

## An Evaluation Of The Performance Of Selected Packaged Food Companies In India

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### ABSTRACT

There are number of packaged food companies working in and across India. Companies make innovations in their products based on the changes that are happening in the environment. Each and every company has its own promotional methods for its marketing and publicity. Every day remarkable changes are happening in the packaged food business. In order to cope with the changes in the market and compete with other global companies they indulge in unethical practices that negatively affect their performance. This study focuses on the evaluation of the performance of ten packaged food company working in India. Opinions of consumers about several brands of the selected ten packaged food companies are collected. Variables like image of the company, sales and support services and future trends of the company are evaluated. Consumers have vital role in the economy so it is necessary to know the opinion of consumers on packaged food products of different companies in and outside the country. Consumers have the opinion that among the selected packaged food companies Amul India is the preferred packaged food company. They are satisfied with quality-of-service support provided by the company. The performance of the company is evaluated based on the opinion on the consumers on image sales and service support and future trends of the company. If consumers are satisfied with the product, they are ready to recommend the product with others.

**Keywords:** packaged food, performance, consumers.

### INTRODUCTION

Now a day's majority of the consumers consume packaged food. A consumer means a person who purchases goods and services for personal use. Packaged food is purchased frequently by the consumers. Hence the demand for the packaged food is consistent among the consumers. They select these types of food because of its special qualities like it is easy to cook, visual appeal, variety of products and the most important characteristics is its convenience. Packaged food is the food stuff that are prepared and packaged in a way that increases the shelf life of the food. Packaged food companies are producing and selling packaged food to the customers. Performance means the preferred result the company wants to achieve. Companies are compelled to manufacture packaged food due to the increasing trends in the consumption of packaged food. Food packaging company's growth is also tremendous. Companies are making changes in the promotional aspects of packaged food. In this study, ten packaged food companies which sell their products in India were selected.

**Nestle India Limited:** It is the world's largest food and beverage company. It was found in 1906. It is a subsidiary of Nestle S.A of Switzerland. In India, Nestle provides global standard products to the consumers. It has branches in 191 countries around the world. Good food good life is the motto of the company. Nestle ventured into India in 1912. Every company has its own code of ethics on the basis of which they take decisions. But companies are involved in unethical practices. There were some controversies regarding their company in

the case of their favorite product Maggi. The content of lead and monosodium was very high in their product Maggi compared to the standard prescribed by the Food Safety and Standard Authority of India. The companies have to adhere to all the laws in case of food products and their appropriate packaging, labeling health benefits and warning in the case of products which is injurious to health. Without any misrepresentation they should advertise their products. Most of the products offered by Nestle are children centered. Their products are more popular but unethical practices are disturbing the society. They have to be more transparent and ethical in their business activities that will help the company to increase its market share.

**Parle Agro Private Limited:** It is an Indian company and pioneer in Indian beverage industry since 1984. Their famous brand includes Appy, Bailly soda, Fizz, Frio, Frooty, Dhishoom and bailley etc., they have diversified their business to flavoured milk market also. They are constantly engaged in their research to introduce innovative products for their existence and growth.

**Amul India:** Amul is an Indian dairy co-operative society in Gujarat. It was found in 1946 and managed by the Gujarat Co-operative Milk Marketing Federation Ltd. The GCMMF is the largest food products marketing organisation in India. It is the apex organisation of the dairy cooperatives of Gujarat.

**Britannia Industries Limited:** It is an Indian company founded in 1892. It is primarily involved in the manufacturing and sale of various food products. This FMCG Company aims to be a complete food company and need to launch new brands. It is one of the trusted food brands and manufactures India's favorite's food brands.

**Haldiram Snacks Private Limited:** It is an Indian multinational sweets, snacks and restaurant company which was started on 1941 and have an outstanding presence in India and across the globe. The company has manufacturing locations in different parts of India. Its range of products include traditional western snacks, Indian sweets, cookies, pickles, gulab jammun etc., The Company also produces ready to eat food products.

