



CONSUMER PERCEPTION ABOUT ID PARATHAS IN BENGALURU

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Article History

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Abstract: This study examines the consumer perception and purchasing behaviour towards **iD Fresh Food iD Parathas** in the Bengaluru market. With the rapid growth of the ready-to-cook (RTC) food segment driven by urbanization and changing lifestyles, understanding consumer preferences has become increasingly important. The research adopts a descriptive research design and is based on primary data collected from 120 respondents through a structured questionnaire.

The study analyses key variables such as consumer awareness, brand recall, product perception, purchase behaviour, and satisfaction levels. The findings reveal a high level of awareness and strong brand preference for iD Parathas, primarily influenced by product quality, taste, and convenience. While the brand enjoys significant customer satisfaction and recommendation rates, a notable proportion of consumers exhibit conditional loyalty and are open to switching based on factors such as price and availability.

The study concludes that iD Parathas have established a strong market presence in Bengaluru; however, there is considerable scope for growth through product innovation, improved accessibility, and enhanced value offerings. The insights derived from this research can assist marketers in strengthening brand positioning and developing effective strategies in the competitive ready-to-cook food segment.

Keywords: Consumer Perception, Ready-to-Cook (RTC) Foods, iD Fresh Food, iD Parathas, Brand Awareness, Purchase Behaviour, Consumer Satisfaction, Brand Loyalty, Bengaluru Market, Food Marketing

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INTRODUCTION

iD Fresh Food is a food company that specializes in producing and distributing ready-to-cook and ready-to-eat food products. The company was founded in Bengaluru, India, in 2005 by P. C. Musthafa and his cousins, with the objective of providing fresh, preservative-free food that is convenient for modern consumers.

Over the years, iD Fresh Food has experienced significant growth, expanding its presence across major Indian cities such as Mumbai, Hyderabad, and Chennai, as well as entering international markets including the United States, UAE, and Singapore. The brand has gained recognition for its innovative business model, strong supply chain, and focus on quality and freshness.

Analysis of Consumer Preference for iD Parathas

(Bengaluru Market)

1. Market Presence and Consumer Preference

Bengaluru represents a key market for iD Fresh Food, where the brand has established strong visibility and consumer acceptance in the ready-to-cook segment. The primary data collected in this study indicates high awareness and preference for iD Parathas, reflecting strong brand recall and market penetration.

2. Determinants of Consumer Preference

The preference for iD Parathas among consumers is influenced by multiple factors identified through the study:

- **Quality and Taste:** The majority of respondents identified quality and taste as the most important factors influencing purchase decisions, indicating a strong product-centric preference.
- **Convenience:** The product's ready-to-cook nature appeals particularly to working professionals and nuclear families, who prioritize time-saving meal solutions.
- **Clean-Label Perception:** The "no preservatives" positioning enhances trust and makes the product appear healthier compared to alternatives.
- **Availability:** Easy availability in supermarkets and retail outlets contributes significantly to consumer preference and repeat purchase behaviour.

3. Competitive Environment

Despite strong preference for iD Parathas, consumers are exposed to competing brands such as MTR, Aashirvaad, and local unbranded alternatives. While organized brands compete on quality and branding, local vendors attract price-sensitive consumers. The study also indicates that availability and convenience play a key role in influencing brand choice.

