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Awareness and perception of modernized traditional foods in Coimbatore District

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Abstract

Traditional foods are nutrient rich also and it strengthen the body and health. It doesn't cause any harmed to the people. The overall objective is to study the consumer perception towards Modernized Traditional foods in Coimbatore of Tamil Nadu. The consumers were randomly selected from the Coimbatore city and thus the total consumer 120 were formed the sample of the study. Results regarding the awareness level shows that majority of the respondents were aware about the modernized traditional food products. Majority of respondents were highly aware about the products such as pickle, idly and dosa mix. Majority of the respondents were purchasing the products less than 1 year, of weekly consumption, mostly as homemade products which were of not specific to brands. Results regarding the source of information showed that respondents mostly collected information through family members, friends and relatives. Majority of the respondents perceive buying and consuming because of its natural ingredients, and considering it as a safety food since it is origin food and has been never the reasonable price. Develop market promotional measures to create awareness about the usage and nutritional value of modernized traditional food products among the non-buyers and areas with low market development. So innovative marketing measures through digital media can attract the minds of young consumers. Making modernized traditional food products online may increase the awareness and tends to increase the purchase drastically.

Keywords: Traditional foods, consumer awareness, consumer perception, consumption

Introduction

The expression "Traditional food" stresses the geographical proximity of what we eat. Nowadays, it is becoming more and more common to hear about this notion. Traditional Foods are will be nourishments expended in the manner our progenitors ate them. The premise of customary sustenance is that the sustenance you expend be as supplement thick and supporting as could reasonably be expected. Conventional Foods (TF) goes past simply staying away from bundled and prepared nourishments. It is tied in with picking the best sustenance alternatives accessible for your financial limit, singular science and area and devouring it in a manner that enables your body to extricate the greatest nourishment from that thing. Nourishment assorted variety in India is a certain normal for diversified culture of India consisting of various areas and states inside. Customarily, Indians like to have home-cooked dinners – an idea bolstered religiously and in addition exclusively.

Traditional foods are nutrient rich also and it strengthen the body and health. It doesn't cause any harmed to the people. Oven should also be not like Gas oven, because its flames are highly flaming and it's against the cultural means and formula. Indian Traditional foods are always original tasty and it strengthen the body also. But it now liked by most of the modern advanced people due to its nutrient and taste nature. Modernized traditional Food – Foods which are modernized form of traditional food. It may be ready to eat, ready mix or instant food. It contains ingredients which are nutrient rich. It will restore the originality and will be in an improved version with the help of technological improvement.

Advancements and new improvements in sustenance preparing strategies lead to the improvement of items, for example, juice condensed, fake sugars, colorants, additives, dried moment soups, pre-established organic product juices, prepared to eat nourishments, self-cooking suppers, variations in confectionary and bread shop items and so forth. Moment bundled nourishments for example, rolls, chocolates, bread kitchen things, assortment of natural product drinks, snacks pulled in higher level of customers.

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The real nourishment organizations like ITC, Nestle, MTR, Kohinoor sustenances, Parle and Haldiram's assume a critical job in this segment. A few organizations partake with their brands, for example, Aashirvaad, Kitchens of India, Yippie, Maggie and a few organizations legitimately with their organization names, for example, MTR gulabjamun blend, Nestle Cake blend and so forth. In the ongoing past many MNC's have entered the moment sustenance showcase. One of the real limitations this industry needs to fight is the notoriety of Ready to eat sustenance being costly and stacked with additives, added substances, and other possibly hurtful fillers, nourishment hues, etc., which can give it a negative picture in the psyche of the purchaser. The overall objective is to study the consumer perception towards Modernized Traditional foods in Coimbatore of Tamil Nadu.

Brucks (1985) ^[4] stated that objective knowledge has a positive effect on the number of attributes considered by consumer searching for information. Simpson and Mayhew (1990) ^[14] referred that According to Oxford dictionary there is a distinction between awareness and knowledge, even though both terms can be used interchangeably in certain contexts. Awareness is "knowledge or perception of a situation or fact" while knowledge is "facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject". Awareness means feeling, perceiving, or being conscious of objects, events, emotions or sensory patterns and does not always imply deep understanding of the problem. Knowledge refers to facts, experience, and imply deeper understanding of the problem or phenomena. Narayanan (1991) ^[10] studied the perception and stated that a psychological method through which individuals chosen, structured and interpreted sensory stimulations into significant data about their surroundings.

