

FACTORS INFLUENCING CONSUMER'S PURCHASE OF PROCESSED AND READY TO COOK MEAT IN DHAKA METROPOLITAN CITY

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**FACTORS INFLUENCING CONSUMER'S PURCHASE OF PROCESSED
AND READY TO COOK MEAT IN DHAKA METROPOLITAN CITY**

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CERTIFICATE

This is to certify that the thesis entitled “**FACTORS INFLUENCING CONSUMER’S PURCHASE OF PROCESSED AND READY TO COOK MEAT IN DHAKA METROPOLITAN CITY**” submitted to the Faculty of Agricultural Economics, 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 **SADIA BINTE MOSHARRAF**, Registration Number: **16-07511** 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 AND BROTHER**

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LIST OF CONTENTS

CHAPTER	TITLE	Page
	ACKNOWLEDGEMENT	I
	LIST OF CONTENTS	II
	LIST OF TABLES	VII-VIII
	LIST OF FIGURES	IX
	LIST OF APPENDICES	X
	ABSTRACT	XI

CHAPTER I	INTRODUCTION	1-6
1.1	Background of the study	2
1.2	Bangladesh's consumption pattern for processed foods	3
1.3	Study objectives	3
1.4	The situation right now with regard to buying processed food items	4
1.5	The consumer's choice of what to buy	5
1.6	Rationale for the research	5

CHAPTER II	REVIEW OF LITERATURE	7-20
2.1	To assess the socio demographic factors that influence consumers purchase of processed and ready to cook meat items.	7
2.2	To determine the product attributes that consumer consider to purchase processed and ready to cook meat items	20

CHAPTER III	MATERIALS AND METHOD	21-27
3.1	Origin of data	21
3.2	Location of study	21
3.3	Study period	21
3.4	Stakeholders or parties involved	21
3.5	Sampling design	22
3.6	Variables or measuring instrument	22
3.7	Creation of study aids and questionnaires	23
3.8	Technique for gathering data	23
3.9.1	Tabular data analysis check	24
3.9.2	Binary logistic regression analysis model	24
3.9.3	Defining the independent and dependent variables	24
3.9.4	Model specifics	26
3.9.5	Research assumption	27
3.9.6	Null hypothesis	27

CHAPTER IV	RESULTS AND DISCUSSIONS	28-51
4.1	The respondent's socioeconomic data	28
4.1.1	The answers respondents gave about their gender	28
4.1.2	Responses from respondents regarding their level of education	29
4.1.3	Responses from respondents regarding their occupation	30
4.1.4	Responses from respondents regarding family type they live	31
4.1.5	Responses from respondents regarding their salary	32
4.2	Details regarding factors influencing consumer on their decision to purchase processed and ready to cook items	32
4.2.1	Responses from respondents regarding price in times of purchasing processed and ready to cook items	32
4.2.2	Responses from respondents regarding brand reputation in times of purchasing processed and ready to cook items	33
4.2.3	Responses from respondents regarding advertisement in times of purchasing processed and ready to cook items	34
4.2.4	Responses from respondents regarding ingredients list and nutritional information in times of purchasing processed and ready to cook items	35
4.2.5	Responses from respondents regarding packaging and labelling in times of purchasing processed and ready to cook items	36

4.2.6	Responses from respondents regarding recommendation in times of purchasing processed and ready to cook items	37
4.2.7	Responses from respondents regarding brand awareness in times of purchasing processed and ready to cook items	37
4.3	Information about purchasing details on processed and ready to cook items	38
4.3.1	Responses about how often consumer purchase of meat that has been prepared and ready to cook	38
4.3.2	Response about factors consumer consider in times of purchasing meat that has been prepared and is ready to cook	40
4.3.3	Responses about types of meals consumer prepare by using processed and ready to cook meat items	41
4.3.4	Responses from respondents regarding the sources consumer get information about purchase processed and ready to cook items	42
4.4	Factors affecting purchasing processed and ready to cook meat items	42
4.5	Discussion	47
4.5.1	To assess the socio demographic factors that influence consumers purchase of processed and ready to cook meat items	47
	Earnings	48
	Family type	48
	Education	48
	Advertisement given by others	48
4.5.2	To determine the product attributes that consumer consider to purchase processed and ready to cook meat items	49
	Gender	49
	Occupation	49
	Salary	49

	Price	49
	Brand reputation	49
	Ingredients list and nutritional information	50
4.5.3	Growing market opportunities for processed meat business	50

CHAPTER V	SUMMARY, CONCLUSIONS AND POLICY IMPLICATIONS	52-57
	Findings	53
	Conclusion	56
	Policy implications	56

CHAPTER VI	REFERENCES	58-67
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CHAPTER VII	APPENDIXES	68
	QUESTIONNAIRE	69-71

LIST OF TABLES

TABLE	TITLE	Page
1	Responses from respondents regarding their level of education	29
2	Responses from respondents regarding their occupation	30
3	Responses from respondents regarding types of family they live	31
4	Responses from respondents regarding their salary	32
5	Responses from respondents regarding price in times of purchasing processed and ready to cook items	33
6	Responses from respondents regarding brand reputation in times of purchasing processed and ready to cook items	34
7	Responses from respondents regarding advertisement in times of purchasing processed and ready to cook items	35
8	Responses from respondents regarding Ingredients list and nutritional information in times of purchasing processed and ready to cook items	35
9	Responses from respondents regarding packaging and labelling in times of purchasing processed and ready to cook items	36
10	Responses from respondents regarding recommendation in times of purchasing processed and ready to cook items	37
11	Responses from respondents regarding brand awareness in times of purchasing processed and ready to cook items	38

12	Responses from respondents regarding how often consumer purchase processed and ready to cook items	39
13	Responses from respondents regarding the factors consumer consider in times of purchasing processed and ready to cook meat items	40
14	Response percentage about types of meals consumer prepare by using processed and ready to cook meat items	41
15	Response percentage from respondents regarding the sources consumer get information about purchase processed and ready to cook items	42
16	Binary logistic regression coefficients of the variables which influenced the consumers decision to buy processed and ready-to-cook goods	43

LIST OF FIGURES

FIGURE	TITLE	Page
1	Respondent's response percentage of gender	28
2	Respondent's response percentage regarding their level of education	29
3	Respondent's response percentage regarding their occupation	30
4	Respondent's response percentage regarding the types of family they live	31
5	Respondent's response percentage regarding price in times of purchasing processed and ready to cook items	33
6	Response percentage regarding how often consumer purchase processed and ready to cook items	39
7	Response percentage regarding the factors consumer consider in times of purchasing processed and ready to cook meat items	40
8	Response percentage about types of meals consumer prepare by using processed and ready to cook meat items	41

APPENDIXES

APPENDIXES	TITLE	Page
I	Omnibus tests of model coefficients	68
II	Model summary	68

FACTORS INFLUENCING CONSUMER'S PURCHASE OF PROCESSED AND READY TO COOK MEAT IN DHAKA METROPOLITAN CITY

ABSTRACT

A new trend that started to spread across the nation at the turn of the century substituted heavily processed, ready-to-cook foods for cooked meals. A total of 110 consumers were randomly chosen for the study from the Dhaka district's Mohammadpur and Dhanmondi neighbourhoods. The responses from respondents were gathered from July through September of 2022 via a pre-tested interview schedule. Using percentage analysis, socioeconomic parameters such as gender, salary, education, occupation, family structure, consumer awareness, and frequency of purchases were examined. Using Binary Logistic Regression, the contributions of the variable were ascertained. Both the number of homes headed by single parents and the desire of consumers for processed foods are increasing. The study set out to describe some of the characteristics of the consumers, assess how they felt about processed foods, and pinpoint the variables that had a major impact on their decision to purchase processed and ready-to-cook foods. The consumption of processed and ready-to-cook meat items was the study's dependent variable, while the respondents' seven significant characteristics made up the study's independent variables. According to the interview poll, 67% of respondents who bought processed food did so because they saw an advertisement from someone else, and 92% of respondents who ate processed food were high income earners. Only 47% of respondents were well educated. Within the selected variables of the respondents, income, family type, medication, and advertisements from others demonstrate a substantial correlation with the purchase of processed and ready-to-cook foods. Therefore, the inventive firm should consider these factors before venturing into such a business, and producers, legislators, and those strategizing marketing campaigns for goods with nutritional and qualitative worth ought to reconsider their decision to sell such goods.

CHAPTER I

INTRODUCTION

Around a turn of the 21st century, a fresh movement emerged in which highly processed, ready-to-cook foods began to replace prepared meals across in our nation. The industry of processed foods experienced a boom consequently. People are shifting from traditional joint families to nuclear families, which is the primary cause of this transformation that has led to a change in eating patterns, especially away from traditional meal kinds (Bajaj et al. 2019). Due to economic success, food manufacturers encouraged their consumers to eat more, causing a shift in the global pattern of food consumption in the late 1980s (Hawkes 2012). New business models have to be adopted by the food markets and industry as a whole due to the food revolution. These new marketing strategies are being used by business owners to draw in customers and encourage them to buy more processed and ready-to-cook meat products. Bangladesh's growing need for processed meals is primarily the result of consumer behaviour.

One type of prepared or partially prepared food that can be kept for at least one and a half months is processed food, which has been frozen at 20°C (Potter & Hotchkiss, 2012). Meats that are chilled and ready to cook are essentially cold chain distribution products that have been pre sliced and packaged. Before meals are packaged they are frequently sliced as a last step, frequently under vacuum in modified gas packing (Gonzalez-Fandos et al. 2021). By definition, food that is ready to cook is defined as having been obtained from plants or animals and just needing to be frozen, cooked, and processed before being consumed, or as only needing to be boiled or reheated for a fairly brief duration. The preference for eating cattle products in their processed rather than their fresh state has changed. A rapid increase is observed in the type and quantity of processed foods derived from animal products (Muzayyanah, Syahlani, & Dewi, 2021).

Meat is one of the most valued livestock products and the primary source of animal protein that people eat. A wonderful source of protein, iodine, iron, zinc, vitamins (B12), and fatty acids is poultry flesh. Superstores currently sell processed and ready-to-cook meat items such as frozen entire chickens, lambs, mutton, and beef, as well as snacks such meatballs, strips, sausages, bacon, chicken and beef patties, drumsticks, steak, shami kebab, and more. Sausage, crispy chicken are the most popular ready-to-cook foods.

The three biggest companies in Bangladesh's processed and ready-to-cook meat product sector are Cp, Kazi Farms, and BRAC. They offer a wide variety of processed goods. Bengal Meat has also joined the nation's market for processed beef and poultry products and is vying for market share. Processed halal meat is highly sought after by Bengal Meat, mostly in Bangladesh, the Middle East, and South East Asia.

1.1 Background of the study

Bangladesh, with 160 million people living in 143,000 km², is one of the biggest and most populous nations. Nowadays, a lot of families would rather purchase processed foods due to its many benefits, including ease of preparation and time savings for their busy schedules. These days, people are searching for healthier alternatives to other foods that are both quick and simple to prepare. Their consumption of processed and ready-to-cook beef products is rising steadily every day. These days, they would rather buy a variety of goods to satisfy their needs, including their fundamental desires for comfort, happiness, and enjoyment. However, the number of households headed by a single parent is increasing annually, and so is the urge to purchase processed foods. Parenting styles, family income, the social and emotional environment, and other factors have all been shown to notably affect the buying and usage of processed foods.

1.2 Bangladesh's consumption patterns for processed foods

Followings are the possible food product consumption options for consumers. The population of Bangladesh increased along with the demand for processed food items.

- The last several years have seen a boom in the expansion of the food processing sector. It mostly occurred as a result of people's increasing incomes and fast urbanization. Certain processed and ready-to-cook food brands have even transcended national boundaries and are highly well-liked worldwide. In Bangladesh, the primary subsectors of food processing comprise of ready-to-cook meat products (chicken and beef).
- Consumers of today follow rigorous schedules and are greatly impacted by the ultra-cool western society, where everything is quick and simple. Meat products that are ready to cook are affordable, wholesome, and simple to order. Put simply, there is a triumph situation here for the makers and consumers.
- Given consumer expectations and market trends, there's a significant likelihood that the demand for prepared both for cooking and eating food will continue to expand, not only in our country but also internationally.
- A key factor in their consumption is how likely consumers are to promote processed foods to other consumers.

