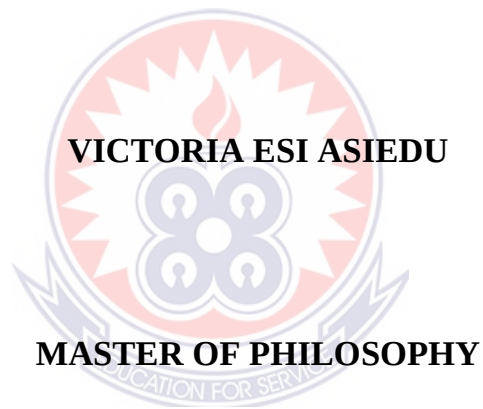


UNIVERSITY OF EDUCATION, WINNEBA

**Perception of consumers towards locally produced convenience food
products in Asikuma Odoben Brakwa**



2024

UNIVERSITY OF EDUCATION, WINNEBA

**PERCEPTION OF CONSUMERS TOWARDS LOCALLY PRODUCED
CONVENIENCE FOOD PRODUCTS IN ASIKUMA ODOBEN BRAKWA**



**VICTORIA ESI ASIEDU
(8180100007)**

**A thesis in the Department of Food and Nutrition Education,
Faculty of Health, Allied Sciences and Home Economics Education,
Submitted to the School of Graduate Studies in partial fulfilment
of the requirements for the award of the degree of
Master of Philosophy
(Food and Nutrition)
in the University of Education, Winneba**

JANUARY, 2024

DECLARATION

Student's Declaration

I, Victoria Esi Asiedu, declare that this thesis, with the exception of quotations and references contained in published works which have been identified and duly acknowledged, is entirely my own original work and that it has not been submitted, either in part or whole, for another degree elsewhere.

Signature:

Date:

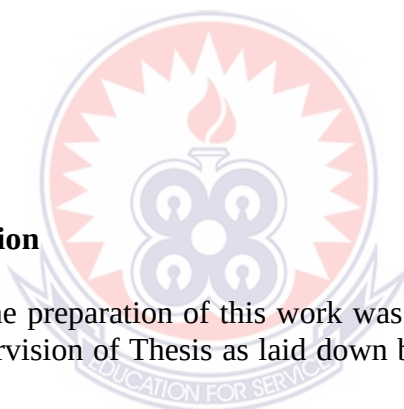
Supervisor's Declaration

I hereby declare that the preparation of this work was supervised in accordance with the guidelines for supervision of Thesis as laid down by the University of Education, Winneba.

Name of Supervisor: Dr. Theresah Amu

Signature:

Date:



DEDICATION

I dedicate this work to my lovely husband for supporting me financially, and also for his words of encouragement during the period of my study.



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I wish to express my sincere thanks to all those who morally, materially or otherwise consciously contributed to the accomplishment of this study. In particular, my sincere thanks go to my supervisor, Doctor Theresah Amu Home Economics Education for her guidance, suggestions and advice which were valuable in shaping this thesis.

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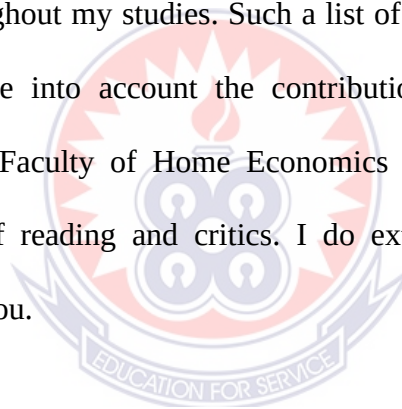
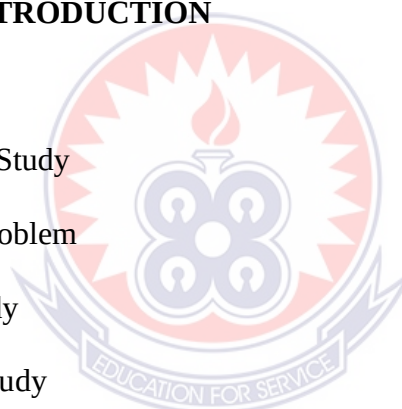


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ABSTRACT

Convenience foods have become widely popular, especially among the working class, teenagers, students, bachelors and families in Ghana. Ghanaian consumers exhibit varied behavior toward locally produced convenience foods. While certain products in this category enjoy widespread acceptance and steady patronage, others fail to attract similar interest. In this context, the study aimed at assessing consumer behaviour towards locally produced convenience food products. Descriptive survey design was adopted. The consumers were sampled from the major markets in Asikuma Odoben Brakwa District in the Central Region. Based on the table developed by Krejcie and Morgan (1970), the sample size determined was 360. A multi-stage sampling technique was adopted. A questionnaire was used to collect data from the respondents. The study found that consumers' perception towards locally produced convenience food products is positive. The finding showed that price of convenience food, time saving in cooking process, and availability of convenience foods influenced consumers purchase of locally produced convenience food products. It was evident that the age group ($F(df)=52.501$, $P=0.000<0.01$), marital status ($F(df) 77.839$, $P=0.000<0.01$), and income ($F(df)=23.746$, $P=0.000<0.01$) were significantly related to consumers buying behaviour towards locally produced convenience food products. It was concluded that consumer perception has a direct impact on the buying behaviour of consumers towards locally produced convenience food product. It was recommended that Ghana Food and Drugs Authority (FDA) must ensure manufacturers to improve upon the quality of local convenience food products so as to raise the confidence level of local consumers and to also enable the industries fully compete with the international firms. Also, the government of Ghana should revamp its campaign on “buy made in Ghana goods” and local food industries must join hands with the government in this direction.

CHAPTER ONE

INTRODUCTION

1.0 Overview

Convenience has become a central factor influencing the food choices of modern consumers (Contini, Boncinelli, Gerini, Scozzafava & Casini, 2018). What initially began as a trend in the Western world has now spread across the globe, shaping consumer demand for convenience foods at an unprecedented rate. The rise of drive-thru services, microwave-ready meals, take-out options, grocery home deliveries, and online food shopping clearly illustrates how convenience strongly dictates eating habits (Stranieri, Ricci & Banterle, 2017). As Stranieri et al. (2017) emphasize, convenience determines not only what and when people eat but also why, how, and even with whom food is consumed.

This chapter sets the stage for the study by presenting the background, statement of the problem, purpose of the study, specific objectives, research questions, significance, scope, limitations of the study organization of the study and definition of terms.

1.1 Background to the Study

The growing urban population has led to increased demand for goods and services related to urban life in a fast-paced environment (Wertheim-Heck & Raneri, 2019). In order to accommodate consumer demand, fast foods and convenience outlet emerged, according to Adeosun, Greene and Oosterveer (2022). Convenience food consumption is rising as a result of increased urbanization, the dissolution of the traditional joint family structure, a desire for quality, a lack of time, an increase in the number of working women, an increase in per capital income, changing lifestyles, and

rising levels of wealth among those in the middle-income bracket (Tawodzera, 2019; Baskaran et al, 2017). The emergence of the convenience food products and their major impact on societal food consumption behaviors have been facilitated by the fast-paced and time-constrained lifestyle of many customers (Hoolohan et al., 2021).

Convenience foods are manufactured commercially to maximize ease of consumption (Chow, 2018). According to Adeosun, Greene, and Oosterveer (2022), convenience foods are food items that benefit the consumer throughout any step of meal preparation and consumption, including planning, buying, storing, preparing, eating, and disposing or cleaning up. This refers to a good that may be conveniently purchased, produced, stored, served, or consumed while also conserving time and both physical and mental energy (Adeosun et al., 2022). The study by Olsen and Tuu (2017) emphasized that convenience foods include hot, room-temperature, precooked, and frozen foods as well as prepared foods that may be served as ready-to-eat meals. Products like candies, soft drinks, fast food, nuts, fruits, and vegetables, processed meats, cheeses, and canned goods like soups and pasta meals can all be considered convenience foods.

Osman *et al.* (2014) identified convenience foods as those that are “fully or partially prepared and in which a significant amount of preparation time, culinary skills, or energy inputs have been transferred from the home kitchen to the food processor and distributor. Convenience food describes a variety of hot or cold foods and dishes that require little or no effort in preparation and consumption. They may be classified according to the level of preparation necessary that have been set by the scientist (Birtalan et al, 2020) which includes; (1) fresh raw product; unprocessed product without any preparation, (2) basic product; product that requires some preparatory steps before cooking, (3) ready to cook product; product that requires no

further preparatory steps before cooking, (4) ready to use product; product that must be prepared and perhaps warmed up, (5) precooked product; a complete dish or menu that needs to be warmed; before consumption and (6) table ready product; product that can be consumed immediately (Osman *et al.*, 2014; Brunner *et al.*, 2010).

The market for convenience food products in Ghana is on a growth and it remains an interesting business opportunity (Andam & Jed, 2016). In Ghana, Banku mix, yam flour, plantain flour, fufu flour, palmnut cream, shito and many others are some local convenience foods that are on commercial production and distribution. A report by Ghana News Agency (2023) revealed seven new convenience food products have been developed under the EU-funded health Food Africa (HFA) project to promote the consumption of healthy and nutritious diets in the country. These products include; leafy vegetables (jute leaves) with okro, fish chips, “koobi” (salted dried tilapia in oil), fish sausage, “koose” (black-eyed pea) mix, fruity soy pancake, and instant cereal mix made of millet, maize or their combination. The Convenience Food market in Ghana is projected to grow by 20.27% (2023-2027), resulting in a market volume of US\$11.82m in 2027 (Statista Market Insights, 2023).

According to Imtiyaz, Soni and Yukongdi (2023), some convenience foods have received criticism due to concerns about nutritional content and how their packaging may increase solid waste in landfills. Srinivasan and Shende (2015) indicated that, there are advantages and disadvantages of convenience foods. Srinivasan and Shende further pinpoint that the advantages of convenience foods are quick and easily, more efficient and can save time. Convenience food products are ready to use. Properly stored and ready-to-use products are bacteriologically safer and their shelf-life is longer than fresh foods. Another advantage of convenience food is that, modern production techniques and preservation methods minimize the

nutritional loss of pre-cooked food products (Osman *et al.*, 2014; Srinivasan & Shende, 2015).

Convenience food products are already divided into portions and these pre-cooked food products are very useful, especially for the elderly, sick, or handicapped persons, or people who can spend little time cooking. Disadvantages of convenience foods include the fact that convenience foods often contain a lot of fat making their energy content very high. Also, the fat quality may not be good. Srinivasan and Shende (2015) asserted that convenience foods usually contain more animal fat and the salt content is also high. Convenience food products are often very expensive and for consumers who are allergic or sensitive to certain substances or additives such as artificial preservatives, colour additives (Srinivasan & Shende, 2015).

Consumers are always influenced by their culture, subculture, social class, reference groups, family, personality, and their psychological factors in the purchase of convenience foods (Arora *et al.*, 2022). An understanding of the influence of these factors is essential in producing quality food product to meet consumer's requirement. A strong understanding of consumers buying behaviour helps shed light on what is important to them and also suggest the important influences on their decision making. The behaviour of Ghanaian consumers towards locally made convenience foods are relatively cognitive and affective. Cognitive consumer behaviour relates to beliefs or disbelief, whereas affective behaviour relates to negative or positive feelings towards products (Andam & Jed, 2016). The Ghanaian food market has become more sophisticated, Ghanaians have grown to appreciate foreign products, especially in food product. That being said, locally produced convenience foods have difficulty gaining a foothold. It is in the light of this, that the study seeks to assess determinants of consumer buying behavior of locally produced convenience food products.

1.2 Statement of the Problem

Convenience foods have become widely popular especially among the working class, teenagers, students, bachelors and families in Ghana. Convenience foods are designed to be cheaper, tasty and non-perishable but some of the ingredients used in the preparation of some of these packaged products contain added sugars and fats which may cause diseases like hypertension, cancer, asthma and ulcer. (Raimundo, Batalha & Sans, 2020). Despite these aspects of consuming convenience foods, consumers still patronise convenience food products, especially those from foreign sources (Testa, Schifani & Migliore, 2021).

Homemakers, basically women are now combining home-making activities with paid jobs and have limited time to carry out home-making activities. As such in some homes, the use of convenience foods is on the increase. During weekdays, time would be one of the constraints in preparing food; hence convenient food would be the solution. The food consumption behaviour of households not only varies by differences in the socio-economic characteristics and income structure (Omar, Abdullah, Zainol & Nazri, 2021), but also by the value of the homemaker's time (Imtiyaz et al., 2023). Food preparation and consumption occupy a lot of time, but some households have limited time and households have to choose between prepared food at home and food prepared away from home including convenience foods.

Traditionally, households are expected to cook and eat their food at home but changes in lifestyles and household responsibilities have resulted in some households depend heavily on convenient foods. This has contributed to expansion in the production and provision of convenience foods in the food and beverage industry. Marketers are providing varied kinds of food convenient. A large number of companies in Ghana had been engaging in production and marketing of convenience

food products on the market and consumers have variety to choose from. To meet consumers demands and preference of convenience foods, commercial products from both local and internal companies are on the market alongside locally produced products providing variety opportunities for preferences. However, it is assumed that consumers prefer local and internal convenience products to traditionally produced convenience foods. This assumption has necessitated the need to investigate factor that influence consumer buying behaviour in relation to locally produced convenience foods.

Ghanaian consumers exhibit varied behavior toward locally produced convenience foods. While certain products in this category enjoy widespread acceptance and steady patronage, others fail to attract similar interest. The reasons behind this uneven trend remain unclear and continue to generate debate, highlighting the need for further investigation. Consequently, examining consumer behavior is considered vital to gain deeper insights into consumer attitudes toward convenience food products. Understanding the consumers attitudes would help the companies in Ghana to strategize to cater for the needs of consumers thereby increasing their market share. Thus, the present study was undertaken to assess the various factors that influence the attitudes of consumers towards locally produced convenience food products in the Ghanaian market, specifically focusing on consumers in Asikuma Odoben Brakwa in the Central Region who patronize convenience foods to expand convenience foods market.

1.3 Purpose of the Study

The study assessed consumer buying behaviour towards locally produced convenience food products at Asikuma Odoben Brakwa in the Central Region of Ghana.

1.4 Objectives of the study

The specific objectives were to:

1. ascertain the perception of consumers in Asikuma Odoben Brakwa towards locally produced convenience food products on the Ghanaian market.
2. identify the factors that influenced consumers in Asikuma Odoben Brakwa to purchase locally produced convenience food products sold on the Ghanaian market.
3. establish the relationship between perception of consumers in Asikuma Odoben Brakwa and buying behaviour towards locally produced convenience food products on the Ghanaian market.
4. identify the association between the demographic characteristics and buying behaviour of consumers towards of locally produced convenience food products

1.5 Research Question

The following research questions were formulated to guide the study

1. What perceptions do consumers in Asikuma Odoben Brakwa have towards locally produced convenience food products sold on the Ghanaian market?
2. What factors influence consumers in Asikuma Odoben Brakwa purchase of locally produced convenience food products on the Ghanaian market?

3. Is there any relationship between the perception of consumers in Asikuma Odoben Brakwa and their buying behavior towards locally produced convenience food products?
4. What is the association between the demographic characteristics and buying behaviour of consumers in Asikuma Odoben Brakwa towards locally produced convenience food products?

1.6 Hypotheses

The following hypotheses were formulated/generated to guide the study

- Ho₁: There is no statistically significant difference between behaviour and buying of convenience food products.
- Ho_{2a}: There is no statistically significant difference between buying behaviour and age.
- Ho_{2b}: There is no statistically significant difference in buying behaviour and marital status.
- Ho_{2c}: There is no statistically significant difference between buying behaviour and income level.



1.7 Significance of the study

The impact of the study could be seen from different angles. First of all, the study would pinpoint the marketing issues and necessary approaches to promoting locally produced convenience food products in the Ghanaian market. The report can be used as learning material especially within areas related to consumer behaviour in the market. The outcome of the study would reveal consumers perception and factors that influence consumers purchase of locally produced convenience food products. This would help producers and marketers in designing and manufacturing convenience food products that meets the need of the consumers.

From the study, the other stakeholders like the Food and Drug Authority, Food Industry Association may use the findings in strengthening policies related to the consumers' behavior towards locally produced food products. The findings of the study may provide information to investors about the performance of locally produced convenience food products in order to decide whether to invest their assets into what. Finally, the research will serve as essential source of reference to future researchers who would be researching into this problem and its related studies.

1.8 Scope of the study

Geographically, the study is focused on consumers that visits the various markets at Asikuma Odoben Brakwa District in the Central Region of Ghana. The markets under consideration includes; Asikuma Market, and Brakwa Market. These markets at District host a wide variety of products and vendors, making them rich research environments for studying consumer behavior, market dynamics, and product diversity. On the other hand, these markets are known to house diverse informal sector activities ranging from market stall operations to open space trading of convenience food products.

In terms of content the study concentrated on the perception of consumers towards locally produced convenience food products, factors that influence consumers purchase of locally produced convenience food products, relationship between perception of consumers and buying behaviour of locally produced convenience food products, and the association between the demographic characteristics and buying behaviour of consumers towards of locally produced convenience food products.

1.9 Limitations of the Study

This study, like many others, was not without limitations, even though efforts were made to minimize their impact on the findings. First, the research was conducted within a limited geographical scope, focusing only on consumers who visited selected markets in the Asikuma Odoben Brakwa District of the Central Region of Ghana. Due to time and financial constraints, the sample size and coverage were restricted, and therefore, the findings cannot be generalized to all markets or regions in Ghana.

Also, the use of questionnaires as the primary data collection tool posed some challenges. A common issue with this method is the difficulty in obtaining prompt and accurate responses from participants. Some respondents delayed in completing the questionnaires, while others provided incomplete responses, which may have slightly influenced the richness of the data.

