

UTILIZATION OF PAKISTANI FOOD PRODUCTS FOR MARKETING

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ABSTRACT

Pakistani food products are an integral part of local culture and spirituality. These food products have been formed since past and represent a particularly important part of the economic development of rural areas. A study was conducted on consumer perception of traditional Pakistani food products. The purpose of this work was to identify future directions of research related to the image of traditional food products as well as the identification of consumer trends of these products through a survey-based study on the questionnaire. The results obtained indicate that traditional Pakistani food products are attracting very many people of these areas and huge majority are consuming these food products. By selling and reselling of these food products provides a lot of economic benefit to people engaged in food sectors.

Keywords: Food products, Study, consumers, economical benefits

INTRODUCTION

Food intake helps to preserve traditional cultural practices and creates connections between many other elements of human existence (Kim et al., 2017).

Traditional foods are significant because they are frequently regarded to be tastier, more nutritious, and less costly than goods purchased from chain stores. Traditional foods are thus far

more competitive than equivalent items supplied by shops because they capitalize on short supply networks. Traditional products, on the other hand, are obtained within the framework of local economic ties, offering the potential for rural development in the places from where they originate. This study provides data for the foundation and development of nutritional policy, as well as a component of food security policies. (Ssharma et al., 2020).

In the food market, manufacturers are making an increasing number of traditional items available to customers, which shapes consumer behavior and creates trends in territorial development (European, national, and local), scientific research, and development. The authorities in Europe, including those in Romania, are always keeping an eye on and controlling the agro-food market. They make sure that these products are produced in accordance with certification and label them with the traditional mark of the rural community's cultural heritage to set them apart from other comparable products in the same category. The primary characteristics of these food items are their quality, adherence to conventional manufacturing and/or processing techniques, and a recipe sourced from customary dietary patterns (Sproesser et al., 2022).

The zones are distinguished by the use of culinary practices and abilities in individual, group, and territorial creation. (Bessiere 1998) and increase the appeal to customers and visitors. Ten years after the 2013 normative act on the testing of traditional products went into effect, the market for traditional products has grown to include over 700 items, mostly due to the expansion of the entrepreneurial network (Sampapundao et al., 2016). Rural locations with significant market potential, like Sibiu and Braşov, have progressively become centers of traditional product concentration. Consumer perception and food consumption are closely related, and this has a big impact on the choices people make about what to eat (Tasi et al., 2017). Numerous elements, including the home setting in which they were raised and currently dwell, the lifestyle choices made by each individual, food safety and quality, sensory aspects, cost, packaging, and nutrition, all have an impact on consumers' perceptions of food. These elements may influence a consumer's decision to purchase a certain food item or not, as well as the quantity and kind of food that is consumed (Almamun et al., 2013).

Our research aims to investigate consumers' perceptions of traditional food products in order to determine patterns of consumption and the variables influencing the decision to purchase these goods (Ivano & aova, 2016).

The study's objective was to determine whether any consumption patterns existed that would promote the growth of the traditional food industry. In order to address this issue in depth, a qualitative research methodology was used for this aim, based on a questionnaire given to customers.

MATERIAL AND METHODS

The main objective of this study was to perform a research on the perception of traditional Pakistani food products. Identification of the main trends regarding the term traditional. A questioner was formulated and was distributed among various individuals visiting food street near Rawalpindi, Pakistan . The motivation of the present study is to investigate the evolution of

scientific research based on the support policies of traditional products through consumers 's opinion.

Table 1. Questioner for assessment of consumer s opinion about quality of food

Sr. No.	Question	poor	Fair	Good	Very good	N/ A
1	How do you rate overall quality of food provided to you					
2	How do you rate quality of break fast					
3	How do you rate quality of lunch					
4	How do you rate quality of dinner					
5	How was quality of snacks served between meals					
6	How do you rate variety of food provided to you					
7	How was amount of food provided to you					
8	Rate quality of information given in menus					
9	What was suitability of food provided					

10	How you rate presentation of food					
11	What is your opinion about temperature of food					
12	Rate availability of drinks					
13	How was serving room					
14	What was efficiency of serving staff ?.					
15	How you rate assistance of staff when you needed					

Collection of Data

Data was collected through questioners. According to opinion 's consumers data obtained was formulated in the form of tables.

Statistical analysis

Data obtained was statistically analyzed for mean and average values and represented in the form of tables in section of Results and Discussion.

RESULTS AND DISCUSSION

Data obtained about consumers 's opinion for (1) Presumption of food (2) Freshness of food (3) Quality of food and (4) Services about delivery of food items were finalized in the form of tables and given in the following section.