1.3. Study Objectives

The goal of the examination is to determine the consumer's patterns of purchasing processed and ready-to-cook meat goods, as well as their states of mind, attitude, perception, information, conduct, and awareness. Thus, the following concepts are attempted to be understood in this paper:

- i) To assess the socio demographic factors that influence consumers purchase of processed and ready to cook meat items.

- ii) To determine the product attributes that consumer consider to purchase processed and ready to cook meat items.
- iii) To identify growing market opportunities for processed meat business.

1.4. The situation right now with regard to buying processed food items

The packaged foods market in Bangladesh was estimated to be worth 5 billion Tk in 2018 and seems expected to grow to 7.3 billion Tk in 2023, according to known as Bangladesh Investment Development Authority (BIDA) (Source: Financial Express, VOL 30 NO 161 REGD NO DA 1589). In the current context, a thorough investigation of consumer knowledge and the variables influencing their choice of processed and ready-to-cook beef products is inevitable.

Processed livestock products are now preferred above fresh livestock goods. These days, the most popular processed meats consumed at home are nuggets, sausages, and meatballs. Products made from dairy are only eaten once or twice every month, whereas meat is consumed one to three times a week (Mody, 2012). Compared to beef-based products, processed and ready-to-cook boneless chicken breast items like sausage and nuggets are consumed in greater quantities along with dairy products (Ma et al. 2011). The meat packing industry in the US is expanding quickly. The market for processed and prepared meal for cooking is growing as a result of both a change in public perception of fast food and market expansion. Sausage rolls, meatballs, and barbecued beef are examples of processed meat products with a considerable market potential. One study found that the greater you understand, better it is to know about the client. You rarely guess when a small adjustment could result in an excellent final product. Regarding the purchase of processed food, customer attitude is greatly influenced by health and financial factors (Furnols and Guerrero 2014). Priorities when choosing processed food include cost, quality, variety, packaging, and non-seasonal accessibility (Ali et al. 2010).

Then there is the problem of urbanization, and reduced prices as a consequence of attempts to reduce innovation in the business. Processed food is expanding due to market expansion and a shift in public perceptions toward fast food. A sizable market exists for processed meat and dairy products including meatballs, nuggets, sausage rolls, as well as meat and dairy items like grilled beef (Muzayyanah et al. 2021).

1.5. The consumer's choice of what to buy

Demographic factors like monthly income, educational attainment, and gender all have an impact on processed food expenses (Li 2012). According to Gresser (2015), there aren't much differences in opinions toward dairy products depending on one's academic status (graduate or undergraduate). Due to variations in psychology, culture, flavour as well as changes in the surrounding environment, the factors influencing this can change frequently (Grunert et al. 2011, Bernues et al. 2003).

1.6. Rationale for the research

Bangladeshi consumers are largely responsible for the increase in the requirement of processed and prepared goods, especially meat. It occurred as a result of rising family incomes, small families, processed food's taste and quality, and accessibility at nearby stores. Because of this, a range of consumers at different income levels now require different prepared and ready-to-cook meat products in order to live straightforward live. The expansion of processed food is triggered by alterations in people's lives by shift to ready meal, as well as sector's potential and growing demand. In order to effectively adapt their offerings, meat producers and merchants must have a thorough understanding of the elements influencing consumers' purchase decisions in this industry. The population of Dhaka is renowned for being diverse, with a wide range of food and cultural inclinations. Consumer preferences for processed and ready-to-cook items are based with numerous factors, including taste preferences, dietary limitations, and culinary traditions.

Producers can better adjust their product offers to fit local tastes and preferences by taking these cultural differences into account. However, there are still some misconceptions regarding this type of food. One such fallacy is that processed foods are low in nutrition and not very beneficial for your health.

In light of these factors, the current study will look into consumer purchasing and views regarding processed and ready-to-cook foods, particularly beef. It is critical to ascertain whether or not they are consuming appropriately prepared processed food. Through a thorough investigation of the variables impacting Dhaka city consumers' purchases of processed and ready-to-cook meat, this study can offer insightful analysis to the food sector, decision-makers, and consumers in general. In metropolitan cities like Dhaka, this research can guide legislative changes, manufacturing initiatives, and marketing tactics to promote more sustainable and nutritious food choices.

Chapter II

REVIEW OF LITERATURE

The earlier studies provide us a good notion of the motivations behind people's purchases of prepared foods. There might be a variety of causes or elements. Numerous research have been conducted in the area of determining what influences consumers' decisions to buy such products. However, there are surprisingly few research papers that focus on processed and ready-to-cook meat products. The results of earlier studies give us a good sense of why individuals buy ready-made frozen food. There might be a variety of causes or elements. However, there aren't many studies that have been conducted by researchers regarding ready-made frozen food.

2.1. To assess the socio demographic factors that influence consumers purchase of processed and ready to cook meat items.

Sociodemographic factors affecting the decision to buy processed and ready to cook food items :

An examination of previous studies suggests that sociodemographic attributes, like age or lifetime, sexual category, race, together with socio-economic status (SES) components, like income, education can impact consumers behaviour with regard to prefabricated processed meals. These findings are quite significant. Here are a few examples.

When it comes to choosing what to eat, individual characteristics such as morals, traditions, views, and convictions are crucial. Age, income, and education are sociodemographic variables that have been proven to affect real buying habits (Singh and Verma 2017). Research indicates certain components including sex, and one's lifetime, income, and instructive attainment influence what people choose to eat (Ahuja 2011).

Amid numerous variables subsequently may have an impact on the customer's establishing options behaviour, sex belongs among the most important ones. When purchasing, men and women have distinct goals, viewpoints, justifications, and factors to take into account. The influence of sex on buyer decisions has grown in the promotional industry which gain significant attention (Hernández et al. 2011). Men are buying more frequently these days (Otnes and McGrath 2001).

Young and old have different views on living. As people age, they typically grow greater awareness about their benefits eating some nutritious meal plan regarding their safety (Chambers et al. 2008). According to a prior study, women in their 30s to 45s who are well-off and have children are prepared to spend money on high-quality food goods (Dettmann and Dimitri 2009).

A crucial factor to consider is one's profession. People's jobs have an impact on what they consume as well. working women in the home, in the service, in business, or in other occupations could have diverse opinions on food. There is a correlation between an upsurge in female involvement in employment and family earnings, higher utilization on domestic technologies, longer work hours, and boosting earnings for consumers and the growing demand for frozen food (Ahuja 2011).

More educated consumers are interested in buying frozen food that has already been prepared than are lower educated consumers (Dettmann and Dimitri 2009). Marital status influences RMFF's purchasing habits. According to a prior study, single people who live alone and families where the husband and wife both work are more inclined to spend cash on ready-to-eat meals (Nirmalraj 2014). Living alone, the students must spend forty-four percent of their monthly income on food (Sen and Antara 2018).

In order to save money, students also choose premade frozen food. The primary drivers of the increase in demand for RMFF products are as follows: a growing middle class; urban lifestyles changing with an increase in families with two incomes; refurbishment-related attitudes and tastes changing and, to a less extent, europeanization in palates, specially among young; poor rates of acumen.

Processed and ready to cook food's intrinsic and extrinsic qualities that persuade consumers to buy it :

The ready made frozen food is receiving more requests and attention. Most customers are aware of this item. A few more factors influence a consumer's decision to purchase ready made frozen food in addition to sociodemographic ones. Interest in purchasing prepared meals is rising given the corresponding importance of comfort and efficiency growing along with corresponding in customary foods and changes when consuming patterns (Mmari et al., 2015). What drives parents to buy processed, prepared foods was evaluated by researchers using a psychosocial survey in a 2017 study on parents conducted by the Society for Nutrition Education and Behaviour. Most parents (57%) have been found to justify buying frozen dinners because they save time. A third of parents chose processed foods because their kids can help ready them, almost half (49%) of parents said their families truly enjoyed the ready-made meals, and over a quarter (27%) said they preferred the frozen foods' cost savings (Wang 2013). The two most important factors influencing consumers to buy instant meals are ease of use or simplicity of use, and "time savings" (Aryani et al., 2022). The majority of parents purchase frozen dinners due to its ease of use and ability to spend less time in preparing (Robson et al., 2016). Additionally, a new study discovered that manner of life and equal support of working women were dominated by convenience and clean food items (Munt et al., 2017). When purchasing, prepared food that is frozen consumers give the importance on brand's reputation (Islam and Ullah 2010). Customers unfavourable opinions of a product branding may contribute to the product perceived quality (Teas & Agarwal, 2000). Customers also concentrated on the sustenance's availability. Customers are taking into account factors like fat and cholesterol levels, quality, tidiness, and cleanliness in addition to nutritional value (Sen & Antara, 2018). When purchasing ready made frozen food, the majority of Indians place a strong emphasis on accessibility, cost-effectiveness, flavour, purity (Funde & Shrivastava, 2024). The criteria a buyer uses to decide what to buy may also be influenced by the packaging. When making a purchase decision, buyers considered visuals, lavishness and the usage of tongues (Jain et al., 2015).

The research that is now available has made it clear there's a significant market for ready-made food in areas where women are employed. Consumers around the world today lack the time to make meals from scratch. Dinner time is when this kind of meal is most frequently consumed, with breakfast being the least frequent time.

The primary external factors influencing how consumers view on processed and ready to cook food products :

A significant portion of a product's quality attributes are unknown prior to purchase. As a result of the ensuing quality ambiguity, customers utilize superior cues as a guide to establish their opinions about a product's quality. The product designation, looks, costs, and branding are the main, frequently used quality cues (Grunert & Aachmann, 2016).

Buyers' readiness for payments for meat and meat items is correlated with how well they perceive the quality of an items (Díaz-Caro et al., 2019; Fernández et al., 2019). In a recent study on the acquisition and ingestion of meat, Magalhães et al. (2022) found that the price was a significant predictor of the product's quality as well as the location and its acquisition. As noted by Hati et al. (2021), consumers prefer fresh meat over frozen meat despite the latter's lower cost because of related sensorial as well as perceptual aspects. consumers are prepared to wrap up items that are accredited to be favourable to animal rights and of high quality, particularly because they can enhance the welfare of humans (Miranda-de-La-Lama et al., 2017). Another pertinent factor that has been linked to consumers choosing to pay more for beef is food safety (Lai, Wang, Ortega, & Widmar, 2018; Riccioli et al., 2020). However, customers' overall opinion of meat products is also influenced by the product's price. Certain sociodemographic groups may view cheap products negatively as a result of their low quality. While price is not always the most significant factor influencing meat purchasing decisions, it is generally preferred—especially for consumers with limited purchasing power—to pay lesser costs (Font-i-Furnols & Guerrero, 2014).

By the same reasoning, expensive goods are typically thought to be of higher quality. This link is not unqualified, since customers include a number of other factors, such as the nature of the product, into the development of their attitudes (Aboah & Lees, 2020). In this regard, distinct propensities to pay for varying degrees of qualities were demonstrated by Díaz-Caro et al. (2019) in a study including Spanish customers. Greatest premium price was what participants were willing to pay to purchase "exquisite" Spanish ham. Easy accessibility and cost may likewise connected. Processed beef items, such as those that were seasoned, marinated, or portioned, were valued higher than raw beef products in a research conducted in Chile.

Credibility attributes are characteristics of a product that consumers use to judge its quality but are unable to independently verify; rather the customer must rely upon additional performers, such as company and regulators, to confirm the characteristics (Bernués, Olaizola, & Corcoran, 2003; Regan, Henchion, & McIntyre, 2018). When it comes to customer choice, credibility traits are crucial (Argemí-Armengol, Villalba, Ripoll, Teixeira, & Álvarez-Rodríguez, 2019).

Consumers are becoming more concerned about the production of meat, taking into account factors related to animal welfare, the environment, society, and ethics (Alonso et al., 2020; Teixeira & Rodrigues, 2021). Among the crucial credibility features mentioned are organic farming, strict animal welfare regulations, sustainable farming practices, and natural feeding schedules. They are a reflection of the expanding consumer trend toward food production with a focus on morality, ethics, and society (Regan, Henchion, & McIntyre, 2018). Research by Estévez-Moreno et al. (2021) revealed how age, gender, educational attainment, and whether a consumer is from an urban or rural background all influence how important they think animal welfare is when it comes to meat and meat products. Customers may have been inspired to develop this convergence around the overall value of farm animal care by aspirational ethical ideals or by the administrative, legal, and factual realities that must be lucrative to society. These differences could lead to a broad consensus that becomes a reliable added value for meat products.

