



Frozen Pizza: a bite for Indian consumers: an OCEAN model analysis

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Abstract

In India, the lifestyle is changing very fast. Today people have less time and more disposable income. A new category of convenience food in the form of frozen food is capturing the food market. Frozen food is an innovative product and one segment in this category is frozen pizza. The current research is to investigate the psychographic traits that act as driving force for the purchase of frozen pizza. The Big five personality trait popularly known as OCEAN model is utilized in the research. To ensure the reliability and validity, the research instrument (questionnaire) had to go through the validation process. The inductive approach was followed via EFA to establish the five constructs of OCEAN model. Unidimensional measurement model was built utilizing CFA. The construct validity is measured for the OCEAN model for perception on frozen pizza with goodness of Fit Indices. Discriminant validity is run to confirm no redundancy of the construct. The Big five personality trait popularly known as OCEAN model is utilized in the research.

Key words: Frozen Pizza, OCEAN, EFA, CFA, Psychographic traits

1. Introduction

Today's young population is more inclined towards the western culture (Kumar and Bhuvaneshwari 2015). Their food habits include more of fast food. Pizzas are one of the most popular fast food among youngsters. Not only young generation but people of all age groups relish pizzas. In order to have a freshly baked pizza people have to commute which is sometimes inconvenient between busy working hours. Also, the fresh pizza is made for immediate consumption. The companies tried to solve this problem by introducing frozen pizza which can be eaten at our own convenience. Frozen food industry entered India in 1998. The frozen food market in India has grown with a CAGR of 15-20% in the last four years (India Frozen Food Market Outlook 2018). Also, the industry is expected to reach a value of INR 188 million by 2024 thus expanding at a CAGR of around 17% during 2019-2024 (IMARC 2019). The drivers leading to this growth in frozen food market is improvement in living standards with rising disposable income (Joseph and Singh 2013).

2. Research Objective

The objective of the current research is to understand consumer personality traits for frozen pizza. Consumer's perception varies with their personality (Kassarjian 1971). Five broad traits (the Big Five) have been recognized by personality psychology that explains variance in innumerable traits (Matzler et al. 2008).

3. Literature Review

Very few researchers have tried to map the psychographic factors influencing the purchase of Frozen food (Srivastava and Singh 2016). Frozen food come in the category of innovative food products and in India consumers have many apprehensions and there are few early adopters for such products (Ling, Choo and Pysarchik 2004).

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4. Research Hypothesis

The null hypothesis is "The hypothesized structure fits the data well" vs. a non-committal alternative "The hypothesized structure does not fit the data well enough".

5. Research Methodology

For measuring the psychographic traits via OCEAN model, 20-item Mini-IPIP inventory has been used which is a shortened description from the resources of the International Personality Item Pool (IPIP) of the Big five personality scale developed with 50-item (Donnellan, Oswald, Baird, and Lucas 2006). The mini-IPIP inventory has shortened the questionnaire, which reduces cost and time of research (Herzberg and Brähler 2006). (Thalmayer et al. 2011). In the current research, structured questionnaire defined on a five-point Likert scale (1=strongly disagree to 5=strongly agree) is utilized.

