

# The Influence of Knowledge and Motivation on Convenience Food Consumption Quantities in Uttar Pradesh, India

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**Abstract:** The present study explores the effect of knowledge and motivation on how much convenience food products are being consumed in Uttar Pradesh. The analysis examines how the eating behaviour and motivation are affected by consumers' perception and understanding of these products. The study suggests that there is a negative relationship between knowledge and consumption, resulting, consumers being particular and cautious in their consumption pattern if they have knowledge about convenience foods. On the other hand, the data indicates a positive correlation between right knowledge and motivation, showcasing how rational consumers recognize and appreciate the advantage of convenience foods, that eventually increasing their usage. This shows that while knowledge may delay the differentiate consumption, simultaneously foster a greater motivation to make use of convenience foods effectively. Furthermore, as consumption and motivation are positively correlated, where motivated and rational consumers attend to consume larger quantities of convenience food products. These results highlight the complexity of interrelation between knowledge, motivation, and consumption behaviour, offering important insights for marketers, health practitioners, and policymakers. Consumers become more knowledgeable and selective with increased knowledge, this results in their increased motivation to utilize these products efficiently. These insights suggest that rational consumers are likely to have a balance between convenience and health considerations.

**Keywords:** Convenience Food Products, Correlation, Knowledge, Motivation, Consumption.

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## 1. INTRODUCTION

Consumption of convenience food has increased significantly due to today's frantic and fast-paced lifestyle, especially in cities of state like Uttar Pradesh. Since they are easy to prepare and easily available these foods are fulfilling the demand and needs of consumers with little time to worry about food. However, worries about the nutritional value and future health effects follows the increase in convenience food consumption. To understand about the elements or factors that influence consumers' attitudes toward convenience foods has become important as awareness of these problems increases.

This study dives into how consumer's rationality and motivation have affected the consumption patterns of convenience food products in Uttar Pradesh. Here, rationality and knowledge refer to the consumers' awareness and understanding of convenience foods' nutritional value, ingredients, and potential health risks. Although previous studies have concluded that knowledge does have a considerable positive impact on eating habits, its two factors function as a stimulus for informed decision-making and a distinctive to careless consumption is very little known and explored.

On the hand, motivation a key factor affecting consumer behavior. It also comprises the key psychological elements that directs people to choose specific products over others based on their opinions of convenience, flavor, and overall value. This study we have tried to simplify the complex relationship between these variables by looking at how knowledge influence motivation and consumption.

The study shows how increased knowledge and awareness can result in consumers being selective in their consumption patterns, also increasing their motivation to use convenience foods at the same time through an in-depth examination of consumer behavior in Uttar Pradesh. The results focus the need for attentive educational programs and offer insightful information to marketers, health professionals, and legislators. These programs can motivate consumers to make prudent decisions that make a balance between convenience and health reflection, ultimately encouraging healthier eating habits in urban areas. This study helps in understanding complex consumer behavior in the context of convenience food consumption by highlighting the dynamics of knowledge and motivation.

### *Socio-economic factors influencing the consumption of convenience food products*

#### *Income and Affordability*

There is a direct relation between higher income and consumption of convenience foods. Since people with higher incomes generally have higher purchasing power, convenience foods, such as ready-to-eat meals, frozen dinners, and fast food, become more accessible. It may be a good option for working professional and busy families to save time and efforts. Affordability plays an

important role while choosing between fresh, home-cooked meals and pre-packaged convenience foods. It affects people's dietary decisions. Convenience food requires little preparation time and effort and provides instant satisfaction as compared to fresh meals which may need more time for planning, shopping, and cooking. Affordability is a decisive factor if people prioritize convenience or choose to spend time cooking healthy meals.

## *Education and Awareness*

Educated individuals usually have better access to the information about nutrition, health, and food safety so they tend to make better food choices. They know how their food choices are going to affect their health, and this knowledge help them to make better decisions like choosing nutrients rich food over processed food. Awareness campaigns may provide such knowledge to make healthier choices. Public awareness attempts play important in directing consumer behavior. Campaigns are great promoters of healthier eating habits, as they highlighting the benefits of fresh produce, whole grains, and balanced meals. Such campaigns help educated individuals are prone to better respond to such messages and adapt their food preferences accordingly.