Another limitation was the reliance on self-reported data, which is subject to potential biases such as social desirability bias, where respondents may provide answers they perceive as favorable rather than their true opinions. Furthermore, the cross-sectional design of the study limited the ability to assess changes or trends over time. Despite these limitations, the study provides valuable insights into consumer behavior and lays a foundation for further research in broader contexts.

1.10 Organization of the study

The study was organized in to five chapters. Chapter One covered the background to the study, statement of the problem, purpose of the study, specific objectives of the study, research questions, significance of the study, scope of the study, and organization of the study. Chapter Two the theoretical and empirical basis of the study relating to consumers buying behaviour towards locally produced convenience food products. It reviews related studies on convenience foods, overview

of consumer buying behaviour, Consumer perception towards convenience food products, consumer's willingness to pay for locally produced convenience food products, and factors influencing consumers' purchase of locally produced convenience food product.

Chapter three discusses the methodology of the study. This is divided into study area, research design, population, sample size and sampling techniques, data collection instrument, validity and reliability of the instrument, data collection procedure and data analysis. Chapter Four presents analysis and discussions of results. The analysis focused on the perception of consumers towards locally produced convenience food products, factors that influence consumers purchase of convenience food products, relationship between perception of consumers and buying behavior of locally produced convenience food products, and the association between the demographic characteristics and buying behaviour of consumers towards of locally produced convenience food products. Chapter Five gives details of the summary, conclusions and recommendations for the study. In addition, it covers areas for further research.

1.11 Definition of terms

- Additives:** Are substances that are added in small amounts to something, especially food, in order to improve it, give it colour, make it last longer.
- Buying behaviour:** Buyer behavior refers to the decision and acts people undertake to buy products or services for individual or group use.
- Consumer:** Is an individual who purchases goods and services to use.

Convenience food: Convenience food is food that is commercially prepared (often through processing) for ease of consumption, and is ready to eat without further preparation or may need little preparation.

Perception: Perception is a thought, belief, or opinion, often held by many people and based on appearances.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the theoretical and empirical studies on consumers buying behaviour towards locally produced convenience food products. Areas covered in the literature includes: convenience foods, overview of consumer buying behaviour, consumer perception towards convenience food products, consumer's willingness to pay for locally produced convenience food products, and factors influencing consumers' purchase of locally produced convenience food product.

2.2 Overview of Convenience Food Products

Prior to 1960, the term convenience made its debut. Prior to 1960, a total of 79 studies were carried out (Raj, Suvadarshini, & Mishra, 2021). According to Raj et al. (2021), 513 investigations were carried out between 1961 and 1970, while 1610 were carried out in 1970. From 2011 to 2014, the speed of the convenience food project picked up. Between these years, 5350 research papers in this area were published in total. The substantial change in people's lifestyles and eating habits was the most likely cause of the increasing work on convenience food items (Raj et al., 2021). Lee and Lin (2013) asserted that individuals spend more time working these days, which has encouraged the purchase of convenience food products and given individuals more free time to engage in leisure activities. Prior research claimed that convenience was associated with the perception of not having enough time, as stated by Siekierski, Ponchio, and Strehlau (2013). In the context of food, convenience has been associated with reducing the amount of time, physical effort, and mental effort needed to shop for, prepare, and eat food as well as to clean the kitchen (Van der, Brunner & Siegrist, 2011).

According to O'Connell, Knight, and Brannen (2015), convenience food refers to any food item that reduces the time, physical, and mental effort required to prepare meals as well as the cleanup that follows. According to Scholliers (2015), convenience foods are a byproduct of the processed food industry, where significant amounts of culinary preparation have been carried out to a sophisticated level and which are purchased as labor-saving versions of highly processed food items. The convenience food items include a wide range of processed and semi-processed foods, which are frequently contrasted with freshly prepared meals made with whole components. Most convenience food products have substantial reliance on imported ingredients and low nutritional content due to this it is frequently viewed as one of the least healthful options.

Convenience foods are those that have had a significant amount of preparation time, culinary skill, or energy input moved from the home kitchen to the food processor and distributor, according to Contini, Boncinelli, Gerini, Scozzafava, and Casini (2018). According to Brasington, Jones, Bucher, and Beckett (2021), convenience foods are products that help individuals cut down on the amount of time, physical effort, and mental effort required for meal planning, preparation, and consumption. According to Gupta and Singh (2016), convenience should not be viewed as a feature of a product but rather as a result of how that product is utilized. On the other hand, a utilitarian viewpoint acknowledges the advantages of consuming convenience food while marginalizing the meal as a group social occasion to accommodate daily schedules.

Convenience in this context is conceptualised as consisting of not only saving time but also energy and the transference of culinary skills which relate to basic and complex convenience foods (O'Connell et al., 2015). The distinction between basic

and complex convenience foods is that in basic convenience food only time and energy are invested, whereas in complex convenience foods culinary expertise is also factored in. It can be argued therefore that outsourcing culinary skills can be seen as ultimately leading to time and energy saving in meal preparation (Gupta & Singh, 2016). Energy saving, however, may relate to both physical and mental energy saving. That is, consumers' perception of convenience food relates not only to physical activities but also to the thinking activities involved in meal preparation (Gupta & Singh, 2016).

In a similar vein, Convenience foods, according to Raj, Suvadarshini and Mishra (2021), assist consumers save time by lowering the amount of time they spend planning and preparing meals. Convenience meals are designed to save customers time in the kitchen while cutting costs via waste and economies of scale. These meals are prepared for a long shelf life with minimum flavour and nutritional loss and need little preparation (Feldmann & Hamm, 2015). In addition, Lavelle et al. (2023) perceived convenience foods as all food products which have undergone secondary processing including ready meals, processed meats, pizzas, pies, savoury products, ice cream and confectionery products, dairy desserts, soups and other prepared consumer ready products. This perspective, however, is comparable to Ananthan et al. (2021) classification of convenience meals based on the sort of processing method used. Canning, freezing, dehydration, chilling, and chemical preservation are only some of the procedures that might be used. Alternatively, the kind of food might be a criterion, such as frozen and canned vegetables, cake mixes and baked goods, soups, sauces and condiments, processed meats and fish, chilled and frozen dairy-based products, ready-to-eat and shelf-stable food products or dishes, and a variety of others.

Rose (2017) categorized convenience food into category A, B, C, and D (Table 2.1). Rose (2017) categorisation has been found to be more sensible as it indicates which inputs have already been made by the industry and which ones are left to be done by the consumer:

Table 1: Convenience food categories

Categories	Input by food industry	Product readiness	Consumer's input
A	Fully prepared	Ready to eat	Consumed as purchased
B	Fully prepared	Ready to eat	Requiring only mild heating
C	Partially/fully prepared	Needs additional ingredients e.g. milk, or hot/boiling water or salad dressing	After mixing or cooking are ready to eat
D	Partially prepared	Minimally prepared for cooking	Fully cooking of some or all of their components

Source: Adapted from Rose (2017)

It is important to highlight that in response to customers' desire to spend less time preparing meals, the food industry has created convenience food items based on the convenience food categories (Verriet, 2015). Numerous supermarkets have transformed into "one-stop" shopping centers where consumers may get cleaned, packed, pre-cut vegetables, precooked meals, and components for their own recipes all in one location (Verriet, 2015). The purpose of convenience is to save consumers' time. Reducing the amount of preparation required before actually consuming the food product is one type of convenience. Similarly, the sales of pre-washed, pre-cut foods like potatoes, carrots, pumpkin, and ready-to-eat packaged salads have quickly increased. Customers are definitely willing to pay for the added value in terms of convenience even when they are aware that they are paying more (Pula, Parks & Ross, 2014).

In respect of potential customer behaviour in terms of convenience meals, Lewis (2011) forecasts that convenience will become a typical expectation alongside healthy ingredients and wonderful flavour sustainability. The convenience trend began in 1953, when Gerry Thomas, a US businessman, created 'TV dinners,' which were frozen dinners placed in a foil tray and consumed while watching television. This style of meal changed Western eating patterns and made convenience meals more accessible to the general public (Lewis, 2011). Consumers now have even higher expectations of the food sector than they did fifty-four years ago, forcing it to come up with the utmost in convenience.

Furthermore, people are increasingly avoiding pre-packaged foods that are highly processed, bland, devoid of nutrition, or high in fatty acids and chemicals. More sophisticated, gourmet alternatives are in demand, according to Lewis (2011), especially convenience meal options produced and made using authentic, exotic, and natural components. This implies that, in addition to the obvious benefits, convenience meals have drawbacks.

2.2.1 Convenience in relation to time

One of the most critical factors that has a big impact on consumers' intentions to purchase and consume convenience food is time scarcity. The primary factors influencing time scarcity that influence consumers' preference for convenience include long and erratic work hours (Devine et al., 2009), an increase in women's full-time employment (Bauer et al., 2012), more time spent engaging in leisure activities (Sturm, 2004), a decline in the trend of joint families (Celnik et al., 2012), employment status (Celnik et al., 2012), dual working nuclear families (Van et al 2020).

According to Jabs et al. (2007), working mothers frequently choose convenience foods over homemade meals because they lack the time to prepare meals from scratch. According to Beshara et al. (2010), preparing nutritious meals was negatively impacted by convenience oriented and time constraints. According to Celnik et al. (2012), customers who are under time constraint have less time for domestic chores including preparation, cooking, and cleanup, which leads them to choose convenience foods. According to Djupegot et al. (2017), customers who are time-constrained are more likely to purchase and eat fast food.

Additionally, Olsen and Tuu (2017) makes a distinction relevant for seeing convenience in perspective of time, namely the distinction between modern and hypermodern convenience. Where modern convenience has the reduction of time as the ultimate goal, hypermodern convenience refers to the re-arrangement of time to ensure greater flexibility, and thus room for re-ordering time according to personal schedules (Shove, 2012). Next to this new view on timing, it is also relevant to look at social and institutional order and how changes occur, or more specifically, how it is loosening Together, the increasing fragmentation of time and the decreasing socially shared order, is reinforcing the demand for convenience.

Shove's (2012) study shows the direct relation between the reliance on individual means of coordination and the loosening collective structure. Relating this to convenience food, one obvious illustration of this reinforcement is the increase of convenient one-person meals and the decreasing importance of the communal family meal. Shove continues that the pursuit of convenience makes sense in response to pressures associated with the fragmentation of time and speeding up, illustrated by her quote: "the more harried we become, the more we value time, the more convenience counts and the more we consume in its name" (Shove, 2012, p.299). However, Shove

warns that when taking time as the central issue of convenience, we risk to overlook the more complex relations between convenience (the convenient solution, in this case convenient food) and the practices to which it relates (Shove, 2012).

2.2.2 Convenience as a multifaceted development

Convenience food has interconnected technical, social, and cultural dimensions from a historical perspective. From a technological standpoint, the use of technological appliances in the kitchen increased convenience, with the refrigerator, freezer, and microwave being the most prominent. Domestic food habits underwent a technical shift as a result of these equipment. Technological transitions are changes in the way society organizes some aspects of life, such as food consumption (Gram-Hanssen, 2012). Shove (2015) offer an interesting example of this normalization of appliances in their elaboration on how the freezer found its way in British households.

Shove and Southerton describe the freezer as: “a symbol of modernization in the 1970s, a pre-condition for domestic and economic efficiency in the 1980s and a device of convenience in the busy 1990s” (Shove 2015). These changing conceptions of this domestic device and the “narrative of normalization” provided by Shove and Southerton, illustrate how objects and object attributes (such as convenience) can play a part in changing patterns of food consumption and provisioning. Although new technologies are often adapted slowly, they are eventually appropriated and domesticated in the daily use, or as Gram-Hanssen (2012) calls it, a relationship develops between the consumer and the consumer good, in this case a technological appliance such as a microwave.

Although technology has had and continues to have dramatic impact on how people organize everyday practices in terms of convenience, technological devices such as illustrated by the examples of the microwave and freezer, are not stand-alone

instruments offering straightforward convenience. They have to be seen in the socio-cultural context. From historical perspective the most obvious implication of timesaving and convenient appliances and solutions, is that on the distribution of household work and women's participation in paid labour (Lyon & Kinney, 2013). It may be regarded that technology helped to re-distribute home duties, freeing up time for paid employment alongside unpaid domestic labour.

Women's independence and the passing of time, on the other hand, formed the conditions for the desire for time-saving solutions. Furthermore, societal changes such as shifting household arrangements and changing lifestyles influenced the spread of practical solutions. In conclusion, technical and social transformations are two sides of the same coin (Shove et al, 2014). From the cultural context, the increase of convenience food usage may be regarded in light of a global food culture, which is defined by a more detached interaction between people and food. In both industrialized and emerging nations, there is an increased emphasis on easy and fast foods, which can be explained by shifting norms.

2.3 Consumer Buying Behaviour

A Consumer is an individual who feels the need for purchase, initiating the purchase based on information gathered, collecting, possessing, using and finally disposing the by-product(s). Besides, some other people might be involved in the course of action. Mostly, the individual buying the product does not utilize it as a final user. The final decision-making in patronizing a product could be influenced by others while purchasing the product. These outputs stage of this process would include an extensive range of moods, feelings attitude and behaviour which may imply positive or negative reinforcement of a particular lifestyle (Leon & Leslie 2000).

The concept of behaviour occupies a fundamental position in both social psychology and consumer attitude studies (Foxall & Goldsmith, 1994). Marketers are concerned with knowing customer attitudes towards their products and services and other elements of the marketing mix, as this knowledge can assist them to predict consumer attitude (Sheth & Mittal, 2009). According to Foxall and Goldsmith (1994), it is believed that behaviour is the crucial link between what consumers think about products and what they buy in the marketplace. In terms of the international marketplace, Tyagi (2018) argue that consumer behaviour is strongly influenced by consumer attitudes towards products, as well as by the marketing practices associated with those products.

Tyagi (2018) also argue that an important influence on the development of consumer attitudes towards products is the country of origin of these products. As the manufacture of products and the search for suppliers become increasingly global activities, an understanding of the attitudes and behavior of buyers in terms of global products is an aspect that is achieving increased importance (Nijssen & Douglas, 2004).

According to Chowdhury (2007), consumer behaviour does not revolve about purchasing only a particular product. It is an extensive, complex process from the beginning to the end. The first step begins from the mind of the customer who recognizes the need, explores new information related options and variety of choices, defines the benefits of diverse alternatives. Lastly, the process ends up in making the decision of purchasing the product. Customer satisfaction can be realized at a post stage purchase after the actual purchase, giving vital signal to the sellers (Khan, 2004).

According to Solomon (2013), companies are more concerned on individual consumer behaviour. It helps them to yield information about how the consumers think, feel and choose their products. Every individual is consumer. A study by Anas, Ayu and Ajeng (2013) viewed that consumer attitude is when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires. Customers are in a tough spot. Individuals have exposed to different window of information and varieties of products; great deal of choices and options available in the market place impulse consumers purchase decision. However, the interpretation and decision making is different among individuals and also influenced by internal consumer attitude (perception, altitude, and motivation) and external factors (family roles, peer influence and group influence) (Mehmet, 2012; Kassarian & Sheffet, 1991).

Schiffman and Kanuk (2007) distinguished between two different types of consumers which are personal and industrial consumers. Personal consumers purchase goods and services for their own use, household use or as a gift to someone else. Organisational consumers on the other hand purchase goods and services to run an organisation including both profitable and non-profitable organisation, government and non-governmental organisations.

2.3.1 Consumer Decision Making Models

The three major “comprehensive” models for consumer decision making were proposed by Jisana (2014); Prokeinova (2017); and Howard and Sheth (2009). These attempt to trace the psychological state of individual consumers from the point at which they become aware of the possibility of satisfying a material need by purchasing and consuming a product to their final evaluation of the consequences of having done so. Stankevich (2017) suggest that high involvement with a product

result in an extended problem solving process which starts with problem recognition, followed by an information search, alternative evaluation, purchase, and post purchase activities. This process is aided by an active information processing sequence involving exposure, attention, comprehension, yielding/acceptance, and retention. The choice determined by the outcome of the information process-aided decision sequence may have satisfying or dissonant outcomes: Festinger (1957) first introduced the theory of cognitive dissonance for the consumer, which influence future purchasing.

Orji (2013)) also point out that environmental influences may affect the decision sequence acting on the consumes motivation and intention, and that unpredictable factors (such as non-availability of the desired brand or insufficient funds) may result in modification of the actual choice made by a consumer. This model assumes that observed consumer behaviour is preceded by intrapersonal psychological states and events (attitude intention- purchase sequence). Moreover, the model depicts these psychological events as outputs of the processing of information, taking for granted that consumers seek and use information as part of their rational problem solving and decision making processes.

Consumer behaviour is based on purchaser buying mannerism, in the midst of the consumer taking up the three dissimilar parts such as of a user, payer and buyer. Investigation has revealed that customer behaviour is complicated to forecast, still for skilled in the required field (Armstrong, 1991). The factors that influence consumers could be classified into two external influences and internal influences.

2.3.1.1 Internal influences

Consumer behaviour is influenced by: attitudes, beliefs, feelings, personality, motivation, knowledge etc. Consumer behaviour concerns with consumer needs in the direction of satisfying the need that leads to behaviour of every individual depending upon thinking process. The marketing related to relationship is a high - ranking positive feature for the behaviour of the consumers, investigation as it has an enthusiastic curiosity in the re – finding of the factual significance of marketing in the course of the re – affirmation of the significance of the consumer or purchaser. A superior significance is as well to be found on customer withholding, personalization, customer relationship management, customization marketing. The categorization of social functions can be done into welfare functions and social choice (Mostafa & Bottomley, 2020).

Every technique for counting the vote is implicit as communal purpose however if Arrow's theorem of possibility is utilized for a communal role, social benefit purpose is attained. A number of specifications of the social purpose are certainty, anonymity, neutrality, monotonicity, homogeneity, unanimity and weak as well as physically powerful Pareto optimality (Miller et al., 2013). None of the social preference function gets together these necessities in an ordinal level at the same time. The most significant trait of a social function is recognition of the interactive consequence of substitutes as well as generating a rational relation by way of the position. Advertising makes available services in sequence to please consumers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, and the consumer (Kioumars et al., 2011).