Venugopal (1994) ^[19] defined awareness is an individual's known items that were depicted as a cognitive domain. It is a prerequisite for innovation implementation, as this would require customers to fully comprehend the elements behind a technology as well as its comparative benefits. Warde (1997) ^[21] Consumers who are interested in buying local food in general possess higher attention to financial issues identified with cultivating frameworks and sustenance and can make the connection between the nourishment they purchase and devour and the starting point and techniques used to deliver the sustenance. Goldsmith (1999) ^[6] stated that consumer knowledge is one of the pillars of theoretical models and marketing practice. The studies on Consumer understanding of a product has a lengthy background in consumer research and was one of the first disciplinary approaches

Brown *et al.* (2000) ^[3] stated that the requirement for powerful nourishing instruction for youthful customers has turned out to be progressively clear, given their general sustenance propensities and conduct, especially amid youthfulness and broke down that the collaboration between youthful purchasers' sustenance inclinations and their wholesome mindfulness conduct, inside three situations. The outcomes showed that the apparent strength has all the earmarks of being to some degree eclipsed by the youthful purchasers, while building up an 'autonomy' characteristic, especially amid the pre-adult years. The creators recommended that nourishment inclinations are regularly of a 'cheap food' type and thusly the sustenance propensities for some youthful buyers may fuel the utilization of ineffectively healthfully adjusted dinners. While youthful shoppers knew

about smart dieting, their nourishment inclination conduct did not generally seem to reflect such learning, especially inside the school and social situations

Nandagopal and Chinnaiyan (2003) ^[9] reported that the measurement of care among the commonplace purchasers about the brand of soft drink pops was high which was shown by the strategy for obtainment of the soft drinks by "Brand Name". The noteworthy wellspring of brand care was casual trade sought after by notification, relatives and associates. C Weatherell (2003) ^[22] Researchers found that customers from rural regions, who are nearer to the source of food production, have a greater understanding of food systems and their problems compared to urban customers. They also have a higher propensity to purchase local goods. The same study measured consumer knowledge of places where local food can be purchased. Urban consumer group knowledge and perception of farmers markets was low and they tend to see this type of food retailing as "antiquated". On the contrary, rural consumers showed a higher tendency to buy directly from farmers as a way to have access to higher quality food products.

Prahalad *et al.*, (2004) ^[11] stated that, the purchasing conduct is tremendously impacted by mindfulness and frame of mind towards the item. Business promotions over TV was said to be the most essential wellspring of data, trailed by presentations in retail outlets. Shoppers do fabricate feeling about a brand based on which different item includes assume a critical job in basic leadership process. Countless laid accentuation on quality and felt that cost is a vital factor while the others connected significance to picture of producer. Trichopoulou *et al.* (2006) ^[16] stated that the criteria require (a) the utilization of traditional raw materials that have been utilized in the past in recognizable topographical sources are still today being utilized, (b) traditional formulation or fixings that have been transmitted from age to age, and (c) traditional way of creation or potentially preparing that has been transmitted from age to age through an oral custom or by different methods is as yet connected today. Brunori (2007) ^[5] In case of local food a product awareness of origin, quality characteristics and process of preparing and consuming it are part of "local knowledge" which is produced and reproduced within the specific local community. Robbins (2007) ^[13] defined perception as procedure by which people sorted out and translated their tactile impressions so as to offer importance to their condition.

Vanhonacker *et al.* (2010) ^[17] characterized customary nourishments as any sustenance as often as possible devoured or connected with explicit festival or potentially seasons, transmitted starting with one age then onto the next and made with a particular goal in mind as per gastronomic legacy. Moreover, they are nourishments with their formula, fixings and method of planning or handling known to a specific gathering of individuals for quite a while. Lee and Kotler (2011) ^[8] defined Perception as the process through which an individual select, organizes and interprets data inputs in order to produce a significant world image. Perception relies not only on the physical stimuli, but also on the response of the stimuli to the surrounding area and on the individual's circumstances. Aswathappa (2013) ^[2] defined perception as a process by which individuals organized and interpreted their sensory impressions in order to give meaning to their environment.