LITERATURE REVIEW

Year	Title	Author(s)	Aims	Findings	Research Gap	Industry	Paper Type
2012	Study on RTE & RTC Market in Southern India	Vijay Bhakra & N. Sundaram	<ul style="list-style-type: none"> Analyze growth of RTE/RTC market Understand consumer behaviour 	<ul style="list-style-type: none"> High growth in middle-class segment Convenience & availability drive purchase Younger consumers prefer less cooking time 	<ul style="list-style-type: none"> No focus on specific products (parathas) No brand-level analysis No localized study (Bengaluru) 	FMCG (Convenience Food)	Empirical Study
2020	Consumption Patterns & Health Implications of Convenience Food	Bhava Dhikr & Naira Single	<ul style="list-style-type: none"> Study consumption trends Analyze health implications 	<ul style="list-style-type: none"> Rising adoption of convenience food Driven by work-life balance needs 	<ul style="list-style-type: none"> No study of brand perception No analysis of purchase behaviour No differentiation between brands 	FMCG / Food	Review Study
2016	Packaging Considerations for RTE Foods	Ramesh K. Gupta et al.	<ul style="list-style-type: none"> Study role of packaging in food safety Analyze packaging materials 	<ul style="list-style-type: none"> Packaging ensures safety & quality Importance of barrier properties & sealing 	<ul style="list-style-type: none"> No consumer perception analysis No impact on purchase decision No focus on RTC category 	Food Packaging	Conceptual / Technical
2015	RTE Food Market in India: An Analysis	Swati Jain & Mukesh Kumar	<ul style="list-style-type: none"> Analyze market size & growth Identify demand drivers 	<ul style="list-style-type: none"> Urbanization drives demand Lifestyle change is key factor 	<ul style="list-style-type: none"> Macro-level only No consumer-level insights No brand-specific study 	FMCG / Food	Analytical Study
2015	Consumer Perception & Purchase Intention towards RTE Foods	S. Praveen & S. Sangeetha	<ul style="list-style-type: none"> Study consumer perception Identify purchase drivers 	<ul style="list-style-type: none"> Taste, price & convenience are key factors 	<ul style="list-style-type: none"> No post-purchase behaviour analysis No study on loyalty/recommendation No specific brand focus 	FMCG / Consumer Behaviour	Empirical Study
2018	Factors Influencing Consumer Perception & Purchase Intention	Arun Kumar & Shweta Pandey	<ul style="list-style-type: none"> Identify factors affecting perception Study purchase intention 	<ul style="list-style-type: none"> Taste, quality, packaging influence perception Price & convenience affect purchase 	<ul style="list-style-type: none"> No regional/demographic variation No localized (Bengaluru) study No brand positioning analysis 	FMCG / Marketing	Empirical Study

RESEARCH OBJECTIVES

1. To analyse consumer awareness/usage, brand recall, and the key factors influencing purchase decision and repeat buying behaviour of iD Parathas among consumers (Age 18 Years & Above) in Bengaluru.
2. To evaluate consumer recommendations for improvement of iD Parathas.

RESEARCH METHODOLOGY

The nature of this research is descriptive and exploratory. The information was gathered through various research papers and data was collected in a manner that consumer's expectations and buying pattern was assessed on the respondents through a structured questionnaire.

Design: Quantitative descriptive study of 120 individuals in Bengaluru.

Sampling: Convenience Sampling

Metrics: For data analysis, **MS Excel** was used to organize and interpret the collected data. Descriptive analysis techniques were applied to identify patterns and trends in consumer behaviour. Additionally, the **Chi-square test** was used to examine the relationship between categorical variables such as awareness, satisfaction, and recommendation behaviour.

DATA ANALYSIS AND INTERPRETATIONS

Demography Analysis

1. Age Analysis

Table 1: Age Analysis

<i>Age</i>	<i>Count</i>	<i>Percentage</i>
18-40	75	62.50%
40-60	38	31.70%
Above 60	7	5.80%
Total	120	100%

Middle-aged consumers (40–60 years) are the dominant demographic, accounting for 62.5% of the respondents. The 18–40 years' category follows at 31.7%, reflecting significant adoption by younger, convenience-seeking adults.

2. Gender

Table 2: Gender Distribution

<i>Gender</i>	<i>Count</i>	<i>Percentage</i>
Male	97	80.80%
Female	23	19.20%
Total	120	100.00%

The data reveals a significant gender skew, with female respondents comprising 80.8% of the sample compared to 19.2% male.

3. Occupation

Table 3: Occupation

<i>Primary Occupation</i>	<i>Count</i>	<i>Percentage</i>
Working Professional	88	73.30%
Homemaker	13	10.80%
Student	10	8.30%
Others	9	7.60%
Total	120	100.00%

The data identifies working professionals as the primary demographic, comprising a dominant 73.3% of the respondents. Overall, the findings suggest that iD Parathas have successfully achieved a strong product-market fit among urban, working individuals.

4. Monthly Household Income

Table 4: Monthly Household Income

<i>Monthly Household Income</i>	<i>Count</i>	<i>Percentage</i>
Below 25k	18	15.00%
25 k to 50k	23	19.20%
50k to 100k	35	29.20%
Above 100k	44	36.70%
Total	120	100

The data reveals a predominantly affluent consumer base, with 36.7% of respondents earning above ₹1,00,000 per month and 29.2% earning between ₹50,000 – ₹1,00,000.

