

Influence of Age and Income on Select Study Variables among the Batter Users in Chennai City

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ABSTRACT

Faster lifestyle, long travel for employment, different time schedule of work, nature of life partners employability, changes in work culture all drives the Consumers to prefer ready to cook food category of products. Many Consumers prefer to eat instant and semi-cooked food products too. Food products like readily made Parotta and chappathi, Rava Dosa mix, Upma mix, Vada batter, Idly and Dosa batter, Instant Noodles along with readily available masala mix powders and paste assists the Consumers in preferring ready to cook and eat categories of products. Among these products comes the readymade idly and dosa batter, preferred by different age category and both Genders. This product helps people to save time, in preparing the batter and the time in preparing it. This article highlights the influence of Age and Income on select study variables like Product Perception, Brand Perception, Pricing, Convenience, Promotion and Packaging among the batter users in Chennai city. This survey was conducted at Chennai among the Batter Consumers with the total of 433 Respondents.

Keywords: Batter Consumers, Ready to Cook, Ready to Eat.

INTRODUCTION

Indian Food Industry India is second largest producer of food next to China, and has the potential of being the biggest with the food and agricultural sector. The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies. The Indian food market is estimated at over US\$ 182 billion, and accounts for about two thirds of the total Indian retail market. Further, according to consultancy firm McKinsey & Co, the retail food sector in India is likely to grow from around US\$ 70 billion in 2008 to US\$ 150 billion by 2025, accounting for a large chunk of the world food industry, which would grow to US\$ 400 billion from US\$ 175 billion by 2025. The history of Indian Food has experienced extensive immigration and intermingling through many descents. The Indian subcontinent has benefitted from numerous food influences. Food has become a marker of religious and social identity in India with varying taboos and preferences, which has also surrounded these groups to innovate widely with the food sources that are deemed well enough. The study “Flavors of Incredible India-Opportunities in the Food Industry” carried on by FICCI –Ernst &Young notes that the Indian Food industry is a significant part of the Indian Economy with food constituting about 30% of the consumer wallet.

OBJECTIVES OF THIS STUDY

The Objective of the article is to highlight the influence of Age and Income on select study variables like Product Perception, Brand Perception, Pricing, Convenience, Promotion and Packaging among the batter users in Chennai city.

REVIEW OF LITERATURE

Sushant Temgire, Anjan Borah, et al (2021) reviewed the recent trends in ready to cook or eat food products, in this review they studied that, ready to eat food is category of food which comprised packed food products used to direct consumption where ready to cook food are prepared with very little extra efforts. Fruits, vegetables,

cereals, pulses, meat, fish are major category of food which used for making ready to eat and ready to cook. They concluded that, these types of food are healthy, convenient and accessible but excess intake can be harmful to our health. Microbial safety is also important factor which determines quality, shelf life of product and human health effects.

Rupali Chaurasiya, Rudresh Pandey, et al (2020) made a study to determine the factors affecting the purchase decision of India's and Malaysia's consumers against the ready-to-eat (RTE) market. The total numbers of respondents are 111. Online research and survey is made to collect the response. Based on the study it is found that the factors influencing the consumer behaviour includes price, convenience, taste, and nutrition. Most of the respondents are willing to make recommendation about MTR Foods.

Syed Asif Hossain (2019), the main of this study is to gain insights and understandings the growing market of Ready to cook food and its demand in Bangladesh which may also establish priorities for further research. The primary data is obtained by administering survey method, guided by a questionnaire to the people we will select randomly which will be both physical and social media based. The secondary data is the review of articles which have been collected on the topic from journals mentioned below. The survey is made with the sample size of 90 people. There is also an online survey executed to gather more insight. The sampling technique used simple random sampling. Through this study they found out that consumers are still not convinced about the fact that RTC foods are healthy or not. The consumers of Bangladesh had a sentiment towards the home cook food and them preferred to have home cooked food as the culture established here like that way.

Data Collection:

Questionnaires were circulated among the Batter Consumers at Chennai city. 433 Respondents among the Batter users were contacted as Respondents to the Questionnaire adopted for the study.