**Hindustan Unilever Limited:** It is a consumer goods company headquartered in Mumbai, India. It is a subsidiary of Unilever a British company. It was established in the year 1931 as Hindustan Vanaspati Manufacturing Company, it was renamed as Hindustan Lever Limited in 1956 and in 2007 it was renamed as Hindustan Unilever Limited. In 1993 Kissan was acquired by Brooke Bond India and is now an integral part of Hindustan Unilever Limited.

**Cadbury India Limited:** Cadbury is a British multinational confectionery company fully owned by Mondelez international. It is a world leader in biscuit, chocolate, gum, candy and powered beverages. Their most favoured chocolate brand consists of Cadbury diary milk. In 1948 Cadbury India began its operation in India by importing chocolates. The corporate head office is in Mumbai. It is the market leader in the chocolate confectionery business with a market share of over 70%.

**PepsiCo India:** PepsiCo Inc. is an American multinational food, snack, and beverage corporation and its business encompasses all aspects of food and beverage market. It oversees the manufacturing, distribution and marketing of its products. It was formed in 1965. Pepsico entered in in India in 1989 and has grown to become one of the largest MNC food and beverage businesses in India. PepsiCo India's iconic brands like Pepsi, Lays, Kurkure, Tropicana 100%, Gatorade and Quaker.

**ITC Limited:** It is an Indian conglomerate company and has a diversified presence across industries such as FMCG, hotels, software, packaging, paperboards, specialty papers and agribusiness. It was established in 1910 as the Imperial Tobacco Company of India Limited, the company was renamed as the India Tobacco Company Limited in 1970 and later to I.T.C. Limited in 1974.

**Tata Consumer Products:** It is an FMCG company and a part of the Tata Group. It is the second largest manufacturer and distributor of tea and a major producer of coffee. The group gained international recognition after purchasing several global companies. Their packaged food products ranges from tea, coffee, water, salt, pulses, spices and more.

India's diverse agro climatic conditions helps for the development of food processing industry in India. All companies are manufacturing and marketing their products with their own promotional methods. But sometimes knowingly or unknowingly companies indulge in unethical practices and that may affect the image

of the company in the market. All types of companies have its own positive and negative impact to the society. Efficient food production will support population growth and develop the market. This study is focused on analysing the level of satisfaction of the customers towards the performance of 10 selected packaged food companies working in India. These company products were selected to evaluate the performance of the packaged food company with regard to frequency of purchase, image, and likelihood of purchase, sales and service support and future trends of these companies.

## **STATEMENT OF PROBLEM**

The demand for packed food is rising rapidly in the country. Eating habits of consumers are changing day by day and food products of different varieties are available to the customers. The industry remains unaffected by pandemic and the organised players have gained growth. Packaged food companies contribute more to the employment and economic development of a country. Qualities of packaged food include visual appeal, nutritive value, flavor and safety. For getting long life for the food, companies are engaged in unethical practices. Keeping quality in the product is more important than increasing shelf life. The study has been undertaken to analyse and evaluate the performance of selected packaged food companies in India.

## **OBJECTIVES OF THE STUDY**

1. To evaluate the purchase preference of consumers of different packaged food products of ten selected packaged food companies
2. To analyse the level of satisfaction of consumers towards the packaged food products of ten selected packaged food companies
3. To analyse the sales and services support of the ten selected packaged food companies.

## **SIGNIFICANCE OF THE STUDY**

The packaged food industries have a good environment in terms of availability of raw material for making packaged food. All packaged food companies are following various marketing strategies to have demand for their products. This study aims to understand the quality and support provided by the company to the customers and their future expectations about the selected company performance. This helps the business to upgrade quality of their products according to the requirements of the consumers and change the marketing strategies accordingly.

## **SCOPE OF THE STUDY**

This study highlights the evaluation of the performance of ten packaged food companies working in India. The study is exploring the image and sales and service support of 10 selected packaged food companies working in India. For the purpose of the study fifty samples is selected from the consumers of packaged food in the Trivandrum corporation area.

## **METHODOLOGY**

### **RESEARCH DESIGN**

The study is descriptive and analytical in nature.