As per Fattal and Ayoubi (2012), consumer or buyer's behaviour is such a process in which efforts are made to explain how consumers make decisions to select special goods or brands in special conditions of the market, in special ways. Consumer behaviour is a rapidly growing application-oriented discipline of study. The recent advancement in the technological and digital communication is also influencing consumer behaviour. The Consumer behaviour mainly spotlight on how persons formulate resolution to pay out their existing assets such as money, effort and time on using up associated things. That take account of what they purchase, why they purchase, where they purchase, how repeatedly they buy, how frequently they utilize, how they assess it following the purchase, the impact of such assessment on upcoming purchases in addition to that how they set out of it (Gomes et al.,2020). Hence customer behaviour is dealt with not merely what the behaviour of the customer is when he is to take away or buy it prior to the utilization, at some point in the period of utilization as well as following the utilization. In the short run, the consequences of such a theory-based, widened customer behaviour regulation may possibly materialize to be unsuccessful the instant accomplishment requirements of marketers. In the long run, on the other hand, it is probable that the insights increased by additional elemental hypothesis may well revolve out to be yet additional actionable than in progress narrower replica or representations (Maliszewski, 2021).

The manner in which consumers purchase items is something buyers and marketing individuals wish to comprehend. It is not the easiest tasks to comprehend customer attitudes. Any choice that is made may be affected by the diverse elements that play a role while purchasing an item. Currently the choice procedure has become increasingly intricate and more important for consumers as opposed to earlier times. Consumers are bombarded and are in the midst of advertisements, news stories,

emails which carry a lot of data-most of which implies different things. Also, improvement in the volume and type of items, stores, malls, vast presence of multi-speciality shops and electronic items has further expanded the scope for the consumer to choose. These factors have made the choice procedure even more complicated (Rejikumar & Saha, 2019).

2.3.1.2 External influences

Consumer behaviour is influenced by: culture, royalty, ethnicity, family, social class, sub-culture, locality, reference groups, lifestyle, and market mix factors. According to Armstrong (1991), cultural norms are learnt by an individual from childhood and their influence is so ingrained that it is invisible in daily behaviour. Culture teaches an individual the acceptable norms of behaviour and tells him the rights and wrongs. When an individual deviates from acceptable norms, certain sanctions are imposed. Culture also affects consumption behaviour. Cultural influences can be seen in the food habits and dressing style of people. It also influences communication (language), attitudes and values that influence consumption patterns. For instance, attitude towards future security and prosperity affects the propensity to save and consume and also affects decisions about possessions (Mostafa & Bottomley, 2020). Cultural influences are highly conspicuous in communication messages. Use of colours, symbols, language and message sources reflect culture.

According to Mostafa and Bottomley (2020), social class is an important determinant of consumer behaviour as it affects consumption patterns, lifestyle, media patterns, activities and interests of consumers. Though there are various methods of ascertaining social class, most often it has been equated with income differences. However, this may not be true. Income differences do contribute to differences in

social status, though they may not be the sole cause of differences in consumption patterns or lifestyles. For instance, two consumers earning the same income may differ considerably in lifestyle when one has professional qualification at the post graduate level and is employed at the senior management cadre of a multinational, while the other is self-employed, with education confined to a few years of schooling. Preferences regarding product and brand purchases, media consumption patterns, interests in pursuit of various leisure time activities vary a lot among these two consumers (Blackwell et al., 2007).

As affirmed by Miller (2006), reference groups are groups of people that influence an individual's attitude or behaviour. Individuals use these groups as reference points for learning attitudes, beliefs and behaviour, and adapt these in their life. Family and close friends are considered to be primary reference groups in an individual's life due to their frequency of interaction with the individual and primacy of these significant others in an individual's life. Schoolmates, neighborhood, colleagues, other acquaintances are a part of the secondary reference groups of an individual. Reference groups influence product and brand purchases, particularly when the consumption is conspicuous in nature. Where a product is conspicuously consumed, the brand chosen may be influenced by what buyers perceive as acceptable to their reference groups (Kioumarsis et al., 2011).

2.4 Consumer perception towards convenience food products

Convenience food products are available in a variety of forms and packaging. Convenience food manufacturers are also investing in a lot of advertising for their products and targeting various consumers. Convenience has often been assessed in terms of the perceived product convenience, which refers to how consumers evaluate convenience attributes associated with planning, purchasing, preparing, serving, and

eating a particular food product (Simelane, 2008). A study by Meyer and Hoch (2011) emphasized that the preferences of consumers clearly indicate their priority for convenience products in terms of price, quality, variety, packaging, and non-seasonal availability. According to Kaur et al. (2016) convenience foods is frequently consumed in order to save time on meal preparation. Moreover, it is further suggested that sensory attributes, resource availability, the impact of the socio-cultural environment and the occasion and situation have an influence on the acceptability and use of convenience foods.

Raimundo et al. (2020) affirmed that because time is limited, consumers tend to accept and use convenience food products and other time saving goods more freely. A critical factor too is that, convenience foods are convenient, palatable and portable (Simelane, 2018). Srinivasan (2015) in his study point out that convenience food is one of the world's fastest growing food types. However, some of the most rapid growth is occurring in the developing world; where it is radically changing the way people eat. According to the study consumers have positive perception towards convenience food products because it is easy to prepare and there are no complications in preparation in the usage of locally produced convenience food.

Joglekar and Kundle (2013) study on consumer awareness about convenience food among working and nonworking women revealed that convenience food is the result of modern technological advances in the field of food processing, preservation techniques and the invention of various newer food additives. Consumers prefer convenience foods because it minimise the time spent on cooking, help in emergency situation, and reduces spoilage of food to a great extent if stored properly. The study further discovered that consumption of convenience food product saves time but it

does not save consumers from consuming high preservatives, extra sodium and hydrogenated fats

According to Pula, Parks and Ross (2014), convenience food is gaining acceptance primarily from younger generations and is becoming part of day-to-day life. Pula et al. (2014) further mentioned that busy lifestyle, hectic work schedule, and multiple responsibilities within time scarcity construct were prominent factors which significantly influence consumers' intention to purchase and consume convenience food. Afrifa (2021) indicated that consumers who are younger than thirty-five years of age are the primary users of convenience foods and fast foods. Convenience products are convenient to carry, stack and store them since their packaging are well planned considering various factors like consistency, texture, size and fragility.

In the study done by Banerjee, Joglekar and Kundle (2013) on consumer characteristics influencing convenience food consumption. The results showed that the consumers have positive perception towards convenience food products, and was significantly associated with household size, the number of children in the household, age group, household income and employment status of the household wife. Other factors such as consumer attitudes towards the price of the convenience food product, health concerns and children's preferences. According to Feldmann et al. (2015) consumers perception for local and traditional food emphasizes that, unlike organic food, local ones are not perceived as expensive but consumers would be willing to pay a premium price to access them.

Jabs and Devine (2006) reported, that consuming more convenience foods, ready prepared meals of lower nutritional value, eating fewer family meals prepared from scratch using raw ingredients at home and eating more meals away from home have negative effects on health. To counter this Xu (2021) suggested the development

and manufacturing of light bites and snacks in convenient pack formats. Lewis et al. (2011) suggested that such convenient pack formats which represent interesting innovation opportunities should include: (a) fresh organic and natural products with “guilt-free” appeal; (what does this mean) (b) premium products targeting “foodies” (consumers who are interested in the provenance of food, cooking, ingredients, etc) with higher quality ingredients; (c) functional and fortified variants tackling consumer health requirements such as diabetes, heart and digestive health; (d) products that can be eaten throughout the day without losing freshness. This requires a focus on packaging innovation rather than on the product itself, although the food should not lose its taste or texture quality after opening; and (e) reduced portion sizes to control kilojoules/fat intake.

2.5 Consumer willingness to pay for Convenience Local food products

In recent years, a growing number of consumers are increasingly interested in food products that are produced locally. One possible reason for this increased interest in local foods is the industrialization and globalization of agriculture and the food safety, food security and environmental issues associated with it. Hence, consumers are becoming more concerned about where and how food products are produced. Dunne *et al.* (2011) referred to local convenience food products as those food products grown, produced and sold within a single region, whereas Khan & Prior (2010) and Crawford (2018) considered local food products that are produced and sold within 30-50mile radius of a consumer’s house. Therefore, the definition of local food clearly refers to the area from which a locality derives its food supply, extending beyond geographic boundaries where consumers care about how and whom the food is produced, distributed and marketed (Hand and Martinez, 2010). Previous studies revealed that consumers’ preferences towards local foods are derived not only from

preferences for product quality, freshness or taste, but also from the demand for public benefits related to job and income generation in the community as well as improvement of the environment (Roininen 2012; Chambers 2013; Gracia et al., 2011).

Uzdavinyte *et al.* (2019) found that moral and health concerns are the most important reasons why British consumers choose local food, whereas taste and freshness attributes are perceived as less important. They also found that approximately 25% of urban and 30% of rural respondents are willing to pay up to 5% and 10% premiums for local foods. Banerjee et al, (2022) investigated consumer behaviour towards local and regional foods and found that freshness and sustainability are the main reasons why consumers buy local and regional food, followed by high quality and taste. In addition, Roininen (2012) explored consumers perceptions of local food in Finland and revealed that locally produced food was perceived fresher than conventional ones. In the same line, Dunne *et al.* (2011) revealed that consumers were enthusiastic towards local food and perceived them as of higher quality than imported foods. In addition, the authors stated that respondents endorsed the idea of supporting local farmers and their national economy.

Al - Abri (2013) found that 60% of Indiana consumers were very likely to consume locally produced food products. The remaining 40% of Indiana consumers in their study were either neutral or somewhat likely to purchase locally produced food products. Mugeru et al., (2017) show that consumers are willing to pay a higher premium for local than foreign made food products. In contrast, Brown (2003) indicated that 58% of surveyed Missouri consumers were unwilling to pay a premium for locally grown food products if they were of the same quality as other products.

However, 22% of respondents indicated that they would pay at least a 5% (and in some cases much greater) price premium.

Galawat and Yabe (2010) found that consumers in Brunei tend to purchase imported rice rather than local one due to its availability in the market. In addition, their study examined the consumers' preferences and their willingness to pay for native rice in Brunei. Their results indicated that urban consumers prefer rice which has long grains and were willing to pay for this rice attribute. A study by Akaeze (2010) found that consumers in Nigeria prefer imported rice to locally produced rice. He found that imported rice became a consumer choice in Nigeria due to their cleanliness and swelling capacity, taste, availability and grain shape. These characteristics of imported rice also are mostly preferred by restaurants and fast food industries to be used in their businesses. Abukari et al. (2019) investigated consumer preferences and acceptability of domestic and import rice in Ghana. He found that consumers prefer imported raw and parboiled rice to domestic. The preceding empirical evidence, suggests that consumers in developing economics view products from developed countries more favourably than products from their own country. The literature reviewed here supports the argument by Fan et al. (2019) that the premiums consumers are willing to pay for locally branded products vary by state and by product. Given that less information is available about consumer's preferences and willingness to pay for convenience locally produced food products.

Contini et al. (2018) also asserts that the preference for domestic products in the underdeveloped economies falls very short when compared to the huge acceptance of their imported counterparts. Also, in Ghanaian context, packaged food products are associated with negative impressions even though it may not be true for some objectively (Okraaku, 2012). However, many Ghanaians attach much importance to

foreign made food products due to its attractiveness, quality, price and status attach to it. Many Ghanaian consumers believe that locally made are of lower quality than the foreign ones. In spite of the generally poor perception of Made in Ghana products, some locally produced products have been accepted based on their superior quality as confirmed by their long years of technical performance by experts. It is noteworthy to highlight that the emerging economies of the world such as India and China were once greatly plagued by these consumer prejudice towards domestic products (Murimwa, 2020), however through a proper understanding of the factors and the adoption of proper measures it has been drastically reduced.

2.6 Factors influencing consumers purchase of local convenience food products

Consumers' purchase process is influenced by a number of different factors, some of which marketers cannot control. Consumer attitude is strongly influenced by attitudes towards a given brand or product (Oke et al., 2016). Within the realm of consumer decision making, country of origin has been defined as an extrinsic cue that acts as a risk mitigate or quality cue for consumers (Maurya & Gupta, 2015). Such extrinsic cues (others include price, brand name, warranties) serve as intangible product traits that contrast with intrinsic cues (e.g., taste, design), which are tangible aspects or physical characteristics of the product itself (Bilkey & Nes, 2012). According to Bilkey and Nes (2012) serves as an extrinsic cue (along with price and brand name) that supplements the use of intrinsic cues (perceptions of design, quality and performance, etc.).

Surrounding consumer behaviour and affect the manner in which customers act and reason during the purchasing process. Time, self-congruity, modernity, perceived quality, perceived price, attractiveness, and ethnocentrism are the factors persuading the consumers' purchasing behaviour towards convenience food products

(Kardes, Cronley & Cline, 2008). Careful examination of those factors facilitates many firms to attain their objectives of marketing strategy by gaining control over the domestic market (Kardes et al., 2008).

2.6.1 Time pressure and food preparation

Time pressure refers to people's perceptions or feelings of not having enough time to do all they want or need to do in a day (Slee & Tait, 2022; Jabs & Devine, 2006). Feelings of time scarcity have been found, through research, to be increasing in industrialised societies and these feelings of time scarcity have been attributed to the increased prevalence of employed women and/or employed parents (Jabs & Devine, 2006).

Konuk (2019) study illustrated that women's participation in the labour force has increased significantly. This implies that in most families in the developed and developing, there is critical time pressure and role overload amongst working women as they are expected to perform at work and be mothers at home. Many working women feel "rich" and "time poor" as real incomes rise, yet the demands on their limited time availability escalate (Zhao *et al.*, 2021). Researchers agree that working women today feel more time pressured with less time for leisure with family and with friends (Jabs & Devine, 2006; Rose, 2017). In the new approach to household economics, it is accepted that the value of time affects commodity consumption. Thus, households with working wives or women consume convenience foods and service, than other households. The working woman substitutes time saving services for their own time (Hung et al., 2012; Shuffelton, 2017).

Priyadarshini (2015) found that working women tended to consume more convenience food products because of limited time. Working women tended to have an intense dislike cooking, and that seemed to stem primarily from time

considerations. Time pressures on working women are enormous because they not only work in the labour force but continue to do most of the work at home, particularly shopping and food preparation. As working women are involved in work, especially with longer hours spent in employment, there is a likelihood that they will use convenience foods (Priyadarshini, 2015). Singh and Kathuria (2016) argued that it is not only being 'time poor' that prompts working women to use convenience foods, but also the different circumstances in which women find themselves need to be taken into consideration.

Rose (2017) contends that working women have a mission to simplify their lives in order to spend more quality time at home with their families and with friends. Consequently, the emphasis will increasingly be placed on convenience products to enable the working woman to serve meals to her household within a shorter period of time. Contrary to this, Lavelle et al., (2016) study found that people spend quite a fair amount of time cooking, even if they incorporate a substantial amount of convenience foods. Contini et al. (2018) found that households with stringent time constraints are more likely to purchase prepared meals and other types of convenience food products.

2.6.2 Self-congruity

Self-concept can be defined as the totality of the individual's thoughts and feelings having reference to himself/herself as an object. This is a definition that most scholars agree on, such as Raut et al. (2017). Self-congruity deals with how an individual perceives themselves in both a personal, self-reflective setting and a social setting, with the people around them (Charon, 2017). It is a person's perception of his own abilities, including their appearance, characteristics, personality, as well as their drawbacks and limitations (Malhotra & Dandotiya, 2023).

In the literature of consumer attitude, the self-concept has generally been identified as a multidimensional concept comprising five components: the ideal self, the apparent self, the social self, the perceived self, and the actual self (Markin, 2011; Sirgy et al, 2018). Markin (2011) describes these multiple components of self as follows “...the perceived self is how one sees oneself; the ideal self is the model person which one aspires to be; the social self is how a person thinks others perceive them; and the apparent self is how people actually view the individual. The actual self is a composite of all these concepts”. This view was also adopted by other researchers in the self-concept area (Wood et al, 2021; Sirgy et al, 2016). This multidimensional self-concept may explain why and/or how consumers are motivated to interact with reference groups, salespeople, and competing brands. Akbari et al., (2018) suggested that consumers are not functionally oriented and that their behaviour is significantly affected by the symbols which identify goods in the marketplace. This argument suggests that apart from the trait of functionality, the consumers intend to purchase a particular product for other reasons. This concept alerted academics studying consumer attitude to the idea that consumers may purchase goods in order to develop a particular self-image (self-concept).

Line and Hanks (2017) and Akbari et al, (2018) initiated the self-image and product image congruity research. Self-image congruity represents the degree of similarity between consumer’s self- image or self-concept and that of brand. The degree of consistency between the self-image and brand image is self-congruity (Sirgy et al., 2016). Congruity impacts are desirable because they influence positively consumer’s self-image, but inconsistencies or incongruity is likely to result in feelings of inadequacy, and dissatisfied with their choices (Mishra, 2019). Nguyen et al.,

(2016) revealed that the degree of harmony between a person's self-concept and the image of the brand which he or she consumes is referred as image congruence.

2.6.3 Modernity

Modernity is a term of art used in the humanities and social sciences to designate both a historical period, as well as the ensemble of particular socio-cultural norms, attitudes and practices that arose in post-medieval Europe and have developed since, in various ways and at various times, around the world. While it includes a wide range of interrelated historical processes and cultural phenomena (from fashion to modern warfare), it can also refer to the subjective or existential experience of the conditions they produce, and their on-going impact on human culture, institutions, and politics (Berman, 2010). Inequality plays a large role in shaping modernity because it generates class and group conflicts, which become the basis of the institutional invention and innovation that come to constitute the structures of modernity. The increasing proliferation of roles and institutional structures, however, provides an ever-increasing number of structural bases for inequality. Indeed, some have identified distinctive patterns of inequality (such as class, gender, and race) as the fundamental characteristic of modernity (Stranieri, Ricci & Banterle, 2017).