## *Urbanization and Lifestyle*

In urban areas it is easier to find convenience food stores as there are many supermarkets food delivering apps, fast food shops, restaurants and cafes, nowadays 10 minutes food delivering apps as well. Because of urbanization there are many supermarkets, malls, hypermarkets, and convenience stores in cities making it easier to get convenience food. And all these stores offer a wide range and varieties of convenience food option for people looking for quick option to satisfy their hunger.

People with packed timing and busy lifestyle often have demand for such quick, ready-to-eat meals options. Urbanization has caused life to be fast paced with long work hours and busy schedule, making Convenience foods to fit perfectly into such lifestyles as ready-to-eat meals require minimal prep time. Snack bars, energy drinks, and packaged snacks provide quick energy during busy days.

## *Cultural and Social Norms*

Our food habits and preferences have essence of cultural practices and traditions. In a diverse country like India, the cuisine is significantly affected by the cultural diversity and customs. Traditional dishes, family recipes, and regional specialties are some of the factors that affects food choices. Convenience foods production companies may try to affiliate with cultural expectations or differ from them. For example, A street vendor in Uttar Pradesh may sell a fast food inspired by traditional culinary of the state. Social standard norms also play vital role in food choices. Some cultures, has great value of home-cooked meals, making convenience foods seem less desirable. However, in the modern fast paced and rushed society convenience food has gained preference and acceptance.

## *Health and Nutrition Knowledge*

With understanding of nutrition, health and possible risk consumers food choices get affected. Consumers with the knowledge of nutrition and health benefits and risks are likely to make healthier food decisions. They understand the health benefits of balanced diets, vitamins, minerals, and macronutrients and side effects of convenience food with no nutrition. This knowledge helps them to choose nutritional food over convenience food with high calories and no nutrition. Most of the convenience foods fall under the category of unhealthy foods as they contain additives, preservatives, and high salt or sugar levels. These ready to eat foods has been criticised for their poor to no nutritional content. Health-conscious consumers avoid these products due to the possible health risks.

## *Food Safety Concerns*

Socio-economic status has a key influence on knowledge of food safety. Income and education are some of the important determinants in spreading awareness about healthy food practices. Higher living standards help people to have better access to information about safe food handling, storage, and hygiene. Individuals with Lower-income have no other option than to rely on affordable convenience food, food with little to no nutritional value, as they face problems finding safe, nutritious options. We can deal with this problem with campaign, community efforts and policy changes.

## 2. LITERATURE REVIEW

Title of the Study: "*Assessing the Consumers' Purchase Intention and Consumption of Convenience Food in Emerging Economy: The Role of Physical Determinants.*" Imtiyaz, H., Soni, P., & Yukongdi, V. (2023). Assessing the consumers' purchase intention and consumption of convenience food in emerging economies: The role of physical determinants. SAGE Open, 1–16.

This study talks about determinants of consumers’ intentions to buy and consume convenience food in developing economies. Key determinants include lack of time, cooking skills, meal preparation confidence, physical and mental work, familiarity, and motivation. The study surveyed data from 501 participants using structural equation model. The surge in convenience food consumption links to busy lifestyles and time limitations. Methodology: Data were collected using a structured questionnaire administered to 501 participants. Conclusion: The study finds a substantial and direct relationship among lack of time, lack of cooking skills, lack of confidence, lack of interest in cooking effort, availability of cooking resources, familiarity with convenience food, lack of motivation for cooking, and consumers’ intentions to buy and consume convenience food.

Title of the Study: **“Correlations between Self-Reported Cooking Confidence and Creativity and Use of Convenience Cooking Products in an Australian Cohort.”** Brasington, N., Jones, P., Bucher, T., & Beckett, E. L. (2021). Correlations between self-reported cooking confidence and creativity and use of convenience cooking products in an Australian cohort. *Nutrients*, 13(5), 1724. Background: Most Australians have low vegetable intake in comparison to the recommendations, with vegetables primarily consumed during dinner. However, vegetables cannot be cooked without cooking skills. Convenience products, like readymade foods, are in great demand because of their time-saving benefits and affordability. These products usually provide ready to eat products that include vegetables, addressing hurdles related to cooking skills, confidence, and creativity. Methodology: The study surveyed Australian adults (n = 842) about their use of convenience cooking products, cooking confidence (measured by a 7-item scale), creativity (measured by a 6-item scale), and demographic information. Conclusion: About 63.2% of participants tell of using convenience cooking products. Users scored lower on cooking confidence and creativity as compared to non-users across all product categories. Among users, those who “always” followed the labelled recipes had even lower scores for confidence and creativity as compared to those who followed the recipes less often. This approach goes with traditional education focused on improving vegetable consumption. In conclusion, convenience cooking products can assist facilitate home cooking, especially for those who lack confidence and skills.