## **SOURCES AND TOOLS FOR DATA COLLECTION**

The sources of data used are both primary and secondary. Primary data consists of original data collected from the sample size of 50 respondents in Trivandrum corporation area. Data were collected by sending questionnaire through Google form to the respondents. The data collected was analysed with the help of appropriate statistical tools. Secondary data were collected from text book, website and other sources. To substantiate the analysis existing literature on the topic and personal observation of the researcher were used.

## **SAMPLE SIZE**

Sample is limited to 50 consumers residing in Trivandrum Corporation Area.

## **SAMPLING TECHNIQUE**

Purposive sampling techniques were used for the study.

## **VARIABLES**

Demographic variables like age, educational qualification, type of employment and monthly income are taken for the study. With the help of the opinion of the consumers about whether the company is following ethics or

not, the researcher evaluated the image of the company from the point of view of consumers. Sales and service support is evaluated by collecting answers from the respondents about the quality of the product and services offered by the company. Present investment methods, outsourcing strategy, sales promotion techniques and company's potential performance expected by the consumers are taken for knowing the future trends of the market.

### SAMPLING DESIGN

For the purpose of the study 10 packaged food companies working in India are studied. From each packaged food company seven packaged food products are taken on the purposive sampling method. Data were collected from 50 respondents residing in Trivandrum Corporation area. Details are given below:

Sl.No.	Company		brand and Product
1	Nestle India	1	Nescafe
		2	Maggi
		3	Kitkat
		4	Milkybar
		5	Milo
		6	Milkmaid
		7	Nestle Milk
2	Parle Agro	1	Appy
		2	Bailley Soda
		3	Fizz
		4	Frooti
		5	Frio
		6	Dhishroom
		7	Bailley
3	Amul	1	Amul Milk
		2	Amul Ice Cream
		3	Amul Milk Powder
		4	Amul Butter
		5	Amul Cheese Sauce
		6	Amul Bread
		7	Amul Chocolate
4	Britannia	1	Good Day
		2	50-50
		3	Nutri Choice
		4	Marie Gold
		5	Tiger
		6	Little Heart
		7	Bourbon
5	Haldiram	1	Cake
		2	Pickle
		3	Cookies
		4	Gulab Jammun
		5	Banana Waffers
		6	Mixture
		7	Chips
6	Hindustan Unilever	1	Annapurna Salt
		2	Annapurna Atta
		3	Bru Coffee
		4	Brooke Bond
		5	Lipton ice tea
		6	Kissan juices and Jam
		7	Horlicks

7	Cadbury India Limited	1	Tank
		2	Perk
		3	Oreo
		4	5 star
		5	Bournvita
		6	Dairy Milk
		7	Eclairs
8	Pepsi-co	1	Pepsi
		2	Mirinda
		3	Mountain Dew
		4	Lays
		5	Kurkure
		6	Tropicana
		7	Quaker
9	ITC	1	Aashrvaad Atta
		2	Sunfeast
		3	Yippee
		4	Bingo
		5	Fabelle
		6	Sunbean
		7	B Natural
10	Tata	1	Tata Salt
		2	Tata Tea
		3	Himalayan Natural Mineral Water
		4	Tetley
		5	Coffee
		6	Tata Snacks
		7	Tata Spices

### TOOLS FOR ANALYSIS

Tables are used for presenting the data and for analysis simple statistical tools like weighted averages and percentages were used.

### LIMITATIONS OF RESEARCH

For the purpose of the study the opinion of the respondents is collected through Google form. The study area is confined to Trivandrum corporation area and the number of respondents is limited to 50. There are number of packaged food companies operating in India but only 10 packaged food companies are selected for the study.

### LITERATURE REVIEW

The review of previous studies and the experiences of the past researchers help the researcher in evaluating the strength and weaknesses of the concepts used earlier. An attempt is made here to review the earlier studies which are related to the present research in anyway.

(Singh et al., 2021) studied the barriers to growth in the Indian food processing sector. Barriers are classified as farm level, distribution level, and consumer level. The results indicate that the top barrier at the farm level is rain-dependent farming and the top barrier at the distribution level is the high cost of cold chain facilities and low return. The top critical barrier at the consumer level is the lack of standardization and quality in processed food. The study suggests that food processors should prioritize their efforts in this direction to make the supply chain more sustainable. The results are relevant for researchers, practitioners, and policymakers.