FINDINGS:

Table 1.1: Consumers' Opinion towards Product Perception with respect to their Age

	Age	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Product Perception	Below 31 yrs	3.359	0.527	4.252	.039	Below 31 yrs, 31-45 yrs, 46-60 yrs Vs. Above 60 yrs
	31-45 yrs	3.577	0.500			
	46-60 yrs	3.112	0.494			
	Above 60 yrs	2.970	0.525			

The ANOVA result examining the influence of age on consumers' perception of batter products reveals a statistically significant difference among the four age groups ($F = 4.252$, $p = 0.039$). This indicates that age plays an important role in shaping consumers' product perception. The mean values show that respondents aged 31–45 years (Mean = 3.577) have the most favourable perception of batter products, followed by those below 31 years (Mean = 3.359). These groups tend to hold positive views about the quality, freshness, taste, hygiene, and texture of ready-made batter. Their higher mean scores suggest that younger and middle-aged consumers are more quality-conscious and experimental, appreciating the convenience and consistency offered by branded batter products. In contrast, respondents aged 46–60 years (Mean = 3.112) and above 60 years (Mean = 2.970) show relatively lower mean scores, indicating more neutral or cautious attitudes. The Post Hoc Bonferroni test confirms that the significant differences exist between the younger groups (Below 31, 31–45, and 46–60 years) and the Above 60 years category. This suggests that older consumers are less inclined to view batter products positively, possibly due to traditional cooking preferences, lower trust in packaged foods, or health-related apprehensions. Overall, the findings imply that product perception varies notably across age groups, with younger and middle-aged consumers showing a stronger inclination toward the benefits of ready-made batter products. Manufacturers and marketers can leverage this insight by targeting younger demographics through

messages emphasizing freshness, hygiene, and quality consistency, while educational campaigns or trust-building strategies may be needed to increase acceptance among senior consumers.

Table 1.2: Consumers' Opinion towards Brand Perception with respect to their Age

	Age	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Brand Perception	Below 31 yrs	3.510	0.890	3.490	.043	Below 31 yrs vs Above 60 yrs
	31-45 yrs	3.294	0.881			
	46-60 yrs	2.896	0.867			
	Above 60 yrs	2.598	0.855			

The ANOVA result examining the influence of age on consumers' brand perception toward batter products indicates a statistically significant difference among the four age groups ($F = 3.490$, $p = 0.043$). This finding suggests that consumers' perception of brand-related aspects — such as brand loyalty, reputation, trustworthiness, and familiarity — varies notably with age. The mean scores reveal that respondents below 31 years (Mean = 3.510) and those aged 31–45 years (Mean = 3.294) exhibit more favourable opinions toward branded batter products compared to older consumers. Younger consumers tend to be more brand-conscious and trusting of established names, associating brands with assured quality, hygienic production, and modern packaging. Their higher perception levels may stem from greater exposure to advertising, digital marketing, and social media influences, which often shape brand preferences and trust. In contrast, respondents in the 46–60 years (Mean = 2.896) and above 60 years (Mean = 2.598) categories report comparatively lower levels of brand perception. The Post Hoc Bonferroni test confirms that the significant difference exists particularly between the Below 31 years and Above 60 years groups, highlighting a generational gap in attitudes toward branded batter products. Older consumers may rely more on habitual choices, personal experience, or word-of-mouth rather than brand image or advertising appeal. They might also perceive traditional or homemade batter as more authentic and trustworthy than commercially branded options. Overall, the results indicate that younger consumers place greater emphasis on brand image, visibility, and reputation, while older age groups exhibit lower engagement with branding factors. Therefore, marketers should focus on digital and brand-driven communication strategies targeting younger audiences while simultaneously implementing trust-building and assurance-oriented messaging for older consumers to enhance brand acceptance across age segments.

Table 1.3: Consumers' Opinion towards Pricing with respect to their Age

	Age	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Pricing	Below 31 yrs	3.828	1.383	5.376	.020	Below 31 yrs Vs. Above 60 yrs
	31-45 yrs	3.382	1.366			
	46-60 yrs	3.345	1.320			
	Above 60 yrs	2.854	1.382			

The ANOVA result examining the influence of age on consumers' opinion toward pricing of batter products reveals a statistically significant difference among the four age groups ($F = 5.376$, $p = 0.020$). This indicates that consumers' perception of pricing including views on affordability, value for money, and willingness to pay for quality varies significantly based on age. The mean values show that respondents below 31 years (Mean = 3.828) have the most favourable perception of pricing, followed by those aged 31–45 years (Mean = 3.382) and 46–60 years (Mean = 3.345). This suggests that younger and middle-aged consumers generally view batter products as reasonably priced and offering good value for money. They are also more open to paying a premium for convenience, hygiene, and consistent quality, as reflected in the questionnaire items emphasizing “value for money” and “willingness to pay more for higher quality.” Conversely, the above 60 years group records the lowest mean score (Mean = 2.854), indicating a relatively less favourable opinion of pricing. The Post Hoc