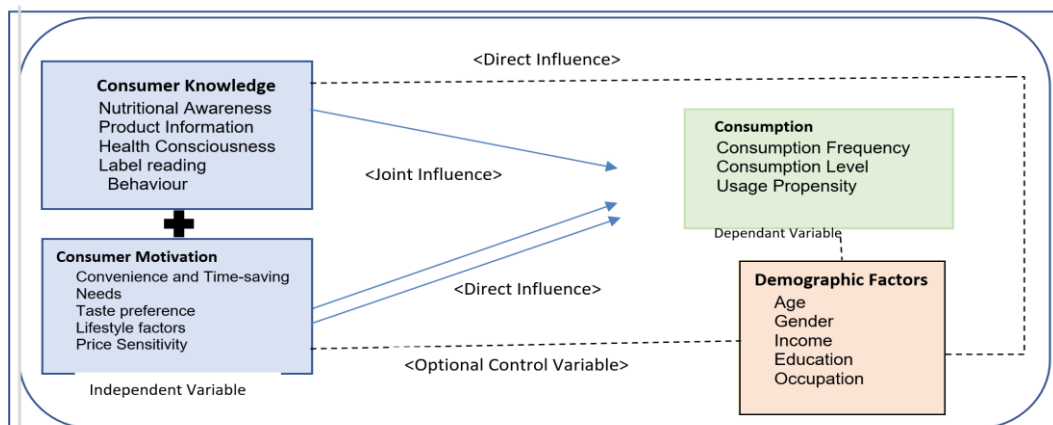
Title of the Study: **“Factors Affecting Consumer Buying Behaviour: A Conceptual Study.”** Sheikh, Q. (2020). Factors affecting consumer buying behaviour: A conceptual study. *International Journal of Research in Commerce, Economics & Management*, 10(2), 1–7. Background: Consumer behavior is an interesting area that inspects the reasons behind individuals’ purchase decisions. Often, consumers make regular choices without fully seizing the factors that lead them to certain products or services. These factors are: personal, psychological, social, and economic. Conclusion: These factors explain why people prefer certain goods or services. Whether it’s personal preferences, psychological triggers, social context, or economic restrictions, these factors collectively shape buying decisions. In conclusion, it’s the personal, psychological, social, and economic factors that influence consumer behavior.

**Research Objectives**

- RO1.** To discuss how knowledge influences consumer consumption patterns of convenience food products in Uttar Pradesh.
- RO2.** To examine the relationship between consumer motivation for convenience food products and their levels of consumption.
- RO3.** To study the link between consumer knowledge and motivation in influencing the prospect of using convenience food products.

**3. CONCEPTUAL MODEL AND HYPOTHESIS FOR THE STUDY**

As the below conceptual model shows, there is a relationship between consumer knowledge, motivation, and the consumption of convenience food products, while also keeping in mind the impact of demographical factors. Several elements affect consumer knowledge levels, specified by individual or combined factors, as indicated by the one-sided arrow.



**Figure 1: Conceptual Model of Convenience Foods**

Consumption is observed here as the result of the dependent variable, influenced by how frequent consumers buy and use these products. Producers must also focus on consumers' interest in organic foods. Modern lifestyles usually prioritize time efficiency, causing less time spent on preparation and cooking. The following hypothesis are framed :

**H01:** *There is no significant relationship between consumer knowledge and consumption patterns of convenience food products in Uttar Pradesh.*

**H11:** *There is a significant relationship between consumer knowledge and the consumption patterns of convenience food products in Uttar Pradesh.*

**H02:** *There is no significant association between consumer motivation and consumption levels of convenience food products.*

**H12:** *There is a significant association between consumer motivation and the consumption levels of convenience food products.*

**H03:** *Consumer knowledge and motivation do not significantly influence the propensity to use convenience food products.*

**H13:** *Consumer knowledge and motivation jointly influence the propensity to use convenience food products.*

## 4. STUDY DESIGN AND PARTICIPANTS

This study used a combined-methods approach to explore the relationships between knowledge, motivation, and the consumption of convenience food products. Here, we've used both quantitative and qualitative data collection techniques, which helps in-depth analysis of consumer behaviors.