Modernity has often been viewed as being in opposition to and representing a break from tradition. If tradition looked to the past, modernity probably turned its eye to the future. According to Jeon and Yoo (2021), modernity of a product influence consumers purchase intention. Jeon and Yoo (2021) added that modernism is often depicted as an expansive, and thus global, phenomenon. Massara, Scarpi, Melara and Porcheddu (2018) mentioned that consumers seem to value and admire imported brands and regard such brands as a modern and more advanced. On the other hand, imported brands are often criticized for threatening the local differences and imposing

the western designs, leading to a loss of cultural designs on locally food products. Boutsouki, Zotos and Masouti (2008) suggested that modernity of packaged food products plays a significant role in consumer purchase intention. The behaviour towards acceptance of convenience food products are influenced by its modernity. Specifically, modernity pays greater importance to the brand, consumers develop a preference for foreign brand since its uniqueness cannot be found in locally made food products (Hansen, 2005).

2.6.4 Perceived Quality

Quality is the assessment of a product's quality and superiority (Grace, Girsang, Simatupang, Candra & Sidabutar, 2021). In earlier investigations, some academics suggested that quality is objective and can be assessed but cannot be defined. Another school of thinking holds that some qualities cannot be quantified. Combining these two methods, the quality is split into objective and subjective components (Grace et al., 2021). Evaluation of the product based on its physical attributes is the objective of quality. While customer appraisal of the product and judgment based on certain aspects is considered subjective marking for quality. Rua, Saldanha and Amaral (2020) emphasized that perceived quality in terms of consumer judgment of intrinsic attributes (taste, ingredients, nutrition value and overall quality).

According to Collins (2003) consumer evaluates the quality in association of extrinsic and intrinsic cue. Intrinsic cue is the perception of quality through physical characteristic of the product (colour, size, flavour or aroma) while extrinsic cues are attributes which have some relations with the product (package, price, advertising and peer pressure). Because extrinsic cues are more familiar with customers, based on these cues it is easier for them to evaluate the products. Quality of product might be seen into two dimensions these are the level of quality relative to the national brand

and variability. National brands are produced in high technology and sophisticated process while variability is produced in less technology and unsophisticated process (Syafarudin, 2021). The variability in product creates perception difference among individuals. According Sitanggang, Sinulingga and Fachruddin (2019), quality perception determines consumer preference to buy a private brand. However, product quality comparison assessment is evaluated by the consumers not by the companies. Sometimes consumers give higher value to lower attributes (Rua et al., 2020). In addition to that, consumer perception of quality change over time as a result of added information.

2.6.5 Perceived Price

Previous studies stated that consumer's intention is influenced by monetary cost (Grunert et al, 2004). In addition, Munusamy and Wong (2008) proved that there is a significant positive relationship between price and consumers' motives towards purchase of food products. Therefore, the majority of consumers will make their decision considering low price product (Boutsouki et al., 2008). Price is the amount of money a consumer sacrifices to obtain a product. Price is classified into two: 'objective price' and 'perceive price'. Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product (Razak, Nirwanto & Triatmanto, 2016). Consumer perception with respect to price is different and has a positive and a negative influence on buying attitude. According to Razak (2016), economic downturn has impact on product buying attitude when income decreases consumers become price consciousness and shift their preferences to local brands rather than choosing foreign brands.

Price-conscious consumers are those who favor buying more locally produced food brands than imported ones (Syafarudin, 2021). Furthermore, Syafarudin (2021) stated that consumers who purchase local brands are bargain hunters, or people who seek for low prices. As a consequence, for certain consumers, purchasing inexpensive goods equates to receiving a high-value item. Contrarily, some customers could equate a low price with a low level of quality. Customers who believe that price is a good indicator of quality may cause businesses to lower the product's quality in order to lower costs. As a result, to them, a greater price denotes a higher level of quality (Bao & Sheng, 2011). Additionally, customers link self-esteem and price and quality. The increase in quality content and the higher price has a positive relation with our self-esteem. If the economic situation is good for all, majority want to eat high quality food (Forum, 2011).

Price-quality relationships are expressed by Wantara and Tambrin (2019) in the context of five parameters. Consumers are considered to base their purchase decisions mostly on the information they gather from commercials and brand reputation. The second aspect explains why customers who are unaware of pricing do not use it as a benchmark for quality. Third factors, consumers who have less knowledge about the quality of the product use extrinsic cue such as price, brand name and package to buy the product. Fourth factor, some consumers use price as a signal of higher quality but when there is a price variation on the assortment of products for a tiny quality difference the consumers prefer products with lesser price. According to Schiffman (2013) price perception has strong influence on purchase intention of product. However, if the consumer is uncertain about the quality of the product, the less effect it has on the buying attitude.

2.6.6 Attractiveness

The choice of a product is significantly influenced by the product's shape (Schnurr, Brunner-Sperdin, & Stokburger-Sauer, 2017). Typically, the product form is decided upon during the product design's ideation stage. Beyond utility, product shape has a connection to appeal and enjoyment. In addition to usability, these two aspects are quite important when choosing a product. According to Schnurr et al. (2017), when a product is lovely or attractive, people tend to think it is good. This notion has been broadly accepted by several academics, who have hypothesized that individuals make favorable conclusions about appealing items as a result of people consistently judging them to be preferable. According to Blijlevens, Tan, Foo, and Kwek (2013), aesthetic evaluation positively changed with the product's surface curvature.

People perceive a product 'good' when that product's appearance is beautiful or visually attractive. Wells, Peter, and Olson (2011) reported that visual attractiveness of websites contributed towards visual appeal which ultimately positively influenced product purchase intention from e-retailer's website. Jordan (2000) stated that pleasurable appearance of products had positive influence on product choice. Govers, Dadzie and Johnston (2003) reported about assignment of personality into a product and described how appearance of product is related to different personality characteristics such as happy, cute and tough. Recently, Luo et al. (2012) studied perceptual matching of shape design style between wheel hub and car type and evaluated pleasure as an important measure. Huang, Huber, Huber and Lee (2012) studied different forms of perfume bottles and they were able to classify designs of perfume bottle into different emotional categories.

The aesthetic value of a product pertains to the pleasure derived from seeing the product without consideration of utility (Hoyer & Stokburger-Sauer 2012). A consumer can value the “look” of a product purely for its own sake, as looking at something beautiful is rewarding in itself. When product alternatives are similar in functioning and price, consumer will prefer the one that appeals the most to them aesthetically. Aesthetic responses are primarily emotional or feeling responses and as such they are very personal (Hoyer & Stokburger- Sauer 2012). The influence of an aesthetic judgement on product preference can be moderated by perceived aesthetic fit of the product with other products the consumer owns or his or her home interior (Cai & Xu, 2011), consumers may like a product’s appearance but may not buy it because it does not fit aesthetically with their home interior.

2.6.7 Ethnocentrism

Ethnocentrism is the concept and conviction that goods or commodities from one's ethnic surroundings are superior to others. Therefore, marketers make a distinction between customer groups that are likely to be open to buying items created abroad and those who are not (Ma, Abdeljelil & Hu, 2019). Highly ethnocentric consumers are likely to feel or think that it is wrong or inappropriate to purchase foreign-made products because of the economic impact on the domestic economy. Non-ethnocentric consumers tend to evaluate foreign-made products more objectively for their extrinsic characteristics (Schiffman & Kanuk 2017).

Ethnocentrism is represented by intense preference for products that are made within the home country. Consumers become ethnocentric as a moral obligation. Ethnocentrism is the tendency for consumers to show a favourable predisposition toward locally made products vis vis overseas made products (Balabanis & Siamagka, 2017). Ethnocentric consumers believe that it is inappropriate, immoral,

unpatriotic and disloyal to a nation to buy foreign-made products in place of domestic-made products. Ethnocentric consumers exhibit a greater preference for locally made products in purchase decisions in which a domestic alternative is available (Watson & Wright 2000). He and Lu (2015) indicates that highly ethnocentric consumers are prone to biased judgement by being more inclined to focus on positive aspects of domestic products and to discount the virtues of foreign made products.

Wise (2017) made mention of the fact that ethnocentric individuals view their group as superior to others. For this reason, they view groups from the perspective of their own, and reject those which are different while accepting those which are similar. Purchasing foreign products may be viewed as improper because it costs domestic jobs and is inimical to the domestic economy. The purchase of foreign made products is tantamount to unpatriotic behaviour. Vida and Dmitrovic (2001) are of the view that consumer ethnocentrism gives individuals an understanding of what purchases are acceptable to the in-group, as well as feelings of identity and belonging. For non-ethnocentric consumers or polycentric consumers, products are considered on their own merit exclusive of national origin, or possibly even viewed more positively by reason of the fact that they are not locally made.

According to Blazquez-Resino, Gutierrez-Broncano, Jimenez-Estevez and Perez-Jimenez (2021), less ethnocentric consumers seemed to rely their opinions of cars more on the attributes of the vehicle itself than the nation of manufacture. In light of this, Basfirinci and Cilingir (2020), believed that understanding consumer ethnocentrism is essential to comprehending the consequences of nation of origin. A number of consumer ethnocentrism's roots have been identified by other studies. According to Balabanis, Diamantopoulos, Mueller, and Melewar (2001), customers

who are younger, male, and well-educated as well as those who have greater income levels have a tendency to be less ethnocentric.

2.6.8 Demographic Factors Influence on consumer purchase decision of Convenience food product

Consumers purchase decisions are influenced by a number of factors including demographic factors. According to Lugioyo (2022), an important set of factors that should not be overlooked in attempting to understand and respond to consumers is demographics, such variables as marital status, age, gender, income and educational level have significant influence on consumer behavior. People in different demographic characteristics also tend to buy different types of products and different qualities.

2.6.8.1 Marital status

Marital status of consumer influence purchase intention of convenience food product. A study by Jabs and Devine (2006) and Rose (2017) revealed that managing household and childcare responsibilities is often more difficult for single parents who often do not have someone with whom to share housework, childcare and other responsibilities. Married working women, though they have their husbands to share family responsibilities with, also experience time pressures due to work responsibilities as the husbands too are involved in work outside the home. It is likely that, besides married working women, single working women become a target market for convenience foods (Rose, 2017).

2.6.8.2 Age

Consumer behaviour change came from through ages (Dorota, 2013). The older the person the more purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed.

While younger ones with less experience rely on brand and price (Ajilore & Ade-Johnson 2016). The age of a consumer has been found, through research, to play an important role in the consumption of convenience foods. According to Guido *et al.* (2022), the age of a consumer presents dominant differences in lifestyles and values. Younger, rather than the older consumers are more receptive to the increased availability of convenience foods and additional mechanical labour-saving kitchen equipment that are highly effective in reducing the amount of time spent in meal preparation (Guido et al., 2022).

Research has shown that older consumers were less likely to consume convenience food products than younger consumer. Consumers who are younger than thirty-five years of age were found to be the primary users of convenience foods and fast foods (Akabay et al., 2007; Guido *et al.*, 2022). Anderson (2011), in his research identifying the convenience-oriented consumer, found that consumer in the 25–40year age group were the most convenience oriented. In the study done by Afrifa (2021) on consumer characteristics influencing convenience food in Turkey, the results showed that the frequency of convenience food consumption was significantly associated with household size, the number of children in the household, education, age, household income and employment status of the household wife. Other factors such as consumer attitudes towards the price of the food product, health concerns and children's preferences.

2.6.8.3 Gender

Gender differentiates consumption attitude. According to Dorota (2013) women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Women look for information; they want to take consideration of all

their options (Żelazna, Kowalczyk & Mikuta, 2002). Marketing strategies differentiates gender buying attitude thus females are more emotional and easily be attracted by advertisements compared to male (Imam, 2013).

2.6.8.3 Income

Income is superior determinant of purchasing behaviour (Dorota, 2013). The level of income affects the life style and attitude of a consumer. A person with high income purchases expensive product and those with low income prefer to buy product with lower price. Higher Income level's purchasing behaviour has a negative relationship with local product. Whereas the lower Income levels have negative relation related to purchasing foreign products (Vorage, Wiseman, Graca, & Harris, 2020).

Rose (2017) saw a direct link between income and the buying power for convenience foods. What is remarkable is the fact that money can have a bearing on the choice of convenience foods that are normally more expensive than unprocessed foods. Rose (2017) contends that research results regarding the influence of income on the choice of convenience food are contradictory. Aggarwal *et al.* (2016) found that income has a connection with the choice of convenience foods in the sense that a higher income enlarges the consumer's chance of purchasing convenience food. Some researchers, for example, Omar, Nazri, Osman and Ahmad (2016) could not find any direct relation between the choice of convenience foods and income. Again, the study by Raj and Mishra (2020) found no statistically significant relationship between monthly expenditure on convenience food and different attributes related to buying of convenience food ($\chi^2 = 25.95$, $df = 22$, $p = .528$).

2.7 Theoretical Framework

This study was guided by theory of planned behaviour (TPB). TPB was developed by Icek Ajzen as a general model to predict and explain behaviour across a wide range of different types of behaviours. The TPB is a widely applied behavioral model which helps to understand how the behavior of people can change. The model assumes that behavior is planned; hence, it predicts deliberate behavior (Ajzen, 2020). The TPB is the descendant of a similar model known as Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1975). TPB is an extension of TRA. The succession was due to the discovery that behaviour is not completely voluntary and cannot always be controlled; therefore, perceived behavioural control was added to the model, and with this addition, the theory was renamed the TPB.

According to the TPB, any action a person takes is guided by three types of considerations: behavioural beliefs (beliefs about the probable consequences of the practiced behaviour), normative beliefs (beliefs about the normative expectations of other people), and control beliefs (beliefs about the presence of factors that may enable or obstruct the performance of the behavior) (Ajzen, 2020). Behavioural beliefs normally result in a favourable or unfavourable attitude toward a specific behaviour, normative beliefs result in perceived social pressure or subjective norms, and control beliefs trigger perceived behavioural control. Usually, the greater the favourable behaviour, subjective norm, and perceived control, the stronger the person's intention to perform the behaviour in question (Conner & Sparks, 2015).

The TPB uses a person's personal attitude and opinion in combination with their perceived control of the behaviour and societies' subjective norms to influence their behavioural intention which will lead to the behaviour or action (Conner & Sparks, 2015). In some cases, if someone has a negative attitude and feel that they do

not have control of this action, that will lead to the person being less likely to carry out that action. Also, if people within society do not approve of this action, then it would have a negative impact on a person's intention for the action. An individual's attitude and perceived behavioural control can have a positive or a negative impact on their intention and the action of the behaviour depending on that individuals' personal views (Conner & Sparks, 2015).

Neal et al. (2012) posited that when people have time to plan how they are going to behave, the best predictor of that behaviour is the person's intention. In other words, to predict what people are going to do, one need to know what they intend to do. This may seem obvious - after all, if a person intends to do something, the person will definitely do it! Right? Well, not necessarily. Intention does not always accurately predict behaviour when there is a reflex or conditioned response involved (Neal et al., 2012). For instance, someone with a phobia may intend to stay calm and collected when faced with their fear, but may end up having a panic attack instead. Majority of planned behaviour like eating out, watching a movie, reading a book, playing a game, and so on does not involve an involuntary response, so intention is still the best overall predictor.

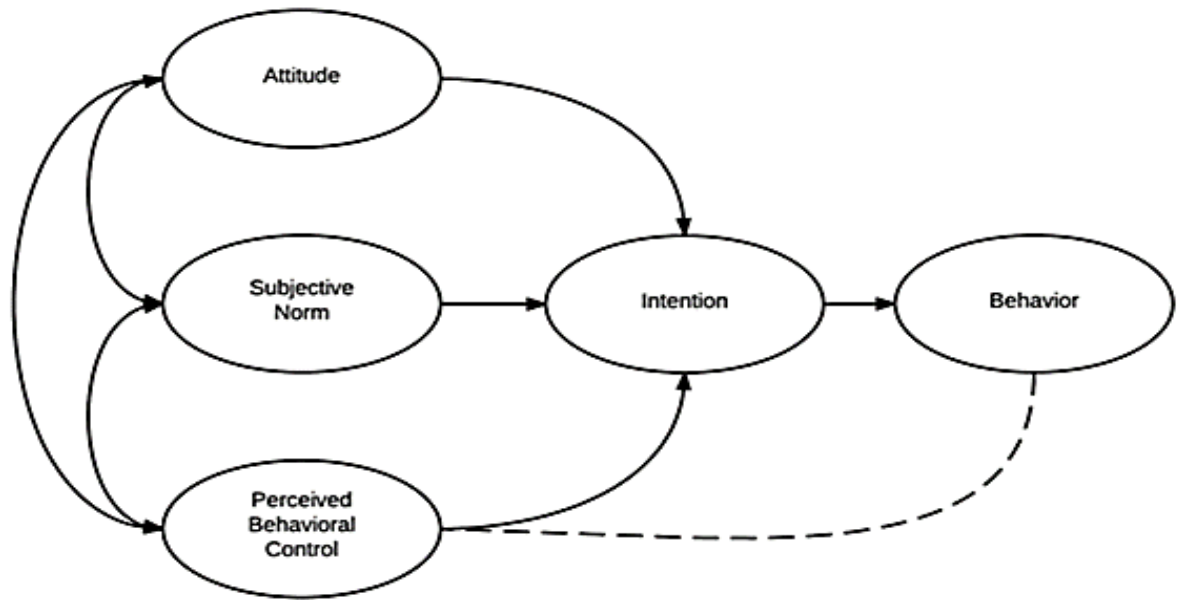


Figure 2.1: Theory of planned behaviour

Source: Ajzen (2020).