Bonferroni test confirms that the significant difference lies between the Below 31 years and Above 60 years groups. This pattern suggests that older consumers are more price-sensitive, possibly due to fixed incomes or conservative spending habits. They may perceive ready-made batter as costlier than homemade alternatives and may not fully recognize the convenience and time-saving benefits that justify the price. Overall, the findings reveal that younger consumers associate pricing with quality and convenience, while older consumers perceive batter products as relatively expensive. Marketers can leverage this insight by promoting the cost-effectiveness and practical benefits of batter products to senior consumers and by continuing to emphasize premium quality and time-saving value propositions to appeal to younger age groups.

Table 1.4: Consumers' Opinion towards Convenience with respect to their Age

	Age	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Convenience	Below 31 yrs	3.167	0.330	2.679	.046	Below 31 yrs Vs. 31-45 yrs, 46-60 yrs, Above 60 yrs
	31-45 yrs	2.713	0.352			
	46-60 yrs	2.708	0.357			
	Above 60 yrs	2.697	0.355			

The ANOVA analysis exploring the influence of age on consumers' opinion toward convenience in relation to batter products reveals a statistically significant difference among the four age groups ($F = 2.679$, $p = 0.046$). This indicates that perceptions of convenience — encompassing aspects such as time-saving, ease of preparation, storage, and usage flexibility — vary notably across age segments. The mean values show that respondents below 31 years (Mean = 3.167) express the strongest agreement regarding the convenience of using ready-made batter, while those aged 31–45 years (Mean = 2.713), 46–60 years (Mean = 2.708), and above 60 years (Mean = 2.697) display lower levels of agreement. The Post Hoc Bonferroni test confirms that the significant differences exist between the Below 31 years group and all other age groups. This implies that younger consumers highly value the ease, accessibility, and time efficiency offered by batter products. Their fast-paced lifestyles, frequent work commitments, and preference for quick meal preparation make convenience a key purchase motivator. Younger consumers, therefore, perceive ready-made batter as a practical alternative to traditional home preparation, aligning with their need for modern, effortless cooking solutions. In contrast, middle-aged and older respondents exhibit relatively neutral or moderate perceptions of convenience. They may still rely on homemade batter preparation or consider readymade options as occasional substitutes rather than daily essentials. For older consumers, familiarity with traditional cooking methods, perceived freshness concerns, or limited adaptation to packaged food habits may reduce their appreciation of convenience-oriented benefits. Overall, the results suggest that younger consumers are the most convenience-driven segment, strongly associating batter products with comfort, efficiency, and lifestyle compatibility. Marketers can capitalize on this insight by positioning batter products as modern, time-saving, and user-friendly solutions through targeted campaigns aimed at younger age groups, while efforts to educate and reassure older consumers about safety, hygiene, and quality could enhance adoption across all age brackets.

Table 1.5: Consumers' Opinion towards Promotion with respect to their Age

	Age	Mean	SD	F	Sig.
Promotion	Below 31 yrs	2.695	0.350	1.603	.188
	31-45 yrs	2.760	0.320		
	46-60 yrs	2.713	0.321		
	Above 60 yrs	2.792	0.347		

The ANOVA result assessing the influence of age on consumers' opinion toward promotion of batter products reveals no statistically significant difference among the four age groups ($F = 1.603$, $p = 0.188$). This indicates that consumers, regardless of their age, share relatively similar views on promotional activities related to batter products. The mean scores are closely clustered, with respondents aged above 60 years (Mean = 2.792) showing

a slightly higher perception of promotional effectiveness, followed by the 31–45 years (Mean = 2.760), 46–60 years (Mean = 2.713), and below 31 years (Mean = 2.695) groups. However, these variations are not large enough to represent statistically meaningful differences. This finding suggests that promotional tools such as advertisements, social media campaigns, discounts, word-of-mouth referrals, and influencer endorsements are equally received across all age groups. Regardless of generational differences, consumers tend to be aware of promotional messages but may not consider them as decisive factors influencing their purchase behaviour. Instead, they may depend more on product quality, convenience, or brand trust when choosing a batter product. The results further imply that promotional influence remains relatively uniform among consumers of all ages, reflecting that the batter product market has reached a stage of mature brand awareness, where advertising or promotional efforts primarily reinforce existing preferences rather than alter them. In summary, while consumers across age groups acknowledge promotional efforts, age does not significantly shape promotional responsiveness. Therefore, marketers should continue maintaining consistent promotional communication across age segments but could strengthen message personalization — for instance, emphasizing digital promotions for younger buyers and informational or trust-building campaigns for older ones — to improve the overall promotional impact.