Consumer awareness of food's environmental effects may increase, which could result in more sustainably produced food being consumed. Since organic foods have a significant and positive environmental impact, consumers' perceptions of them are also influenced by this (Lazzarini, Zimmermann, Visschers, & Siegrist, 2016; Siegrist, Visschers, Bumann, & Siegrist, 2018). One of the most important aspects of consumer impression is trust in the organic origin. When products are more costly, the consumer's perspective may be negatively impacted if they don't trust the source (Rabadán, Díaz, Brugarolas, & Bernabéu, 2020).

According to Apostolidis & McLeay (2019), all of these traits typically entail "invisible" credibility features, and how information is communicated affects how consumers perceive it. It is frequently challenging for customers to find all the pertinent information they need to make an informed decision. In this way, label information has a critical role in shaping consumers' perceptions, whether favourable or unfavourable.

Both cognitive and emotional elements influence consumers' purchase decisions when they respond to a product brand. Based on how customers identify a product's appearance with its capacity to satisfy demands or expectations, customer opinions are the factor at evaluating brands of beef products (Hati et al., 2021). In terms of wrapping, the trademark of the meat product is a key visual aspect. Consumers' perceptions of a brand and their relationship with food products are influenced by its visual attributes (Li, Liu, & Zhou 2020). Customer trust and brand loyalty are crucial additional factors the way a customer views beef or meat items is formed when they have faith in a particular brand. Many customers now choose regional beef goods—that is, fresh plus items made from beef that have only traveled short distances from their point of origin—or meat products that are sold directly from the source. One key element influencing consumer perception is the geographic designation of a place or nation, which is crucial for informing customers about the provenance or origin of meat or meat products (Bryla, 2017; Feldmann & Hamm, 2015). Additionally, this guarantees that beef items satisfies a set of precise requirements like Denomination of Origin Protected or a Geographical Indication Protected.

Customers select locally produced goods for a variety of reasons, and their opinions of these meals are diverse and influenced by their own perceptions. Consumers view locally produced food as fresher, safer, and healthier, and they condemn the increasing number of imports entering the country's food market, they also believe that locally produced food is more environmentally friendly (Feldmann and Hamm 2015).

According to Garavaglia and Mariani's (2017) research, consumers prioritized the dry-cured ham PDO designation over all other attributes just after flavour. Beyond the product's place of origin, animal nutrition is important when it comes to meat and meat products. Particular production systems, such as "biotic" or "naturally raised," may have unique features related to the animal's nutrition, which might affect the meat's composition and sensory qualities (Monahan, Schmidt, & Moloney, 2018).

Customs and practices associated with nations and regions have always been crucial in shaping consumer perception and, in turn, influencing food preferences (Czine, Török, Pető, Horváth, & Balog, 2020). Historical convention, and the importance of handcraft and conventional processes for food processing to customers, have been emphasized. Conventional products are defined as those that are " frequently ingested or linked with particular festivals or times of year, passed by a single lineage to a different one, created in a certain manner based on gastronomy culture, evidently handled, differentiated, recognized as a result of their taste characteristics is connected to a likely geographic is connected to a likely nation or area" by the TRUEFOOD (Traditional United Europe Food) European Project (Fernández-Ferrin et al., 2019).

Ardeshiri and Rose (2018) demonstrated that main external cue influencing Australian beef consumers' decisions to buy was source.

Knowledge on tags

Barone and Aschemann-Witzel (2022) found that primary factors influencing buyer preference both on-site and during use/disposal in the house were the

food's date of expiration and its sensual attributes, such as hue. For the benefit of the client, the substances specified on the tag are also crucial. In addition to other food label requirements, this one is necessary and serves as a preventive step against food fraud. The food business tracks and validates the validity of the components listed. However, a number of food fraud incidents in current years have damaged the public confidence in dietary surveillance system. Théolier, Barrere, Charlebois, & Benrejeb Godefroy (2021) assert that customers require further education because they are not fully aware of all the facets of culinary deception. There must be more research done on the connection within food scams and customers as it is not currently sufficiently addressed.

Consumer willingness to accept these items depends on exterior product attributes, such as the details on the label regarding the procedure's parameters (maturing time, smoking, etc.) (Andrade et al., 2017). Additionally, consumers can learn about the production process of meat from external signals. One such example is the use of labelling in quality control initiatives like Green Origin. There are various accreditation and label options for the quality of food. Labels such as "green," "pure," "GM-free," "indigenous," and "grass fed," in addition to quality control logos, are seen to be becoming ever more important in influencing customer purchasing behaviour (Regan, Henchion, & McIntyre, 2018).

These designs, emblems, and labels have the power to change a perception-based legitimacy characteristic into a research attribute since they arm customers with the knowledge they need to assess a good before making an investment (Verbeke, Rutsaert, Bonne, & Vermeir, 2013).

Nutritious data, which contains the dietary composition of each serving of food, can affect buyer demand for an item and suggest that opinions could shift (Strijbos et al., 2016).

Any assertion on the connection within a food item and the intended benefit to health is considered a health claim (EFSA2014). It implies that eating a certain dish or one of its ingredients may have beneficial effects on health. These assertions are used by manufacturers to set themselves apart from the

competitors. Claims about nutrition and wellness on the label can boost consumers' trust in the good and enhance their impression of it. These assertions address the need from customers for helpful knowledge to avoid certain illnesses and reap health advantages. Studies have been carried out to assess the potential health advantages of different elements found in meat as well as meat-related products. The majority of them are claims about nutrition that discuss the amount of cholesterol or specific features of the profile of lipids (Ansorena, Cama, Alejandre, & Astiasarán, 2019).

The primary inherent qualities of processed and ready to cook meat products that influence how consumers view them :

Customers' behaviour are significantly impacted when choosing one by their opinions about the characteristics of meat items. Internal qualities of a product are those that can be measured analytically, like its nutritious content. Meat and meat products' inherent value is influenced by its attributes, the framework itself, and the procedures and composition used.

Cuisine impression and acceptability depend heavily on its sensual quality, since consumers look for food that has a particular sense of taste. Food will be accepted or rejected based on how well it satisfies customers and whether it lives up to their standards (Danijela et al., 2011, Díaz-Caro et al., 2019).

Colour of an animal product has a big impact on what customers choose. According to Altmann et al. (2022) for consumers, an entire colour a variation of roughly one (ΔE) is varied. Indeed, they are able to discriminate between variations in CIELAB shade space along the b^* -axis (yellowing) and the a^* -axis (redness).

According to Lusk and Briggeman (2009), taste- such as hot or severity attributes- is the quality most closely linked to dietary habits. Additionally, delicate and smooth surfaces favourably affect consumer assessment. Sour, foul, manufactured, dry, and artificial flavours are linked to lower tolerance (Kessler et al., 2019).

The growing customer concern for the goods featuring novel taste indicates that a significant portion of consumers' perceptions of meat-based goods are still influenced by sensations (Tomasevic et al., 2018a, Tomasevic et al., 2018b). According to Hung & Verbeke (2018), processing beef products with natural elements and lower nitrite concentration had a sharper smell and a darker hue, which had a negative impact on the goods' general liking, visual acquaintance, and superior colour. An other significant element impacting the consumer's sense of smell is the species of the animal. Consumers see Japanese beef wagyu, which possesses deeper complex qualities with regard to stiffness, streaking, and appearance, more favourably (Fernández et al., 2019).

Thus, sensations are among the elements that determine how consumers perceive and purchase meat and meat-related goods, as well as their attitude (Magalhães et al., 2022).

Nonetheless, eating manufactured beef products has serious dangers for health. They have been extensively discussed, and in the eyes of consumers, they have made the consumption and production of meat especially contentious (Antoniak, Szymkowiak, & Pepliński, 2022). According to Munekata et al. (2020), purchasing food, especially meat and animal products, is mostly motivated by one's well-being. Numerous elements that influence the way customers view meat items must perform with sweets, cholesterol, salt- all of which are regarded as detrimental elements (Hung et al., 2016). Meat products are thought to have a role in the amount of saline and cholesterol that consumers ingest.

Pereira and Vicente (2013) state that an animal's amount of fat varies greatly according on its breed, place of source, dietary regimen, and cut. Free of skin turkey or chicken breast are essentially the same as thinner cuts like pig or beef loin, and their high nutritional value makes them appropriate for a diet that is well-rounded.

Consumer standards, as indicated by customer satisfaction, suggest that reformulations-that is, lowering the amount of unhealthy ingredients like brine

and soaked fats-could address many of the drawbacks associated with the perceived dangers of meat as well as meat products (Schnettler et al., 2020).

The direct elimination of salt or sodium (Di Domenico, Machado-Lunkes, Prado, Weber, & Luccheta, 2021) cholesterol (Egea et al., 2020) in the recipe/formulation, using an alternative form of salt (e.g., potassium chloride or herbs), or using cholesterol from animals alternatives (e.g., starch or vegetable oil preparations) are some strategies employed by the meat processing sector and in the creation of fresh goods (Heck et al., 2017). According to Hung et al. (2016), new meat-based goods with natural ingredients and lower nitrite levels are receiving fresh sausages made of lamb positive reviews from customers and buy intentions. De Carvalho et al. (2020) produced that replaced fat with tiger nut (*Cyperus esculentus* oil) and extract of turmeric as antimicrobial agents, validating this customer demand.

The utilization of nutritious components can enhance the impression of processed animal products' nutritional image (Shan et al., 2017). This is demonstrated by Kessler et al. (2019), who created a sausage enhanced with hydrolysis protein and saw an excellent product acceptability without having an adverse effect on the perception of consumers.

The alter or revise of meat products with an emphasis on health are viable approaches to addressing customers' specific perspectives and the developing health of the public issues. Differences in consumer opinion have resulted from the recasting approach of meat products; therefore, it cannot be assured that consumers will embrace these new goods (Saldaña et al., 2021). The idea of worth and healthfulness that customers want is multifaceted, drawing from tangible as well as intangible components, for example, "ancient" together with conventional attributes (Ranucci et al., 2018).

Therefore, the difficulty facing scientists as well as livestock sector is figuring out what items are nutritious once consumers' decisions are influenced by perceived wellness. Thus, industry strategies aimed at reducing and substituting certain substances considered harmful will persist (Teixeira & Rodrigues, 2021).

Chemical pollutants and the significance of "naturalness"

Whatever consumers consider to be "organic" can vary (Chambers, Castro, and Chambers 2018). Being natural is viewed as a positive characteristic of a product by consumers (Michel, Knaapila, Hartmann, & Siegrist, 2021). In their comprehensive study, Román, Sánchez-Siles, and Siegrist (2017) state that consumer perceptions of being natural perform an important part throughout acceptability in products as well as nourishment innovations.

When it comes to prepared animal products, the impression of genuineness is also closely associated with the thinking of wellness. This relationship is particularly evident when considering the lack of artificial compounds, such as chemicals, antibiotics, and residues of drugs, from the goods' compositions (Bearth, Cousin, & Siegrist, 2014).

Customers are generally reluctant to adopt artificial additives to food (Siegrist & Sütterlin, 2017), despite the fact that the company's food chemicals pass the review of Codex Alimentarius experts. When considering the danger of not utilizing them, they do not pose a substantial threat to health when used in accordance with the advice provided (FAO, 2019). As a result of consumer preferences like ease of use, long-term viability and health concerns, there is a current transition in food production toward alternative ingredients (Asioli et al., 2017). Even though consumers may not be fully conscious of the sort of anti-oxidants frequently employed regarding the flesh business and the well-being advantages from organic anti-oxidants, Andrade et al. (2017) found which customers favour meat items along with organic nutrients above conventional goods. Organic antimicrobials are one of the more consumer-accepted organic preservation techniques, according to Hung et al. (2016).