The application of this theory helps in determining consumer behaviour towards the demand for locally produced convenience food product. Application of the theory can enhance the determination of a person's attitude, their perceived behavioural control, and the subjective norms of society that influence their intention and ultimately the final behaviour towards the purchase of convenience food product. The study demonstrated that the TPB constructs can be used to develop an effective intervention that improves consumers purchase intention towards convenience food product.

2.8 Conceptual framework

The conceptual framework was design to explain how the study problem is.

Figure 2.2 shows the conceptual framework of the study.

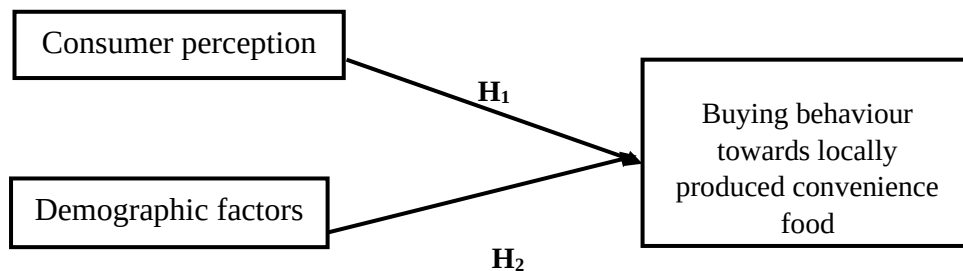


Figure 2. 1: Conceptual framework of the study

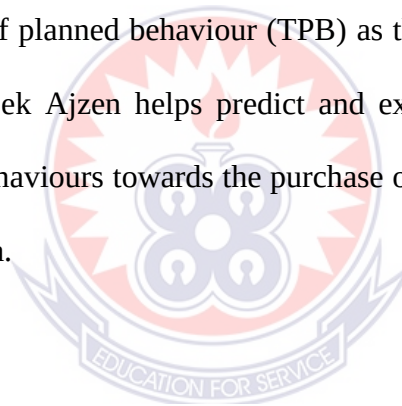
Figure 2.2 explains consumption perception and demographic factors influence on buying behaviour of consumers. The framework assessed two variables: consumer perception and demographic factors as independent variable. On the other hand, buying behaviour of consumers towards convenience food is the dependent variable. The demographic factors include; marital status, age, gender, and income. Gupta and Singh (2016) indicate that consumers' purchasing of food products depended on their perception, lifestyles and beliefs. Gupta and Singh (2016) demonstrated the extent to which individuals can differ in relation to their purchase of convenience food products. Similarly, Lugioyo (2022) study found that demographic characteristics contributes to buying behaviour of consumers. The framework illustrated that demographic factors may affect consumers' consumption of convenience food product.

2.9 Summary

This chapter reviews the theoretical and empirical studies on consumers buying behaviour towards locally produced convenience food products. Convenience food reduces the time, physical, and mental effort required to prepare meals as well as the cleanup that follows (O'Connell et al., 2015). The convenience food items include

a wide range of processed and semi-processed foods, which are frequently contrasted with freshly prepared meals made with whole components.

The literature argues that consumers' purchase process is influenced by a number of different factors which affect the manner in which customers act and reason during the purchasing process. Time, self-congruity, modernity, perceived quality, perceived price, attractiveness, and ethnocentrism are the factors persuading the consumers' purchasing behaviour towards convenience food products (Kardes et al. 2008). Costell et al., (2010) indicated that consumers perception influences the purchase, acceptance and utilisation of convenience foods. Banerjee et al. (2013) found that consumer characteristics influences convenience food consumption. The application of theory of planned behaviour (TPB) as the theoretical framework of the study developed by Icek Ajzen helps predict and explain behaviour across a wide range of consumers behaviours towards the purchase of locally produced convenience food products in Ghana.



CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents details of the methodology for conducting the study in order to achieve the research objectives as well as answer the research questions. It discusses (what type of research are you conducting) the research approach, research design, population of the study, sampling and sampling technique employed, data collection instrument and data collection procedure. It also discusses data analysis techniques employed.

3.2 Research Design

This study adopted the descriptive survey research design and applied the quantitative approach. Descriptive survey research design is used in cases where researchers expect to have target group explain or describe certain issues about important variables of the study. According to Sinnott (2015), in descriptive survey research, the events or conditions either already exists or have occurred and the researcher merely selects the relevant variables for an analysis of their relationships. Hence, the design is selected to satisfy this aspect of the study. Descriptive survey was useful in describing the characteristics of a large population. This helped the researcher to ask many questions that provided considerable flexibility in the analysis (Aluko, 2018). It is an efficient way to obtain information needed to describe the perception of consumers and the factors that influence consumers purchase of locally produced convenience food products. Also, it allows for greater degree of accuracy, reliability, standardizations of measurement and uniqueness of the study.

3.3 Population

Costell et al., (2010) define a population as a group of elements or cases, whether individuals, objects or events, that conform to specific criteria and to which we intend to generalise the results of the research. The target population for the study comprised consumers aged between 19-59 years who purchase food products. The consumers were sampled from the two major markets in Asikuma Odoben Brakwa District in the Central Region. The study estimated about 54,314 consumers which is about 42.8% of the total population of 126,993 (20-59years) in Asikuma Odoben Brakwa District according to the Ghana Statistical Service (2021).

3.4 Sample and Sampling Procedure

Sampling is the process of selecting a portion of the population to represent the entire population in the study (Amedahe, 2004). Sample on the hand consist of a carefully selected unit of the population for a particular study (Sarantakos, 2005). It is a sub-group of the population that is an ideal representative of the entire population (Kumar & Finance, 2012). It is representative of the population to the extent that it exhibits the same distribution of characteristics as the population” (Arthur, 2012, p. 111).

For this study, a multi stage sampling technique was adopted. Purposive sampling technique was used in selecting the two (Asikuma Market, and Brakwa Market) major markets at Asikuma Odoben Brakwa District in the Central Region of Ghana. The purposive sampling was used to focus on particular characteristics of a population that are of interest. Purposive sampling is a non-probability sampling that is characterized by a deliberate effort to gain representative samples by including groups or typical areas in a sample (Campbell, Greenwood, Prior, Shearer, Walkem, Young, Bywaters & Walker, 2020).

The second stage involved the selection of consumers from the selected markets using convenience sampling technique. Convenience sampling technique was used to pick market consumers to talk about issues related to locally made consumers food product. The researcher went to the market as a customer and established some relationship with the consumers, thereby intend to use convenience sampling for selecting consumers that respondents for the study. Convenience sampling technique was employed because it helps in gathering useful data and information that were not possible using probability sampling techniques, which require more formal access to lists of populations. From a sampling frame of 54,314, a sample of 360 consumers were selected. The sample size was determined from a table developed by Krejcie and Morgan (1970).

3.5 Data Collection Instrument

For the purpose of data collection and analysis, the researcher employed questionnaire to collect data from the respondents. Questionnaire is regarded as an effective instrument for securing factual information about practices and conditions of which the respondents are presumed to have knowledge and opinions on (Sirakaya-Turk & Uysal, 2017). Questionnaire was used simply because they can reach a large number of respondents within a short time, it gives the respondents adequate time to respond to the items, offers a sense of security and confidentiality to the respondents and lastly it tends to be objective since there is no bias resulting from the personal characteristics (Oosterveld, Vorst & Smits, 2019).

The questionnaires were divided into various sections based on the research objectives. Section I of the entire questionnaire dealt with demographic characteristics of the respondents. Section II covered the perception of consumers towards locally produced convenience food products, and section III dealt with factors that influence consumers purchase of locally produced convenience food products. Closed-ended

questions were used for this study. Closed ended were employed for the reason that they are easy to ask and quick to answer, they require no writing by either respondent or interviewer, and their analysis is straightforward (Bee & Murdoch-Eaton, 2016). The closed-ended items were rated using a five-point Likert scale.

Respondents were expected to tick (✓) the created boxes of columns where they strongly agree; agree; disagree and strongly disagree to the given statements. In this study, the Likert scale which had five (5) columns from number five (5) to (1) in a requisite order attached to various columns. The Likert scale provides the basis for neutral response, as well as ranking highest and lowest responses of respondents in the study. Here, the weight attached ranges from five (5) to one (1) with responses coded 1-5. Responses were to be ticked (✓) in the available boxes with correspondents' boxes attached. The Likert scale indicated the following: Strongly Agree (SA) - (5); Agree (A)-(4); Undecided (U)-(3); Disagree (SD) – (2); and Strongly Disagree (D) - (1). The strongly agree (SA) exhibits the most powerful weight of five (5) to the issue of discussion.

3.6 Validity and reliability of the research instruments

There are various methods for determining validity and reliability: face validity, content validity, construct validity and criterion-related validity. In this research, the researcher conducted a content validity. According to Taherdoost (2016), content validity is a technique which the items in a scale measure the same construct and it can be evaluated sending the questionnaire item to experts on the subject (academicians well versed in the construction studies) to check the comprehensiveness of the items under each construct. The feedback from these experts would then be used to improve the content as well as ease understanding to

eliminate ambiguity and duplication of tests. Content Validity is used to ensure that the measure actually measures what it is intended to measure (i.e. the contents), and no other variables. The content validity was conducted by requesting an expert (my supervisor) to provide her views on the relevance of questions on the questionnaire. The supervisor indicated whether each question on the questionnaire was relevant or not, and even adjusted the objectives of this study to suit the questionnaire. Based on supervisor's recommendations, questions that were deemed not valid were taken out of the questionnaire.

According to Oluwatayo (2012), reliability of an instrument is the degree of consistency which measures the attribute, it is supposed to be measuring. Reliability was done to determine the measurement scale that had been developed to find out whether it will produce consistent results if measurement is done on repeated basis. This study deployed internal consistency method in determining the instrument reliability with the Cronbach Alpha, as the relevant coefficient to evaluate. The internal consistency of each factor was determined by examining each item inter-correlation and computing the Cronbach's Alpha. Cronbach's alpha was used to test the reliability of the instrument and it yielded coefficient of 0.713. This coefficient was deemed high enough to justify the use of the instrument for the study.

3.7 Data collection procedure

The researcher asked official permission from the market traders before getting in touch with the consumers that patronise their food product. The questionnaire was personally administered by the researcher to the consumers. The researcher finds time that is convenience for the consumers and explained the questionnaire to them in the language that they understand

better. The researcher after explaining the questionnaire to the respondents completed the questionnaire on the spot for further analysis.

3.8 Method of Data Analysis

The retrieved questionnaires were scrutinized for errors, omissions, completeness and inconsistencies and were found to be adequately completed and therefore suitable for analysis. The data collected was processed and analysed with the aid of Statistical Package for Social Sciences (SPSS) version 23.0. The following analysis procedures were used in the study:

- *Frequencies, percentages, Mean and standard deviation:* This was used to summarize the data.
- *Correlation and regression Analysis:* To find out the significance relation between the perception and buying behavior of consumers towards locally produced convenience
- *ANOVA and T-Test:* To find out the significance difference between the consumer buying behaviour and their demographic characteristics towards locally produced convenience.

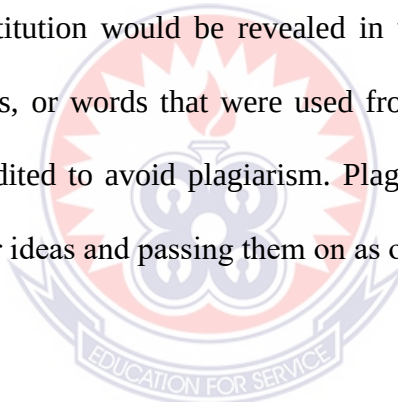
3.9 Ethical Considerations

According to Mugenda (2011), ethics in research focus on the application of ethical standards in the planning of the study, data analysis, dissemination and use of the results. The study addresses logistical, ethical and human relations issues to ensure successful completion of a research project. The researcher ensured that all ethical concerns were addressed. To ensure that there is informed consent and voluntary participation of the respondents who participated in the study, permission to conduct the research from respondents was sought from the selected store owners. The

purpose and importance of the research and the procedures involved were explained to the consumers so that they could participate willingly.

In this study, the confidentiality of the research participants was ensured. This was done by ensuring that the principles governing research participants were followed. Great care was taken to assure respondents that all information was treated with a lot of confidentiality. The researcher informed the respondents that no information was shared to third party. Also, their information was not identified and was used for research purposes only.

The researcher assured the respondent that his or her individual identity would not be revealed whatsoever. Besides, no identity information about the individual respondents or the institution would be revealed in written form. In this study, all ideas, processes, results, or words that were used from other authors were properly acknowledged and credited to avoid plagiarism. Plagiarism is the practice of taking someone else's work or ideas and passing them on as one's own.



CHAPTER FOUR

RESULTS OF THE STUDY

4.1 Introduction

This chapter presents the results of the field data on consumer buying behavior towards locally produced convenience food products. It focuses on consumers perception towards locally produced convenience food products, factors that influence consumers purchase of locally produced convenience food products, relationship between perception of consumers and buying behavior of locally produced convenience food products, and the association between the demographic characteristics and buying behaviour of consumers towards locally produced convenience food products.

4. 2 Response Rate

On the permission to distribute questionnaires to the consumers that purchase food products at the various markets in Asikuma Odobben Brakwa district, a total of 360 questionnaires were distributed. Out of 360 copies of questionnaire sent out, 280 questionnaires were retrieved. Therefore, the analysis of the study was based on 77.8% response rate. This response rate was acceptable to make conclusions for the study. Holtom, Baruch, Aguinis and Ballinge (2022) indicates that that 50.0% response rate is adequate, 60.0% is good and 70.0% very good. Therefore, 87.0% response rate was hence considered very good to provide required information for the purpose of data analysis.

4.3 Demographic Characteristics of Respondents

Demographic information of the respondents taken for the purpose of this research includes gender, age, educational background, marital status and income level of the respondents. Table 4.1 explains the details of the demographic data in tabular form.

Table 4.1: Demographic characteristics of respondents

Characteristics	age range	Frequency (N)	Percentage (%)
Age group	20-25 years	46	16.4
	26-35 years	156	55.7
	36-45 years	60	21.4
	46 years and above	18	6.4
	Total	280	100.0
Gender	Gender		
	Male	6	2.1
	Female	274	97.9
	Total	280	100.0
Educational background	Level of education		
	No formal education	12	4.3
	Basic education	51	18.2
	Sec/Tech education	78	27.9
	Tertiary education	139	49.6
	Total	280	100.0
Marital status	Status		
	Married	235	83.9
	Divorced	8	2.9
	Single	37	13.2
	Total	280	100.0
Income	Income range		
	Below GHC 300	37	13.2
	GHC300-GHC599	62	22.1
	GHC600-GHC899	13	4.6
	GHC900-GHC1,199	20	7.1
	GHC1,200-GHC1,499	17	6.1
	GHC1,500 and above	131	46.8
	Total	280	100.0

Source: Field Data, 2022

Table 4.1 clearly shows that the respondents were fairly distributed among the age brackets set out on the questionnaire. Forty-six (46) respondents constituting 16.4% were between the ages of 20-25years, while, 156 respondents constituting 55.7% were in the age category of 26-35years. In addition, 60 respondents constituting 47.4% of the participants were between the ages of 36-45years. However, 18 respondents representing 6.4% were above 6.4%. This indicates the majority of the selected consumers were between the ages of 26-35 years and they are at their youthful age.

As displayed in Table 4.1, both males and females were captured in the study. This is because the views of both males and females were needed to make fair conclusions on the subject. The result of the analysis shows that 6 respondents representing 2.1% were males, whereas 274 respondents representing 97.9% were females. This indicates that more female consumers that purchase food items were included in the study. The finding agrees with the study by Nurudeen, Lawal and Ajayi (2014) in Nigeria that markets are dominated by women.

In terms of level of education attained by the respondents, 12 of them representing 4.3% had no formal education, while 51 representing constituting 18.2% had basic school education. However, 78 respondents representing 27.9% had Secondary/Technical education and the remaining 139 respondents constituting 49.6% had tertiary education. The finding showed that tertiary (49.6%) was the commonest among consumers selected, while no formal education (4.3%) constituted the least proportion of the respondents. This clarifies that the consumers included in this study had good educational background. On the marital status of the respondents, 235 respondents constituting 83.9% were married, whereas 8 of them forming 2.9% were divorced. In addition, 37 respondents representing 13.2% were

single. This finding showed that majority of the respondents included in the study were married and they are in the good position to talk about the issue at hand.

On the income levels, 37 respondents representing 13.2% indicated that their income level was below GH¢ 300.00 per month. In addition, 62 respondents constituting 22.1% affirmed that their income level was between GH¢ 300.00 to GH¢ 599.00 per month. However, 13 respondents representing 4.6% said their income level was between GH¢ 600.00 to GH¢ 899.00 per month. Again, 20 respondents representing 7.1% said they received GH¢ 900.00 to GH¢ 1199.00 per month; whereas 17 respondents constituting 6.1% revealed that they received GH¢ 1200.00 to GH¢ 1499.00 per month. As depicted in Table 4.1, 131 respondents constituting 46.8% indicated that their income level was GH¢ 1500.00 and above. This implies that the respondents have the purchasing power to buy whatever they prefer including convenience food products.

4.4 Consumer perception on locally produced convenience food products

In addressing research question one, the respondents were asked to indicate their level of agreement to their perception towards locally produced convenience food products. The perception of the consumers were measured with mean and standard deviations and the significant mean level was fixed at 3.0. The statement above 3.0 threshold is considered as significant and those below the cut-off point were rejected. The results obtained were ranked in descending order as shown in Tables 4.2 and 4.3.