Vanhonacker *et al.* (2013) ^[18] expressed that modernized

adaptations of conventional sustenance's are introduced as an advancement in at least one of the accompanying variables: quality, nourishment, accommodation, advertising, new flavors or assortments, showcase development, and bundling. Laryea *et al.* (2016) [7] expressed that there was no straight relationship existing between respondent's learning, demeanor and utilization of customary nourishments. Different factors, for example, comfort, financial status of the respondents and wellbeing of conventional nourishments might be contributory components to the low support, bringing about low utilization of customary sustenance. Solomon and Sundar (2019) [15] identified four crucial elements that impact consumers' contentment with the assistance rendered by Jan Aushadhi medical shop staff to their consumers, encompassing tangibility, responsiveness, dependability, and accessibility. Additionally, they stated that the way the employees behave is having a bad effect on the clients. Customers of Jan Aushadhi medical stores are happy with the quality of the generic medications, according to Rajasekaran *et al.* (2021) [12]. Additionally, they discovered that consumers have a strong sense of devotion to the Jan Aushadhi medical outlets. Verma *et al.*, (2021) [20], Arunkumar *et al.*, (2021) stated in his study on Brand Management text and cases found that brands are the ultimate differentiators; they drive consumer buying, revenues and also the value of the business

Materials and Methods

Coimbatore city was purposively selected for this study as it is the second largest metropolitan city (by area and population) in the state (after Chennai) with a population of 1,050,721 (Census – 2011). The consumers were randomly selected from the Coimbatore city and thus the total consumer 120 were formed the sample of the study. The sampling technique selected for this study is Purposive sampling. Modernized Traditional food products consumers are purpose fully selected from Coimbatore district. Exploratory research suits the objective. Totally 120 sample respondents were selected across the city. The questionnaire will be systematically prepared and distributed to the consumers. The sample respondents were selected purposively those who were consuming modernized traditional food products. The respondents were the customers of departmental stores, super markets and hyper markets. Using a well-structured and pre-tested interview timetable, primary data was gathered by private interview technique.

Tools for analysis

Percentage Analysis

Percentage analysis will be utilized to break down the statistic factors, for example, sexual orientation, age, dimension of instruction, conjugal status, family estimate, occupation,

family salary, basic leadership procedure and family type. The variables were first classified into various dimensions dependent on their mean esteem and rate was determined to draw important derivations.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total sample size}} \times 100$$

Descriptive statistics Technique

Descriptive statistics are used to define the fundamental characteristics of the research information. To evaluate customer knowledge of modernized traditional food products, sample percentage analysis, percentage change and averages will be done to interpret information linked to socio-economic features such as age, education, occupation and family size.

In this approach, the sample participants were asked to show on a five-point scale whether they were highly in agreement, agreement, neutral or disagreement. With statements about various aspects of consuming modernized traditional food items. The sample respondents' opinions were registered and each factor was awarded the score. The scores have been added to achieve the overall score of their perception of traditional foods consuming modernized. The mean score and standard deviation were calculated. The mean score was used for simple comparison of level of perception.

During the data analysis activities, the arithmetic average or Mean score of a information set was calculated. For the issues asked on a 5-point scale, the mean score was calculated. The participants were asked to show their degree of compliance with a declaration and allocated the score from 1 to 5 (1 for strong disagreement, 2 for less disagreement, 3 for neutrality, 4 for agreement, 5 for strong agreement). The formula used to calculate the mean score:

$$\text{Mean score} = \sum \frac{x\%}{n}$$

Results and Discussion

Awareness level of consumers towards modernized traditional foods: Awareness indicates the familiarity of the modernized traditional food products and export among the sample respondents. About 69.81 percent of consumers were aware about the modernized traditional food products and 30.19 percent were unaware about the modernized traditional food products.