(Lacy-Nichols & Williams, 2021) in their article mentioned that how corporate practices have evolved and changed over the past two decades and gives some definition to what this new political economy signifies for the wider behaviours of corporations producing and selling harmful commodities. The researchers have insisted that the companies should create the marketing strategies in a way that will improve products and product portfolios in terms of their health harming composition or production methods. This includes portfolio diversification as well as reformulation of products to improve their nutrient composition.

(Egypt & 2020, 2020) discussed impact of promotional strategies by branded fast food industry on consumers. In order to analyse the impact of current sales promotion strategy of fast-food industry, the focus was narrowed down to the globalised four big brands for doing research namely McDonald's; Domino's; Pizza Hut; and Kentucky Fried Chicken. The researcher suggested that the move to 'localise' the fast-food tastes has paid rich dividends and increased brand loyal customer base for the companies.

(Greer & Greer, 2018) examined four different modes of entry when selecting a market entry strategy in an emerging market and learn how to succeed in the world's largest growing market, India. Four separate modes of entry are exports, wholly owned subsidiary, joint venture, and franchise. The researchers examined four different companies namely Nestle, Coca-Cola, Pepsi Co, and Pizza Hut and their market entry strategy. India offers businesses a plethora of opportunities from sourcing talent to selling soon to be the world's largest consumer class; however, a continuance in economic growth will only be made possible by a continuance in social and community development.

Despite extensive research on the promotional strategies of packaged food companies, there remains a gap in understanding their performance in India. This study aims to address this gap by analyzing the purchase preferences of consumers for different packaged food products from ten selected companies, as well as the overall performance of these ten leading packaged food companies.

## DATA ANALYSIS AND DISCUSSION

### 1. Personal Profile of Respondents:

The personal profiles of the respondents are studied by analysing the age, gender, educational qualification, type of employment and monthly income. From the Sample population, 72 percent of the respondents in the age group of 20-30 years formed the majority, The next large category comprised the respondents from 30-40 years of age (16%), 6 percent of the respondent belong to the age group of 40-50 years and 6 percent of the respondent belong to the age group of 50-60 years. More male respondents are participated in the survey (68%) than female respondent (32%). In case of educational qualification, 50% of respondents are graduate, followed by post graduate (28%), The next largest group are plus-two (16%) and S.S.L.C (6%) respectively. As far as respondents' employment is concerned, majorities (60%) of the respondents are students, 16 percent of the respondents are government employee, 12 percent of the respondents are private employee and 12 percent of the respondents have self-employment. Out of the total 50 respondents, 66 percent of the respondents have monthly income below Rs.30000, 22 percent have monthly income above Rs.50000 and 12 percent of the respondents have income Rs.30000 to Rs. 40000. No respondent belongs to the monthly income group of Rs.40000 to Rs.50000. The survey results are given below:-

**Table 1**  
**Distribution of sample by their personal characteristics**

Characteristics	Total	Percent
Age(in years)	20-30	36
	30 -40	8
	40-50	3
	50-60	3
<b>Total</b>	<b>50</b>	<b>100</b>
Gender	Male	34
	Female	16
	Transgender	0
<b>Total</b>	<b>50</b>	<b>100</b>
Educational Qualification	Below S.S.L.C	0
	S.S.L.C	3
	Plus Two	8
	Degree	25
	Post-Graduation	14
	Others Specify	0
<b>Total</b>	<b>50</b>	<b>100</b>
Type of Employment	Govt. Employee	8
	Private employee	6

	Self-employment	6	12
	Student	30	60
<b>Total</b>		<b>50</b>	<b>100</b>
Monthly Income	Below Rs.30000	33	66
	Rs.30000-Rs.40000	6	12
	Rs.40000-Rs.50000	0	0
	Rs. Above 50000	11	22
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Primary Data