5. No. of family Members

Table 5: No. of Family Members

<i>No. of Family Members</i>	<i>Count</i>	<i>Percentage</i>
1	1	1.00%
2	9	7.50%
3	30	25.00%
4	57	47%
5	14	11.70%
Above 5	9	8%
Total	120	100%

The data reveals that medium-sized households are the primary consumer base, with 4-member families (46.7%) and 3-member families (25%) forming the dominant majority.

6. Objective-Based Analysis

Table 6: Brand Awareness

<i>Which ready to cook paratha brands are you aware of?</i>	<i>Count</i>	<i>Percentage</i>
ID Paratha	68	56.70%
Aashirvaad	25	20.80%
MTR Foods	9	7.50%
Others	18	15%
Total	120	100%

With **56.7%**, iD has the **strongest brand recall**, indicating effective visibility and market presence. **Aashirvaad (20.8%)** holds a distant second position, showing moderate awareness but a significant gap from iD. **MTR Foods (7.5%)** and **Others (15%)** indicate **fragmented and weaker brand visibility** in the category.

iD Paratha enjoys a **top-of-mind advantage**, but the presence of alternatives suggests **competition is active**—continued marketing and differentiation are needed to maintain leadership.

7. Aware of iD Parathas

Table 7: Comparing Purchas Drivers

<i>Are you aware of iD paratha by fresh food?</i>	<i>Count</i>	<i>Percentage</i>
Yes	75	84.20%
No	38	15.80%
Total	120	100%

The data reveals high brand visibility in Bengaluru, with a substantial 84.2% of respondents reporting awareness of iD Parathas. The findings suggest that iD Fresh Food has successfully established its presence in the local market.

8. First Learn about iD Parathas

Table 8: Initial Exposure to iD Parathas

<i>How did you first learn about iD Paratha?</i>	<i>Count</i>	<i>Percentage</i>
Supermarket / Retail Store	74	61.70%
Friends & Family	24	20.00%
Others	22	18.30%
Total	120	100%

Supermarkets and retail stores as the primary driver of brand awareness, with a significant 61.7% of respondents discovering iD Parathas through physical outlets. The findings suggest that physical availability is the most effective awareness driver

9. Frequency of purchase of RTC Parathas

Table 9: Frequency of purchase of RTC Paratha

<i>How often do you purchase ready to cook parathas?</i>	<i>Count</i>	<i>Percentage</i>
Weekly	37	30.80%
Monthly	46	38.30%
Rarely/ Never	37	30.80%
Total	120	100%

The data reveals that monthly purchases are the most common, accounting for 38.3% of respondents, suggesting that RTC parathas are primarily treated as a planned grocery staple.

10. Frequency of iD Parathas purchase:

Table 10: Frequency of Purchase of iD Parathas

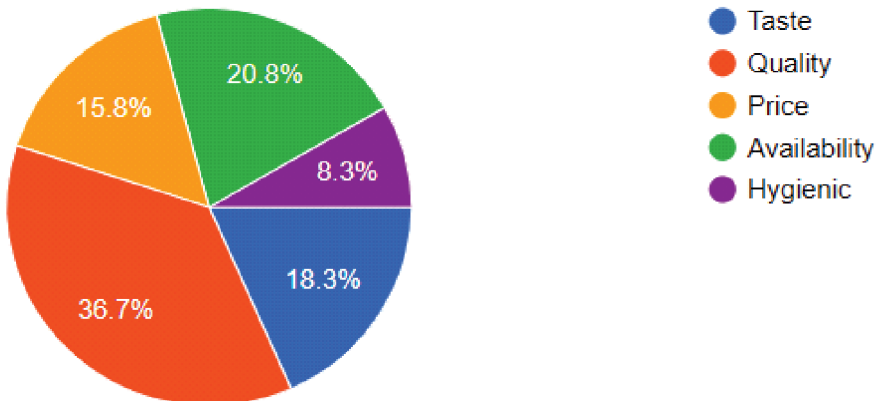
<i>How often do you purchase iD Parathas?</i>	<i>Count</i>	<i>Percentage</i>
Weekly	30	25.00%
Monthly	44	36.70%
Rarely/ Never	46	38.30%
Total	120	100%

