



Research Paper

Consumers' Motivations to Purchase Ready-to-Cook Foods with Special Reference to the Consumers in Dhaka City

Amena Khatun

Lecturer, Faculty of Business Administration,
European University of Bangladesh, Dhaka, Bangladesh.

ABSTRACT: The purpose of this study is to investigate the motivations that influence on consumers' ready-to-cook foods buying intention. Convenience sampling method was used to collect data from 100 consumers. The researcher completed correlation analysis to show the relationship between the variables and regression analysis to investigate the effect of the independent variables on the dependent variable. The results revealed that all the motivations perceived price, perceived safety, perceived convenience, perceived packaging, preparation time, brand image are highly correlated to the buying intention. Regression analysis showed that perceived packaging and brand image are significantly contributing to the proposed model. Perceived safety and preparation time have the lowest effect on consumers' ready-to-cook foods buying intention. This study will help the marketer implement the appropriate marketing decision.

KEYWORDS: Ready-to-cook, motivational factors, price, packaging, brand image, Marketing, Bangladesh.

Received 18 Feb., 2023; Revised 28 Feb., 2023; Accepted 02 Mar., 2023 © The author(s) 2023.

Published with open access at www.questjournals.org

I. INTRODUCTION

City dwellers are accepting ready-to-cook foods very fast (Islam et al., 2019). Dwellers of Dhaka city are also not exceptional. Pre-packaged fresh or frozen foods only need to be heated before being served are called ready-to-cook foods (Sen et. Al, 2021). Fruits, vegetables, snacks, meat, and fish-based items are mainly related to ready-to-cook foods. These foods include Paratha, French Fry, Spring Roll, Singara, Samosa, Nuggets, Dal Puri, Aloo Puri, Chicken Shami Kabab, Chicken Liver Singaraa, Chicken Teasers, Chicken Strips, Chicken Sausage, Chicken Popcorn, Chicken Meatballs, Chicken Lollypop, Chicken Keema Paratha, Chicken Burger, Beef Momo, Chicken Momo, Pizza, Pastry, Chicken Franks Sausage, Fish Ball, Fish Cake, Crispy Shrimp, Shrimp Samosa, Shrimp Nobashi (Arifeen, 2012). These foods are now available at super shops and different ready-to-cook and frozen foods providers.

In recent years, it is an emerging consumer market in Bangladesh. Increasing demand is inspiring the growth of ready- to- cook food market (Ferdous & Hossain, 2015). A significant change is seen in the market and price range of products over the last few decades and many companies have been involved in the food business. Currently, Bangladesh exports processed foods to 144 countries (Islam et al., 2019). In 2022, Bangladesh has exported processed foods which is worth \$ 1.0 billion (BAPA FoodPro international Expo).

There is a huge competition among the producers in ready- to- cook foods industry. Golden Harvest and Kazi Food Industries Limited provide a variety of ready-to-cook foods and are holding leading positions. Pran Food Processing (BD), Aftab, Brac, and CP are also playing a great role in the processed food industry of Bangladesh. This is assumed as a promising sector since the per capita income is increasing, the family structure is shifting to the nuclear family and consumer tastes are changing (Islam et al., 2019). Still there is a misconception about processed foods in Bangladesh. The saying goes that ready-to-cook foods are frozen for many days so, these are not nutritious for health. However, the adequate number of research on ready-to-cook food purchasing, from the perspective of Bangladesh has not been conducted and the aim of this study is to identify the motivating factors which persuade consumers to purchase ready-to-cook foods in Bangladesh.

II. LITERATURE REVIEW

Ready-to-cook (RTC) foods are treated as ready-to-eat foods in some countries. RTC foods are getting popular in Malaysia very fast and contributing significantly to the Malaysian food industry (Baskaran et al., 2017). Consumers use some intrinsic and extrinsic factors before experiencing the product (Lee & Lou, 1996).

The motivations behind purchasing RTC foods are easy preparations, healthy food, convenience, safety and cleanliness, taste, affordability and familiarity (Chaudhury, 2010). In addition to it, psychological motivation encourages consumers to buy the product in the retail store to satisfy their needs (Kim & Jin, 2001). Again, personality traits and psychological process influence the buying behavior of consumers (Elizabeth, 1996). However, the consumer buying process begins with the recognition of the need and ends up with divesting process (Dabadi & Gurung, 2020).