### 4.1. Data Collection

Data were collected with the help of a well-structured questionnaire that was distributed in person and through Google Forms. Participants were customers from many grocery stores and markets, as well as college students, to gather real-time consumer insights. 225 responses were recorded in total from people living in different areas of Uttar Pradesh, India, providing a strong sample size for analysis.

### 4.2. Statistical Analysis

SPSS was used for the analysis of quantitative data. Descriptive statistics gave insights into the overall trends of knowledge, motivation and consumption. This study employed correlation analysis to examine the relationship between the variables identified. In particular, correlation coefficients between knowledge, motivation and consumption were calculated to assess the direction and strength of relationships.

### 4.3. Ethical Considerations

Ethical considerations were observed in the study as all the participants gave their consent. The anonymity, privacy and sensitivity of data were ensured during collection, and the participants were informed that they could withdraw from the study at any time.

## 5. FINDINGS AND RESULTS

There is a negative correlation between knowledge and consumption ( $r = -0.165$ ,  $p = 0.014$ ). This suggests that as knowledge about convenience food increases, consumption tends to decrease slightly, which is statistically significant at the 0.05 level. The negative relationship proposes that as consumers become more knowledgeable about convenience food products, they may be more selective or aware in their consumption. Hence,  $H_{01}$  is rejected, and the alternative hypothesis, i.e.,  $H_{11}$ , is accepted.

**Table 1: Descriptive Statistics**

Variable/Construct	N	Minimum	Maximum	Mean	Std. Deviation
Knowledge	221	0	4	3.6109	0.99209
Consumption	221	0	78	5.2851	5.39656
Motivation	221	0	11	6.8190	2.70081

Table 2: Summary of Correlations Statistics

Variable/Construct		Knowledge	Consumption	Motivation
<b>Knowledge</b>	Pearson Correlation	1	-.165*	.262**
	Sig. (2-tailed)		0.014	0
	N	221	221	221
<b>Consumption</b>	Pearson Correlation	-.165*	1	.158*
	Sig. (2-tailed)	0.014		0.019
	N	221	221	221
<b>Motivation</b>	Pearson Correlation	.262**	.158*	1
	Sig. (2-tailed)	0	0.019	
	N	221	221	221

\*Correlation is significant at the 0.05 level (2-tailed).

\*\*Correlation is significant at the 0.01 level (2-tailed).

