

BUSINESS RELATED TO FOOD PRODUCTS AND ITS IMPORTANCE FOR ECONOMICAL DEVELOPMENT OF SOCIETY

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ABSTRACT

Food processing businesses are choosing multi-channel marketing, which involves using internet distribution of food items more extensively in addition to direct marketing through their own stores. In the case of meat and poultry companies, this strategy is more obvious. In an effort to diversify their sources of income, several food manufacturing businesses are also allegedly signing exclusive supply contracts with well-known restaurant food chains. Consumer impression of traditional food products was the subject of a research. Through a survey-based study that employed a questionnaire, the aim of this work was to determine future research areas pertaining to the perception of traditional food goods as well as the identification of consumer trends regarding products. The findings show that traditional food items are drawing a lot of attention from the local population and that the vast majority of them are consuming them. 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

Consuming food items helps to preserve traditional cultural practices and fosters connections with several other facets of human existence (Kim et al., 2017).

Traditional foods are significant because they are frequently thought to be more delicious, nutrient-dense, and affordable than those bought from chain stores. Because of this, traditional foods are far more competitive than comparable items offered by stores by taking advantage of short supply chains. Traditional goods, on the other hand, are acquired within the parameters of local economic connections, which offers the chance for rural development in the regions where they are produced. Data from this study is used to support the creation of nutritional policies and their component food security policies (Ssharma et al., 2020).

Traditional goods are increasingly being made available to consumers in the food market by producers, which affects their behavior and creates trends in research, scientific development, and territorial development (European, national, and local). By ensuring that these products are made in accordance with certification and labeled to bear the mark of tradition of the cultural heritage of a local rural community, the European authorities—including those from Romania—constantly monitor and regulate the agro-food market, setting them apart from other similar products in the same category. According to Sproesser et al. (2022), the primary characteristics of these food items are their quality, adherence to traditional manufacturing and/or processing techniques, and a recipe based on traditional dietary patterns.

As a component of the individual, social, and territorial creation, culinary practices and talents set the regions apart. (Bessiere 1998) and make it more appealing to customers and visitors.

According to Sampapundao et al. (2016), the market for traditional products has grown to over 700 items ten years after the normative act of 2013 pertaining to the testing of traditional products was put into effect. This growth is a result of an expanding entrepreneurial network. Rural regions, like Sibiu and Braşov, have steadily become concentrated areas of traditional items and have strong market potential. Consumer perception and food consumption are closely related, and this has a big impact on the choices that consumers make about their diet (Tasi et al., 2017). Many elements, including the residential context in which they were born and currently dwell, the lifestyle that each individual chooses, food quality and safety, sensory attributes, pricing, packaging, and nutrition, all have an impact on how consumers perceive food. These elements have a direct impact on the quantity and kind of food consumed by customers and can influence their decisions to purchase or not purchase a particular item (Alamun et al., 2013).

In order to determine consumption trends and the variables influencing the purchase of traditional food items, our research aims to investigate consumers' perceptions of these goods (Ivano and Aova, 2016).

The study's objective was to determine whether any consumption patterns existed that might aid in the growth of the traditional food industry. A qualitative research methodology was used for this purpose based on a consumer questionnaire, enabling a thorough examination of this subject.

MATERIAL AND METHODS

This study's primary goal was to investigate how traditional Pakistani cuisine items are perceived. determining the primary trends surrounding the phrase "traditional." A questionnaire was created and given to different people who were visiting the food street in the vicinity of Rawalpindi,

Pakistan. The goal of the current study is to use customer opinion to examine how scientific research has evolved depending on conventional product support practices.

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 (Femandez 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).

Current food market conditions and structure can explain the population's attitude toward "food security" and "health benefits" (Labanauskaite et al., 2020).

Meat and/or meat products, milk and/or dairy goods, fruits and vegetables, and bread and bakery and pastry items are part of the basic food product category and have high priority scores (average > 4) among the five traditional product categories. The following are statistically significant values: bread/bakery and pastry products (ST19) on the main socio-demographic characteristics ($p = 0.034$, score 4.39 for the age group 18–19 years), milk and/or dairy products (ST17) on the gender component ($p = 0.029$; score 4.35 women), and studies ($p = 0.031$, with high marks for post-secondary and high school studies, where those in the 18–19 year group fall).

In order to determine if respondents preferred to eat traditional and local cuisine items, test goods, and then incorporate them to the diet later, the questionnaire asked about the primary factors that led them to choose a vacation spot in Pakistan. According to the research, this circumstance indicates that small manufacturers of Pakistani cuisine should look for new strategies to strengthen their market position by building a stronger brand via storytelling. Even if consumers are increasingly focused on eating a nutritious diet and adults and children are better knowledgeable about the nutrients they need (Ocheni et al., 2020),

Additionally, some researchers have found that children and adolescents are more likely to consume fast food (Mthombeni et al., 2020). Given that a sizable portion of respondents were adults (18–25 years old), some of whom are still pursuing their education, answered the question, "Do you think a gastronomic education is necessary in the context of adaptation to change (generated by the climate, economic crises, and health)?" Bianchi et al. (2021) and Rodl and Boons (2022) found that a significant proportion of respondents in the 18–25 age range expressed interest in learning more about the use of foods with extraordinary health advantages.

Conclusion

The study of consumers' perceptions of traditional Pakistani food products allowed for the highlighting of their purchasing behavior based on favorable perceptions of the products' individual benefits (quality, taste, and freshness) as well as the important influence of the factors influencing consumption habits (age, educational attainment, and place of residence).

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