Table 1: Awareness towards Modernized traditional foods

S. No.	Awareness	No of respondents	Percentage
1.	Aware	84	69.81
2.	Unaware	36	30.19
Total		120	100.00

Table 2: Awareness level about modernized traditional food products

S. No.	Products	Awareness level No of respondents	Level of awareness in Percentage
1	Idly and Dosa mix	111	6
2	Sivappu Kauni Puttumavu	54	2.92
4	Samai dosa ready mix	78	4.23
5	Kuthiraivali Adai Dosa mix	72	3.89
6	Chola paniyaram mix	73	3.95
7	Uluthankanji ready mix	70	3.78
8	Siruthaniya idly podi	78	4.22
9	Navadhanya paruppu mix	77	4.16
10	Thuthuvalai rasam podi	78	4.22
11	Kollu sapadu podi	81	4.38
12	Ellu idly podi	83	4.49
13	Kothamalli sapadu podi	91	4.92
14	Pirandai sapadu podi	66	3.57
15	Curry leaves sapadu podi	93	5.03
16	Health mix	93	5.03
17	Millet murukku	84	4.5
20	Siruthaniya mixer	73	3.95
21	Lemon pickle	108	5.84
22	Mango pickle	111	6
23	Pirandai urugai thokku	69	3.73
24	Thakkali thokku	107	5.78
25	Puliyodharai thokku	100	5.41
	Total	1850	100

It could be inferred that idly & dosa mix and mango pickle have high level of awareness of 6 percent followed by lemon pickle of 5.84 percent awareness and Thakkali thokku of 5.78 percent of awareness. The table shows that Sivappu Kauni Puttumavu got least awareness of 2.92 percent. The awareness level differs with each product. It shows that the products which have been consumed daily was highly aware than the other products.

Period of purchase by the respondents: The period of

purchasing the modernized traditional products by the sample respondents were collected and analyzed. It could be observed that majority of the respondents are purchasing the modernized traditional food products less than 1 year which is of 55.6 percent. Consumers of 18.8 percent were purchasing the modernized traditional food products for about 1 to 2 years and more than 3 years followed by 6.8 percent of consumers purchasing the modernized traditional food products for 2 to 3 years.

Table 3: Period of purchase for the modernized traditional foods products

S. No	Period of purchase	No. of respondents	Percentage to Total
1	Less than 1 year	65	55.6
2	1-2 years	22	18.8
3	2-3 years	8	6.8
4	More than 3 years	22	18.8
	Total	120	100

Frequency of consumption of modernized traditional food products

The sample participants gathered and analyzed the frequency of intake of modernized traditional food goods. The table above demonstrates that only 6.7% of sample participants buy quarterly. 31.7% of the sample participants occasionally buy

modernized traditional food products occasionally, 30.8 percent of the sample respondents are purchasing modernized traditional food products weekly, 19.2 percent of the sample respondents are purchasing modernized traditional food products daily and 11.7 percent of the sample respondents are purchasing modernized traditional food products monthly.

Table 4: Frequency of purchase for the modernized traditional foods products

S. No	Frequency of consumption	No. of respondents	Percentage to Total
1	Daily	23	19.2
2	Weekly	37	30.8
3	Fortnightly	8	6.7
4	Monthly	14	11.7
5	Occasionally	38	31.7
	Total	120	100

Source of consumption of modernized traditional food products

The source of consumption of modernized traditional food products by the sample respondents were collected and

analyzed. It helps to know the source from which the modernized traditional food products.

Table 5: Source of consumption of modernized traditional food products

S. No	Source of consumption	No. of respondents	Percentage to Total
1	Homemade	82	68.3
2	Restaurant	18	15
3	Readymade	20	16.7
	Total	120	100

It shows nearly 68.3 percent of the sample respondents consumes homemade traditional foods and 16.7 percent of the sample respondents prefers readymade products in the packed form from the markets. Only 15 percent of the people prefer restaurants where they consume modernized traditional food products directly in cooked form. Nowadays, restaurants have been there to provide the modernized traditional food products such as Samai Dosa, Kambu Dosa, Kuthiraivali idly etc.

Brand specification for the modernized traditional food products: The sample participants gathered and analyzed the brand specifications for modernized traditional food goods. It could be inferred that the respondents of 35 percent were brand specific and about 65 percent of the sample respondents were not specific to brands, they used to purchase any brands. The sample respondents who were brand specific have preferred companies like Sakthi, Aachi, MTR, Aashirvad, Arusuvai, Suhana, Krishna.

Table 6: Brand specification for the modernized traditional food products

S. No.	Brand Specific	No of respondents	Percentage
1	Yes	41	35
2	No	76	65
	Total	120	100.00

Source of information: Analysis on the sources of information about the modernized traditional food products helps to know the existing sources and propose new source for creating awareness. From the table it is obvious that most of the participants were getting knowledge of the modernized traditional food products through family members. About 37 percent of the respondents were aware through friends and relatives. Nearly 11.8 percent of the respondents get their information through advertisement by the producers. About 4.2 percent of the respondents get their information through advertisement by the retailers. Nearly 3.4 percent of the respondents get their information through print media and 0.8

percent of the respondents get their information through the departmental store.

