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A CASE STUDY

Factors influencing the consumer preference for colour and flavour added food products: A study in Bengaluru city

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ABSTRACT

Colour is important in consumer perception of food and it is often associated with a specific flavour. Adding colours and flavours to food materials like commercial, traditional and street foods is mainly intended to attract the consumer since time immemorial. The present study on consumer preference for colour and flavour added food products in Bengaluru city was under taken for the year 2013-14 in Bengaluru city of Karnataka. Best Worst scaling technique, used to analyze the data. The consumer's highest importance given to the factor "liked by family" for adding colour and flavour in domestic cooking. The findings of the study indicated that for food manufacturing firms "better price realization" was the most important factor which influenced the preference for adding colour and flavour in food followed by "to enhance appetizing value". This implies the need for the proprietors of food manufacturing firms should focus on customized blends and apply variety of hues and flavour accordingly, so as to make their products more marketable and achieve efficiency in their business.

KEY WORDS : Colour, Flavour, Consumer preference, Best worst

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