceive packaging in a number of studies. For example, Mccracken and Macklin (1998) looked into how a consumer's purchase intentions and decisions are influenced by packaging attributes like color, image, design, size, and shape of the specific product, while Simmonds and Spence (2017) looked into the impact of nutritional information printed on the product as a packaging feature. This suggests that it's critical to comprehend in greater detail how packaging conveys its messages and is viewed by consumers, particularly in the canned food industry, and whether packaging actually enhances the customer experience with a product, thereby converting that experience into an intention and, eventually, a purchase decision.

Brand Image

It has been acknowledged that brand image is a crucial element of the marketing concept (Keller, 1998). However, learning about customers preferences in buying various sort of goods and services including fast-selling products remain a challenge in the literature (Syed Mehmood Shah et al., 2016). Brand tends to be a lasting and sustainable asset that retailers utilize to differentiate their goods (Aaker, 2000), usually driven by a set of beliefs that impact the users in the selection of the brands (Kotler and Armstrong, 1996). Consequently, it has been discovered that there is a direct correlation between brand image and brand loyalty (Sung et al., 2010), which affects consumers' purchasing intentions, which are motivated by brand loyalty (Delgado et al., 2005). This argument aligns with the Theory of Planned Behavior, which posits that subjective norms serve as fundamental determinants of intention formation (Syed Mehmood Shah et al., 2016) and that purchase intention is reflected in the likelihood of purchasing a particular brand (Esch, Langner, Schmitt, and Geus, 2006). This intention is strengthened when a customer is more likely to repeat the same action after testing and using a certain brand (Steenkamp & Dekimpe, 1997). But Narang (2006) contended that there is no such thing as brand loyalty when it comes to food purchases. Changes in eating habits and patterns (Kubendran and Vanniarajan, 2005), as well as curiosity and a need for variety (Hans and Trijp, 1996), may be the cause of this (Vincent, 2006).

2.3 Purchase Intention

The definition of buying intention is the desire or plan to buy any kind of good or service (Paul & Fred, 1985). Understanding or projecting the consumer's likelihood of purchasing the good or service has proven to be highly

beneficial (Schiffman & Kanuk, 2007). As a result, it served as a crucial critical indication for predicting consumer behaviour (Keller, 2001). Purchase intentions in consumer behaviour were formed through a variety of methods, including product recognition, alternative product appraisal, and post-purchase service or quality returns. After deciding to purchase the product, the customer is motivated by their intentions. Price, quality, and value changes all had an impact on the decision to alter one's purchasing intention (Zeithaml, 1988).

Purchase intention is a deliberate action of a consumer expressing their willingness to purchase specific products or services (Ajzen, 1991). One of the main ideas covered in the marketing literature is purchase intention. Purchase intentions are of interest to marketing scholars, who have explained that they are also linked to purchasing behavior. A few research have found a favourable association between purchasing intentions and purchase behavior, according to Morwitz (1996). Consequently, buyers' strong inclination to repeatedly buy a product anytime they are interested in obtaining items from the market is known as their purchase intention (Nabil, 2010). It is extremely important because companies aim to boost sales of that certain product in order to optimize their profits. Purchase intention is a measure of customer retention that is dependent on extrinsic factors, which have a big impact and help shape consumers' intentions to make purchases (Hawa et al., 2014). It covers things like product quality, brand image, and other things. In the past, a number of research were carried out to obtain comprehensive understanding of buying intentions. For example, Swinyard (1993) and McQuitty et al. (2000) examined the relationship between purchase intention and the direct and indirect effects of values and involvement in customer satisfaction. On the other hand, Sweeny et al. (1999) studied the mediating influence of customer satisfaction on purchase intentions while Parasuraman et al (1996) did an empirical study to understand the relationship between purchase intention and perceived quality. Notwithstanding several studies in the literature from the past, the assertions remain unproven, and more significantly, the impact of nutritional information is ambiguous. More cautious research is encouraged in this area in order to fully elucidate the inconsistent results and provide guidance for future investigations.