The data indicates that rarely or never is the most frequent response at 38.3%, followed closely by monthly purchasers at 36.7%. The data suggest that while iD Parathas have solid market reach, there is a clear opportunity to convert infrequent users into habitual buyers through targeted engagement

11. Factors influences purchase of RTC Parathas

Table 11: Factors Influencing Purchase of RTC Paratha

<i>What factors influences your purchase of ready-to-cook parathas?</i>	<i>Count</i>	<i>Percentage</i>
Taste	22	18.30%
Quality	44	36.70%
Price	19	15.80%
Availability	25	21%
Hygienic	10	8.30%
Total	120	100%



Pie Chart 1: Factors Influencing Purchase of RTC Paratha

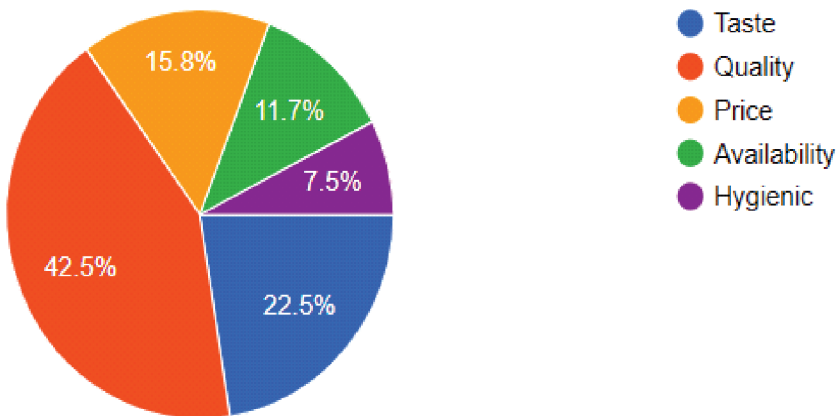
The data suggest that **36.7%** of consumers choose RTC parathas based on *quality*, making it the **most important purchase factor**. **21%** value *availability*, indicating **ease of access and distribution** significantly influence category purchases. At **18.3%**, *taste* is a key factor but **secondary to quality and convenience**. **15.8%** shows some **price sensitivity**, but it is not the dominant driver. **8.3%** suggests it is a **basic expectation rather than a differentiator**.

In the RTC paratha category, **quality + availability** drive purchases more than price—brands like iD must ensure **consistent quality along with strong distribution** to stay competitive.

12. Factors influences purchase of iD Parathas

Table 12: Factors Influencing Purchase of iD Parathas

<i>What factors influences your purchase of iD Parathas?</i>	<i>Count</i>	<i>Percentage</i>
Taste	27	22.50%
Quality	51	42.50%
Price	19	15.80%
Availability	14	12%
Hygienic	9	7.50%
Total	120	100%



Pie Chart 2: Factors Influencing Purchase of iD Parathas

The data suggests that **42.5%** of respondents purchase iD Parathas primarily for *quality*, making it the **strongest influencing factor**. **22.5%** prioritize *taste*,

showing it remains an important but **not dominant differentiator**. At **15.8%**, *price sensitivity exists* but is **not the main purchase trigger**. *Availability (12%)* and *hygiene (7.5%)* have **lower influence**, indicating baseline expectations are being met.

iD Parathas’ purchase decisions are driven mainly by **product excellence (quality + taste)** rather than price or availability—maintaining and enhancing these will be crucial for sustaining demand.

13. Likelihood of re-purchase of iD Parathas

Table 13: Likelihood of Repurchase

<i>Are you likely to repurchase iD Parathas?</i>	<i>Count</i>	<i>Percentage</i>
Yes	75	62.50%
No	8	6.70%
Maybe	37	30.80%
Total	120	100%

The data suggest a clear majority (**62.5%**) are willing to repurchase iD Parathas, indicating **good overall customer satisfaction**. Only **6.7%** said “No”, showing **minimal outright dissatisfaction**. **30.8%** chose “Maybe”, reflecting a **significant group that is not fully convinced**.