Perceived price

Price is an important factor influencing consumer behavior toward ready-to-cook food. Price is explained from two considerations which are monetary and non-monetary issues (Olson, 1977). The term “monetary” can be defined as the money-related expression of price whereas the “non-monetary” term is defined as the effort of the buyer for searching information before purchasing a product (Li & Green, 2011). From the viewpoint of consumers, price is something that they pay for the purpose of purchasing a product (Zeithaml, 1982). Consumers are not always concerned with price, sometimes they consider price in a way it is meaningful to them (Dickson and Sawyer 1985, Zeithaml, 1982). Again, consumers consider whether the price is reasonable or not against the perceived benefit (DiSantis et al., 2013). So, price is a dominant factor that is directly associated with the process of consumer decision-making in comparison with other alternatives (Veale & Quester, 2009) and plays an important role to make ready-to-cook food successful in the markets of New Zealand (DiSantis et al., 2013). However, the hypothesis is-

H₁: Perceived price significantly influences consumers' ready-to-cook food buying intentions.

Perceived safety

Rumors about foods have made consumers express their reactions differently. Consumers are concerned with the perceived risk related to the possibility of contracting a disease as the consequence of eating certain food products (Henson & Northen, 2000). So, safety is an important factor consumer considers before purchasing a product. Perceived safety indicates the nutritional qualities that a consumer desires from a food item (Klaus, 2005). Nowadays, consumers get a variety of substitutes which make them more thoughtful about a certain food product and its effect on their betterment (Baskaran et al., 2017). Modern technologies have made consumers able to be more enthusiastic and mindful of the safety and security of foods (Henderson et al., 2013). However, the hypothesis is-

H₂: Perceived safety significantly influences consumers' ready-to-cook food buying intentions.

Perceived Convenience

Convenience is a major determinant of consuming ready-to-cook food (Babu et al., 2021). Due to the convenience, most people purchase ready-to-cook dinners for saving time on preparation (Horning et al., 2017). Previous researchers said that, working women are occupied by ready-to-cook food in a way that makes their lives easier due to the convenience and clean nourishment (Prasad & Aryasri, 2008). Again, lifestyle changing and convenience have persuaded working women to buy ready-to-cook foods (Mankani & Tata, 2022). However the hypothesis is-

H₃: Perceived convenience significantly influences consumers' ready-to-cook food buying intentions.

Perceived packaging

A finished product has some features like shape, size, weight, and texture (Parry, 2001). The use of packaging has increased the demand for ready-to-cook meals (DiSantis, 2013). This growing demand will contribute to the growth of the market because of the flexible packaging e. g. plastic film and vacuum pouch. Consequently, the design of the packaging is the presentation of the food itself (DiSantis, 2013; Islam et al., 2021). Moreover, the packaging is an important factor in the consumer decision-making process since consumers first consider how the product is looking like on the packaging. However, the hypothesis is-

H₄: Perceived packaging significantly influences consumers' ready-to-cook food buying intentions.

Preparation time:

The preparation of food is a time-consuming matter. Nowadays professional women spend about 10 hours at working place and emphasize on saving time in the preparation of food (Sen & Antara, 2021). According to Ahuja (2011), a female consumer always wants to reduce the time spent on food preparation. Less time consumption before eating has increased the growth of the ready-to-cook food industry (Babu et al., 2021; Chowdhury & Roy, 2015). Again, 'saving of time' is one of the most important factors impacts on buying ready-to-cook food (Hawa et al., 2014). However, the hypothesis is-

H₅: Preparation time significantly influences consumers' ready-to-cook food buying intentions.

Brand image:

Brand visibility is also an important factor in determining the consumption behavior of ready-to-cook food products (Babu et al., 2021). A brand is that thing people remember even though the factory is burned (Patel, 2019). Consumers imagine a product through its brand. Retailers and consumers differentiate an item through its brand. Nowadays, different brands of food products have created loyalty through the identification and differentiation of quality (Sen & Antara, 2021). Perceived quality is directly affected by the brand since it always emphasizes on the quality of a product (Vaidyanathan & Gizaw, 2014). It gives importance on building consumer trust and reducing their perceived risk (Nguyen & Gizaw, 2014). However, the hypothesis is- H₆: Brand image significantly influences consumers' ready-to-cook food buying intentions.