## 2. Distribution of sample by brand and product preference

For the purpose of study 10 packaged food companies namely Nestle India Limited, Parle Agro Private Limited, Amul India, Britannia Industries Limited, Haldiram Snacks Private Limited, Hindustan Unilever Limited, Cadbury India Limited, PepsiCo India, I.T.C. Limited, and Tata Consumer Products were selected. The iconic seven brands and products of the ten selected packaged food companies were studied. The table shows that from Nestle India Limited the most frequently purchased brand and product is Nescafe the coffee powder(34%), Frooti juice(50%) is the most frequently purchased brand and product from Parle Agro Private Limited, from Amul India it is Amul Butter(44%) . From Britannia Industries Limited the most frequently purchased brand and products are Good Day and 50-50 biscuits(34% each ). The consumers most frequently purchased brand and product of Haldiram Snacks Private Limited is mixture(30%) and from Hindustan Unilever Limited it is Bru Coffee the coffee powder(56%), from Cadbury India Limited, the most frequently purchased brand and products are 5 star and dairy milk chocolate(38% each ), lays(44%) is the frequently purchased brand product from PepsiCo India, from I.T.C. Limited, it is Aashirvaad Atta(56%) and Tata salt(46%) is the most frequently purchased brand and product of Tata Consumer Products. The survey results are given below:-

**Table 2**  
**Distribution of sample by brand and product preference**

Company/ brand and Product		Total	Percent
Nestle India	Nescafe	17	34
	Maggi	8	16
	Kitkat	14	28
	Milkybar	5	10
	Milo	0	0
	Milkmaid	3	6
	Nestle Milk	3	6
<b>Total</b>		<b>50</b>	<b>100</b>
Parle Agro	Appy	14	28
	Bailley Soda	0	0
	Fizz	11	22
	Frooti	25	50
	Frio	0	0
	Dhishroom	0	0
	Bailley	0	0
<b>Total</b>		<b>50</b>	<b>100</b>
Amul	Amul Milk	3	6
	Amul Ice Cream	17	34
	Amul Milk Powder	5	10
	Amul Butter	22	44
	Amul Cheese Sauce	0	0
	Amul Bread	3	6
	Amul Chocolate	0	0
<b>Total</b>		<b>50</b>	<b>100</b>
Britannia	Good Day	17	34



	50-50	17	34
	Nutri Choice	0	0
	Marie Gold	3	6
	Tiger	5	10
	Little Heart	3	6
	Bourbon	5	10
<b>Total</b>		<b>50</b>	<b>100</b>
Haldiram	Cake	8	16
	Pickle	0	0
	Cookies	5	10
	Gulab Jammun	11	22
	Banana Waffers	0	0
	Mixture	15	30
	Chips	11	22
<b>Total</b>		<b>50</b>	<b>100</b>
Hindustan Unilever	Annapurna Salt	5	10
	Annapurna Atta	3	6
	Bru Coffee	28	56
	Brooke Bond	3	6
	Lipton ice tea	3	6
	Kissan juices and Jam	5	10
	Horlicks	3	6
<b>Total</b>		<b>50</b>	<b>100</b>
Cadbury India Limited	Tank	0	0
	Perk	3	6
	Oreo	6	12
	5 star	19	38
	Bournvita	0	0
	Dairy Milk	19	38
	Eclairs	3	6
<b>Total</b>		<b>50</b>	<b>100</b>
Pepsi-co	Pepsi	6	12
	Mirinda	8	16
	Mountain Dew	0	0
	Lays	22	44
	Kurkure	3	6
	Tropicana	5	10
	Quaker	6	12
<b>Total</b>		<b>50</b>	<b>100</b>
ITC	Aashrvaad Atta	28	56
	Sunfeast	3	6
	Yippee	11	22
	Bingo	8	16
	Fabelle	0	0
	Sunbean	0	0
	B Natural	0	0
<b>Total</b>		<b>50</b>	<b>100</b>
Tata	Tata Salt	23	46
	Tata Tea	11	22
	Himalayan Natural Mineral Water	0	0
	Tetley	3	6