While iD Parathas has a **solid retention base**, converting the “Maybe” segment through improvements in **taste, quality, and value perception** can further strengthen repeat purchases.

14. Recommendation of iD Parathas

Table 14: Recommendation

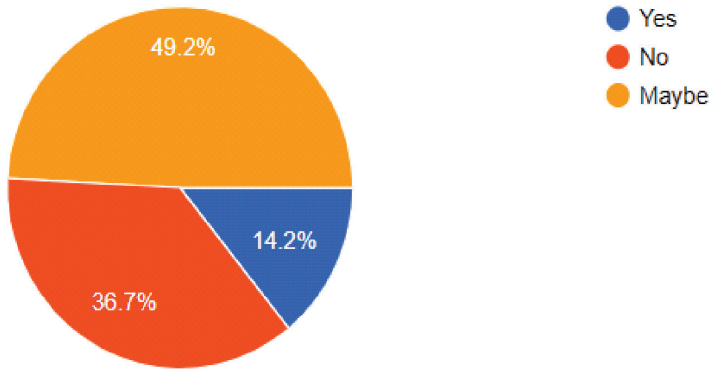
<i>Will you recommend iD Parathas to others?</i>	<i>Count</i>	<i>Percentage</i>
Yes	109	90.80%
No	11	9.20%
Total	120	100%

The data suggest that iD Parathas have a very high Net Promoter Score (NPS) potential. The brand is well-positioned to leverage this customer satisfaction in its marketing campaigns by using testimonials and referral-based strategies to acquire new users.

15. Brand Loyalty

Table 15: Brand Loyalty

<i>Will you switch to another brand?</i>	<i>Count</i>	<i>Percentage</i>
Yes	17	14.20%
No	44	36.70%
Maybe	59	49.20%
Total	120	100%



Pie Chart 3: Brand Loyalty

Nearly **half (49.2%)** of respondents chose “*Maybe*”, indicating customers are **not fully loyal** to iD Parathas and are open to alternatives. **36.7%** said “*No*”, showing a **decent but not strong retention level**. Only **14.2%** are about switching, so **immediate churn risk is limited**. iD Parathas sits in a **vulnerable middle ground**—customers are satisfied enough to stay, but not convinced enough to resist competitors. Strengthening taste, pricing, and value perception could convert the “*Maybe*” segment into loyal buyers.

16. If yes, Why?

Table 16: Switching Attributes

<i>If yes, Why?</i>	<i>Count</i>	<i>Percentage</i>
Better Taste	15	20.30%
Better Quality	25	33.80%
Better Price	20	27.00%
Better Availability	3	4%
Better Hygienic	3	4.00%
Other factors	54	10.8
Total	120	100%

Data suggest that **33.8%** would switch for *better quality*, making it the **primary weakness/risk area** for iD Parathas. **27%** cite *better price* and **20.3%** *better taste*, indicating **value-for-money and taste consistency** are key competitive factors. *Availability (4%)* and *hygiene (4%)* are relatively minor reasons, suggesting iD is **performing well operationally**.

Switching is mainly driven by **core product value (quality, price, taste)** rather than distribution—iD Parathas must strengthen these to reduce customer churn.

17. Areas for Improvement

Table 17: Areas for Improvement

<i>Common Themes</i>	<i>Number of Responses</i>	<i>Percentage</i>
Increase Portion Size	18	31%
Reduce Preservatives	14	24%
Improve the Taste of product	12	21%
Make Better packaging	8	13%
Reduce price, better pricing	6	10%
Total	58	100%

- The most common concern among respondents was the **portion size (31%)**, with consumers expressing the need for increased quantity and value for money. This indicates a **perceived value gap**, where the current quantity is considered insufficient relative to price.
- **24% of respondents are concerned regarding preservatives and ingredients**, suggesting a preference for healthier options with less oil and fewer additives. This reflects a **growing health consciousness**.
- Around **21% of respondents recommended improvements in taste**, particularly regarding spice levels and flavour balance. This indicates **inconsistency in taste preferences**, emphasizing the need for **regional customization and introduction of variant options**.
- **13% of respondents recommended improvements in packaging**, including better sealing and design.
- A smaller segment (**10%**) expressed concerns about pricing, suggesting the need for price reduction. However, this is **not a major issue independently**.