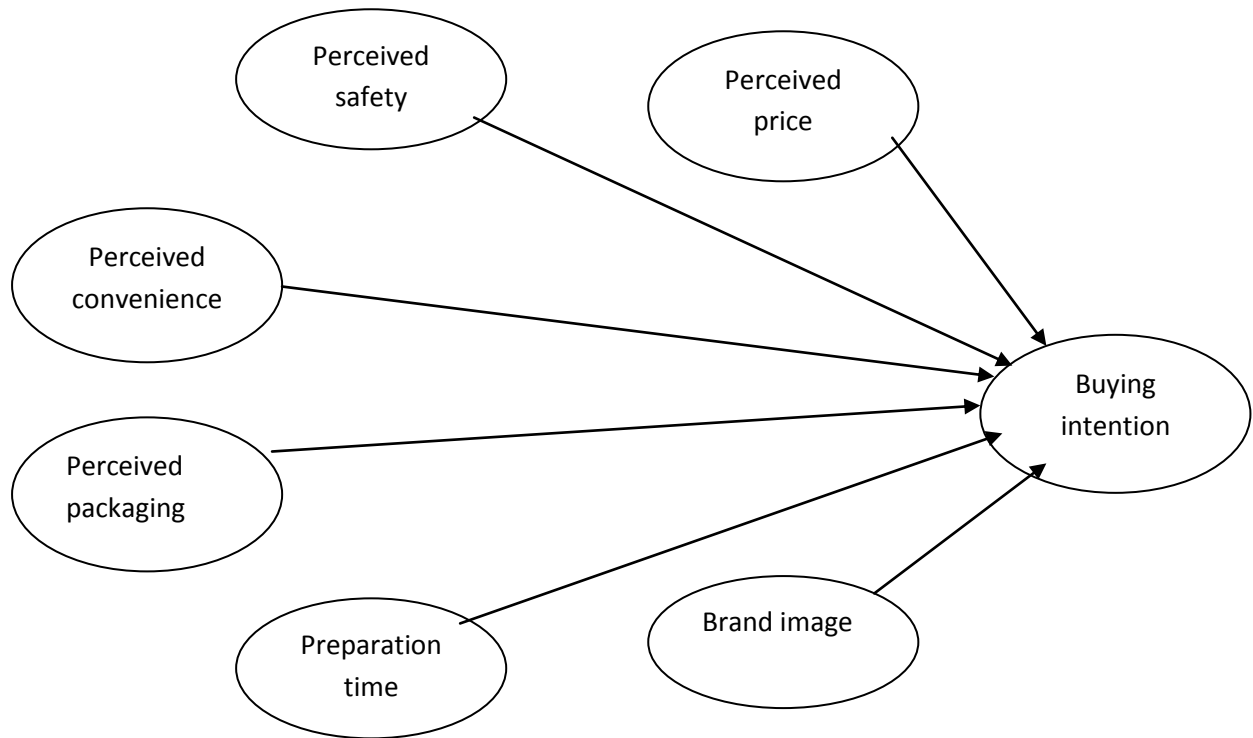


Fig 1: Hypothesized research model

III. METHODOLOGY

A. Data Collection

Personal interview technique has been employed to collect primary data (Khatun & Roy, 2022). Data has been collected through convenience sampling from the consumers who are well known to the term “ready-to-cook foods”. Standard scales construct was developed from the literature. If the questionnaire is structured it is easier to answer. So, the researcher has formulated a well-structured questionnaire (Roy & Ahmed, 2016; Roy et al., 2021). Five-point Likert scale has been used to collect buyers' responses (Khatun & Roy, 2022). Here, 1 presented “strongly disagree” and 5 presented “strongly agree”. In the dimensions of the motivations of ready-to-cook foods purchasing, researcher has used 29 statements for the ratings of performance. The dependent variable, buying intention has four statements. The statements have been given in appendix. A total of 100 respondents were given the questionnaire for filling up. The analysis was performed by the SPSS software.

B. Consumers' Demographic Analysis

For summarizing the information shown in a data set and presenting the information in an organized form, numerical and graphical methods are used (McClave et al., 2005). Out of 100 respondents, 52 are female and 48 are male. Most buyers are 31-35 years (37%) and are graduates (55%). Again, most buyers of ready-to-cook foods are professional. Only 13% consumers have an income of more than 50,000 Bangladeshi taka whereas the percentage less than 30,000 taka is 44.