Table 4.2: Responses on Positive perception

S/N	Positive Perception	Mean	Std. Dev.	Decision
PP1	They are always available on the market	3.76	1.106	Agreed
PP2	It helps in emergency situation	3.74	1.282	Agreed
PP3	They reduce the cooking time	3.66	1.125	Agreed
PP4	It reduces spoilage of food to a great extent if stored properly	3.63	1.278	Agreed
PP5	They reduce the time required for pre-preparation	3.38	1.300	Agreed
PP6	Does not require complicated cooking method	3.29	1.417	Agreed
PP7	Variety of food is prepared quickly	3.20	1.255	Agreed
PP8	There are no complications in the usage of locally produced convenience food	3.04	1.179	Agreed
PP9	Reduce kitchen mess	2.95	1.245	Disagreed
PP10	There is none need to know recipe	2.22	1.132	Disagreed
Average		3.29	1.232	Agreed

Note: Agreed: > 3.0, Disagreed: <3.0

The data displayed in Table 4.2 shows that the consumers have a positive perception towards locally produced convenience food products. This is because consumers agreed to the statements which indicated a positive direction in which locally produced convenience food products is perceived. For instance, responses to the statement, “locally produced convenience food products are always available on the market” had a mean score of 3.76 and a standard deviation of 1.106. Again, in relation to the statement “locally produced convenience food products help in emergency situation had a mean score of 3.74 and a standard deviation of 1.282. Moreover, concerning the statement “locally produced convenience food products reduce cooking time” a mean score of 3.66 and a standard deviation of 1.125 was recorded. However, on the statement that “locally produced convenience food products reduce spoilage of food to a great extent if stored properly” had a mean of 3.63 and a standard deviation of 1.278.

Furthermore, the respondents agreed that locally produced convenience food product reduce the time required for pre-preparation with a mean score of 3.38 and a standard deviation of 1.300. In addition, the respondents agreed that locally produced

convenience food products do not require complication cooking method. This statement reflected a mean of 3.29 and a standard deviation of 1.417. Again, the statement that variety of food is prepared quickly attained a mean of 3.20 and a standard deviation of 1.255. On the other hand, the respondents agreed that there were no complications in the usage of locally produced convenience food products. This statement had a mean of 3.04 and a standard deviation of 1.179. The respondents disagreed that locally produced convenience food products reduce kitchen mess. This statement reflected a mean of 2.95 and a standard deviation of 1.245. The respondents further disagreed that there is none need to know recipe of locally produced convenience food products. This statement had a mean of 2.22 and a standard deviation of 1.132. All these statements were below 3.0 threshold and considered as insignificant.

The overall results show that the direction of consumers perception towards locally produced convenience food products is positive. The consumers substantiated that locally produced convenience food products are always available on the market, helps in emergency situation, reduce the cooking time, and reduces spoilage of food to a great extent if stored properly. They further emphasized that locally produced convenience food products reduce the time required for pre-preparation, and there are no complications in the usage of locally produced convenience food. This clearly implies that the preferences of the consumers clearly show their priority for convenience products.

Table 4.3: Responses on Negative perception

S/N	Negative Perception	Mean	Std. Dev.	Decision
NP1	Nutrients are lost during processing of locally produced convenience food product	3.12	1.230	Agreed
NP2	The nutritional value of locally produced convenient food products may be of low quality.	2.82	1.066	Disagreed
NP3	Packaging of locally produced convenient food are unattractive	2.61	1.395	Disagreed
NP4	There are no label marking and specifications on locally produced convenience food product	2.40	1.380	Disagreed
NP5	Locally produced convenient food products are not produced under hygienic condition	2.31	1.258	Disagreed
NP6	Locally produced convenient food product are expensive	2.11	1.203	Disagreed
Average		2.56	1.255	Disagreed

Note: Agreed: > 3.0, Disagreed: <3.0

From Table 4.3, it is observed that consumers have a positive perception towards locally produced convenience food products as they disagreed to a lot of the statements which were in a wrong way in which locally produced convenience food products is perceived. The only negative statement that agreed by the consumers was: “Nutrients are lost during processing of locally produced convenience food product” a mean of 3.12 and a standard deviation of 1.230 was recorded. In responses to the statement “The nutritional value of locally produced convenient food products may be of low quality” had a mean score of 2.82 and a standard deviation of 1.066.

Moreover, concerning the statement “Packaging of locally produced convenient food are unattractive” a mean score of 2.61 and a standard deviation of 1.395 was recorded. However, the respondents further agreed to the statement that “There are no label marking and specifications on locally produced convenience food product”. This statement had a mean of 2.40 and a standard deviation of 1.380. On the statement “Locally produced convenient food products are not produced under hygienic condition” a mean score of 2.31 and a standard deviation of 1.258 was achieved. However, the statement “Locally produced convenient food product are

expensive” had a mean of 2.11 and a standard deviation of 1.203. The result clearly indicates that the direction of the perception of consumers towards. The findings imply that consumers have a positive perception of the towards locally produce convenience food product. It can be argued that the positive perception held by consumers increases the purchase, acceptance and utilisation of convenience foods.

4.5 Factors influencing consumers purchase of convenience food products

In addressing research question two, the respondents were asked to indicate the factors that influence their purchase of locally produced convenience food products. The factors were measured by 12 statements and the results obtained were ranked in descending order as shown in Table 4.4. The statement above 3.0 threshold is considered as significant causes and those factors below the cut-off point were rejected as factors influencing consumers purchase of convenience food products.

Table 4.4: Factors influencing consumers purchase of convenience food products

S/N	Factors	Mean	Std. Dev.	Decision
FAC1	Price of convenience food	3.63	1.150	Agreed
FAC2	Saves time in cooking process	3.58	1.350	Agreed
FAC3	Availability of convenience foods	3.50	1.292	Agreed
FAC4	Attractive advertisements and other promotional measures	3.39	1.242	Agreed
FAC5	To be kept for emergencies	3.34	1.162	Agreed
FAC6	Quality of convenience food products	3.32	1.271	Agreed
FAC7	Freshness and Hygiene of locally produced convenient food products	2.45	1.289	Disagreed
FAC8	Avoid kitchen mess	2.39	0.955	Disagreed
FAC9	Cleaning up very simple	2.35	1.206	Disagreed
FAC10	Lazy to start cooking from scratch	2.16	1.114	Disagreed
FAC11	Ease off complicated cooking process	2.09	1.126	Disagreed
FAC12	Lack of knowledge and skills in preparation of a particular dish	1.63	0.741	Disagreed
FAC13	Due to non-availability of certain ingredients in a lot of locally produced convenient food.	1.63	0.649	Disagreed

Note: Agreed: > 3.0, Disagreed= <3.0

As presented in Table 4.4, the respondents agreed that price of locally produced convenience food influenced their purchase. This statement had a mean of 3.63 and a standard deviation of 1.150. Also, the respondents indicated that time saving in cooking process influence their purchase of locally produced convenience food product with a mean of 3.58 and a standard deviation of 1.350. In addition, with a mean of 3.50 and a standard deviation of 1.292, the respondents agreed that availability of locally produced convenience influence their purchase.

Conversely, the respondents agreed that attractive advertisements and other promotional measures influence the purchase of locally produced convenience food products. This statement reflected a mean of 3.39 and a standard deviation of 1.242. On the other hand, the respondents emphasized emergency situations influence their purchase for locally produced convenience food products. This statement attained a mean of 3.34 and a standard deviation of 1.162. However, with a mean score of 3.32 and a standard deviation of 1.271, the respondents agreed that quality of locally produced convenience food product influence the purchase.

On the contrary, the respondents disagreed to freshness and Hygiene of locally produced convenient food products. This statement had a mean of 2.45 and a standard deviation of 1.289. Moreover, the respondents disagreed to avoiding kitchen mess representing a mean score of 2.39 and a standard deviation of 0.955. The respondents on the other hand disagreed that to cleaning up very simple. This statement attained a mean score of 2.60 and a standard deviation of 1.213. Furthermore, with a mean score of 2.16 and a standard deviation of 1.114, the respondents disagreed to lazy to start cooking from scratch as a factor that influence the purchase of locally produced convenience food product. Again, the respondents disagreed that ease off complicated cooking process is a major factor of purchasing convenience food product. This

statement reflected a mean of 2.09 and a standard deviation of 1.126. However, the respondents disagreed to lack of knowledge and skills in preparation of a particular dish as a factor that influence the purchase of locally produced convenience food product. This statement had a mean of 1.63 and a standard deviation of 0.741. These statements were below the 3.0 threshold and is considered as insignificant factors that influence consumers purchase of locally produced convenience food products.

The finding showed that price of convenience food, time saving in cooking process, availability of convenience foods, attractive advertisements and other promotional measures, emergency situations, and quality of convenience food products influence consumers purchase of locally produced convenience food products. This implies that consumers' purchase process of locally produced convenience food products are influenced by a number of different factors, some of which marketers cannot control.

4.6 Testing of Hypothesis

This section addresses the following formulated hypotheses.

- Ho₁: Consumers perception is not significantly related to the buying behaviour of locally produced convenience food products on the market.
- Ho_{2a}: Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their age group.
- Ho_{2b}: Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their marital status.
- Ho_{2c}: Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their income level.

4.6.1 Relationship between consumers perception and buying behavior

In order to evaluate the relationship between perception of consumers and buying behavior of locally produced convenience food products on the Ghanaian market, the variables for consumer buying behavior were performed.

4.6.1.1 Buying behavior of consumers towards convenience food products

The main issue considered under this section related to the behavior of consumers on locally produced convenience food produced. Respondents were asked to indicate their level of agreement to statements on the buying behavior measurement.



Table 4.5: Buying behaviour decision of consumers

S/N	Consumer buying behaviour	Mean	Std. Dev.	Decision
BH1	Irrespective of peer pressure I will have strong purchasing choices for locally produced convenience food products	3.76	1.106	Agreed
BH2	I always repel the information which is against locally produced convenience food products	3.74	1.282	Agreed
BH3	I attach much value to locally produced convenience food products	3.72	1.059	Agreed
BH4	I feel comfortable with the usage of locally produced convenience food products	3.71	1.019	Agreed
BH5	I feel proud anytime I purchase locally produced convenience food products	3.46	1.404	Agreed
BH6	It may affect my image but I prefer to purchase locally produced convenience food products	3.38	1.300	Agreed
BH7	I always buy locally produced convenience food products regardless of my associations, clubs etc	3.36	.967	Agreed
BH8	The locally produced convenience food products play an important role in buying convenience food	3.34	1.492	Agreed
BH9	Regardless of my lifestyle I will patronise locally produced convenience food products	3.34	1.361	Agreed
BH10	I always close my mind and rigid in accepting non-locally produced convenience food products	3.28	1.296	Agreed
BH11	I am very much emotional when it comes to patronizing locally produced convenience food products	2.91	1.185	Disagreed
BH12	I will buy locally produced convenience food products at the expense of my social status	2.47	.927	Disagreed

Note: Agreed: > 3.0, Disagreed= <3.0

Concerning the behavior of consumers on locally produced convenience food produced (Table 4.5), the consumers agreed that irrespective of peer pressure they will have strong purchasing choices for locally produced convenience food products. This statement had a mean score of 3.76 and a standard deviation of 1.106. Also, with a mean of 3.74 and a standard deviation of 1.282, consumers agreed that they always repel the information which is against locally produced convenience food products. In addition, the respondents agreed that they attach much value to locally produced convenience food products. This statement reflected a mean of 3.72 and a standard deviation of 1.059.

Furthermore, with a mean score of 3.71 and a standard deviation of 1.019, the respondents agreed that they feel comfortable with the usage of locally produced convenience food products. The study further revealed that consumers feel proud anytime they purchase locally produced convenience food products. This statement had a mean of 3.46 and a standard deviation of 1.404. Again, the respondents agreed it may affect their image but they prefer to purchase locally produced convenience food products. This statement had a mean of 3.38 and a standard deviation of 1.300. On the issue that consumers always buy locally produced convenience food products regardless of their associations, clubs etc, a mean score of 3.36 and a standard deviation of 0.967 was attained.

On the other hand, the respondents agreed that locally produced convenience food products play an important role in buying convenience food. This statement reflected a mean of 3.34 and a standard deviation 1.492. Moreover, the respondents agreed that regardless of the lifestyle they will patronise locally produced convenience food products. This statement reflected a mean of 3.34 and a standard deviation of 1.361. The respondents further agreed that they always close their mind and rigid in accepting non-locally produced convenience food products. This statement attained a mean of 3.28 and a standard deviation of 1.296.

On the contrary, the respondents disagreed that they are very much emotional when it comes to patronizing locally produced convenience food products. This statement had a mean score of 2.91 and a standard deviation of 1.185. With a mean score of 2.47 and a standard deviation of 0.927, the respondents further disagreed that they will buy locally produced convenience food products at the expense of their social status. These statements failed to meet the predetermined cut-off point of 3.0

The finding showed that consumers have strong purchasing choices for locally

produced convenience food products, repel the information which is against locally produced convenience food products, attach much value to locally produced convenience food products, and feel comfortable with the usage of locally produced convenience food products. Also, it became evident that consumers feel proud anytime they locally produced convenience food products, always buy locally produced convenience food products, and the locally produced convenience food products play an important role in buying convenience food.

4.6.1.2 Regression Analysis

In order to address the third research question, (where is the third research question) regression analysis was conducted to find out the relationship between perception of consumers and buying behavior of locally produced convenience food products. The results are summarized and the original Table from SPSS-23.

4.6.1.2.1 Regression Model Summary

The study analysed the variations of consumer's buying behaviour in relation to their positive and negative perception. The findings are presented in Table 4.6

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.665	.663	.866

a. Predictors: (Constant), positive perception, negative perception

Source: Field Survey, 2022

According to the model summary output, the variables were significantly correlated where R (coefficient of correlation) was a positive correlation of 0.816 indicating that the consumer perception were highly related to consumer's buying behaviour. The identified independent variables (positive and negative perception), explains 66.5% variation in the dependent variable (consumer's buying behaviour). Analysis of variance was also carried out and the findings are presented in Table 4.7.

Table 4.7: Analysis of variance

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	413.060	2	206.530	275.430	.000 ^b
	Residual	207.707	277	.750		
	Total	620.768	279			

a. Dependent Variable: consumers buying behavior

b. Predictors: (Constant), positive perception, negative perception

The relationship was significant at critical value (0.001) since the reported p-value ($0.000 < 0.01$) was less than the critical value. This implies that consumer perception has a direct impact on the buying behavior of consumers towards locally produced convenience food product ($F=275.430$, $P=0.000 < 0.01$). Consumer perception is one of the foremost components stirring consumers priority for convenience products in terms of price, quality, variety, packaging, and non-seasonal availability. This implies that the null hypothesis “*Consumer’s perception is not significantly related to the buying behaviour of locally produced convenience food products on the market*” is rejected leading to the acceptance of the alternate hypothesis. To evaluate the effect of each variable on the dependent variable, regression coefficients were generated as shown in Table 4.8.

Table 4.8: Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std Error	Beta		
1	(Constant)	.375	.154		2.437	.015
	Positive perception	1.063	.046	.840	23.001	.000
	Negative perception	-.120	.045	-.097	-2.642	.009

a. Dependent Variable: Consumer buying behavior

The results indicated that a unit increase in average positive perception of locally produce convenience food products increases the average consumer’s buying behaviour by 1.063 ($\beta=1.063$, $p=0.000$). This implies that positive perception is a

significant predictors of consumer's buying behavior (p -value < 0.01). The findings as shown on the Table 4.8 further shows that a unit increase in negative perception of consumers towards locally produce convenience food products decreases the average consumer's buying behaviour by 0.120 ($\beta = -0.120$, $p = 0.009$). This implies that package size and shape have a positive influence on consumer's buying behaviour (p -value < 0.001). This implies that consumer perception either positive or negative have a statistically significant influence on consumer buying behaviour towards locally produced convenience food products.

4.6.2 Association between demographic characteristics and buying behaviour

To answer research the last research question, ANOVA test were used to find out the association between demographic characteristics (e.g. age, marital status, and income) of consumers on buying behaviour of consumers towards of locally produced convenience food products.

4.6.2.1 Association between the age and buying behaviour of consumers

One-Way Analysis of Variance was conducted to explore the association between the age and buying behaviour of consumers towards of locally produced convenience food products. Participants were divided into four groups according to their age category. The results are presented in Table 4.9.