III. HYPOTHESIS

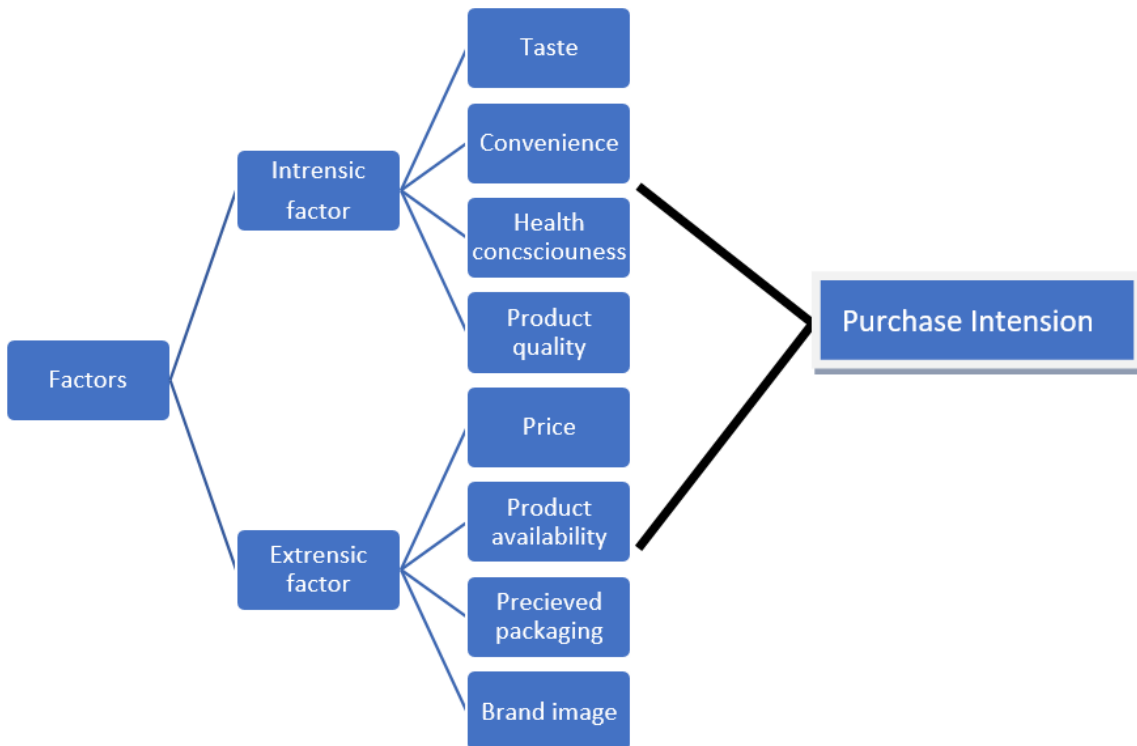
The purpose of this study's hypothesis was to investigate the link between the dependent variable—purchase intention—and the independent variables, which include internal and extrinsic influences. They were suggested in the following manner:

- H1: There is significant relationship between taste and purchase intention.
- H2: There is significant relationship between convenience and purchase intention.

- H3: There is significant relationship between health Consciousness and purchase intention.
- H4: There is significant relationship between product quality and purchase intention.
- H5: There is significant relationship between perceived price and purchase intention.
- H6: There is significant relationship between product availability and purchase intention.

- H7: There is significant relationship between perceived packaging and purchase intention.
- H8: There is significant relationship between brand image and purchase intention.

The following conceptual framework, shown in Figure 1, is suggested in light of this conversation. It illustrates how purchasing intention and extrinsic incentive are significantly correlated.



IV. CONCLUSION

Food, an essential component of our life and it has seen a dramatic shift in consumption patterns, from home cooking to the use of canned goods, as Hawa et al. (2014) explained. Furthermore, the perception of canned food is generally favourable, particularly among younger consumers who are motivated by deliberate choices and high demand as a result of the greater convenience of canned food compared to home cooking, time-saving options, and a loss in conventional eating patterns (Priyadarshini, 2015). Generally, numerous decision such as where to buy, how to buy, when to buy and what to buy, how much quantity to buy are made by the customers to acquire important items that they consume on a daily basis (Bulsara and Trivedi, 2016). Due to the growing population as well as other factors including time and energy constraints, canned food is becoming more necessary, and these changes are particularly noticeable in urban and metropolitan areas (Hawa et al., 2014, Selvaraj, 2012). In contrast to popular opinion, there are a number of factors that discourage people from eating canned food, such as the higher cost of canned goods, their easier accessibility, the differences in flavor between home-cooked food and canned

goods, and the non-preference for canned food (Karuppusamy & Arjunan, 2012). Selvaraj (2012) argued against these deterrents, claiming that customers' health concerns and ignorance about food could be the primary reasons they don't buy canned food. Customers are therefore more likely to consume canned food if they are aware that it is available (Lampila and Lahteenma'ki, 2007), and they would benefit from having easy access to it (Prasad and Aryasri, 2008). These inconsistent results suggest that consumers of canned food are frequently faced with tough options, which leads to confusing and irregular purchasing decisions (Bulsara and Trivedi, 2016). The body of research on consumer psychology continues to provide contradictory findings in spite of continuous attempts to comprehend consumer behavior better. is more common in the eating of canned food, considering the general desire to consume these foods in a healthful manner. This is because shifting one's lifestyle has an impact on one's awareness of health, which in turn affects purchasing intentions (Vijayabaskar & Sundaram, 2012). In particular, it has raised concerns about health, which implies that nutritional information is valuable and is now a major consideration when making purchases (Selvaraj, 2012). Onozaka et al. (2014), however, noted that

there are still gaps in our understanding of the behaviours of consumers when they look for, understand, and use nutritional information to their intentions and decisions when making purchases. It is vital to explore the underlying components that determine the dynamics of canned food buying intentions as there are now no clear conclusions about client purchase intentions. It is also expected that contextualizing this conceptual framework will provide regulators with fresh insights into how to oversee the policy-making processes concerning people's attitudes toward the consumption of canned food, the factors that influence that consumption, and the significance of nutritional information in making judgments about what to buy. This conceptual research offers a theoretical justification to illuminate hitherto unknown insights and explain inconsistent results regarding the nutritional information interest that influences urban residents' intentions to purchase canned food, even though there is obviously a dearth of empirical investigation in it. The most important next step for this research will be to validate the proposed framework empirically.

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