Table 1: Demographic profile of the respondents

		Male	Female	Total
Age	20-25	6(12.5%)	8(15.38%)	14 (14%)
	26-30	12(25%)	15(28.85%)	27 (27%)
	31-35	18(37.5%)	19(36.54%)	37(37%)
	36-40	12(25%)	10 (19.23%)	22 (22%)
		48(48%)	52 (52%)	100 (100%)
Education	Undergraduate	6 (12.5%)	6 (11.54%)	12 (12%)
	Graduate	25 (52.08%)	30 (57.69%)	55 (55%)
	Post-graduate	13 (27.08%)	15 (28.85%)	28 (28%)
	Doctorate	4 (8.33%)	1 (1.92%)	5 (5%)
		48 (48%)	52 (52%)	100 (100%)
Occupation	Student	5 (10.42%)	7 (13.46%)	12 (12%)
	Homemaker	4 (8.33%)	8 (15.38%)	12 (12%)
	Own business	11 (22.92%)	8 (15.38%)	19 (19%)
	Professional	28 (58.33%)	29 (55.77%)	57 (57%)
		48 (48%)	52(52%)	100 (100%)
Monthly Income	Less than 30,000	12 (25%)	32 (61.53%)	44 (44%)
	30,000-50,000	25 (52.08%)	18 (34.62%)	43 (43%)
	More than 50,000	11 (22.92%)	2(3.85%)	13 (13%)
		48 (48%)	52 (52%)	100 (100%)

IV. DATA ANALYSIS AND RESULT

Correlation Analysis

In marketing research, Correlation analysis is used for the purpose of showing relation and strength between two variables (Khan, 2016). Because of explaining linear relations between the variables, Karl Pearson is a frequently used correlation coefficient (Malhotra, 2010). The higher the number of samples the better the calculation of the significance of correlation (Bryman & Bell, 2005). The value of the correlation should be between +1 to -1 depending on the positive or negative correlation. The variables are positively related when the value is +1 and -1 indicates that the variables are negatively related while 0 is the indicator of no relation among different variables (khan, 2016). The value of correlation from .01 to .29 indicates weak relation, from .30 to .49 indicates moderate relation, from .50 to 1.0 indicates strong relationship among the variables (Sarker, 2015). Two tailed statistical significance level is the subject of bivariate correlation whereas the highly significant level is $p < .01$ and significant $p < .05$ (Roy & Ahmed, 2016).

Table 2: Correlation Matrix

	1	2	3	4	5	6	7
Perceived Price							
Perceived Safety	.802						
Perceived Convenience	.839	.717					
Perceived Packaging	.945	.787	.851				
Preparation Time	.928	.779	.830	.970			
Brand Image	.928	.775	.841	.948	.960		
Buying Intention	.937	.783	.855	.959	.954	.969	

Correlation matrix shows that there is a significant relationship between perceived price and buying intention. The correlation of perceived price and buying intention was found to be high positive and statistically significant ($r = .937, p < .001$). There is a highly positive relationship between perceived safety and buying intention. The correlation of perceived safety and buying intention was found to be positive and statistically significant ($r = .783, p < .001$). The table shows a positive relationship between perceived convenience and buying intention. The correlation of perceived convenience and buying intention was found to be positive and statistically significant ($r = .855, p < .001$). The correlation of perceived packaging and buying intention was found to be positive and statistically significant ($r = .959, p < .001$). There is a high positive relationship between preparation time and buying intention. The correlation of preparation time and buying intention was found to be

positive and statistically significant ($r = .954, p < .001$). A highly positive relationship between brand image and buying intention was found. The correlation of brand image and buying intention was found to be positive and statistically significant ($r = .969, p < .001$).

Regression analysis:

Regression analysis is used for identifying and analyzing the relation between the independent and dependent variables (Khan, 2016; Roy, 2022). There is a difference between correlation and regression analysis that correlation shows the relationship between the variables whereas regression analysis shows the changes in the dependent variables due to the independent variables (Malhotra, 2010). For showing the significance of the result, p value is calculated. If the p value is lower than .05 then the significance of the result is at least 95%. P value, lower than .01 indicates that the result is significant at least by 99% (Nolan & Heinzen, 2007).