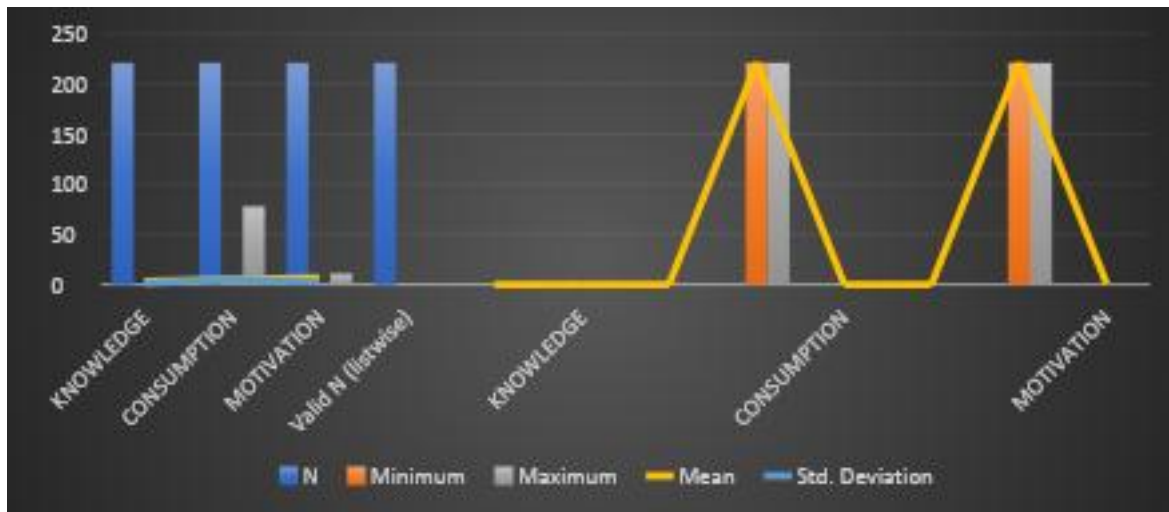


Figure 1: Descriptive Statistics

A positive correlation exists between consumption and motivation ( $r = 0.158, p = 0.019$ ), indicating that consumers who are more motivated to use convenience foods tend to consume more of them. Consumers who are motivated to use convenience food products tend to consume more, which is rational as motivation likely drives behaviour. A positive relationship has been observed between the consumption and motivation factors, which in time increases the drive. Hence,  $H_{02}$  – was rejected, and  $H_{12}$  supported the study.

There is a positive and significant correlation between knowledge and motivation ( $r = 0.262, p < 0.01$ ). This means that higher knowledge about convenience food products is associated with higher motivation to use them. Consumers who are well aware about convenience food are also more motivated to use it, which could show that knowledge enhances the perceived benefits or convenience. There is a direct relationship that says if there is an increase in knowledge about the product, there will be a notable increase in motivation for purchasing the product. Hence,  $H_{03}$  – is rejected, resulting in  $H_{13}$  accepted.

Overall, the data shows that knowledge plays a compound role—it boosts motivation but moderately decreases consumption, suggesting that rational consumers might balance their use of convenience foods in spite of having high motivation to use them.

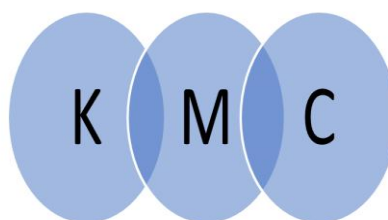


Figure 2: Knowledge (K), Motivation (M) and Consumption (C)

## 6. DISCUSSION AND CONCLUSION

The analysis indicates an indirect link between knowledge of convenience food products and their consumption. The discovery means that the more consumers know about what's in these foods, its nutrition and possible health issues, the more selective, rational or cautious they will be about what they eat. This selectivity may stem from the low tolerance that many have for the potential harmful health impact of excessive intake of these products, such as obesity, cardiovascular disease and other lifestyle disorders. An informed and rational consumer will be more inclined to select healthier choices or, at least, consume convenience foods from time to time, rather than consider them a food habit. This pattern highlights the fact that educated consumers tend to make healthier food choices, which could positively affect their well-being.

Interestingly, there is also a positive correlation between knowledge and the motivation to eat convenient foods. You might think that's bizarre, but it can be understood when considering perceived benefits. Consumer comparison of convenience foods is by how convenient they are, benefits such as ease of preparation and saving time. This significant knowledge of rewards can incentivize them to take into the lifestyle convenience foods, particularly if time is limited and convenience is important. As such, even though they may be picky eaters, their desire to eat convenient foods remains high due to the convenience and practicality these foods provide.

There is strong and expected relationship between consumption and motivation. If consumers are motivated to use the convenience food product, they tend to consume more of it and motivation affects behavior. In this context, it refers to those people who have high utility or satisfaction on these products and are more likely to purchase and use them more frequently. Factors related to this motivation could be due to busy schedules and a preference for convenience food, or having a direct attitude towards the taste and variety of convenience food versus healthy food. This relationship is important to marketers and health experts to understand. It emphasizes conveniences versus nutritional value and how to meet the needs of motivated consumers.

Finally, there is a complex relationship between knowledge, motivation and eating convenience foods. More knowledge results in cautious consumption but also in higher perceived benefits and therefore in higher motivation. This knowledge can be used to develop specific programs and educational campaigns to provide health risk messages as well as the convenience benefits of eating these products and assist with a balanced approach.

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