Table 1.6: Consumers’ Opinion towards Packaging with respect to their Age

	Age	Mean	SD	F	Sig.
Packaging	Below 31 yrs	2.753	0.607	.633	.594
	31-45 yrs	2.804	0.578		
	46-60 yrs	2.862	0.616		
	Above 60 yrs	2.765	0.547		

The ANOVA result assessing the influence of age on consumers’ opinion toward packaging of batter products reveals no statistically significant difference among the four age groups ($F = 0.633$, $p = 0.594$). This indicates that consumers across all age categories hold similar perceptions regarding packaging features, such as design appeal, material durability, leak-proof quality, labeling clarity, and hygiene assurance. The mean scores are fairly close, suggesting that packaging is uniformly appreciated and does not vary meaningfully with age.

This uniformity implies that packaging attributes meet the expectations of consumers across generations — from younger buyers to older adults. Regardless of age, consumers recognize the importance of safe, convenient, and well-labeled packaging in maintaining product freshness and quality. Hence, age is not a differentiating factor in shaping opinions toward the packaging of batter products, as all consumers equally value packaging as a basic quality indicator.

Table 1.7: Consumers’ opinion towards Product Perception with respect to their Income

	Income	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Product Perception	Less than Rs. 25001	2.886	0.543	4.578	.019	More than Rs. One lakh, Rs.75001 to Rs.100000 Vs. Less than Rs. 25001
	Rs.25001 to Rs.50000	3.132	0.498			
	Rs.50001 to Rs.75000	3.149	0.514			
	Rs.75001 to Rs.100000	3.514	0.502			
	More than Rs. One lakh	3.552	0.527			

Product perception refers to consumers’ evaluation of product attributes such as quality, features, and usefulness. The mean scores indicate a clear trend: households earning less than Rs. 25,001 (Mean = 2.886, SD = 0.543) show the lowest perception of products, while consumers with income Rs. 75,001–Rs. 1,00,000 (Mean = 3.514, SD = 0.502) and more than Rs. 1 lakh (Mean = 3.552, SD = 0.527) exhibit higher perception. Other income groups (Rs. 25,001–50,000: 3.132, SD = 0.498; Rs. 50,001–75,000: 3.149, SD = 0.514) fall in between. ANOVA

results ($F = 4.578$, $p = 0.019$) indicate significant differences in product perception across income levels. The Posthoc Bonferroni test shows that higher-income groups (Rs. 75,001–1,00,000 and above Rs. 1 lakh) differ significantly from the lowest-income group (less than Rs. 25,001). This suggests that higher-income consumers evaluate products more critically, considering statements such as “I check product quality before purchase” and “I prefer products with better features,” reflecting greater awareness and purchase involvement. This implies that income positively influences product perception. Higher-income consumers likely have better exposure, access to information, and the financial capacity to choose products based on quality and features, whereas lower-income consumers may focus more on affordability. To conclude, income significantly affects product perception, with higher-income consumers demonstrating more informed and critical evaluation of products.

Table 1.8: Consumers’ opinion towards Brand Perception with respect to their Income

	Income	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Brand Perception	Less than Rs. 25001	2.594	0.851	3.385	.039	More than Rs. One lakh Vs. Less than Rs. 25001
	Rs.25001 to Rs.50000	3.058	0.866			
	Rs.50001 to Rs.75000	3.159	0.918			
	Rs.75001 to Rs.100000	3.113	0.898			
	More than Rs. One lakh	3.462	0.866			