Table 3: Model Summary

Model	R	R Square	Adjusted R Square
1	.979	.958	.955

Table 4: Hypotheses Results

Hypotheses	Relations	B	t	p-value	Results
H ₁	PPC → BIN	.092	1.317	.191	Not Supported
H ₂	PST → BIN	.009	.320	.750	Not Supported
H ₃	PCN → BIN	.051	1.452	.150	Not Supported
H ₄	PPG → BIN	.305	2.875	.005	Supported
H ₅	PTM → BIN	.004	.034	.973	Not Supported
H ₆	BIG → BIN	.521	6.376	.000	Supported

Note: $p < .05$

PPC= Perceived price, PST= Perceived safety, PCN= Perceived convenience, PPG= Perceived packaging, PTM= Preparation time, BIG= Brand image BIT= Buying intention.

The study seeks to investigate the effect of perceived price, perceived safety, perceived convenience, perceived packaging, preparation time and brand image on buying intention. The dependent variable (buying intention) was regressed on predicting variables of perceived price, perceived safety, perceived convenience, perceived packaging, preparation time and brand image. From the table 4, it is seen that R-square value is .958 which means that the independent variables i.e brand image, perceived safety, perceived convenience, perceived price, perceived packaging, preparation time cause 95.8% change in the dependent variable i. e buying intention.

Additionally, coefficients were further assessed to ascertain the influence of each of the factors on the criterion variable (buying intention). H1 evaluated whether perceived price significantly and positively affects buying intention. The results revealed that perceived price has no significant impact on buying intention ($B = .092, t = 1.317$ and $p = .191$). Hence, H1 was not supported. H2 evaluated whether perceived safety significantly and positively affects buying intention. The results shows that perceived safety has no significant impact on buying intention ($B = .009, t = .320$ and $p = .750$). Hence, H2 was not supported. H3 evaluates whether perceived convenience significantly and positively affects buying intention. The results shows that perceived convenience has no significantly positive impact on buying intention ($B = .051, t = 1.452$ and $p = .150$). Hence, H3 was not supported. The results revealed that perceived packaging has significantly positive impact on buying intention ($B = .305, t = 2.875$ and $p = .005$). Hence, H4 was contributing to the model. H5 evaluated whether preparation time significantly and positively affects buying intention. The results revealed that preparation time has no significantly positive impact on buying intention ($B = .004, t = .034$ and $p = .973$). Hence, H5 was not contributing to the model. The results shows that brand image has significant and positive impact on buying intention ($B = .521, t = 6.376$ and $p = .000$). Hence, H6 was supported.

V. DISCUSSION

The hypotheses developed and tested in this research explained the influence of the motivations on ready-to-cook foods buying intention. The study revealed that, there was a highly positive relation among the variables. It was found that perceived packaging and brand image have a significant influence on ready-to-cook foods consumers' buying intention in the context of Dhaka city of Bangladesh. Ready-to-cook foods producers and sellers should practice these motivating factors which will bring a high level of customer satisfaction. These findings will help ready-to-cook foods marketers emphasize on these factors to persuade ready-to-cook foods buying to increase the sale satisfactorily.

VI. CONCLUSION

Although the term ready-to-cook food is still unfamiliar to many people, the rising marketing practices of marketers will boost this industry. If marketers give importance to the motivations to purchase ready-to-cook foods it will make a revolution in the food industry since the sale is increasing day by day. The six motivations: perceived price, perceived safety, perceived convenience, perceived packaging, preparation time, and brand image are related to the buying of ready-to-cook foods. The motivation of perceived packaging and brand image are significantly contributing to this study whereas perceived price, perceived convenience, perceived safety and preparation time are not significant in this study. Therefore, there is a greater scope to do further study on the motivations that influence on consumers' perception to buy ready-to-cook foods in Dhaka city of Bangladesh.