	Coffee	8	16
	Tata Snacks	5	10
	Tata Spices	0	0
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Primary Data

### 3. Distribution of sample by vendors' preference

Table 3 shows the preferences of consumers towards 10 selected packaged food companies. Among the fifty respondents, 22 percent of the respondents are frequently purchased products of Amul India. From Nestle India Limited and Britannia Industries Limited it is 16 percent each, 10 percent consumers frequently purchase products from I.T.C. Limited. From Cadbury India Limited and Tata Consumer Products it is 8% each. In the case of Parle Agro Private Limited, Haldiram Snacks Private Limited, Hindustan Unilever Limited the preference is 6 %each. Only 2 percent of the consumers frequently purchased from PepsiCo India. The survey results are given below:-

**Table 3**  
**Distribution of sample by vendors' preference**

Vendor's Preference	Total	Percent
Nestle India Limited	8	16
Parle Agro Private Limited	3	6
Amul India,	11	22
Britannia Industries Limited	8	16
Haldiram Snacks Private Limited	3	6
Hindustan Unilever Limited	3	6
Cadbury India Limited	4	8
PepsiCo India	1	2
I.T.C. Limited	5	10
Tata Consumer Products	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

### 4. Satisfaction of consumers on the overall performance of the selected company

Level of satisfaction of consumers on the overall performance of the selected packaged food companies is studied. Weighted average mean is used for measuring it. From the weighted average score it could be seen that the level of satisfaction is the most with respect to Amul India with a score of 14.13, 13.73 point score for Nestle India Limited and Britannia Industries Limited. I.T.C. Limited with a score of 12.73, Parle Agro Private Limited and Hindustan Unilever Limited with a score of 12.6, Tata Consumer Products with a score of 12.53, Cadbury India Limited with a score of 12.33, Haldiram Snacks Private Limited with a score of 11.73, and PepsiCo India with a score of 10.87. It means that majority of the consumers are satisfied with the overall performance of Amul India than with other packaged food company followed by Nestle India Limited and Britannia Industries Limited. The survey results are given below:-

**Table 4**  
**Satisfaction of consumers on the overall performance of the selected packaged food company**

Company	Level of satisfaction					Weighted A.M.
	Highly Satisfied (5)	Moderately satisfied (4)	Less Satisfied (3)	Dissatisfied (2)	Highly Dissatisfied (1)	
Nestle India Limited	13	30	7	0	0	13.73

Parle Agro Private Limited	8	23	19	0	0	12.6
Amul India,	15	32	3	0	0	14.13
Britannia Industries Limited	13	30	7	0	0	13.73
Haldiram Snacks Private Limited	6	26	10	4	4	11.73
Hindustan Unilever Limited	6	27	11	4	2	12.06
Cadbury India Limited	7	28	10	3	2	12.33
PepsiCo India	2	24	14	5	5	10.87
I.T.C. Limited	9	28	8	5	0	12.73
Tata Consumer Products	8	29	8	3	2	12.53

Source: Primary Data

### 5. Rating of consumers on the overall quality of the product, service and support of packaged food company

Rating of consumers on the overall quality of the product, service and support of the selected packaged food companies is studied. Statistical tool used is weighted average mean. From the weighted average score it is clear that the rating of consumers is the most respect to Amul India with a score of 14.67, 13.73 point score for Britannia Industries Limited. Nestle India Limited with a score of 13.46, Parle Agro Private Limited with a score of 12.60, Tata Consumer Products with a score of 12.40, I.T.C. Limited with a score of 12.20, Tata Consumer Products with a score of 12.53, Cadbury India Limited with a score of 12.07, Hindustan Unilever Limited with a score of 11.93, Haldiram Snacks Private Limited with a score of 11.73 and PepsiCo India with a score of 10.87. It brings that majority of the consumers are given rating for Amul India than with other packaged food company followed by Britannia Industries Limited. Among the selected packaged food company overall quality of the product, service and support provided by Amul India is better than other packaged food companies. The survey results are given below:-

