

Abstract

Moderating effects of A Health Consciousness on Consumer behavior towards Rte Foods

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With growing environmentalism and health concerns, people have become more conscious of the type of food they consume and the way they are processed. The principle of the present research paper is to explore behavior of consumers towards RTE foods and the moderating role of health consciousness. The rationale behind the present study is to find the factors that influence consumption of RTE foods such as longer shelf life, taste, convenience both in terms of time and availability, and dual income families. The key purpose of the study is to explore the influence of health consciousness of consumers in moderating consumer attitude towards their behavior in context of RTE food products. The results suggest that consumption of RTE foods is more in dual income families and those who are less concerned about their health. The findings suggest that, the marketer should revolve advertisement and marketing strategies around the factors that they can be transported long distances as they have an increased resistance to spoilage with better shelf life and offer convenience both in terms of time and efforts.

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