Table 7: Source of information

S. No	Source of information	No. of respondents	Percentage to Total
1	Family members	51	42.9
2	Friends and relatives	44	37
3	Print media	4	3.4
4	Ad by producers	14	11.8
5	Ad by retailers	5	4.2
6	Department stores	1	0.8
	Total	120	100

Quantity purchased

Majority of the quantity purchased by the respondents were of 100 grams, 200 grams, 250 grams, 500 grams, 1 kilogram. The modernized traditional food products were purchased in more numbers as grams and kilogram such as packets, pouches, sachets.

Perception towards modernized traditional food products

Perception gives an idea on the level of the consumer satisfaction towards the modernized traditional food product consumption. So, the respondents were asked to rate their opinion. It can be inferred from table 5.18 that the majority of the participants showed high level of satisfaction towards the attributes such as Natural ingredients (8.86 percent), buying and consuming modernized traditional food products (8.02 percent), origin-based food (8.01 percent), available in large quantity (8.11 percent). This clearly shows that majority of the respondents have high perception towards natural ingredients added to the modernized traditional food products. Majority of the respondents were satisfied with the attributes such as trendy and easy availability (8.88 percent), good quality (8.49 percent), costlier (7.72 percent), freshness (7.34 percent). So, it could be concluded that most of the sample respondents perceive that modernized traditional food products were easily available.

Table 8: Respondents opinion towards perception

S. No	Attributes	Perception of the respondents (n=120)					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Easy Availability	13 (10.83)	12 (10)	57 (47.5)	23 (19.17)	15 (12.5)	3.1
2	Quality is good	10 (8.33)	14 (11.67)	60 (50)	22 (18.33)	14 (11.67)	3.13
3	Safety food	18 (15)	22 (12.5)	50 (45.83)	14 (11.67)	16 (13.33)	2.9
4	Healthier	18 (15)	15 (20)	55 (47.5)	16 (17.5)	16 (13.33)	2.98
5	Available in large quantity	7 (5.83)	24 (20)	57 (47.5)	21 (17.5)	11 (9.17)	3.04
6	Costlier	13 (10.83)	23 (19.17)	48 (40)	20 (16.67)	16 (13.33)	3.03
7	Freshness	14 (11.67)	16 (13.33)	57 (47.5)	19 (15.83)	14 (11.67)	3.03

8	Reasonable price	5 (4.16)	21 (17.5)	69 (57.5)	11 (9.17)	14 (11.67)	3.07
9	Shape, Colour, Smell are good	10 (8.33)	16 (13.33)	62 (51.67)	18 (15)	14 (11.67)	3.08
10	Trendy	10 (8.33)	16 (13.33)	55 (45.83)	23 (19.17)	16 (13.33)	3.16
11	Better taste	6 (5)	15 (12.5)	66 (55)	18 (15)	15 (12.5)	3.18
12	Natural ingredients	15 (12.5)	25 (20.83)	45 (37.5)	14 (11.67)	21 (17.5)	3.08
13	Buying and consuming MTF products	12 (10)	23 (8.13)	54 (6.38)	12 (4.63)	19 (8.02)	3.03
14	Origin based food	11 (9.17)	23 (9.17)	50 (41.67)	17 (14.17)	19 (15.83)	3.08
15	Does not offer too much varieties	12 (6.91)	18 (6.36)	62 (7.32)	11 (4.25)	17 (14.17)	3.03

Note: Figures in the parentheses indicates the percentage of the sample size in each column.

The table shows that the respondents were neutral towards the attributes such as reasonable price (8.15 percent), better taste (7.79 percent), does not offer too much products and Shape, Colour, smell is good (7.32 percent), good quality (7.08 percent). It clearly shows that the respondents were unable to perceive their decision towards the reasonable price of the modernized traditional food products.

The highest mean score was given for the attributes such as natural ingredients (7.406 percent), safety food (7.232 percent), costlier (7.148 percent), healthier (7.014 percent). This shows that most of the participants have high level of perception towards the natural ingredients added to the modernized traditional food products.