Appendix

Constructs	Statements	Source
Perceived price (PPC)	PPC1: Is not expensive.	Islam et al. & Chaudhury, R
	PPC2: Is cheap.	
	PPC3: Is good value for money.	
	PPC4: Those who buy frozen food are not wasting money.	
Perceived safety (PST)	PST1: Frozen food is as nutritious as fresh food.	Islam et al.
	PST2: The quality of frozen food is as good as fresh food.	
	PST3: It is good for health.	
	PST4: Frozen food is safe for me.	
	PST5: Taste of the frozen food is good.	
Perceived convenience (PCN)	PCN1: It is easy to prepare.	Islam et al. & Chaudhury, R
	PCN2: Can be cooked very simply.	
	PCN3: Variety of the frozen food is available.	
	PCN4: Can be bought in shops close to where I live or work.	
	PCN5: Is easily available in shops and supermarkets.	
Perceived packaging (PPG)	PPG1: Packaging of frozen food is attractive.	Islam et al.
	PPG2: I believe in quality information printed on product package for frozen goods.	
	PPG3: Packaging is very important to attract consumer in frozen food.	
	PPG4: That the product has no excessive packaging.	
Preparation time (PTM)	PTM1: Frozen food saves time.	Islam et al.
	PTM2: Frozen food products are helpful form students/working women.	
	PTM3: Frozen food is economic in use.	
	PTM4: Take no time to prepare.	
Brand image (BIG)	BIG1: Brand image of the product is good.	Islam et al. & Sen et al.
	BIG2: Advertisement attracts me to buy frozen food.	
	BIG3: I give priority to the brand image at the time of purchasing food.	
Buying intention (BIT)	BIT1: I am a regular buyer of processed food.	Islam et al. & Sen et al.
	BIT2: I purchase ready-to-cook food since it is safe for health.	
	BIT3: I purchase ready-to-cook food since it consumes less time to prepare.	
	BIT4: I purchase ready-to-cook food because it can be preserved.	

REFERENCES

- [1]. Ahuja, H. K. (2011). A comparative study of attitude and adoption of frozen food amongst the consumers of Ludhiana and Delhi cities. Punjab Agricultural University, Ludhiana-141, 4.
- [2]. Arifeen, S. R. (2012). Frozen Food Products Marketing and Distribution Challenges in a Developing country case study: Pakistan. International Growth Center.
- [3]. Aslam, M., Ansar, M., Yasin, M., Baig, I. A., Nasir, S., Imran, M. A., & Ullah, S. (2022). Drivers Influencing Consumers' Buying Intentions towards Frozen Chicken Products: A Case of South Punjab. *Journal of Economic Impact*, 4(2), 105-109.
- [4]. Babu, R. S., Balaji, V., & Gajenderan, V. (2021). Factors influencing towards the purchase intentions of ready-to-eat food products among the consumers in Chennai city. *Int. J. Res.-GRANTHAALAYAH*, 8, 172-181.
- [5]. Baskaran, S., Ayob, S. A., Howe, N. C., & Mahadi, N. (2017). Understanding purchase intention of ready-to-eat food among Malaysian urbanites: A proposed framework. *Int. J. Acad. Res. Bus. Soc. Sci*, 7, 566-579.
- [6]. Chaudhury, R. (2010). Determinants of consumer behavior in buying RTE foods. *Journal of Business and Retail Management Research*, 5(1).
- [7]. Chowdhury, S. H., Roy, S. K., Arafin, M., & Siddiquee, S. (2019). Green HR Practices and Its Impact on Employee Work Satisfaction-A Case Study on IBBL, Bangladesh. *International Journal of Research and Innovation in Social Science*, 3(3), 129-138.
- [8]. Chowdhury, S., & Roy, S. (2015). Evaluating the Impact of Insurance Companies in the Development of Insurance Practices in Bangladesh. *Scholar Journal of Business and Social Science*, 1(1), 37-42.
- [9]. Dabadi, S., & Gurung, B. (2020). Consumer's Motivation to Purchase Frozen Food in Kathmandu. *Management Dynamics*, 23(2), 229-242.
- [10]. DeSarbo, W. S., & Edwards, E. A. (1996). Typologies of compulsive buying behavior: A constrained clusterwise regression approach. *Journal of consumer psychology*, 5(3), 231-262.
- [11]. Dickson, P. R., & Sawyer, A. G. (1986). Point-of-purchase behavior and price perceptions of supermarket shoppers. *Marketing Science Institute*.
- [12]. DiSantis, K. I., Grier, S. A., Odoms-Young, A., Baskin, M. L., Carter-Edwards, L., Young, D. R. & Kumanyika, S. K. (2013). What "price" means when buying food: insights from a multisite qualitative study with Black Americans. *American journal of public health*, 103(3), 516-522.
- [13]. Ferdous, S. R., & Hossain, S. D. (2015). Prospect and challenge of Bangladesh frozen food: A way to overcome. *Online International Interdisciplinary Research Journal*, 5, 7-23.