**Table 5**

**Rating of consumers on the overall quality of the product, service and support towards packaged food company**

Company	Rating					Weighted A.M.
	Excellent	Very Good	Good	Average	Poor	
Nestle India Limited	12	28	10	0	0	13.46
Parle Agro Private Limited	8	23	19	0	0	12.6
Amul India,	14	30	6	0	0	14.67

Britannia Industries Limited	12	28	10	0	0	13.73
Haldiram Snacks Private Limited	6	24	12	6	2	11.73
Hindustan Unilever Limited	6	25	13	4	2	11.93
Cadbury India Limited	7	25	12	4	2	12.07
PepsiCo India	2	20	18	5	5	10.6
I.T.C. Limited	7	26	10	7	0	12.2
Tata Consumer Products	7	29	9	3	2	12.4

Source: Primary Data

#### Rating of consumers on the brand image of the selected packaged food company

The brand image of the packaged food companies are evaluated by using the variables such as carefulness of the company towards society, ethics of the company, position of the company in the market, creativity of the company for making the product, financial stability, trustworthiness and advertisement quality of the company. It is clear that financial stability is ranked first and creativity of the company for making the product was ranked second. The consumers rank trustworthiness and position of the company in the market as third and fourth. Carefulness of the company towards society, advertisement quality of the company and ethics of the company are valued as fifth, sixth and seventh by the respondents. Therefore it can be inferred that the selected packaged food company is giving more importance to financial stability, creativity of the company for making the product, trustworthiness and position of the company in the market.

**Table 6**

#### Rating of consumers on the brand image of packaged food company

Statement	score					Weighted A.M.	Rank
	5	4	3	2	1		
Company seems to care about the society	5	25	20	0	0	12.33	5
Company is a highly ethical company	5	23	22	0	0	12.2	7
Company is the leader in the market	6	27	17	0	0	12.6	4
Company is an innovative company	5	36	9	0	0	13.07	2
Company is a financially sound company	11	39	0	0	0	14.07	1
This company I can trust	9	27	14	0	0	13	3
I like the advertisement of the company	5	33	9	0	0	12.27	6

Source: Primary Data

#### 7. Rating of consumers on the likelihood of purchase of packaged food

Table 7 reveals the rating of consumers on the likelihood of purchase of packaged food. The likelihood of consumers to purchase the packaged food is evaluated by the variables such as whether they like to purchase packaged food, whether they repetitively purchase packaged food, whether they increase the quantity of purchase of packaged food and whether they recommend others for purchasing the packaged food. It is evident from the table that the respondents are ranked first to the statement they will continue to purchase packaged food from the selected company and the statement they like to purchase packaged food from the selected packaged food company as ranked second. It is inferred that Consumers are continue to purchase and recommend the food of the selected packaged food company.

Table 7

**Rating of consumers on the likelihood of purchase of packaged food**

Statement	score					Weighted A.M.	Rank
	5	4	3	2	1		
How likely do you purchase packaged food from this company	25	25	0	0	0	15	2
How likely are you continue to purchase packaged food from this company	39	11	0	0	0	15.93	1
How likely are you to increase your current purchase of packaged food form this company	14	22	14	0	0	13.33	4
How likely are you to recommend others for purchasing packaged food from this company	22	22	6	0	0	14.4	3

Source: Primary Data

**8. Rating of consumers on the sales and service support of packaged food company**

The rating of consumers on the sales and service support of packaged food company is measured with the help of weighted average score. The variables like respondents opinion about quality of the product and services, quality of the services offered by the company, information provided by the company, grievances provided by the company, problem solving capacity of the company and feedback mechanism of the company are analysed. The study reveals that the rating of respondents is most with respect to quality of the product and services, quality of the services offered by the company and information provided by the company with a score of 13.67 each. 11.67 point score for problem solving capacity of the company and feedback mechanism of the company. It is inferred that consumers are considered quality of the product and services, quality of the services offered by the company and information provided by the company during their purchase of packaged food.

