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PACKAGED FOOD CONSUMPTION AND IT CONSUMERISM

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ABSTRACT

The research aims to find out the consumption patterns of packaged foods in India and changing patterns in consumerism, when India is witnessing huge FDI investment. The paper looks at the attitudinal changes in the consumers' mindset and embracing western culture in eating habits. Almost all of the findings suggests that more of office goers is preferring these processed food and younger population are witnessing health benefit from these packages are also another reason. The convenience to eat and quick to consumption is the major attracting factors for the customer to go for such processed foods. This on another way shows the changing pattern in customer mind set and subsequently leads to high consumerism for packaged food industry.