- [14]. Hawa, A., Taneja, N., Kaliwala, S., Gopani, S., Maru, P., Sharma, S., ... & Kanani, H. (2014). A study on consumer purchase intention towards Ready-to-Eat food in Ahmedabad.
- [15]. Henderson, J., Mamerow, L., Taylor, A. W., Ward, P. R., Meyer, S. B., & Coveney, J. (2013). The importance placed on the monitoring of food safety and quality by Australian consumers. *Laws*, 2(2), 99-114.
- [16]. Horning, M. L., Fulkerson, J. A., Friend, S. E., & Story, M. (2017). Reasons parents buy prepackaged, processed meals: it is more complicated than "I Don't Have Time". *Journal of Nutrition Education and Behavior*, 49(1), 60-66.
- [17]. Islam, N., Tahsin, N., Tarrannum, N., Salihee, R. Z., Tarannum, S., & Sujana, J. T. M. (2019). Factors influencing the consumers' perceptions towards frozen and ready-to-cook food products in Bangladesh. In *Proceedings of the 1st Global International Conference*.
- [18]. Islam, S., Hossain, M. S., & Roy, S. K. (2021). Performance Evaluation using CAMELS Model: A Comparative Study on Private Commercial Banks in Bangladesh.
- [19]. Jacoby, J., & Olson, J. C. (1977). nconsumer response to price: An attitudinal, information processing perspective, oin moving ahead with attitude research, y. Wind and P. Greenberg, eds. Chicago: American Marketing Association, 73, 86.
- [20]. Khan, A. H. (2016). Employees Perception on Performance Appraisal System in a public limited company in Pakistan. *International Journal of learning and development*, 6(3), 168-200.
- [21]. Khatun, A., & Roy, S. K. Do Green Marketing Strategies Influence Green Buying Intentions? Evidence from Developing Economy.
- [22]. Kim, J., & Jin, B. (2001). Korean consumers' patronage of discount stores: domestic vs multinational discount store shoppers' profiles. *Journal of consumer marketing*, 18(3), 236-255.
- [23]. Lee, M., & Lou, Y. C. (1995). Consumer reliance on intrinsic and extrinsic cues in product evaluations: A conjoint approach. *Journal of Applied Business Research*, 12(1), 21.
- [24]. Li, M. L., & Green, R. D. (2011). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing research*, 7, 1.
- [25]. Malholtra, N. K. (2010). *Marketing Research: an Applied Orientation Sixth Edition* Pearson Education.
- [26]. Mankani, R., & Tata, K. (2022). A Study on Consumer Behaviour of Ready-to-Eat Food with Special Reference to Women in Mumbai. *Journal of Positive School Psychology*, 4549-4562.
- [27]. Mankani, R., & Tata, K. (2022). A Study on Consumer Behaviour of Ready-to-Eat Food with Special Reference to Women in Mumbai. *Journal of Positive School Psychology*, 4549-4562.
- [28]. Nguyen, T. H., & Gizaw, A. (2014). Factors that influence consumer purchasing decision of Private Label Food Product: A case study of ICA Basic.
- [29]. Prasad, C. J., & Aryasri, A. R. (2008). Study of customer relationship marketing practices in organised retailing in food and grocery sector in India: An empirical analysis. *Vision*, 12(4), 33-43.
- [30]. Roy, S. K. (2022). The Impact Of Age, Gender, And Ethnic Diversity On Organizational Performance: An Empirical Study Of Bangladesh's Banking Sector. *International Journal of Financial, Accounting, and Management*, 4(2), 145-161.

- [31]. Roy, S. K., & Ahmed, J. (2016). A Relational Study of Communication, Reputation and Cooperation on Relationship Satisfaction in the Context of Apparel Sector in Bangladesh. *British Open Journal of Business Administration*, 1, 1-10.
- [32]. Roy, S. K., Chowdhury, S. H., Islam, S., & Siddique, S. (2021). SOCIO-ECONOMIC STATUS OF THE STREET GARMENT VENDORS: A DESCRIPTIVE STUDY IN THE CONTEXT OF DHAKA CITY, BANGLADESH.
- [33]. Sen, S., Antara, N., & Sen, S. (2021). Factors influencing consumers' to take ready-made frozen food. *Current Psychology*, 40, 2634-2643.
- [34]. Vaidyanathan, R., & Aggarwal, P. (2000). Strategic brand alliances: implications of ingredient branding for national and private label brands. *Journal of product & brand management*.
- [35]. Veale, R., & Quester, P. (2009). Do consumer expectations match experience? Predicting the influence of price and country of origin on perceptions of product quality. *International business review*, 18(2), 134-144.
- [36]. Zeithaml, V. A. (1982). Consumer response to in-store price information environments. *Journal of consumer research*, 8(4), 357-369.