Additional research:

Research indicates that customers recognize the significant value of packing when it comes to product safety, sanitation, and details about the product, such as the manufacturer of the item and name of the company for food products. A few additional crucial elements that influence customer opinion are the

goods longevity, form appeal, access, environmental friendliness, and recyclable nature of the packaging components (Mari et al. 2015). According to Wang (2013), choosing a brand has a secondary effect on the food item's worth and is an important factor in influencing consumers' views of its superiority and value. The necessity for a positive eating habits impact on education purchasers has become immediately apparent, according to Brown et al. (2000), considering their general eating habits and beliefs, specifically during teenage years. It was also discovered that the young consumers appear to be somewhat obscuring the connection between earlier users' food choices and their behaviour related to dietary knowledge in each of the three settings (social interaction, school, and home), while establishing an independence characteristic, portion of their growing trait of autonomy, portion of their growing trait of autonomy, portion of their growing trait of independence, portion of their developing of Furthermore, the authors claim that many early adopters have "quick service" food tastes, and as a consequence, their eating patterns may encourage the intake of meals that are low in nutrients. Although teenage consumers understood the significance of eating wholesome meals, especially in community and educational settings, their food choices weren't always indicative of this understanding.

In response to these trends, food producers and distributors have increased the variety of items of convenience they provide consumers, catering to the varying preferences and palates of various categories of customers (Ahmed and Anders 2012). Customers do form opinions about brands according to their experiences, and these opinions are affected by a variety of product attributes. While a lot of participants prioritized reliability and thought pricing was a significant consideration, others said that the company's reputation was crucial (Ramasamy et al. 2005). According to Bora and Kulshrestha (2015), evaluation of nutrition plays a noteworthy role in the choice of foods since it suggests that elevated fiber foods are elevated in minerals, have significant amount nutrients. Since it's probable that culinary abilities would gradually become less useful in the years to come, Brunner et al. (2010) conclude that culinary abilities are crucial factor for purchasing ready-meal goods and maintaining a healthy diet.

Vincent (2006) asserts that a key factor in getting buyers to acknowledge products is pleasure. Products of excellent quality were expected to be promoted. Since they anticipate getting the greatest bargains available, consumers typically pay extra for products with brand names. They believed they played a big part in establishing a reputation and brand promotion. A child's resilience has an impact on a family's expenditure habits. Kids understand and are accustomed to designer goods. Even while private-label items may occasionally make consumers feel just as happy as branded goods, consumers still choose to acquire designer items.

Everybody needs protein from animals for healthy growth in both mind and body, which enhances productivity and lowers high mortality rates in infants, stunted growth, additional disorders (Alam et al., 2016). Bangladesh is a nation that depends on agriculture (Islam et al., 2016). Ducks are a significant supply of protein and are regarded to be an essential agriculture as a part of Bangladesh's countryside economy. Other sources of animal albuminoidal include cow, buffalo, fish, rams, goats, chicken (Alam et al., 2016).

2.2. To determine the product attributes that consumer consider to purchase processed and ready to cook meat items.

In their study, Fernandes & Londhe (2015) examined the impact of groups of reference on the purchasing behaviour of employed and unemployed women. Years of age, marriage status, and salary were the variables of their own that were considered. These were evaluated in comparison to economic and informational effects. ANOVA and the independent T-test were used in the investigation. Specialist, family members, companion, and colleague information were among the source groups that were considered. The study's findings unambiguously showed that there was an important distinction among the two categories.

Chapter III

MATERIALS AND METHOD

3.1. Origins of data

The purpose of the research was to produce specified primary data. In order to precisely create the study equipment and compare them with the primary study measures, the secondary data were meticulously inspected and gathered. The suggested sampling study used a well-formatted questionnaires along with an acceptable sampling design to produce the needed initial data.

3.2. Location of study

Bangladesh's metropolis, Dhaka, is undoubtedly among the cities with the quickest rates of economic development in the country. The estimated population of this 306.4 square kilometers urban region is 18 million. The study will be conducted in Dhaka Metropolitan cities (Mohammadpur, Dhanmondi) departmental shops and retail establishments (Prince Bazar, Unimart, Kazi farms, CP, Brac) that can offer a suitable framework for eating habits of foods that are processed and ready to cook. The population as a whole is diverse in terms of religion, ethnicity, and economic status. The existence of many language, spiritual, and cultural communities has made it an excellent marketing hub for the introduction of new products. I find data collection of this sector to be simple. The reason for doing this study is because chain stores and retail stores offer a perfect environment for observing how consumers behave when it comes to foods that are processed.

3.3. Study period

For this study, an outdoor survey was carried out from July to September of 2022. The time frame for this study was July 2022–June 2023.

3.4. Stakeholders or parties involved

Using a pre-made, structured questionnaire, customers of the department and retail stores in the Mohammadpur and Dhanmondi areas were questioned. In this survey study, direct conversations with male, female individuals from each of the examined areas were conducted with a small number of male respondents.

3.5. Sampling design

The following details were gathered about the research by this kind of analysis:

Quantitative or numerical analysis :

The sampling strategy that was suggested was described below to ensure that the data and conclusions acquired were representative:

To evaluate the participants who eat processed food, the study's sample was assembled. Mohammadpur and Dhanmondi, two area of Dhaka city, were the sites of the investigation study. Customers were selected for collecting information from each of the sampled locations, and two areas were covered for respondent selection. Thus, 110 responses were taken into account for the study's sampling size. Because of this study, the number of sample 110 customers had been selected, with the accuracy rate or confidence level of 95% and a five percent margin of error.

3.6. Variables or measuring instrument

In order to gather information from participants, the following factors were considered when conducting this study.

- a) Demographic :** Name, lifetime, sex, and other details were provided in order to obtain data from the participant who was chosen for an in-person interview with the investigator.
- b) Social :** The responder who was chosen for an in-person interview with the investigator also needed to provide schooling, occupation, and expertise, among other details.
- c) Study related variables**

Demographic information: A few demographic details about a chosen respondent from the sample region were gathered. This data was gathered in order to go through each respondent individually and obtain information for intake. This study included some representations of this data.

Respondent categories and their opinions: Data from the survey area were gathered on respondents' categories based on their family's type, size, and knowledge of consuming processed food and ready to cook items.

Decision to buy: Information was gathered through in-person interviews to determine the choice of purchase, alternate purchase plan, etc. Data has been categorized in preparation for analysis after being gathered using the relevant questionnaires.

3.7. Creation of study aids and questionnaires

The supervisor and co-supervisor collaborated to construct the respondent's questionnaire, which was based on the indicators and aims of the research investigation as well as suggested technique. Prior to completion, the design of the questionnaire underwent a pre-test at the study site, with particular focus on incorporating rational questions that would enable the collection of data from respondents at various levels and in different locations, representing the indicators relevant to the study's objectives. At the conclusion, the questions had been converted into English.

3.8. Technique for gathering data

The results of the in-person interviews with those who participated in the sampled locations were gathered for the purpose of the research and are provided below:

- a) An approach of direct personal conversations was employed to get primary data. When it came to directly obtaining information from the responders, that tactic worked really well.
- b) The intended sample participants were selected and validated through discussions with the supervisor and co-supervisor for the surveyed locations.

- c) Data were only gathered, in his opinion, once he was absolutely certain that he had successfully explained the question to the respondents and that they were offering any viable responses.
- d) Rather than posing inquiries akin to an instructor addressing her pupils, investigator person endeavoured with engage in a courteous along with unbiased dialogue with the respondent. Each query was asked individually, and the information was gathered right away.

Based on the sample design, questions were asked.

The completed questionnaire was classified based on the categories. The completed survey for participants who purchased processed and foods was classified differently. Subsequently, the SPSS Version 29.0.2.0 (20.0) computer program was used for data access, and the frequency analysis was conducted as a result to produce the required information objectively. The research's analytical instruments are enumerated below.

3.9.1. Tabular data analysis -check

The socioeconomic characteristics such as education, gender, profesion, type of family members, number of family members, earnings, and awareness among consumers of buying processed food were all studied using a percentage analysis. Other factors included food purchasing habitat, delight with purchasing processed and ready-to-cook foods, frequency of purchases, type of purchase decisions, and factors that influence purchase decisions.

3.9.2. Binary logistic regression analysis model

Using binary logistic regression analysis, the variables impacting the purchasing of processed and ready-to-cook food goods were investigated.

3.9.3. Defining the independent and dependent variables

Measuring the factors was crucial to conducting a study that achieved its goals. The procedures for measuring the variables are as follows: The purchase of processed food items was the dependent variable in the study. Whether or not whether the buyer bought processed food items was the determining factor.

An overview of independent variables is as follows:

Variables	Types	Method of measurement
Gender	Dichotomous	For Male “1”, For Female “0”
Level of education	Continuous	Academic session
Earnings	Continuous	Tk.
Type of family	Categorical	For single family “1”, For joint family “0”
Professions (employed)	Categorical	For employed 1, otherwise 0
Professions (Student)	Categorical	For student 1, otherwise 0
Professions (Housewife)	Categorical	For housewife 1, otherwise 0
Influences (TV)	Categorical	For TV 1, Otherwise 0
Influences (Advertisement given by others)	Categorical	For advertisement given by others 1, Otherwise 0
Age (15-25)	Categorical	For age (15-25) 1, otherwise 0
Age (26-35)	Categorical	For age (26-35) 1, otherwise 0
Age (above 35)	Categorical	For age (above 35) 1, otherwise 0

The following is a list of the score guidelines for both categories:

Degree of involvement	Given a score
Participant	1
Non-participant	0

A score of 1 was given to the customer who bought processed food items, while a score of 0 was provided to the customer who did not participate. As a result, the number of participants score ranges was 0 to 1.

Dependent variable in this study were purchase of processed and ready to cook items and independent variable were gender, age, profession, earnings, educational level, influences, type of family.

3.9.4. Model specifics

We thoroughly examined the real data to look for mistakes and inaccuracies. The investigator discussed it with the research supervisor and came up with a comprehensive classification scheme. The information was then typed into the encoded sheet. To transform qualitative information into quantitative shapes, suitable weights were assigned to each trait using suitable scoring procedures. Data were gathered, compiled, and assessed in keeping with the goals of the research. Numerous analytical indicators were used to define the study's variables, such as the percentage and number. Table along with figures were employed in the data presentation to render with easier to understand.

$$\text{Log} [P/1-P] = \beta_0 + \beta_1 X_1 + \dots + e$$

Where each X_i is a predictor and each B_i is the regression coefficient

P is Probability of outcome and β_0 = Intercept and e = error.

X_1 - X_7 = Coefficient of age, gender, type of family , earnings, profession, influences, level of education.

Version 20 of SPSS was utilized to do the analysis. The chance of rejecting the null hypothesis as true was 5% (0.05).

3.9.5 Research assumptions

There is notable impact of age, gender, type of family, earnings, profession, influences, level of education among the participants.

3.9.6 Null hypothesis

There is no notable impact of age, gender, type of family, earnings, profession, influences, level of education among the participants.

CHAPTER IV

RESULTS AND DISCUSSION

A questionnaire survey was conducted in two sites in Dhaka, Bangladesh, between July 2022 and June 2023 to find out how customers felt about processed and ready-to-cook dishes. A pre-made questionnaire was completed by 110 consumers, who were interviewed to obtain the responses. The results of the study have been reviewed, discussed, and presented in a variety of ways in an effort to carefully distill the results in line with the objectives of the investigation.

4.1. The respondents' socioeconomic data

4.1.1. The answers respondent's gave about their gender

According to the findings of the survey, there were 33 men and 77 women among the 110 respondents from two locations of Dhaka city (Mohammadpur, Dhanmondi). Only 30% of the respondents were men, and the majority (70%) were women.