Table 1 . Consumer 's opinion (%) about presumption of Food items

Sr.No.	Poor	Fair	Good	Very good	Not applicable
1	10	20	45	25	0
2	8	22	40	28	2
3	15	25	35	25	0
4	20	25	35	20	0
5	0	15	30	55	0
6	7	23	35	32	3
7	5	20	35	35	5

8	5	10	36	47	2
9	3	10	40	45	2
10	2	10	40	45	3

Mean values of all consumer opinion about presumption of food items was round 55 % those were satisfied with food items supply to them.

Table 2 . Consumer 's opinion (%) about quality of Food items

Sr.No.	Poor	Fair	Good	Very good	Not applicable
1	5	20	40	35	0
2	2	25	40	31	2
3	5	15	35	45	0
4	3	5	25	65	2
5	8	25	20	45	2
6	5	15	35	40	5
7	2	20	30	43	5
8	5	17	36	40	2

9	8	30	30	30	2
10	5	15	35	45	0

Mean values of all consumer opinion about quality of food items was round 65 % those were satisfied with food items supply to them

Table 3 . Consumer 's opinion (%) about Freshness of Food items

Sr.No.	Poor	Fair	Good	Very good	Not applicable
1	8	10	45	35	2
2	0	25	35	38	2
3	5	25	35	35	0
4	10	25	35	30	0
5	0	25	40	35	0
6	2	20	35	40	3
7	0	20	35	40	5
8	2	2	36	60	0
9	0	30	30	38	2
10	3	10	35	50	2

Mean values of all consumer opinion about freshness of food items was round 60 % those were satisfied with food items supply to them.

Table 4 . Consumer ‘s opinion (%) about service about delivery of Food items

Sr.No.	Poor	Fair	Good	Very good	Not applicable
1	8	20	45	25	2
2	8	12	40	38	2
3	10	25	35	30	0
4	0	25	35	40	0
5	8	25	40	25	2
6	4	23	35	35	3
7	0	20	35	40	5
8	5	10	36	47	2
9	5	30	30	33	2
10	2	15	35	45	3

Mean values of all consumer opinion about service delivery was round 50 % those were satisfied with services of staff during food items supply .

Results obtained after experimental work indicates that approximately 65 % of consumers considered food items having good quality , followed by freshness of food (60 %), presumption

of food items (55%) and services of staff (50 %) engaged with supply of food (Lima et al., 2005) . Which indicates that majority of food items provided good quality of nutrients, those are essential for good health of general publics (Fernandez et al., 2020). However, there are some complains that must be considered for improvement of supply chain of food in future including efficiency of staff and hygienic condition of food (Sharma et al., 2020).

According to Labanauskaite et al. (2020), the current state and composition of the food market may be used to explain why the public is more focused on "food security" and "health benefits."

Out of the five categories of traditional items, the categories of basic food products include meat and/or meat products, milk and/or dairy products, fruits/vegetables, and bread/bakery and pastry products. These products show high priority ratings (average > 4). The main socio-demographic characteristics of bread/bakery and pastry products (ST19) are related to the gender component ($p = 0.029$; score 4.35 for women), studies ($p = 0.031$, with high marks for post-secondary and high school studies, where those in the 18–19 year group fall) and milk and/or dairy products (ST17) are related to the gender component ($p = 0.029$; score 4.39 for women).

In order to determine if respondents preferred to consume traditional and local food items, test goods, and incorporate them to the diet later, a questionnaire asking about the primary reasons for selecting a vacation spot in Pakistan was used. Based on the research, it appears that small manufacturers of Pakistani foods can consider innovative strategies to strengthen their market position by building a stronger brand through storytelling.

While young people and adults are increasingly conscious, knowledgeable, and educated about the nutrients they need, consumers are still focused on eating a nutritious diet (Ocheni et al., 2020).

Researcher-conducted studies suggest that children and adolescents are more likely to consume fast food (Mthombeni et al., 2020). When asked if they believed that a gastronomic education was essential for adapting to change (caused by the climate, economic crises, and health), a sizable portion of the respondents who were adult respondents (18–25 years old, some of whom are still finishing their studies) answered in the affirmative. The significant proportion of conversations about this concept with respondents in the 18–25 age ranges stems from their curiosity in consuming foods that offer extraordinary health advantages (Bianchi et al., 2021; Rodl and Boons, 2022).

Conclusions

The study on consumers' perceptions of traditional Pakistani food products allowed for the identification of positive consumer purchasing behavior regarding individual benefits (taste, quality, and freshness) as well as the important influence of factors influencing consumption habits (age, education level, and place of residence).

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