Table 8

**Rating of consumers on the sales and service support of packaged food company**

Statement	score					Weighted A.M.
	5	4	3	2	1	
Overall quality of the products and services purchased	11	33	6	0	0	13.67
Overall quality of the services offered by the company	11	33	6	0	0	13.67
Overall information provided by the company	11	33	6	0	0	13.67
Overall grievances provided by the company	0	22	19	5	4	10.6
Overall problem solving capacity of the company	3	22	22	3	0	11.67
Feedback mechanism of the company	3	22	22	3	0	11.67

Source: Primary Data

**Rating of consumers on the future trends of the packaged food company**

Respondent's expectations on their selected packaged food companies future trends in the market is studied by using the variables company's potential for investment in the industry, business outsourcing, service potentials, company's potential for investment in abroad, expansion of product lines, better sales promotion techniques and better after sales service. Weighted average score point is most and respondents are more expected from the selected packaged food companies in future are potential of the company for making investment in the industry, business outsourcing, better sales promotion techniques and better after sales service.

**Table 9**  
**Rating of consumers on the future trends of the packaged food company**

Statement	score					Weighted A.M.
	5	4	3	2	1	
How likely is your company to increase investment in packaged food industry	14	33	3	0	0	14.07
How likely is your company to outsource their business	8	28	11	0	3	12.53
How likely is your company to increase their services towards packaged food consumers	11	33	3	3	0	13.47
How likely is your company to increase their investment in packaged food business abroad	11	33	3	3	0	13.67
How likely is your company to expand their product lines	14	31	5	0	0	13.93
How likely is your company to increase sales promotion techniques	14	36	0	0	0	14.26
How likely is your company to improve after sales services	22	25	3	0	0	14.6

Source: Primary Data

## FINDINGS AND RECOMMENDATIONS

This study focused on the evaluation of the performance of the selected packaged food companies working in India. The aim of the study is to evaluate the purchase preference of consumers of different packaged food products of ten selected packaged food companies. The study considers several demographic factors, including age, educational attainment, employment type, and monthly income. Among the 10 selected packaged food companies, more male respondents are participated in the survey and 72 percent of the respondents are in the age group of 20 -30 years. Majority of the survey participants are graduate and student. Majority of the respondents' monthly income are below Rs. 30000. Brue coffee and Aashirvad Atta are the most preferred brand and product of the 10 packaged food companies. Amul India is the most preferred company by the respondents. Another objective of the study is to analyse the level of satisfaction of consumers towards the packaged food products of ten selected packaged food companies. Majority of the respondents are satisfied with the performance of Amul India Limited. The consumers are satisfied with the overall quality, services and support provided by the Amul India Limited. Majority of the consumers are satisfied with the quality of the product and services of the selected packaged food company. Financial stability and creativity of the company are considered for selecting a particular brand. The study also has the objective of analysing the sales and services support of the ten selected packaged food companies. They have given good rating for the problem-solving capacity and feedback mechanism followed by the company. They are ready to purchase food products and ready to recommend others for purchasing the selected brand and product of the packaged food company. Majority of the customer expect that the selected packaged food company will increase their investment in and abroad for packaged food business; they will outsource their business, improve their services towards stakeholders, expand their product lines, use more sales promotion techniques and provide quality services.

It is suggested that the companies have to follow good standard for manufacturing and marketing their product. Consumers select the products after considering the advertisement, the quality of services provided by the company, the innovativeness of the product and role of company to protect the interest of the society. In addition, it is recommended that consumers are expected to get quality products and services at reasonable price from the packaged food companies. Hence each company should make more efforts for improving the product quality, standard, avoid false advertisement and use healthy ingredients in to their product while manufacturing their products.

## CONCLUSION

Packaged foods have made valuable contribution to the food industry in India. Markets are offering significant opportunities for the companies. Hence Companies should be able to utilize the opportunities available in the market. Companies are required to introduce packaged food with different flavours and ingredients in order to catch the market. They should work ethically to make this business more attractive and a promising one. From the above analysis it can be concluded that consumers are selecting their products and brands of different packaged food companies by considering the advertisement and popularity of the company and their role in the society. If the consumers are loyal towards a particular product or brand of a particular company, they will ready to purchase again and recommend others for purchasing it. Hence consumer retention is the main factor for the success of any company in any sector.

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