Table 4.9: Respondents grouped by age category

	Age category	N	Mean	Std. Dev.	df	One – Way ANOVA ^(a)	
						F	Sig.
The locally produced convenience food products play an important role in buying convenience food	20-25years	46	3.15	1.712	276	0.701	.552
	26-35years	156	3.40	1.304			
	36-45years	60	3.42	1.853			
	46years and above	18	3.00	1.029			
I will buy locally produced convenience food products at the expense of my social status	20-25years	46	2.00	.000	276	40.041	.000
	26-35years	156	2.29	.655			
	36-45years	60	3.42	1.306			
	46years and above	18	2.00	.000			
I always buy locally produced convenience food products regardless of my associations, clubs etc	20-25years	46	3.26	.976	276	19.127	.000
	26-35years	156	3.08	1.000			
	36-45years	60	4.00	.000			
	46years and above	18	4.00	1.029			
Regardless of my lifestyle I will patronise locally produced convenience food products	20-25years	46	2.89	1.464	276	28.019	.000
	26-35years	156	2.96	1.290			
	36-45years	60	4.15	.840			
	46years and above	18	5.00	.000			
Irrespective of peer pressure I will have strong purchasing choices for locally produced convenience food products	20-25years	46	3.48	.888	276	15.890	.000
	26-35years	156	3.56	1.235			
	36-45years	60	4.57	.500			
	46years and above	18	3.50	.514			
It may affect my image but I prefer to purchase locally produced convenience food products	20-25years	46	2.48	1.243	276	20.847	.000
	26-35years	156	3.37	1.266			
	36-45years	60	3.58	1.062			
	46years and above	18	5.00	.000			
I attach much value to locally produced convenience food products	20-25years	46	3.26	.444	276	23.790	.000
	26-35years	156	4.10	.985			
	36-45years	60	3.43	.909			
	46years and above	18	2.50	1.543			
I am very much emotional when it comes to patronizing locally produced convenience food products	20-25years	46	2.89	1.464	276	5.835	.001
	26-35years	156	2.80	1.172			
	36-45years	60	2.87	.999			
	46years and above	18	4.00	.000			
I always repel the information which is against locally produced convenience food products	20-25years	46	3.26	.976	276	5.123	.002
	26-35years	156	3.85	1.187			
	36-45years	60	3.58	1.690			
	46years and above	18	4.50	.514			
I feel comfortable with the usage of locally produced convenience food products	20-25years	46	3.22	1.332	276	17.663	.000
	26-35years	156	3.54	.973			
	36-45years	60	4.28	.454			
	46years and above	18	4.50	.514			
I always close my mind and rigid in accepting non-locally produced convenience food products	20-25years	46	2.74	.976	276	15.390	.000
	26-35years	156	3.23	1.207			
	36-45years	60	3.30	1.499			
	46years and above	18	5.00	.000			
I feel proud anytime I purchase locally produced convenience food products	20-25years	46	3.26	.976	276	3.847	.010
	26-35years	156	3.69	1.283			
	36-45years	60	3.02	1.790			
	46years and above	18	3.50	1.543			
Average		280	3.37	1.199	276	52.501	.000^b

Note: ^bp-value is statistically significant at 1% (0.01)

Source: Field Work using SPSS (2022)

An indication from Table 4.9 showed that the association between the age and buying behaviour of consumers towards of locally produced convenience food product. This means, the agreement on the buying behaviour of consumer differs with respect to their age group ($F(df)=52.501$, $P=0.000<0.01$). For the individual buying behaviour, there was a significant difference between the age group on buying locally produced convenience food products at the expense of social status ($F(df)=40.041$, $P=0.000<0.01$), always buying locally produced convenience food products regardless of associations, clubs etc ($F(df)=19.127$, $P=0.000<0.01$), patronizing locally produced convenience food products regardless of lifestyle ($F(df)=28.019$, $P=0.000<0.01$), having strong purchasing choices for locally produced convenience food products irrespective of peer pressure ($F(df)=15.890$, $P=0.000<0.01$), preferring to purchase locally produced convenience food products if it may affect its image ($F(df)=20.847$, $P=0.000<0.01$).

In addition, a significant difference was found between the age group of consumers on attaching much value to locally produced convenience food products ($F(df)=23.790$, $P=0.00<0.01$), very much emotional when it comes to patronizing locally produced convenience food products ($F(df)=5.835$, $P=0.001<0.01$), repelling information which is against locally produced convenience food products ($F(df)=5.123$, $P=0.002<0.01$), feeling comfortable with the usage of locally produced convenience food products ($F(df)=17.663$, $P=0.000<0.01$), closing mind and rigid in accepting non-locally produced convenience food products ($F(df)=15.390$, $P=0.000<0.01$), and feeling proud anytime locally produced convenience food products is purchased ($F(df)=3.847$, $P=0.010<0.05$). The finding showed that there was a statistically significant difference between the age and buying behaviour of consumers towards of locally produced convenience food products. Therefore, the

null hypothesis “ H_{02a} : Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their age group” is rejected.

4.6.3 Association between marital status and buying behaviour of consumers

One-Way ANOVA test results on the significant difference between marital status and buying behaviour of consumers towards of locally produced convenience food products was determined. Table 4.7 presents the result.

Table 4.10: Respondents grouped by marital status

		N	Mean	Std. Dev.	Df	One – Way ANOVA ^(a)	
						F	Sig.
The locally produced convenience food products play an important role in buying convenience food	Married	230	3.39	1.394	276	32.192	.000
	Divorced	17	1.00	.000			
	Single	33	4.18	1.357			
I will buy locally produced convenience food products at the expense of my social status	Married	230	2.57	.994	276	8.151	.000
	Divorced	17	2.00	.000			
	Single	33	2.00	.000			
I always buy locally produced convenience food products regardless of my associations, clubs etc	Married	230	3.23	1.016	276	14.422	.000
	Divorced	17	4.00	.000			
	Single	33	4.00	.000			
Regardless of my lifestyle I will patronise locally produced convenience food products	Married	230	3.15	1.426	276	12.971	.000
	Divorced	17	4.00	.000			
	Single	33	4.27	.452			
Irrespective of peer pressure I will have strong purchasing choices for locally produced convenience food products	Married	230	3.84	1.022	276	39.820	.000
	Divorced	17	5.00	.000			
	Single	33	2.55	.905			
It may affect my image but I prefer to purchase locally produced convenience food products	Married	230	3.28	1.198	276	15.724	.000
	Divorced	17	5.00	.000			
	Single	33	3.18	1.722			
I attach much value to locally produced convenience food products	Married	230	3.53	1.056	276	26.226	.000
	Divorced	17	5.00	.000			
	Single	33	4.36	.489			
I am very much emotional when it comes to patronizing locally produced convenience food products	Married	230	2.92	1.223	276	6.848	.001
	Divorced	17	2.00	.000			
	Single	33	3.27	.977			
I always rebel the information which is against locally produced convenience food products	Married	230	3.64	1.385	276	3.994	.019
	Divorced	17	4.00	.000			
	Single	33	4.27	.452			
I feel comfortable with the usage of locally produced convenience food products	Married	230	3.96	.653	276	118.175	.000
	Divorced	17	4.00	.000			
	Single	33	1.82	1.357			
I always close my mind and rigid in accepting non-locally produced convenience food products	Married	230	3.11	1.252	276	19.977	.000
	Divorced	17	5.00	.000			
	Single	33	3.55	1.252			
I feel proud anytime I purchase locally produced convenience food products	Married	230	3.41	1.468	276	1.451	.236
	Divorced	17	4.00	.000			
	Single	33	3.55	1.252			
Average		280	3.37	1.313	276	77.839	.000^b

Note: **p*-value is statistically significant at 1% (0.01)

Source: Field Work using SPSS (2022)

From Table 4.10, ANOVA analysis of the difference between marital status of consumers and buying behaviour towards of locally produced convenience food products shows significant association value ($F(df) = 77.839, P=0.000<0.01$). This is because P-Value is less than 0.01. On the individual item, there was a significant difference between the marital status on locally produced convenience food products playing an important role in buying convenience food ($F(df)=32.192, P=0.000<0.01$), buying locally produced convenience food products at the expense of social status ($F(df)=8.151, P=0.000<0.01$), always buying locally produced convenience food products regardless of associations, clubs etc ($F(df)= 14.422, P =0.000<0.01$), patronizing locally produced convenience food products regardless of lifestyle ($F(df)=12.971, P =0.000<0.01$), having strong purchasing choices for locally produced convenience food products irrespective of peer pressure ($F(df)= 39.820, P =0.000<0.01$), preferring to purchase locally produced convenience food products if it may affect its image ($F(df)=15.724 P =0.000<0.01$) and attaching much value to locally produced convenience food products ($F(df)= 26.226, P=0.00<0.01$).

However, a significant difference was also found between the marital status of consumers on being very much emotional when it comes to patronizing locally produced convenience food products ($F(df)=6.848, P=0.000<0.01$), repelling information which is against locally produced convenience food products ($F(df)= 3.994, P=0.019<0.05$), feeling comfortable with the usage of locally produced convenience food products ($F(df)= 118.175, P=0.000<0.01$), and closing mind and rigid in accepting non-locally produced convenience food products ($F(df)= 19.977, P=0.000<0.01$).

This shows that marital status of the consumers had an association with buying behaviour towards locally produced convenience food products. Therefore, the null hypothesis “*Ho_{2b}: Consumers in Breman Asikuma buying behaviour is not significantly related to their marital status*” is rejected.

4.6.4 Association between income and buying behaviour of consumers

One-Way ANOVA test results on the significant difference between the association between income and buying behaviour of consumers towards of locally produced convenience food products was determined. Table 4.11 presents the result

Table 4.11: Respondents grouped by income level

	Income level	N	Mean	Std. Dev.	One – Way ANOVA ^(a)	
					F	Sig
The locally produced convenience food products play an important role in buying convenience food	Below GHC 300	37	4.78	0.417	12.378	.000
	GHC300-GHC599	62	3.11	1.380		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	3.10	1.021		
	GHC1,200-GHC1,499	17	2.18	1.286		
	GHC1,500 and above	131	3.16	1.612		
I will buy locally produced convenience food products at the expense of my social status	Below GHC 300	37	2.24	0.435	9.780	.000
	GHC300-GHC599	62	2.35	0.770		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	2.20	0.616		
	GHC1,200-GHC1,499	17	2.18	0.728		
	GHC1,500 and above	131	2.51	1.055		
I always buy locally produced convenience food products regardless of my associations, clubs etc	Below GHC 300	37	3.57	0.835	7.548	.000
	GHC300-GHC599	62	3.23	0.982		
	GHC600-GHC899	13	2.00	0.000		
	GHC900-GHC1,199	20	3.80	1.152		
	GHC1,200-GHC1,499	17	3.53	0.874		
	GHC1,500 and above	131	3.42	.0911		
Regardless of my lifestyle I will patronise locally produced convenience food products	Below GHC 300	37	3.14	1.004	8.643	.000
	GHC300-GHC599	62	3.50	0.763		
	GHC600-GHC899	13	2.00	0.000		
	GHC900-GHC1,199	20	4.70	0.923		
	GHC1,200-GHC1,499	17	2.71	1.448		
	GHC1,500 and above	131	3.32	1.580		
Irrespective of peer pressure I will have strong purchasing choices for locally produced convenience food products	Below GHC 300	37	2.27	1.071	57.111	.000
	GHC300-GHC599	62	3.79	0.960		
	GHC600-GHC899	13	2.00	0.000		
	GHC900-GHC1,199	20	3.35	0.671		
	GHC1,200-GHC1,499	17	4.59	0.507		
	GHC1,500 and above	131	4.29	0.662		
It may affect my image but I prefer to purchase locally produced convenience food products	Below GHC 300	37	1.95	1.246	23.829	.000
	GHC300-GHC599	62	3.06	1.226		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	4.90	0.308		
	GHC1,200-GHC1,499	17	3.94	1.029		

I attach much value to locally produced convenience food products	GHC1,500 and above	131	3.56	1.117	15.265	.000
	Below GHC 300	37	4.46	0.505		
	GHC300-GHC599	62	4.18	0.800		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	2.65	1.531		
	GHC1,200-GHC1,499	17	3.24	1.251		
I am very much emotional when it comes to patronizing locally produced convenience food products	GHC1,500 and above	131	3.49	0.987	29.250	.000
	Below GHC 300	37	4.22	0.417		
	GHC300-GHC599	62	2.05	1.151		
	GHC600-GHC899	13	2.00	0.000		
	GHC900-GHC1,199	20	3.80	0.616		
	GHC1,200-GHC1,499	17	3.06	1.029		
I always repel the information which is against locally produced convenience food products	GHC1,500 and above	131	2.88	1.053	7.799	.000
	Below GHC 300	37	4.24	0.435		
	GHC300-GHC599	62	2.98	1.431		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	4.45	0.510		
	GHC1,200-GHC1,499	17	4.00	1.225		
I feel comfortable with the usage of locally produced convenience food products	GHC1,500 and above	131	3.78	1.360	36.077	.000
	Below GHC 300	37	2.16	1.143		
	GHC300-GHC599	62	3.60	1.336		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	4.45	0.510		
	GHC1,200-GHC1,499	17	4.00	0.000		
I always close my mind and rigid in accepting non-locally produced convenience food products	GHC1,500 and above	131	4.02	0.328	15.231	.000
	Below GHC 300	37	2.27	1.071		
	GHC300-GHC599	62	3.23	0.982		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	4.90	0.308		
	GHC1,200-GHC1,499	17	3.76	1.251		
I feel proud anytime I purchase locally produced convenience food products	GHC1,500 and above	131	3.21	1.357	6.472	.000
	Below GHC 300	37	4.24	0.435		
	GHC300-GHC599	62	2.77	1.207		
	GHC600-GHC899	13	4.00	0.000		
	GHC900-GHC1,199	20	3.55	1.468		
	GHC1,200-GHC1,499	17	3.82	1.425		
Average		280	3.09	1.199	23.746	.000^b

Note: *p-value is statistically significant at 1% (0.01)

Source: Field Work using SPSS (2022)

As displayed in Table 4.11, the ANOVA analysis showed a significant difference between income of consumers and buying behaviour towards of locally produced convenience food products ($F(df)=23.746$, $P=0.000<0.01$). Specifically, a significant difference was found between income on locally produced convenience food products playing an important role in buying convenience food ($F(df)=12.378$, $P=0.000<0.01$), buying locally produced convenience food products at the expense of social status ($F(df)=9.780$, $P=0.000<0.01$), always buying locally produced convenience food products regardless of associations, clubs etc ($F(df)=7.548$,

$P=0.000<0.01$), patronizing locally produced convenience food products regardless of lifestyle ($F(df)=8.643$, $P=0.000<0.01$), having strong purchasing choices for locally produced convenience food products irrespective of peer pressure ($F(df)=57.11$, $P=0.000<0.01$), preferring to purchase locally produced convenience food products if it may affect its image ($F(df)=23.829$, $P=0.000<0.01$) and attaching much value to locally produced convenience food products ($F(df)=15.265$, $P=0.00<0.01$).

On the other hand, a significant difference was found between the income of consumers on being very much emotional when it comes to patronizing locally produced convenience food products ($F(df)=29.250$, $P=0.000<0.01$), repelling information which is against locally produced convenience food products ($F(df)=7.799$, $P=0.000<0.01$), feeling comfortable with the usage of locally produced convenience food products ($F(df)=36.077$, $P=0.000<0.01$), closing mind and rigid in accepting non-locally produced convenience food products ($F(df)=15.231$, $P=0.000<0.01$), and feeling proud anytime locally produced convenience food products is purchased ($F(df)=6.472$, $P=0.000<0.01$).

This shows that there is a significant difference between consumer buying behaviour towards locally produced convenience food products. This affirmed that the null hypothesis "*Ho_{2c}: Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their income level*" is rejected leading to the acceptance of the alternate hypothesis.

CHAPTER FIVE

DISCUSSION OF RESULTS

5.1 Introduction

This chapter presents the discussions of the results obtained from questionnaires. The discussions were carried out with the objective and research questions set out in chapter one as the basis. For in-depth understanding, the discussions on the findings from the current study were linked to the related literature. The discussions are structured into the perception of consumers towards locally produced convenience food products, factors that influence consumers purchase of locally produced convenience food products, relationship between perception of consumers and buying behavior of locally produced convenience food products, and the association between the demographic characteristics and buying behaviour of consumers towards of locally produced convenience food products.

5.2 Consumer perception on locally produced convenience food products

From the analysis, it became evident that consumers perception towards locally produced convenience food products is positive. The consumers substantiated that locally produced convenience food products are always available on the market, helps in emergency situation, reduce the cooking time, and reduces spoilage of food to a great extent if stored properly. They further emphasized that locally produced convenience food products reduce the time required for pre-preparation, and there are no complications in the usage of locally produced convenience food. This clearly implies that the preferences of the consumers clearly show their priority for convenience products. The result is in line with numerous studies (Roininen, 2012; Dunne *et al.*, 2011; Gracia *et al.*, 2009) who revealed consumers perception towards locally produced convenience food products are in a positive direction. The studies

emphasized that consumers' preferences towards local foods are derived not only from preferences for product quality, freshness or taste, but also from the demand for public benefits related to job and income generation in the community as well as improvement of the environment.

The result agrees with Ali et al.'s (2021) study that consumers have positive perception towards convenience food product. This is because it is frequently consumed in order to save time on meal preparation. The view of the consumers is in line with Raimundo et al. (2020) study who affirmed that because time is limited, consumers tend to accept and use convenience food products and other time saving goods more freely. A critical factor too is that, convenience foods are convenient, palatable and portable. Costell et al., (2010) study found a positive link that exists between consumers and the purchase, acceptance and utilisation of convenience foods. Srinivasan (2015) in their research paper point out that consumers have positive perception towards locally made convenience food products because it is easy to prepare and there are no complications in preparation in the usage of locally produced convenience food.

The finding is also in agreement with Joglekar and Kundle (2013) study who revealed that consumers perception on convenience food is in a positive direction. Consumers prefer convenience foods because it minimise the working time, help in emergency situation, and reduces spoilage of food to a great extent if stored properly. The study further discovered that consumption of convenience food product saves time but it does not save consumers from consuming high preservatives, extra sodium and hydrogenated fats. Roininen (2012) on the other hand explored consumers perceptions of convenience local food in Finland and revealed that convenience locally produced food was perceived fresher than conventional ones. In the same line,

Dunne *et al.* (2011) revealed that consumers were enthusiastic towards convenience local food products and perceived them as of higher quality than imported food products. In addition, the authors stated that respondents endorsed the idea of supporting local farmers and their national economy. In developing countries, preference for convenience local food products tends to be weaker. The finding here supports the argument by Mugeru *et al.* (2017) that the consumers are willing to pay for convenience local food products. Given that less information is available about consumer's preferences and willingness to pay for locally produce convenience food products.

5.3 Factors influencing consumers purchase of convenience food products

The study showed that price of convenience food, time saving in cooking process, availability of convenience foods, attractive advertisements and other promotional measures, emergency situations, and quality of convenience food products influence consumers purchase of locally produced convenience food products. This implies that consumers' purchase process of locally produced convenience food products are influenced by a number of different factors, some of which marketers cannot control. A study by Ali *et al.* (2021) in their study emphasize the preferences of the consumers clearly indicate their priority for convenience products in terms of price, quality, variety, packaging, and non-seasonal availability.