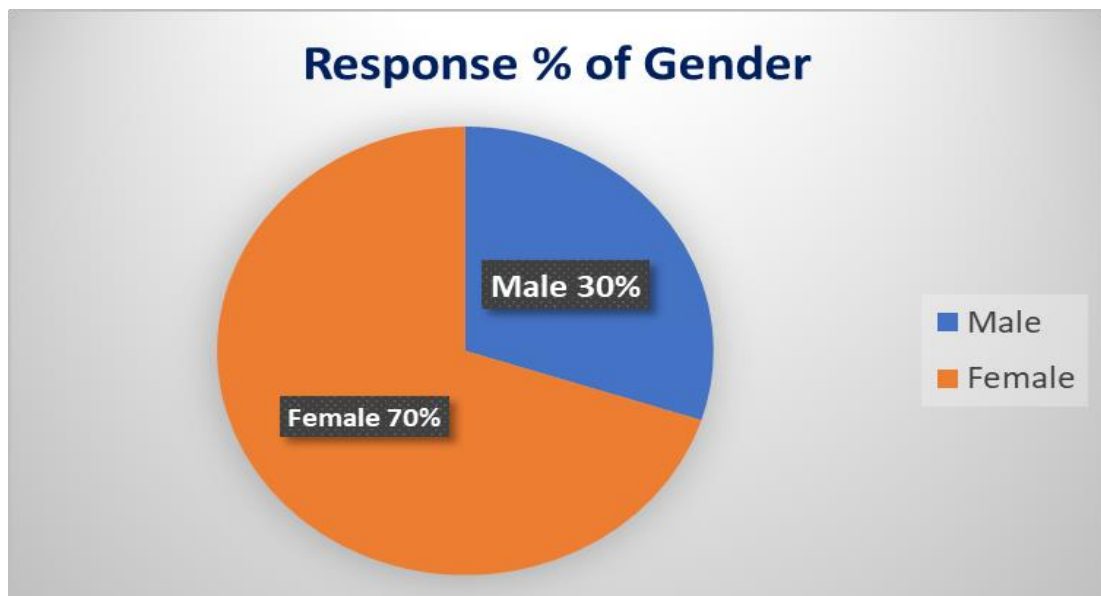


Figure 1. Respondent's response percentage of gender

4.1.2. Responses from respondents regarding their level of education

Amongst the 110 respondents who reported consuming processed and ready-to-cook food items, the majority (48.18%) had a Master's degree, followed by a bachelor's degree with Hon's (30.91%), HSC (16.36%), and SSC (4.55%). Conversely, there were no uneducated individuals.

Table 1. Responses from respondents regarding their level of education

Serial No.	Education level	Quantity of responder	Response Percentage
1	Illiterate	Zero	Zero
2	Ssc	5	4.54%
3	Hsc	18	16.36%
4	Hon's	34	30.91%
5	Msc	53	48.18%
	Total	110	100%

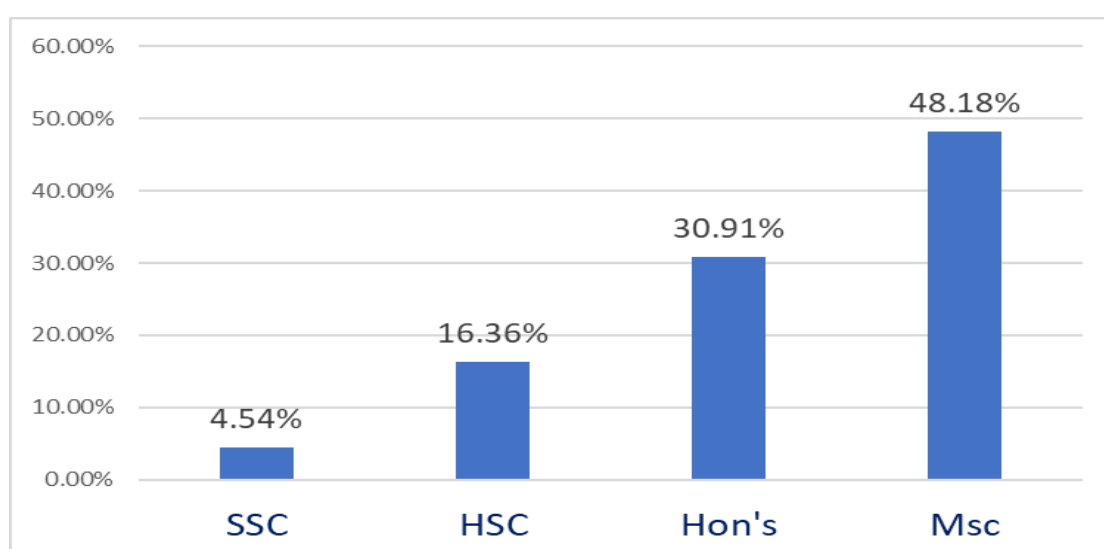


Figure 2. Respondent's response percentage regarding their level of education

4.1.3. Responses from respondents regarding their occupation

Amongst the 110 participants who reported consuming processed food and ready-to-cook goods, the highest percentage (30.91%) had private employment, followed by businesspeople (24.55%), government employees (21.82%), and stay-at-home moms (14.55%). However, just 8.18% of them were students.

Table 2. Responses from respondents regarding their occupation

Serial No.	Occupation	Quantity of responder	Response %
1	Private employment	34	30.91%
2	Business people	27	24.55%
3	Government employees	24	21.82%
4	Housewife	16	14.55%
5	Student	9	8.18%
	Total	110	100%

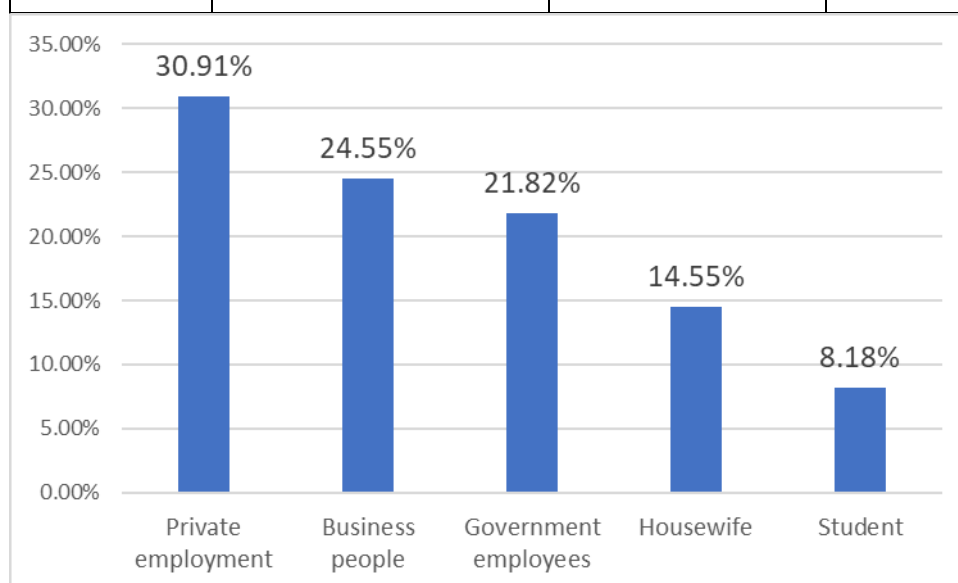


Figure 3. Respondent's response percentage regarding their occupation

4.1.4. Responses from repliers regarding family type they live

Amongst the 110 individuals who admitted to eating processed foods and ready-to-cook items, the largest proportion 67.27% reside in single families, while 32.73% do so in collective family.

Table 3. Responses from respondents regarding types of family they live

Serial No.	Types of family	Quantity of responder	Response %
1	Single family	74	67.27%
2	Joint family	36	32.73%
	Total	110	100

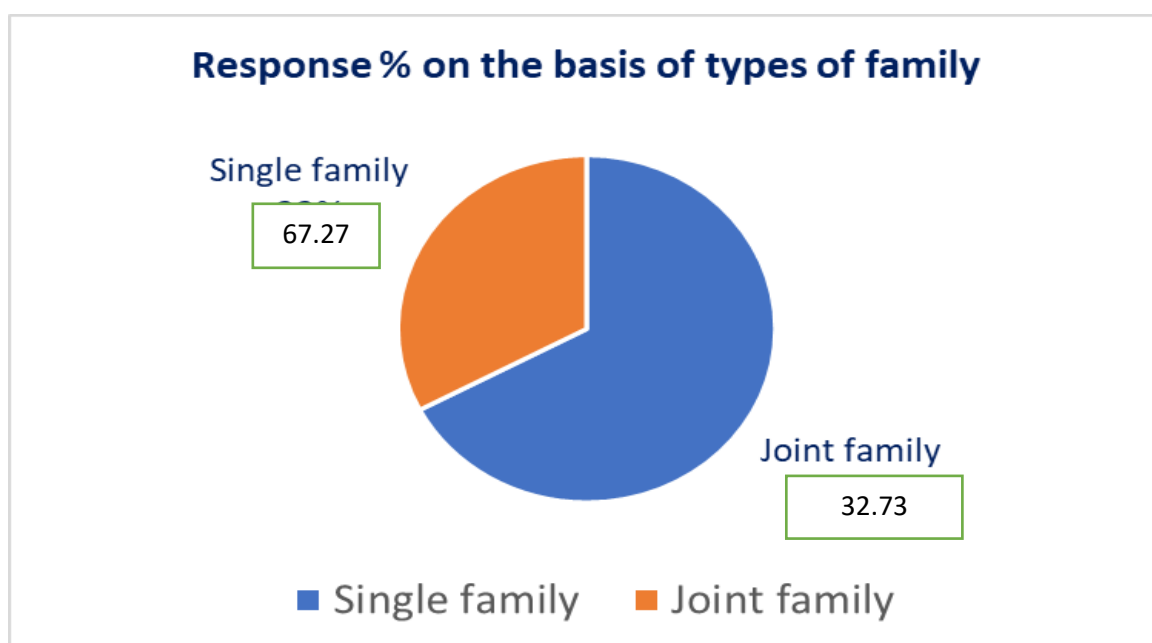


Figure 4. Respondent's response percentage regarding the types of family they live

4.1.5. Responses from respondents regarding their salary

The average income for the 110 respondents who reported consuming processed and ready-to-cook food was 62,364/=, with a least and highest income of 30,000/= and 80,000/=.

Table 4. Responses from respondents regarding their salary

Serial No.	Salary	Tk.
1	Least	30,000/=
2	Highest	80,000/=
3	Mean	62,364/=

4.2. Details regarding factors influencing consumer on their decision to purchase processed and ready to cook items

4.2.1. Responses from respondents regarding price in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 52 respondents stated that they place a high priority or very important on price (47.27%), 28 respondents see price as somewhat important (25.45%), 8 respondents see price as neutral (7.27%), and 8 respondents see price as somewhat unimportant (7.27%). However, 12.73% of the 14 respondents believe that price is irrelevant or unimportant when purchasing processed and ready-to-cook goods.

Table 5. Responses from respondents regarding price in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responders	Response %
1	Very important	52	47.27%
2	Somewhat important	28	25.45%
3	Neutral	8	7.27%
4	Somewhat unimportant	8	7.27%
5	Unimportant	14	12.73%
	Total	110	100%

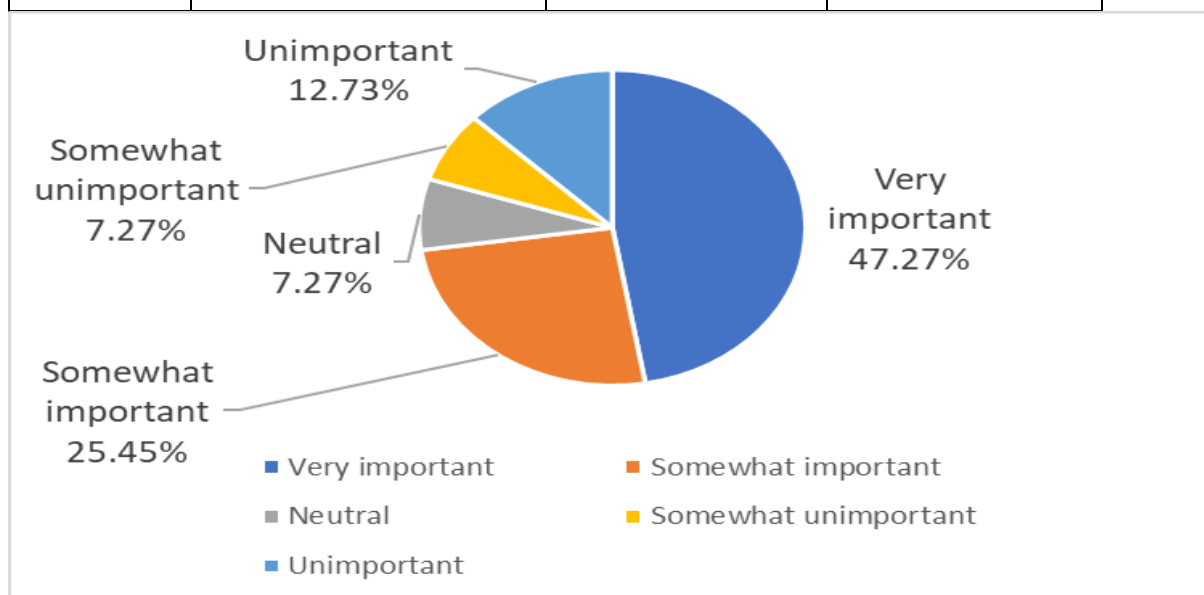


Figure 5. Respondent's response percentage regarding price in times of purchasing processed and ready to cook items

4.2.2. Responses from respondents regarding brand reputation in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 51 respondents stated that they place a high priority or very important on brand reputation (46.36%), 28 respondents see brand reputation as somewhat important (25.45%), 6 respondents see brand

reputation as neutral (5.45%), and 13 respondents see brand reputation as somewhat unimportant (11.89%). However, 10.91% of the 12 respondents believe that brand reputation is irrelevant or unimportant when purchasing processed and ready-to-cook goods.

