

ECONOMICAL DEVELOPMENT OF SOCIETY BASED ON FOOD BUSINESS

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ABSTRACT

Food is one the basic necessities of human life . Food contains essential nutrients those required for proper growth of human body system . A study was conducted on consumer perception of traditional 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 about products through a survey based study for which a questionnaire was used. The results obtained indicate that traditional food products are attracting very much 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: Nutrients , Foody supply, Business

INTRODUCTION

The consumption of food products supports the preservation of traditional cultural and promotes links many other aspects of human life (Kim et al., 2017).

The traditional foods are important because they are often perceived as tastier, more nutritious, and less expensive than foods purchased from chain stores. Thus, by capitalizing on short supply chains, traditional foods are much more competitive than similar products sold by retailers. On the other hand, traditional products are obtained within the framework of local economy relations, thus providing the opportunity for rural development of the areas from which they originate. This research provides data for the foundation and development of nutritional policy as well as the component of policies regarding food security (Ssharma et al., 2020).

The food market there is a growing offer of traditional products made available to consumers by producers, thus influencing their behavior, and generating trends in territorial development (European, national, local), research, and scientific development. The European authorities, including those from Romania, constantly monitor and regulate the agro-food market, ensuring these products are created according to certification, labeling them to bear the mark of tradition of the cultural heritage of a local rural community, thus distinguishing them from other similar products belonging to the same category. These food products are distinguished mainly by their quality, respecting traditional production and/or processing methods and a recipe derived from traditional food patterns (Sproesser et al., 2022).

Culinary skills and practices, as part of the individual, collective, and territorial construction, differentiate the areas . (Bessiere 1998) and boost the attractiveness to consumers and tourists.

The market of traditional products has, 10 years after the implementation of the normative act of 2013 regarding the testing of traditional products, over 700 products thanks to a growing entrepreneurial network (Sampapundao et al., 2016). Rural areas have gradually come to be areas of concentration of traditional products, such as Sibiu and Braşov, and show high consumer potential. The relationship between food consumption and consumer perception is close and significantly influences the decisions consumers make regarding their food (Tasi et al., 2017). Consumers' perception of food is influenced by a variety of factors, such as the residential environment in which they were born and live in, the way of life chosen by each, food quality and safety, sensory characteristics, price, packaging, and nutrition. These factors can determine consumers' decisions to buy, or not, a certain food and can directly affect the amount and type of food consumed (Almamun et al., 2013).

The purpose of our research is to study the perception of consumers of traditional food products to identify consumption patterns and the factors that influence the purchase of these products (Ivano and aova , 2016).

Aim of study was to identify the existence of consumption habits that will support the development of the traditional food market. For this purpose, A qualitative research methodology was chosen based on a questionnaire among consumers, which allowed to approach this topic in depth.

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					
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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).

The orientation of the population towards “food security” and “health benefits” can be explained by the current situation and structure of the food market (Labanauskaite et al., 2020).

Among the five categories of traditional products, meat and/or meat products, milk and/or dairy products, fruits/vegetables, and bread/bakery and pastry products indicate high importance scores (average > 4), these being part of the category of basic food products. Statistically significant values are for milk and/or dairy products (ST17) on the gender component ($p = 0.029$; score 4.35

women), for 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) and studies ($p = 0.031$, with high marks for post-secondary and high school studies, where those in the 18–19 year group fall).

The request from the questionnaire regarding the main reasons for choosing a holiday destination in Pakistan. was based on checking whether the respondents on their preferences to consume traditional and local food products, to test products and to introduce them to the diet later. As it emerges from the research, this situation suggests, at the level of small producers of Pakistani foods need to approach new ways in consolidating the position on the market by establishing a stronger brand, through stories Although consumers are oriented towards a healthy diet and young people and adults are more aware, more informed, more educated about nutrients they required (Ocheni et al., 2020)

Some researcher has conducted Studies that indicates that fast food consumption is more popular among children and adolescents, (Mthombeni et al., 2020). Since a significant percentage of the respondents those were in adult age (18 – 25 years old, some of whom are still in the process of completing their studies, responded to the question “do you think a gastronomic education is necessary in the context of adaptation to change (generated by the climate, economic crises, health. The high percentage of discussions with respondents in the 18– 25 age groups on this idea derives from their desire to have more knowledge about the consumption of foods with super health benefits (Bianchi et al., 2021; Rodl and Boons, 2022).

Conclusion

The research on the perception of consumers of traditional Pakistani food products made it possible to highlight the purchasing behavior of these products based on a positive perception, in

terms of individual benefits (quality, taste, and freshness) and on the significant impact of the factors that determine consumption habits (age, level of education, and place of residence).

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