FINDINGS

Objective 1: Consumer awareness/usage, brand recall, and the key factors influencing purchase decision and repeat buying behaviour of iD Parathas among consumers (Age 18 & Above) in Bengaluru.

- A high **84.2% of respondents are aware** of iD Parathas, indicating strong brand awareness in Bengaluru. *(Table No- 7)*
- **56.7% brand recall** shows that iD Parathas is a **top-of-mind brand** in the ready-to-cook category. *(Table No- 6)*
- The high levels of awareness are supported by **strong retail presence (61.7%)** and **word-of-mouth influence (20%)**, reinforcing brand visibility and trust. *(Table No- 8)*
- A significant **69.1% of respondents purchase parathas regularly (weekly/monthly)**, showing strong product usage and category acceptance. *(Table No- 9)*
- **62.5% of respondents are willing to repurchase**, indicating positive consumer experience and satisfaction. *(Table No- 13)*
- Key purchase drivers are **quality (42.5%) and taste (22.5%)**, together contributing to over **65% of decision-making factors**, while price and availability play secondary roles. *(Table No- 12)*
- The presence of **30.8% “Maybe” respondents in repeat purchase** suggests **moderate loyalty and scope for improvement**. *(Table No- 13)*
- The data clearly shows that **higher awareness leads to stronger brand recall**, which in turn positively influences **purchase and repeat behaviour**.
- Consumers who are aware of the brand are more likely to recall and purchase it, indicating a **strong positive relationship between awareness, recall, and buying behaviour**.

Objective 2: Consumer recommendations for improvement of iD Parathas.

- The most important concern among respondents was the **portion size (31%)**, with consumers expressing the need for increased quantity and better value for money. This indicates a **perceived value gap**, where

the current quantity is considered insufficient relative to price. (*Table No- 17*)

- **24% of respondents highlighted concerns regarding preservatives and ingredients**, suggesting a preference for healthier options with less oil and fewer additives. This reflects a **growing health consciousness** and presents an opportunity for clean-label or health-focused product positioning. (*Table No- 17*)
- Around **21% of respondents suggested improvements in taste**, particularly regarding spice levels and flavour balance. This indicates **inconsistency in taste preferences**, emphasizing the need for **regional customization and introduction of variant options**. (*Table No- 17*)
- **13% of respondents recommended improvements in packaging**, including better sealing and design. While not a primary concern, packaging plays a role in **enhancing perceived quality and shelf appeal**, making it an important secondary improvement area. (*Table No- 17*)
- A smaller segment (**10%**) expressed concerns about pricing, suggesting the need for price reduction. However, this is **not a major issue independently**, and is more closely linked to the **perception of value (quantity vs price)** rather than absolute pricing. (*Table No- 17*)
- A strong **90.8% of respondents are willing to recommend iD Parthas**, indicating high customer satisfaction, trust, and positive brand perception. (*Table No- 14*)
- Only **9.2% of respondents are unwilling to recommend**, reflecting minimal dissatisfaction and consistent product performance. (*Table No- 14*)
- The high recommendation rate suggests **strong word-of-mouth influence and high Net Promoter Score (NPS) potential**, positioning the brand for organic growth.
- This indicates that consumers are not just satisfied but also act as **active brand advocates**.
- However, the presence of a small non-recommending segment highlights **scope for improvement** to achieve complete consumer

endorsement. This shows a **direct relationship between satisfaction levels and recommendation behaviour**, along with expectations for improvement. (*Table No- 17*)

CONCLUSION

The study indicates that iD Fresh Food's iD Parathas hold a strong position among the sampled consumers in Bengaluru, supported by high levels of awareness and brand recall. The analysis shows that product attributes, particularly quality and taste, are the primary drivers of purchase and repeat buying behaviour, while price and availability play a comparatively secondary role.

The brand demonstrates high customer satisfaction and recommendation levels; however, the presence of a significant "maybe" segment suggests that consumer loyalty remains conditional. This highlights the need for targeted strategies focused on product innovation, health-oriented improvements, and enhanced value perception to strengthen retention.

Overall, the findings suggest a positive association between awareness, purchase behaviour, satisfaction, and recommendation. While iD Parathas are well-positioned within the ready-to-cook segment, their future growth will depend on the brand's ability to convert moderate users into loyal consumers.

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