Table 6. Responses from respondents regarding brand reputation in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responders	Response %
1	Very important	51	46.36%
2	Somewhat important	28	25.45%
3	Neutral	6	5.45%
4	Somewhat unimportant	13	11.82%
5	Unimportant	12	10.91%
	Total	110	100%

4.2.3. Responses from respondents regarding advertisement in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 57 respondents stated that they place a high priority or very important on advertisement (51.82%), 29 respondents see as somewhat important (26.36%), 7 respondents see as neutral (6.36%), and 8 respondents see as somewhat unimportant (7.27%). However, 9 of the respondents believe that advertisement is irrelevant or unimportant 8.18% when purchasing processed and ready-to-cook goods.

Table 7. Responses from respondents regarding advertisement in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responder	Response %
1	Very important	57	51.82%
2	Somewhat important	29	26.36%
3	Neutral	7	6.36%
4	Somewhat unimportant	8	7.27%
5	Unimportant	9	8.18%
	Total	110	100%

4.2.4. Responses from respondents regarding ingredients list and nutritional information in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 61 respondents stated that they agree on checking ingredients list and nutritional information (55.45%), 42 respondents feel strongly agree (38.18%), 3 respondents see as neutral (2.73%), and 4 respondents see as fail to agree (3.64%). However, no respondents feel strongly disagree in terms of checking ingredients list and nutritional information when purchasing processed and ready-to-cook goods.

Table 8. Responses from respondents regarding Ingredients list and nutritional information in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responders	Response %
1	Strongly agree	42	38.18%

2	Agree	61	55.45%
3	Neutral	3	2.73%
4	Fail to agree	4	3.64%
5	Disagree strongly	Zero	Zero
	Total	110	100%

4.2.5. Responses from respondents regarding packaging and labelling in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 61 respondents stated that they agree on checking packaging and labelling (55.45%), 42 respondents feel strongly agree (38.18%), 3 respondents see as neutral (2.73%), and 4 respondents see as disagree (3.64%). However, no respondents feel strongly disagree in terms of checking packaging and labelling when purchasing processed and ready-to-cook goods.

Table 9. Responses from respondents regarding packaging and labelling in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responder	Response%
1	Strongly agree	42	38.18%
2	Agree	61	55.45%
3	Neutral	3	2.73%
4	Fail to agree	4	3.64%
5	Disagree strongly	Zero	Zero
	Total	110	100%

4.2.6. Responses from respondents regarding recommendation in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 46 respondents stated that they like to receive recommendation very likely (41.82%), 43 respondents feel likely (39.09%), 3 respondents see as neutral (2.73%), and 15 respondents see as unlikely (13.64%). However, 3 respondents feel very unlikely (2.73%) in terms of recommendation when purchasing processed and ready-to-cook goods.

Table 10. Responses from respondents regarding recommendation in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responders	Response %
1	Very likely	46	41.82%
2	Likely	43	39.09%
3	Neutral	3	2.73%
4	Unlikely	15	13.64%
5	Very unlikely	3	2.72%
	Total	110	100%

4.2.7. Responses from respondents regarding brand awareness in times of purchasing processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat food, the majority 42 respondents stated that they strongly agree on brand awareness (38.18%), 35 respondents feel agree slightly (31.82%), 17 respondents see as neither agree nor disagree (15.45%), and 13 respondents see as disagree slightly (11.82%). However, 3 respondents feel strongly

disagree (2.73%) in terms of brand awareness when purchasing processed and ready-to-cook goods.

Table 11. Responses from respondents regarding brand awareness in times of purchasing processed and ready to cook items

Serial No.	Response choices	Quantity of responder	Response %
1	Strongly agree	42	38.18%
2	Agree slightly	35	31.82%
3	Neither agree nor disagree	17	15.45%
4	Disagree slightly	13	11.81%
5	Strongly disagree	3	2.73%
	Total	100	100%

4.3. Information about purchasing details on processed and ready to cook items

4.3.1. Response about how often consumer purchase of meat that has been prepared and is ready to cook

Among the 110 respondents who purchased meat that has been prepared and is ready to cook, 8 respondents stated that they purchase processed items rarely (7.27%), 13 respondents purchase occasionally (11.82%), 36 respondents purchase once a month (32.73%), 37 respondents purchase multiple times a month (33.64%), 16 respondents purchased weekly (14.55%).

Table 12 . Responses from respondents regarding how often consumer purchase processed and ready to cook items

Serial No.	Response choices	Quantity of responders	Response %
1	Rarely	8	7.27%
2	Occasionally	13	11.82%
3	Once a month	36	32.73%
4	Multiple times a month	37	33.64%
5	Weekly	16	14.55%
	Total	110	100%

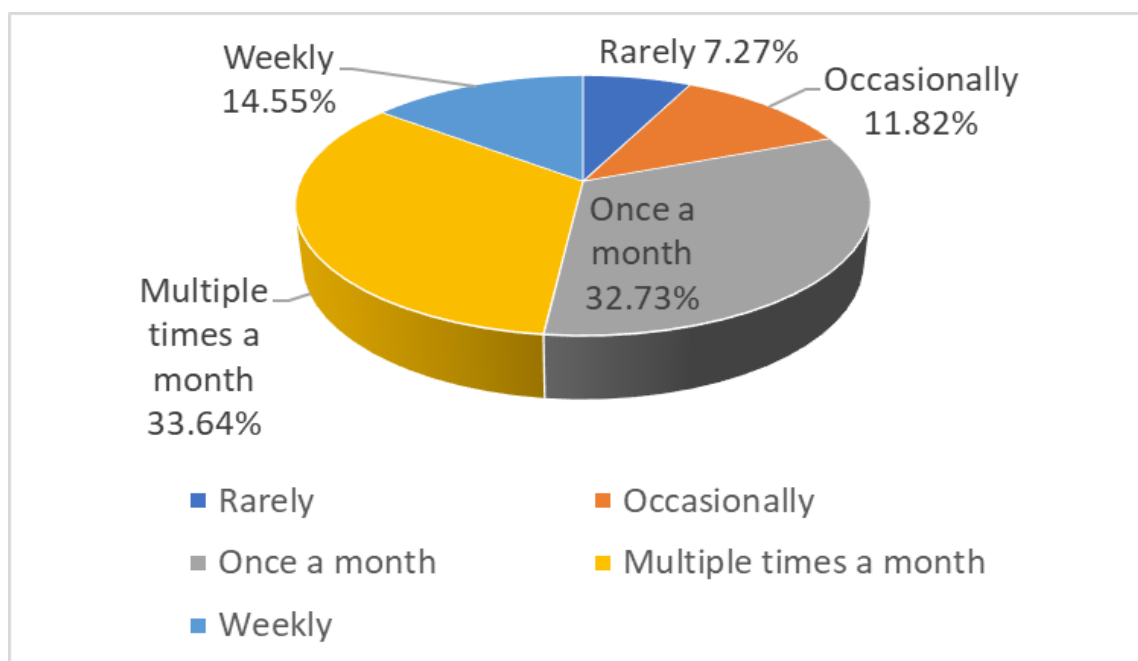


Figure 6. Response percentage regarding how often consumer purchase processed and ready to cook items

4.3.2. Response about factors consumer consider in times of purchasing meat that has been prepared and is ready to cook

Among the 110 respondents who purchased processed and ready to cook meat items, 41 respondents stated that they purchase processed items because of convenience and time saving (37.27%), 30 respondents purchase because of variety of options and flavours (27.27%), 6 respondents purchase for health and nutrition value (5.45%), 21 respondents purchase because of price and affordability (19.09%), 12 respondents purchase because of quality and freshness of meat (10.91%).

Table 13. Responses from respondents regarding the factors consumer consider in times of purchasing processed and ready to cook meat items

Serial No.	Response choice	Quantity of responder	Response %
1	Convenience and time saving	41	37.27%
2	Variety of options and flavours	30	27.27%
3	Health and nutritional value	6	5.45%
4	Price and affordability	21	19.09%
5	Quality and freshness of meat	12	10.91%
	Total	110	100%

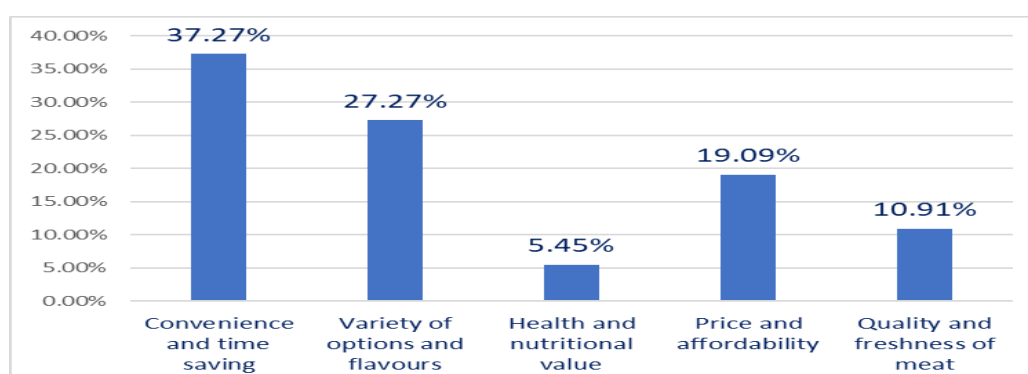


Figure 7. Response percentage regarding the factors consumer consider in times of purchasing meat that has been prepared and is ready to cook

4.3.3. Response about types of meals consumer prepare by using processed and ready to cook meat items

Among the 110 respondents who purchased meat that has been prepared and is ready to cook, 14 respondents stated that they purchase processed items for quick weeknight dinners (12.73%), 33 respondents prepare lunches for work or school (30%), 11 respondents use processed items in special occasions or gatherings (10%), 52 respondents purchase because of snacks (47.27%).