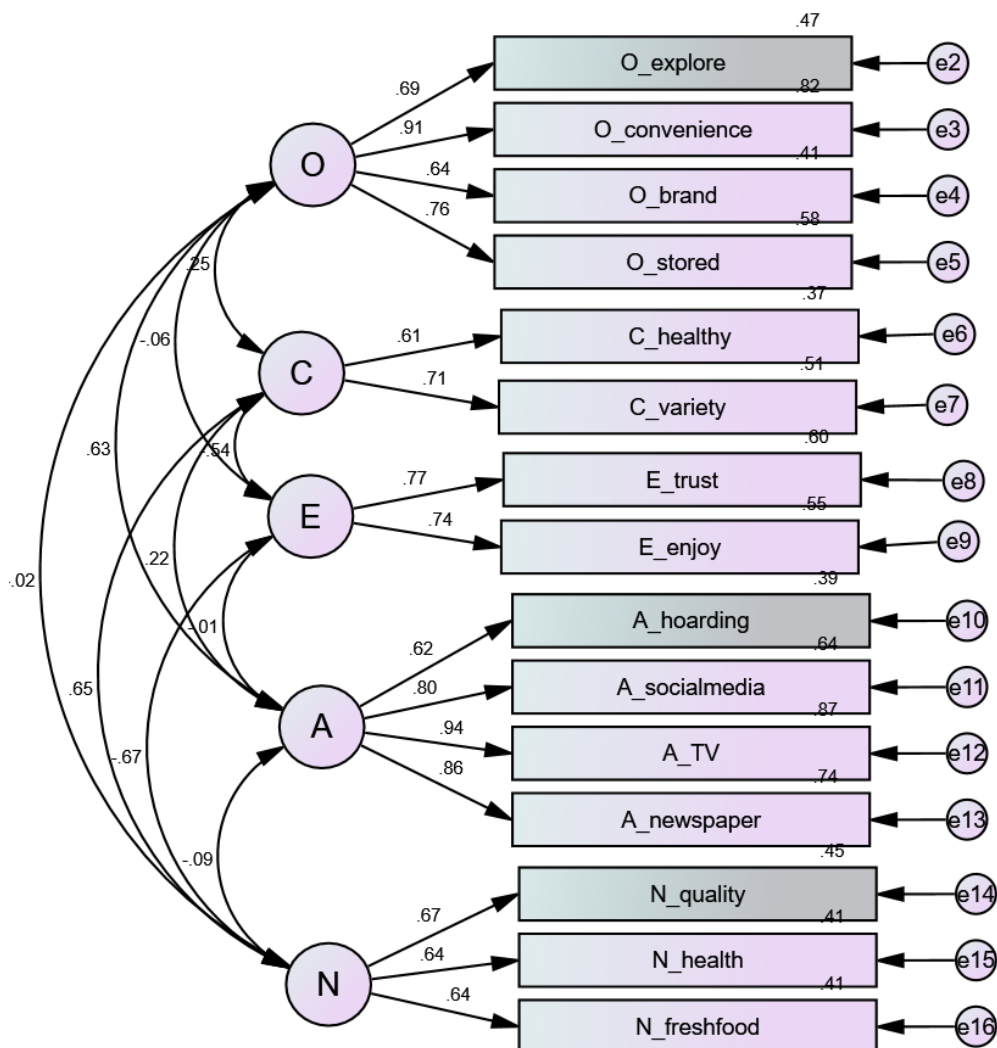
6. Data Analysis and Result

The research has been conducted in two stages: Exploratory and Confirmatory.

In the first stage, EFA via PCA has been used to unearth the underlying structure. Psychographic traits are identified and latent (construct) variables are explored so as to identify the uni dimensional model (Meade and Lautenschlager 2004) towards consumer behavior for frozen pizza.

In the second stage, CFA is utilised to identify the personality traits for perception of consumers towards frozen food products. CFA was performed on the extracted model (second factor loading), to test the reliability of the conceptualized model. The theoretical model (Figure 1), with five construct and seventeen manifest variables thus establishes the psychographic traits of customer towards frozen pizza by OCEAN model.

Figure1. PATH DIAGRAM WITH STANDARDIZED COEFFICIENTS



7. Conclusion

Indian consumers have well-accepted pizzas. The same is proven by the growth of pizza outlets across the country (Prasso 2008). Frozen pizza is a convenience product (Rodney 2004) still trying to make its space in the market of the Indian fast food industry. To uncover the personality traits OCEAN model is utilized in the current research. Openness to experience is characterized by a willingness to try new activities (Lim Leung and Bozionelos 2004). From the current research, the items which are proven to be significant are consumers' openness to explore new snacks, brand image and convenience whereas consumer prefers freshly baked pizza meant for immediate consumption. Conscientiousness explains scrupulousness associated with consumers (Balmaceda et al. 2014; Wolff and Kim 2012). Current research proves that consumer prefers pizza at café because of the wide range available. Also, consumer believes that frozen pizza is not good for health. Extraversion traces socially confident behavior (Quenteliet 2014). Results show that consumers purchase frozen pizza because of its taste since adventure-seekers want to explore the new taste. On the other hand, frozen pizza lacks trust amongst the consumers as compared to freshly baked pizza. Agreeableness captures the friendly and cooperative trait of personality. Consumers are influenced by the advertisement on TV, social media, hoardings and newspaper. Whereas, word-of-mouth is not working, as research proves that consumer does not refer or recommend frozen pizza to friends and families. Neuroticism studies the emotional stability and instability associated with personality traits (Bowen, et al. 2012). For neuroticism factor, it has been statistically proven that consumer finds freshly baked pizza healthier than frozen pizza. Also, consumer prefers eating and consuming fresh food which is prepared only for immediate consumption. Consumer prefers the pizza at outlet due to its ambience.

Results show that frozen pizza has to build more trust amongst consumers and may start with the items which have a more significant impact on the personality traits of the consumers. Consumers love when they get multiple options so a wide variety can also help in attracting customers. This study will be helpful to the companies in planning their promotion mix both at the nascent stage and matured stage in gaining competitive advantage.

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