The lowest mean score was given for the attributes such as reasonable price (5.72 percent), better taste (5.964 percent). It clearly shows that consumers have low level of perception towards the reasonable price of the modernized traditional food products. It was therefore obviously stated that most participants view the purchase and consumption because of its natural ingredients, and considering it as a safety food since it is origin food and has been never the reasonable price.

Conclusion and policy suggestions

About 69.81 percent of consumers were aware about the modernized traditional food products and 30.19 percent were unaware about the modernized traditional food products. Idly & dosa mix and mango pickle have high level of awareness of 6 percent followed by lemon pickle of 5.84 percent awareness and Thakkali thokku of 5.78 percent of awareness. The table shows that Sivappu Kauni Puttumavu got least awareness of 2.92 percent. The awareness level differs with each product. It shows that the products which have been consumed daily was highly aware than the other products.

The majority of the participants could be noted are purchasing the modernized traditional food products less than 1 year which is of 55.6 percent. Consumers of 18.8 percent were purchasing the modernized traditional food products for about 1 to 2 years and more than 3 years followed by 6.8 percent of consumers purchasing the modernized traditional food products for 2 to 3 years. Only 6.7 percent of participants to the sample buy quarterly. Most of the sample participants, 31.7% are purchasing modernized traditional food products occasionally, 30.8 percent of the sample respondents are purchasing modernized traditional food products weekly, 19.2 percent of the sample respondents are purchasing modernized traditional food products daily and 11.7 percent of the sample

respondents are purchasing modernized traditional food products monthly.

Nearly 68.3 percent of the sample respondents consumes homemade traditional foods and 16.7 percent of the sample respondents prefers readymade products in the packed form from the markets. Only 15 percent of the people prefer restaurants where they consume modernized traditional food products directly in cooked form. Nowadays, restaurants have been there to provide the modernized traditional food products such as Samai dosa, Kambu dosa, Kuthiraivali idly etc. It could be inferred that the respondents of 35 percent were brand specific and about 65 percent of the sample respondents were not specific to brands, they used to purchase any brands. The sample respondents who were brand specific have preferred companies like Sakthi, Aachi, MTR, Aashirvad, Arusuvai

It could be concluded that the majority of the participants demonstrated a high level of satisfaction towards the attributes such as Natural ingredients (17.5 percent), buying and consuming modernized traditional food products, origin-based food (15.83 percent), Does not offer too much varieties (14.17 percent), safety food, healthier and costlier (13.33 percent) better taste (12.5 percent). This clearly shows that majority of the respondents have high perception towards natural ingredients added to the modernized traditional food products. Majority of the respondents were satisfied with the attributes such as trendy and easy availability (19.17 percent), good quality (18.33 percent), available in large quantity (17.5 percent), costlier (16.67 percent), freshness (15 percent). So, it could be concluded that most of the sample respondents perceive that modernized traditional food products were easily available.

The table shows that the respondents were neutral towards the attributes such as reasonable price (57.5 percent), better taste (55 percent), does not offer too much products and Shape, Colour, smell is good (51.67 percent), good quality (50 percent). It clearly shows that the respondents were unable to perceive their decision towards the reasonable price of the modernized traditional food products. The highest mean score was given for the attributes such as Better taste (3.18 percent), shape, color, smell is good (3.16 percent), quality is good (3.13 percent), easy availability (3.10 percent). This shows that most of the participants have high level of perception towards the natural ingredients added to the modernized traditional food products.

The lowest mean score was given for the attributes such as

Healthier (2.98 percent), safety food (2.90 percent). It clearly shows that consumers have low level of perception towards the reasonable price of the modernized traditional food products. So, it was clearly concluded that the majority of the respondents perceive buying and consuming because of its natural ingredients, better taste, and considering it as a safety food since it is origin food and has been never the reasonable price.

Develop market promotional measures to create awareness about the usage and nutritional value of modernized traditional food products among the non-buyers and areas with low market development. Suitable promotional measures to attract above 46 years age group people as they feel these products were not safe to consume. Target on unmarried people as they are the most potential customers of modernized traditional food products. Make available different size of packets to attract various type of consumers. Concentrate more on joint family types as well as satisfying the needs of the nuclear family consumers by increasing the quantity per packets. Reach of advertisement is very low when compared to fast food products. So innovative marketing measures through digital media can attract the minds of young consumers. Making modernized traditional food products online may increase the awareness and tends to increase the purchase drastically.

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