Table 14. Response percentage about types of meals consumer prepare by using processed and ready to cook meat items

Serial No.	Response choices	Quantity of responder	Response %
1	Quick weeknight dinners	14	12.73%
2	Lunches for work or school	33	30%
3	Special occasions or gatherings	11	10%
4	Snacks	52	47.27%
	Total	110	100%

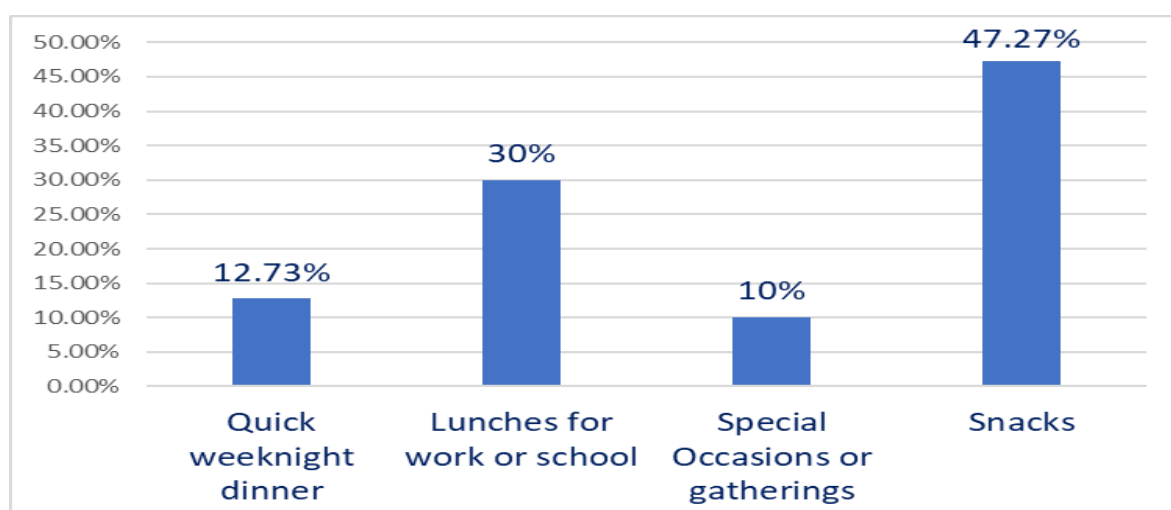


Figure 8. Response percentage about types of meals consumer prepare by using processed and ready to cook meat items

4.3.4. Responses from respondents regarding the sources consumer get information about purchase processed and ready to cook items

Among the 110 respondents who purchased processed and ready to cook meat items, 25 respondents stated that they purchase processed items after seeing tv ad (22.73%), 45 respondents purchase after watching advertisement from company (40.91%), 23 respondents use processed items after getting word from family relatives (20.91%), 17 respondents purchase because of super shop (15.45%).

Table 15. Response percentage from respondents regarding the sources consumer get information about purchase processed and ready to cook items

Serial No.	Response choices	Quantity of responder	Response%
1	Tv	25	22.73%
2	Advertisement from company	45	40.91%
3	Getting word from family relatives	23	20.91%
4	Shop	17	15.45%
	Total	110	100%

4.4. Factors affecting purchasing processed and ready to cook meat items

Binary logistic regression analysis was performed to determine the factors that influence consumers purchase of processed and ready to cook goods based on the variables that were not dependent. The results are displayed in Table 16.

Table 16. Binary Logistic Regression Coefficients of the variables which influenced the consumers decision to buy processed and ready-to-cook goods

Dependent variable	Independent variable	B	SE	Wald	Sig.	Exp(B)
Purchase of processed and ready to cook meat foods	Age					
	Age (15-25)	-.517	1.025	.254	.614	.597
	Age (26-35)	-.512	1.006	.259	.611	.599
	Age (above 35)	-18.807	40.970	.000	1.000	.000
	Gender	.570	.742	.589	.443	1.767
	Earnings (Medium)	-2.580	.632	16.642	<.001**	.076
	Type of family (Single)	1.236	.582	4.506	.034*	3.441
	Type of family (Joint family)	.669	1.050	0.406	0.524	1.952
	Level of education	2.465	1.160	4.515	.034*	1.470
	Influences					
	Advertisement given by others	1.755	0.889	3.448	0.043*	1.665
	Advertisement given by Tv	0.227	0.577	0.303	0.963	1.470
	Profession					
	Employed	.485	.748	.427	.517	1.625
	Students	-.693	1.333	.270	.603	.500
	Housewife	.669	1.050	.406	.524	1.952

**Level of significance $p < 0.01$;

*Level of significance at $p < 0.05$;

Table 16 demonstrates that, at the 10%, 5%, 5%, and 5% levels of significance, buying processed and ready-to-cook food items is significantly correlated with income, family type, education level, and advertisements from others. The outcomes of the null hypothesis test are displayed in Table 16: Required characteristics (gender, age, TV advertisement, employment, and student status) do not correlate with the chance that consumers will buy processed and ready-to-cook food items. Binary logistic regression analysis was performed to determine which factors influence consumers' decision to purchase processed and ready-to-cook food goods.

Cox and Snell R², Nagelkerke R², and Chi-square tests have been performed to support the reliability of the model (watch table in Appendix-I).

With a Cox and Snell R² score of 0.299, the explanatory variable can count for roughly 30% of the variance in the answer. It is possible to assign the other 70 percent to uncertain. Nevertheless, by chance, each predictor might account for a portion of the variations in respondents' purchases of ready-to-cook food items when they get market data. The Cox and Snell R² are adjusted by Nagelkerke R². The independent variable could be responsible roughly 43% of the difference, as indicated by the Nagelkerke R² value of .424.

In addition, the whole prediction accuracy rate is 82.7%. With 10 degrees of freedom and a 10% level of significance, the model coefficient's omnibus test result is 39.110 (Table in Appendix II). This indicates that the model in question passes the omnibus test of model coefficient value.

These results collectively show that the model is sound.

Earnings influence on consumers' likelihood of purchasing processed food products after learning about them :

The subsequent null hypothesis, "There is no role of earnings regarding the likelihood of buying processed and ready to cook food products by the

consumers in getting information," is tested to determine the impact of consumer earnings on the likelihood that consumers will purchase ready-to-cook food products after receiving information.

The variable "earnings" yielded a p-value of .011. Considering the worth of the relevant variable in the investigation under discussion, the next findings were made.

Earnings significantly affects consumers' propensity to buy processed food products with 10% significance. The null hypothesis might thus be disproved.

The correlation between buying processed food items and earning is heading in the correct direction. The direction of the coefficient value indicated that earning customer was more likely to learn about processed food products. A consumer with income rises 92% percent, is more likely to purchase processed food goods than those with no earnings, according to the Exp (B) value (.076). Earnings quickly improves consumers' capacity to buy processed food items in order to obtain information.

Type of family's influence on consumers' likelihood of purchasing processed food products after learning about them :

The subsequent null theory, "There is no role of type of family's regarding the likelihood of buying processed and ready to cook food products by the consumers in getting information," is tested to determine the impact of consumer's family types on the likelihood that consumers will purchase ready-to-cook food products after receiving information.

The variable "Family type" yielded a p-value of .034. Considering the worth of the relevant variable in the investigation under discussion, the next findings were made.

Family type (Single family) significantly affects consumers' propensity to buy processed food products with a 5% significance. The null hypothesis might thus be disproved.

The correlation between buying processed food items and family type (single family) is heading in the correct direction. The direction of the coefficient value indicated that a single family customer was more likely to learn about processed food products. A consumer with single family rises 244 percent, is more likely to purchase processed food goods than those with joint family, according to the Exp (B) value (3.441). Family type (single family) influence consumers' capacity to buy processed food items in order to obtain information.

Level of education influence on consumers' likelihood of purchasing processed food products after learning about them :

The subsequent null theory, "There is no role of level of education on the probability of buying processed and ready to cook food products by the consumers in getting information," is tested to determine the impact of consumer's education on the likelihood that consumers will purchase ready-to-cook food products after receiving information.

The variable "education" yielded a p-value of .034. Considering the worth of relevant variable in the investigation under discussion, the next findings were made.

Education significantly affects consumers' propensity to buy processed food products with a 5% significance. The null hypothesis might thus be disproved.

The correlation between buying processed food items and education is heading in the correct direction. The coefficient value's direction indicated that an educated customer was more likely to learn about processed food products. A consumer with education rises 47% percent, is more likely to purchase processed food goods than those with no education, according to the Exp (B) value (1.470). Education quickly improves consumers' capacity to buy processed food items in order to obtain information.

Advertisement given by others influence on consumers' likelihood of purchasing processed food products after learning about them :

The subsequent null hypothesis, "There isn't role of ad given by others on the probability of buying processed and ready to cook food products by the consumers in getting information," is tested to determine the impact of advertisement given by others on the likelihood that consumers will purchase ready-to-cook food products after receiving information.

The variable "advertisement given by others" yielded a p-value of 0.043. considering the worth of the relevant variables between investigation being discussed, the next findings were made.

Advertisement given by others significantly affects consumers' propensity to buy processed food products with 5% significance. The null hypothesis might thus be disproved.

The correlation between buying processed food items and income is heading in the correct direction. The direction of the coefficient value indicated that a higher income customer was more likely to learn about processed food products. A consumer with larger income rises 67% percent, is more likely to purchase processed food goods than those with lower incomes, according to the Exp (B) value (1.665). Advertisement given by others quickly improves consumers' capacity to buy processed food items in order to obtain information.

4.5. Discussion

The present section discusses the findings of the inquiry under the headings listed below, which were provided in the preceding chapter.

4.5.1. To assess the socio demographic factors that influence consumers purchase of processed and ready to cook meat items.

Above all, the data demonstrate that the respondents' socioeconomic characteristics—income, family structure, degree of education and sources (advertisement given by others)—all significantly increase the likelihood that

they will purchase processed and ready-to-cook meat products after learning about them.

Earnings

After acquiring knowledge, the likelihood of buying processed and ready-to-cook meat food products is significantly positively correlated with income. Income raises the likelihood of making a purchase by 92% when information is received. It was evident that the respondents' income levels had encouraged them to make independent decisions while making purchases. They will possess sufficient knowledge to make independent judgments.

Type of family

Family type (single family) has a major favourable impact on the likelihood of buying processed and ready-to-cook meat products after learning about them. Compared to consumers with joint families, those with single families are 244% more likely to buy processed meat.

Level of education

After acquiring knowledge, the likelihood of buying processed and ready-to-cook meat food products is significantly positively correlated with education. Education raises the likelihood of making a purchase by 47% when information is received which is kind of same to the findings of Kumar et al. (1987). It was evident that the respondents' education levels had encouraged them to make independent decisions while making purchases. They will possess sufficient knowledge to make independent judgments.

Advertisement given by others

Other people's advertisements greatly increase the likelihood that processed and ready-to-cook meat products will be purchased when information is received. When information is received, the likelihood of making a purchase improves by 67% when advertisements are provided by others.

4.5.2. To determine the product attributes that consumer consider to purchase processed and ready to cook meat items.

Gender

There were 33 men and 77 women among the 110 respondents from two locations of Dhaka city (Mohammadpur, Dhanmondi). Only 30% of the respondents were men, and the majority (70%) were women.

Occupation

Amongst the 110 participants who reported consuming processed food and ready-to-cook goods, the highest percentage (30.91%) had private employment, followed by businesspeople (24.55%), government employees (21.82%), and stay-at-home moms (14.55%). However, just 8.18% of them were students, which is same as the findings by Kamalaveni and Nirmala, (2000).

Salary

The average income for the 110 respondents who reported consuming processed and ready-to-cook food was 62,364/=, with a least and highest income of 30,000/= & 80,000/= .

Price

The majority 52 respondents stated that they place a high priority or very important on price (47.27%), 28 respondents see price as somewhat important (25.45%), 8 respondents see price as neutral (7.27%), and 8 respondents see price as somewhat unimportant (7.27%). However, 12.73% of the 14 respondents believe that price is irrelevant or unimportant when purchasing processed and ready-to-cook goods.

Brand reputation

The majority 51 respondents stated that they place a high priority or very important on brand reputation (46.36%), 28 respondents see brand reputation as somewhat important (25.45%), 6 respondents see brand reputation as neutral (5.45%), and 13 respondents see brand reputation as somewhat unimportant (11.89%). However, 10.91% of the 12 respondents believe that

brand reputation is irrelevant or unimportant when purchasing processed and ready-to-cook goods.

Ingredients list and nutritional information

The majority 61 respondents stated that they agree on checking ingredients list and nutritional information (55.45%), 42 respondents feel strongly agree (38.18%), 3 respondents see as neutral (2.73%), and 4 respondents see as fail to agree (3.64%). However, no respondents feel strongly disagree in terms of checking ingredients list and nutritional information when purchasing processed and ready-to-cook goods.

4.5.3. Growing market opportunities for processed meat business

The projected period, which spans from 2024 to 2032, calls for a significant growth in the global processed food market. It is expected that the market would grow above the projected horizon in 2022 as a result of the significant companies' growing adoption of strategies and steady development rate.

Based on application, end user, and geography, the worldwide processed food market is segmented, with a particular emphasis on producers located across different regions. Many reports provides a thorough examination of the various elements that support the expansion of the sector. It also describes possible effects on the industry in the years to come through different applications and divisions. A thorough pricing analysis of various types, manufacturers, regional factors, and pricing trends is included in the research.

The market's value structure, cost drivers, and important driving variables are summarized in the Processed food share study. After evaluating the industry environment, it looks at the global environment, which includes the industry's size, demand, applications, revenue, products, regions, and segments. In addition, the study on the processed food market offers an analysis of the cost chain structure and an economic assessment of the competitive environment between producers and wholesalers.