The result buttresses with Kardes *et al.* (2008) study that the manner in which customers act and reason during the purchasing process is influenced by time availability, perceived quality, perceived price, attractiveness, and ethnocentrism. Studies done by Priyadarshini (2015) revealed that time pressure, and availability influence consumers purchase of convenience food products. Strober and Weinberg (1980) found that working women tended to consume more convenience food

products because of limited time. Singh and Kathuria (2016) argues that it is not only being 'time poor' that prompts working women to use convenience foods, but also price, quality and availability of convenience products are taken into consideration.

Rose (2017) contends that consumers have a mission to simplify their lives in order to spend more quality time at home with their families and with friends. Consequently, the emphasis will increasingly be placed on convenience products to enable the consumers to serve within a shorter period of time. Rose study revealed that time saving in cooking process, availability of convenience foods, emergency situations, and quality of convenience food influence consumers purchase of convenience food products. According to Richardson (1997), quality perception determines consumer preference to buy a locally produced food products. However, product quality comparison assessment is evaluated by the consumers before making a purchase. Sometimes consumers give higher value to lower attributes. In addition to that, consumer perception of quality change over time as a result of added information. For that reason, marketers must track perception through product align and promotion strategies.

Consumers who prefer to buy more local food products are price conscious. Syafarudin (2021) mentioned that local brand buyers are price seekers-those who look for low price, as a result, for some consumers having inexpensive product means achieving high value. On the contrary, some consumers might associate low price with low quality. Those consumers who think price is an indicator of quality and companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better quality. Moreover, consumers relate price and quality as a factor influencing purchasing behaviour. According to Schiffman (2013) price perception has strong influence on purchase intention of product. However, if

the consumer is uncertain about the quality of the product, the less effect it has on the buying behaviour.

5.4 Relationship between consumers perception and buying behavior

The study found a positive significant relationship between consumer perception and buying behavior of consumers towards locally produced convenience food product ($F=275.430$, $P=000<0.01$). Consumer perception is one of the foremost components stirring consumers priority for convenience products in terms of price, quality, variety, packaging, and non-seasonal availability. The results led to the rejection of the null hypothesis “*Consumers in Asikuma Odoben Brakwa perception towards locally produced convenience food products are not significantly related to buying behaviour*”. Convenience food is gaining acceptance primarily from younger generations and is becoming part of day-to-day life. However, Consumer perception has a positive and a negative influence on buying attitude. The finding concurs with Costell et al., (2010) who found a positive link that exists between consumers and the purchase, acceptance and utilisation of convenience foods.

The finding is in agreement with Banerjee et al. (2013) who found that consumer characteristics influences convenience food consumption. The results further showed that the consumers have positive perception towards convenience food products, and was significantly associated with their purchase intention. According to Feldmann et al. (2015) consumers perception for local produced food influence consumers willing to pay price for them. Mostafa and Bottomley (2020) indicated that perception is an important determinant of consumer behaviour as it affects consumption patterns, lifestyle, activities and interests of consumers. As affirmed by Miller et al. (2013), perception on local food influence an individual’s attitude or behaviour.

The finding further concurs with Memery *et al.* (2015) study who found that moral and health perception are the most important reasons why British consumers choose local food, whereas taste and freshness attributes are perceived as less important. They also found that approximately 25% of urban and 30% of rural respondents are willing to pay up to 5% and 10% premiums for local foods. Penney and Prior (2014) investigated consumer behaviour towards local and regional foods and found that perception on the freshness and sustainability are the main reasons why consumers buy local and regional food, followed by high quality and taste. In addition, Roininen (2012), explored consumers perceptions of local food in Finland and revealed that locally produced food perception on the freshness than conventional ones affect consumer purchase behaviour. In the same line, Penney and Prior (2014) revealed that consumers were enthusiastic towards local food and perceived them as of higher quality than imported foods. In addition, Penney and Prior stated that consumers positive perception about local food influence their purchasing behaviour.

Jekanowski, William and Schiek (2000) found that 60% of Indiana consumers were very likely to consume locally produced food products because of their positive perception towards local foods. The remaining 40% of Indiana consumers in their study were either neutral or somewhat likely to purchase locally produced food products. Muger et al. (2017) show that consumers are have positive perception towards locally produced foods and are willing to pay a higher premium for local than foreign made food products. In contrast, Brown (2003) indicated that 58% of surveyed Missouri consumers were unwilling to pay a premium for locally grown food products if they were of the same quality as other products. However, 22% of respondents indicated that they would pay at least a 5% (and in some cases much greater) price premium.

5.5 Association between demographic characteristics and buying behaviour

5.5.1 Age group difference on buying behaviour of consumers

On whether the mean value for consumers buying behaviour towards locally produced convenience food products differ with respect to their age group, there was significant difference between age group and buying behaviour of consumers towards of locally produced convenience food product ($F(df)=52.501$, $P=0.000<0.01$). This affirmed that the null hypothesis “*Ho_{2a}: Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their age group*” is rejected. This shows that consumer behaviour change can through ages. The age of a consumer has been found, through research, to play an important role in the consumption of convenience foods. A study by Guido *et al.* (2022) discovered that the age of a consumer presents dominant differences in lifestyles and values. The finding is in agreement with Anderson (2011), found a significant difference between consumers ages and purchasing behaviour. The study further emphasized that consumer in the 25-40year age group were the most convenience oriented.

A study by Bozoglu *et al.* (2013) showed that the frequency of convenience food consumption was significantly associated with age of consumers. The pinpoint that younger than thirty-five years of age are the primary users of convenience foods and fast foods. The study became evident that a consumer can read the contents and detailing on the packaging of the convenience product and decide to whether health aspects are preferred or not.

5.5.2 Marital status difference and buying behaviour of consumers

The finding from ANOVA found a statistically significant difference between marital status of consumers and buying behaviour towards of locally produced convenience food products ($F(df) 77.839$, $P=0.000<0.01$). This showed that the null

hypothesis “*Ho_{2b}: Consumers in Breman Asikuma buying behaviour is not significantly related to their marital status*” is rejected. This implies that marital status of the consumers affects their behaviour on the purchase of locally produce convenience food product. A study by Jabs and Devine (2006) and Rose (2017) revealed that managing household and childcare responsibilities is often more difficult for single parents who often do not have someone with whom to share housework, childcare and other responsibilities. It is likely that, besides married working women, single working women become a target market for convenience foods (Rose, 2017).

5.5.3 Income level difference and buying behaviour of consumers

The study discovered that there is a significant difference between income of consumers and buying behaviour towards of locally produced convenience food products ($F(df)=23.746$, $P=0.000<0.01$). This affirmed that the null hypothesis “*Ho_{2c}: Consumers in Asikuma Odoben Brakwa buying behaviour is not significantly related to their income level*” is rejected leading to the acceptance of the alternate hypothesis. The level of income affects the lifestyle and behaviour of a consumer. A person with high income purchases expensive product and those with low income prefer to buy product with lower price. Higher Income level’s purchasing behaviour has a negative relationship with local product. Whereas the lower Income levels have negative relation related to purchasing foreign products (Vorage et al., 2020).

The finding is in line with Rose (2017) study who discovered a direct link between income and the buying power for convenience foods. What is remarkable is the fact that money can have a bearing on the choice of convenience foods that are normally more expensive than unprocessed foods. Raj and Mishra (2020) study found direct relation between the choice of convenience foods and income while Rezai *et al.* (2017) and Vorage et al. (2020) also found that income has a connection with the

choice of convenience foods in the sense that a higher income enlarges the consumer's chance of purchasing convenience food.



CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The chapter presents the summary of the major findings of the study, and the relevant conclusions drawn from the findings indicating how the study has contributed to knowledge. In addition, it presents the recommendations made based on the findings of the study and the suggestions for future studies.

6.2 Findings of the Study

The presentation of the main findings of the study was presented according to the specific objectives.

6.2.1 Consumer perception on locally produced convenience food products

- The study found that consumers' perception towards locally produced convenience food products is positive.
- It became evident that locally produced convenience food products are always available on the market, helps in emergency situation, reduce the cooking time, and reduces spoilage of food to a great extent if stored properly.
- It appeared that locally produced convenience food products reduce the time required for pre-preparation, and there are no complications in the usage of locally produced convenience food.

6.2.2 Factors influencing consumers' purchase of convenience food products

- The finding showed that price of convenience food, time saving in cooking process, and availability of convenience foods influence consumers' purchase of locally produced convenience food products.

- The study further showed that attractive advertisements and other promotional measures, emergency situations, and quality of convenience food products influence consumers purchase of locally produced convenience food products.

6.2.3 Relationship between consumers perception and buying behavior

- The finding showed that consumers have strong purchasing choices for locally produced convenience food products, repel information which is against locally produced convenience food products, attach much value to locally produced convenience food products, and feel comfortable with the usage of locally produced convenience food products.
- The study showed that consumer perception has a direct impact on the buying behavior of consumers towards locally produced convenience food product ($F=275.430$, $P=0.000<0.01$).

6.2.4 Association between demographic characteristics and buying behaviour

- The study found statistically significant association between the age group and buying behaviour of consumers towards locally produced convenience food product ($F(df)=52.501$, $P=0.000<0.01$)
- The ANOVA analysis showed significant association between marital status of consumers and buying behaviour towards locally produced convenience food products ($F(df) 77.839$, $P=0.000<0.01$).
- The analysis showed a significant difference between income of consumers and buying behaviour towards locally produced convenience food products ($F(df)=23.746$, $P=0.000<0.01$).

6.3 Conclusion

Consumer is the King of market and all the marketing activities of all the business and convenience food manufacturers go around the habits, tastes, preferences, perception and attitudes of consumers. Convenience has often been assessed in terms of the perceived product convenience, which refers to how consumers evaluate convenience attributes associated with planning, purchasing, preparing, serving, and eating a particular food product. The current study discovered that consumers in Asikuma Odoben Brakwa have positive perception towards locally produced convenience food product. The study found that consumers perception towards locally produced convenience food products is positive. According to the study, locally produced convenience food products are always available on the market, helps in emergency situation, reduce the cooking time, and reduces spoilage of food to a great extent if stored properly.

The study concluded that consumers are influence by price food, time saving in cooking process, availability, attractive advertisements and other promotional measures, emergency situations, and quality in purchasing locally produced convenience food products. It appeared that consumers have strong purchasing choices for locally produced convenience food products, repel information which is against locally produced convenience food products, attach much value to locally produced convenience food products, and feel comfortable with the usage of locally produced convenience food products. The study further concluded that age group, marital status and income level of consumers influence their purchase intention significantly. This suggests that Ghana as a country should pay attention and making preference to improve the image of local food products.

6.4 Recommendations

With the key findings emanating from this study and the conclusions drawn as the bases, the following recommendations are made.

- Ghana Food and Drugs Authority (FDA) through Business Advisory centre must encourage manufacturers in Asikuma Odoben Brakwa to improve upon the quality of convenience food products so as to raise the confidence level of local consumers and to also enable the industries fully compete with the international firms.
- Local food manufacturers should improve their product packaging and quality to reflect healthy convenient food products in order to improve the perception of consumers towards local convenience food products.
- The government of Ghana should revamp its campaign of “buy made in Ghana goods” and local food industries in Asikuma Odoben Brakwa must join hands with the government in this direction. There should be effective use of TV and radio to educate and sensitize the consumers on the need to patronize local convenience food products since it has a direct link on economic development of the country
- It is also suggested that the government should pay attention and making preference to improve the image of local made convenience food products by separating the image portion of country of origin which affect consumer choice. Another reason why it must be intensified is the fact that the perception of local food products are to a large extent considered as of poor packaging and low quality.

- The government could also strategically help local food industries to compete with quality convenience food products at affordable price by way of instituting subsidies and incentives to encourage them.

6.5 Recommendations for Further Studies

In a study like this, recommendations for future research would address the issues generated from this study. Based on these findings, future research may start from a relatively higher level of knowledge. First, a replication of this study would be helpful in reexamining the validity of its findings for which the researcher was not able to investigate. Further empirical studies using larger sample sizes, and greater geographical diversity would be helpful in validating specific parts of the theoretical models proposed in this study. It is suggested that the range of respondents should be expanded to include other nine regions in Ghana to ensure adequate representation for effective overview of the results as the study was conducted in Breman Asikuma and Breman Brakwa towns in Asikuma Odoben Brakwa District in the Central Region.

It is suggested that future studies should be conducted the various categories of convenience foods available in the Ghanaian market, and the preference of various categories of convenience foods. Again, this study made consideration to only local convenience food products. However, future research in this field should also consider other local foods, furniture product, African materials and design since consumer assessment varies from one product to the other. This is due to the impacts of factors influencing consumer buying behaviour such as social, cultural, personal and psychological factors.

Finally, in order to cover wide scope and to also enhance understanding, future study could be done so that focus groups will be used to discuss the findings of the survey. This may help to generate qualitative explanations from the consumer point of view regarding to the purchasing of convenience food products.



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APPENDIX A**SAMPLE SIZE DETERMINATION**

Table for Determining Sample Size from a Given Population					
N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368

APPENDIX B

SURVEY QUESTIONNAIRE

UNIVERSITY OF EDUCATION, WINNEBA

QUESTIONNAIRE FOR CONSUMERS

PREAMBLE: The researcher, a student of the University of Education, Winneba - Kumasi Campus is seeking information relating to the topic: **“consumer buying behavior towards locally produced convenience food products at Breman Asikuma in the Central Region of Ghana”**. The information that you are to provide is purely for an academic exercise and would be treated with necessary confidentiality. Please offer answers to all the questions in all frankness as much as possible and to the best of your knowledge. You may tick (✓) where applicable or give a brief explanation where necessary.

Section A: Background Information

1. Age: 18-25 () 26-35 () 36-45 () 46 and above ()
2. Gender: Male () Female ()
3. What is your highest level of education?
No formal education () Basic education () Sec/Tech education ()
Tertiary education ()
4. What is your occupation?
5. What is your marital status? Married () Divorced () Single ()
6. What is your income/salary per month? (if applicable)
GH¢ 300 or below () GH¢ 900 – GH¢ 1,199 ()
GH¢ 300 - GH¢ 599 () GH¢ 1,200 – GH¢ 1,499 ()
GH¢ 1,500 and above ()

Section B: Perception of consumers towards locally produced convenience food

8. How frequent do you consume locally produced convenience food product?
 More than once per day () Everyday () More than once per week ()
 Once per week () Do not consume ()
9. Where do you Purchase locally produced convenience food product?
 Grocery stores () Supermarkets () Small and specialized food stores ()
 Community market ()
10. For each of the following statements, please tick [√] the number that indicates your perception of consumers towards locally produced convenience food products. Using a scale from 1-5, 1=Strongly disagree, 2=Disagree, 3=uncertain, 4=Agree, 5= Strongly Agree

S/No	Consumers perception	SCALE				
		1	2	3	4	5
	Positive perception					
1.	There is no complications in preparation in the usage of locally produced convenience food					
2.	There is no need to know recipe					
3.	Reduce kitchen mess					
4.	It ensures easy cooking method					
5.	They are always easily available					
6.	It reduces the time required for pre-preparation					
7.	It reduces cooking time required					
8.	Variety of food is prepared quickly					
9.	Prepare off seasonal food					
10.	It helps in emergency situation					
11.	It reduces spoilage of food to a great extent if stored properly					
	Negative perception					
1.	High price of locally produced convenient food product					
2.	Unattractive packaging and its un-usability feature					
3.	Nutrients are lost during processing of locally					

	convenience food product					
4.	There is no label marking and specifications on locally produced convenient food product					
5.	Locally produced convenient food products often full-on terrible for health					
6.	Locally produced convenient food products are of low quality					
7.	Locally produced convenient food products contains plenty of allergies					
8.	Locally produced convenient food products are not produced under hygienic condition					



Section C: Factors influencing consumers purchase of locally produced convenience food products

11. What locally produced convenience foods do you prefer?

Frozen –Snack products ()

Ready to serve products ()

Pre-processed products ()

Refrigerated products ()

Fresh cut vegetables ()

Canned products ()

Bottled products ()

If other specify:.....

12. For each of the following statements, please tick [√] the number that indicates the factors that influence you to purchase locally produced convenience food products. Using a scale from 1-5, 1=Strongly disagree, 2=Disagree, 3=uncertain, 4=Agree, 5= Strongly Agree (this section is not clear)

S/No	Factors	SCALE				
		1	2	3	4	5
1.	Quality of convenience food product					
2.	Time saving in cooking process					
3.	Need of the hour prepare variety					
4.	Lack of knowledge of recipe or preparation of a particular dish					
5.	Avoid kitchen mess					
6.	Ease off complicated cooking process					
7.	Being lazy to start cooking from scratch					
8.	Easy availability of convenience foods					
9.	Freshness and Hygiene of locally produced food products					
10.	Attracted by advertisements and other promotional measures					
11.	It can be kept for emergencies					
12.	Price of convenience food product					

12. For each of the following statements, please tick [✓] the number that indicates your buying behavior towards locally produced convenience food products. Using a scale from 1-5, 1=Strongly disagree, 2=Disagree, 3=uncertain, 4=Agree, 5= Strongly Agree

S/N	Buying behavior	Scale				
		1	2	3	4	5
1.	The locally produced convenience food products play an important role in buying convenience food					
2.	I will buy locally produced convenience food products at the expense of my social status					
3.	I always buy locally produced convenience food products regardless of my associations, clubs etc					
4.	Regardless of my lifestyle I will patronise locally produced convenience food products					
5.	Irrespective of peer pressure I will have strong purchasing choices for locally produced convenience food products					
6.	It may affect my image but I prefer to purchase locally produced convenience food products					
7.	I attach much value to locally produced convenience food products					
8.	I am very much emotional when it comes to patronizing locally produced convenience food products					
9.	I always repel the information which is against locally produced convenience food products					
10.	I feel comfortable with the usage of locally produced convenience food products					
11.	I always close my mind and rigid in accepting non-locally produced convenience food products					
12.	I feel proud anytime I purchase locally produced convenience food products					

13. Please what is your feedback on locally convenience foods products and its relevant brands for improvements:

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Thank you