By 2025, 34 million more individuals will belong to the middle and upper classes, which will further propel the processed food industry's growth. According to Foreign Investors Chamber of Commerce and Industry (FICCI),

the enormous opportunity for foreign direct investment (FDI) and the regular involvement of the private sector in the nation's agriculture industry would make the local processed food market worth \$5.8 billion by 2030. The analysis predicts that by 2050, 68% of the nation's population would reside in cities, which will raise the need for processed foods.

Food-eating habits are impacted by urbanization; by 2050, demand for processed foods and meat will rise in tandem with rising urban incomes.

Large investors are flocking to the processed chicken and ready-to-cook frozen food sectors due to the growing demand for simple and hygienically prepared dishes among the urban middle class, according to industry operators.

Large local poultry company Kazi Farms has just joined the market to take a piece of the Tk 150-crore industry, which is expanding at a rate of over 20 percent annually.

CHAPTER V

SUMMARY, CONCLUSION AND POLICY IMPLICATIONS

As the greatest food generator in the world, Dhaka has the potential to become the global center of the food and agricultural industries. The food industry dominates consumer expenditure.

In Dhaka, most people still eat most of their meals at home. However, a number of factors have lead to changes in eating habits, including growing cities, the breakdown of conventional combined family unit, the yearning for both value and duration, that turns into an increased demand for ease of use, the rise in the number of working women, increasing income per capital, shifting ways of life, and an increasing degree of affluence in the middle-class group. "Processed food" means "food provided or made available for sales that requires no further prepare for consumption and packaged on the exchange site. Meals that are easy to consume and quick to prepare are now in style, as opposed to times gone by when people ate lavishly and slowly. Consequently, these meals' presence satisfied every need of modern humans. Can food, convenience food, fast food, frozen food, dry food, preserved food, and so on are examples of foods that are ready to eat.

Both the catering industry and the home cooking industry commonly use prepared meals. The market is filled with a wide variety of processed food options. These days, people embrace them as a normal aspect of life.

The ready-to-cook items business already caught the attention among all those working in the food sector, as two sources of income of small households have become typical in metropolitan city.

There are numerous companies that produce and sell ready-to-eat food products. Customers now have more choices as a result. Research on consumer behaviour appears to be required in this situation in order to understand the purchasing behaviours and tastes of various consumers. Businesses can increase their market share by creating strategies to satisfy the needs of their customers by having a better understanding of consumer

behaviour. Consumer preferences and inclinations can change quickly, particularly in a fast-paced environment. An attempt was made to investigate the elements impacting customer attitudes & perceptions towards processed and ready-to-cook meat in Dhaka Metropolitan City, keeping in mind the importance of consumer behaviour and consumption patterns.

The study was conducted in the super stores of Dhanmondi and Mohammadpur, in Bangladesh.

A total of 110 Mohammadpur and Dhanmondi sample participants were selected at randomness. In-depth interviews were used to get the necessary information from the respondents using pre-structured and established schedules. The data were coded, tabulated, analyzed, and interpreted using suitable methods of statistical analysis.

Findings of the study

The study's primary conclusions are listed below, along with the relevant conclusions that have been drawn and made public :

1. According to the findings of the survey, there were 33 men and 77 women among the 110 respondents from two locations of Dhaka city (Mohammadpur, Dhanmondi). Only 30% of the respondents were men, and the majority (70%) were women.
2. Amongst the 110 respondents who reported consuming processed and ready-to-cook food items, the majority (48.18%) had a Master's degree, followed by a bachelor's degree with Hon's (30.91%), HSC (16.36%), and SSC (4.55%). Conversely, there were no uneducated individuals.
3. Amongst the 110 participants who reported consuming processed food and ready-to-cook goods, the highest percentage (30.91%) had private employment, followed by businesspeople (24.55%), government employees (21.82%), and stay-at-home moms (14.55%). However, just 8.18% of them were students.

4. Amongst the 110 individuals who admitted to eating processed foods and ready-to-cook items, the largest proportion 67.27% reside in single families, while 32.73% do so in joint families.
5. The average income for the 110 respondents who reported consuming processed and ready-to-cook food was 62,364/=, with a least and highest income of 30,000/= ,80,000/=.
6. Among 110 respondents who purchased processed and ready to cook meat food, the majority 52 respondents stated that they place a high priority or very important on price (47.27%), 28 respondents see price as somewhat important (25.45%), 8 respondents see price as neutral (7.27%), and 8 respondents see price as somewhat unimportant (7.27%). However, 12.73% of the 14 respondents believe that price is irrelevant or unimportant when purchasing processed and ready-to-cook goods.
7. Among the 110 respondents who purchased processed and ready to cook meat food, the majority 51 respondents stated that they place a high priority or very important on brand reputation (46.36%), 28 respondents see brand reputation as somewhat important (25.45%), 6 respondents see brand reputation as neutral (5.45%), and 13 respondents see brand reputation as somewhat unimportant (11.89%). However, 10.91% of the 12 respondents believe that brand reputation is irrelevant or unimportant when purchasing processed and ready-to-cook goods.
8. Among the 110 respondents who purchased processed and ready to cook meat food, the majority 57 respondents stated that they place a high priority or very important on advertisement (51.82%), 29 respondents see as somewhat important (26.36%), 7 respondents see as neutral (6.36%), and 8 respondents see as somewhat unimportant (7.27%). However, 9 of the respondents believe that advertisement is irrelevant or unimportant 8.18% when purchasing processed and ready-to-cook goods.
9. Among the 110 respondents who purchased processed and ready to cook meat food, the majority 61 respondents stated that they agree on checking ingredients list and nutritional information (55.45%), 42

respondents feel strongly agree (38.18%), 3 respondents see as neutral (2.73%), and 4 respondents see as disagree (3.64%). However, no respondents feel strongly disagree in terms of checking ingredients list and nutritional information when purchasing processed and ready-to-cook goods.

10. Among the 110 respondents who purchased processed and ready to cook meat food, the majority 61 respondents stated that they agree on checking packaging and labelling (55.45%), 42 respondents feel strongly agree (38.18%), 3 respondents see as neutral (2.73%), and 4 respondents see as disagree (3.64%). However, no respondents feel strongly disagree in terms of checking packaging and labelling when purchasing processed and ready-to-cook goods.
11. Among the 110 respondents who purchased processed and ready to cook meat food, the majority 46 respondents stated that they like to receive recommendation very likely (41.82%), 43 respondents feel likely (39.09%), 3 respondents see as neutral (2.73%), and 15 respondents see as unlikely (13.64%). However, 3 respondents feel very unlikely (2.73%) in terms of recommendation when purchasing processed and ready-to-cook goods.
12. Among the 110 respondents who purchased processed and ready to cook meat items, 8 respondents stated that they purchase processed items rarely (7.27%), 13 respondents purchase occasionally (11.82%), 36 respondents purchase once a month (32.73%), 37 respondents purchase multiple times a month (33.64%), 16 respondents purchased weekly (14.55%).
13. Among the 110 respondents who purchased processed and ready to cook meat items, 41 respondents stated that they purchase processed items because of convenience and time saving (37.27%), 30 respondents purchase because of variety of options and flavours (27.27%), 6 respondents purchase for health and nutrition value (5.45%), 21 respondents purchase because of price and affordability (19.09%), 12 respondents purchase because of quality and freshness of meat (10.91%).

14. Among the 110 respondents who purchased processed and ready to cook meat items, 14 respondents stated that they purchase processed items for quick weeknight dinners (12.73%), 33 respondents prepare lunches for work or school (30%), 11 respondents use processed items in special occasions or gatherings (10%), 52 respondents purchase because of snacks (47.27%).
15. Among the 110 respondents who purchased processed and ready to cook meat items, 25 respondents stated that they purchase processed items after seeing tv ad (22.73%), 45 respondents purchase after watching advertisement from company (40.91%), 23 respondents use processed items after getting word from family relatives (20.91%), 17 respondents purchase because of super shop (15.45%).

Conclusion

This survey indicates a strong demand for processed food products among city dwellers. However, those who live in cities are starting to care more about making money. Since of this, people like processed foods more than whole foods since they are more tasty and save time. Customers will gravitate toward branded goods as they grow more conscious of the inferiority of processed foods.

In light of the previously described conclusions, it is advised that:

1. This kind of study ought to encompass more of Bangladesh;
2. More surveys in different areas pertaining to prepared food products are necessary.

Policy implications

Processed foods are often delightful to eat and often bought on whim. Only if such products pique the customer's interest at the store will they be bought.

1. Access to wholesome, easily accessible food options could be enhanced by providing low-income consumers with tax breaks or subsidies on RTC meat. Products could be more reasonably priced if regulations protecting the RTC meat market from monopolistic activities and ensuring competitive pricing are in place.

2. Higher educated and single-parent consumers might place more value on nutrition and convenience. For this reason, it is important to run information programs regarding the nutritional content and proper handling of RTC meat products. Promoting laws governing food labeling that make it obvious to consumers what health and nutritional advantages RTC products offer, enabling them to make educated decisions.
3. Laws that support the creation of reasonably priced, healthful RTC options for a range of age groups, with a focus on busy homes.
4. It was discovered that the well-educated population of Dhanmondi and Mohammadpur was more quality and health sensitive while selecting ready-to-eat food products. Price did not really bother them. This tells producers of ready-to-cook goods that they may not undercut themselves on the excellence of their goods in order to provide goods to customers who are as diverse as these.
5. Pleasant to eat and impulsive purchases are processed foods. Most are consumed by kids and teens in especially. Flavour and other organic quality characteristics are more crucial when it comes to a goods preparation. Because of this, producers that are thinking of promoting their products by adding nutritional value ought to reconsider before doing so.

CHAPTER VI

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CHAPTER VII

APPENDIXES

Appendix-I

Omnibus tests of model coefficients

		Chi-square	Df	Sig.
Step 1	Step	39.110	10	<.001
	Block	39.110	10	<.001
	Model	39.110	10	<.001

Appendix II

Model summary

Step	-2log likelihood	Cox and snell R square	Nagelkerke R square
	95.280a	.299	.424

- a. Estimation terminated at iteration number 20 because maximum iterations has been reached. The final solution cannot be found.

Department of Agribusiness and Marketing

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DHAKA-1207.

A research study's schedule of interviews entitles

Questions for - **FACTORS INFLUENCING CONSUMER'S PURCHASE OF PROCESSED AND READY TO COOK MEAT IN DHAKA METROPOLITAN CITY**

Sequence No.....

Participants Name:

Mobile No:

Would you kindly supply the following details? The answer you provide will only be used for study purposes and will be kept private.

1.Age?.....Years

2. No. of schooling years

3. No. of family members :

4. Family types :

5. Occupation :

6. Income :

7. Location :

8. Gender :

9. Marital status :

10.Rank the following factors based on their influence on your decision to purchase processed and ready-to-cook meat items.

	Very Important	Somewhat Important	Neutral	Somewhat Unimportant
a)Price				

b)Brand reputation				
c)Advertisement				

	Strongly Agree	Agree	Disagree	Strongly Disagree
d)Ingredients list and nutritional information				
e)Packaging and labelling				

	Very Likely	Likely	Neutral	Unlikely
f)Recommendation				

	Strongly agree	Agree slightly	Neither agree Nor disagree	Disagree slightly
g)Brand awareness				

11. How often do you purchase processed and ready-to-cook meat items?

- a) Rarely or never
- b) Occasionally
- c) Once a month
- d) Multiple times a month
- e) Weekly

12. When you consider purchasing processed and ready-to-cook meat items, which factors are most important to you?

- a) Convenience and time-saving
- b) Variety of options and flavors

- c) Health and nutritional value
- d) Price and affordability
- e) Quality and freshness of meat

13. What types of meals do you typically prepare using processed and ready-to-cook meat items?

- a) Quick weeknight dinners
- b) Lunches for work or school
- c) Special occasions or gatherings
- d) Snacks

14. Do you purchase processed and ready to cook meat items?

(Yes/No/Maybe)

15. what influence you to purchase processed and ready to cook meat items?

- a) Tv
- b) advertisement from company
- c) advertisement from others
- d) shop