Brand perception relates to trust, loyalty, and overall image associated with a brand. Mean scores show that consumers with income more than Rs. 1 lakh (Mean = 3.462, SD = 0.866) perceive brands more favorably, while those earning less than Rs. 25,001 (Mean = 2.594, SD = 0.851) show the lowest brand perception. Other groups fall in between: Rs. 25,001–50,000 (3.058, SD = 0.866), Rs. 50,001–75,000 (3.159, SD = 0.918), Rs. 75,001–1,00,000 (3.113, SD = 0.898). The ANOVA ($F = 3.385$, $p = 0.039$) confirms significant differences, with the Posthoc test indicating that the highest-income group differs from the lowest-income group. This suggests that higher-income consumers place greater emphasis on brand reputation, trustworthiness, and loyalty, consistent with questionnaire statements such as “I prefer buying trusted brands” and “Brand influences my purchase decisions.” Lower-income consumers may focus more on affordability and essential functionality rather than brand prestige. Hence, Income significantly influences brand perception, with higher-income consumers being more brand-conscious than lower-income groups.

Table 1.9: Consumers’ opinion towards Pricing with respect to their Income

	Income	Mean	SD	F	Sig.	Posthoc Bonferroni Test
Pricing	Less than Rs. 25001	2.740	1.348	4.382	.021	More than Rs. One lakh, Rs.75001 to Rs.100000 Vs. Less than Rs. 25001
	Rs.25001 to Rs.50000	3.331	1.382			
	Rs.50001 to Rs.75000	3.415	1.358			
	Rs.75001 to Rs.100000	3.600	1.449			
	More than Rs. One lakh	3.627	1.337			

Pricing perception involves awareness of product cost and perceived value. Mean scores reveal a clear trend: the lowest-income group (less than Rs. 25,001, Mean = 2.740, SD = 1.348) shows the least concern for pricing value in terms of purchasing decisions, while higher-income groups, especially Rs. 75,001–1,00,000 (3.600, SD = 1.449) and more than Rs. 1 lakh (3.627, SD = 1.337), perceive pricing more actively. Intermediate groups: Rs. 25,001–50,000 (3.331, SD = 1.382), Rs. 50,001–75,000 (3.415, SD = 1.358). ANOVA results ($F = 4.382$, $p = 0.021$) indicate significant differences, with Posthoc Bonferroni test showing that higher-income groups differ significantly from the lowest-income group. This indicates that higher-income consumers evaluate price in relation to quality and value for money, reflecting statements like “I compare prices before purchase” or “I

consider whether the product is worth the cost.” Lower-income consumers may be constrained by affordability and thus focus on price minimally in terms of value analysis. Therefore, Income significantly affects pricing perception, with higher-income consumers paying more attention to cost-value considerations than lower-income consumers.

Table 1.10: Consumers’ opinion towards Convenience with respect to their Income

	Income	Mean	SD	F	Sig.
Convenience	Less than Rs. 25001	2.801	0.357	.286	.887
	Rs.25001 to Rs.50000	2.827	0.352		
	Rs.50001 to Rs.75000	2.841	0.330		
	Rs.75001 to Rs.100000	2.817	0.355		
	More than Rs. One lakh	2.774	0.347		

Convenience relates to ease of product access, time-saving, and availability. Mean scores across income groups are fairly close: less than Rs. 25,001 (2.801, SD = 0.357), Rs. 25,001–50,000 (2.827, SD = 0.352), Rs. 50,001–75,000 (2.841, SD = 0.330), Rs. 75,001–1,00,000 (2.817, SD = 0.355), more than Rs. 1 lakh (2.774, SD = 0.347). ANOVA results ($F = 0.286$, $p = 0.887$) indicate no significant difference, suggesting that convenience is perceived similarly across all income groups. All consumers, regardless of income, value accessibility, availability, and time-saving aspects in their purchase decisions, consistent with statements such as “I prefer products that are easily available” or “Convenience influences my purchase decisions.” Therefore, Income does not significantly influence convenience perception; all groups evaluate convenience similarly.

Table 1.11: Consumers’ opinion towards Promotion with respect to their Income

	Income	Mean	SD	F	Sig.
Promotion	Less than Rs. 25001	2.721	0.333	1.038	.387
	Rs.25001 to Rs.50000	2.729	0.354		
	Rs.50001 to Rs.75000	2.764	0.332		
	Rs.75001 to Rs.100000	2.654	0.282		
	More than Rs. One lakh	2.790	0.355		

Promotion reflects responsiveness to advertisements, offers, and discounts. Mean scores: less than Rs. 25,001 (2.721, SD = 0.333), Rs. 25,001–50,000 (2.729, SD = 0.354), Rs. 50,001–75,000 (2.764, SD = 0.332), Rs. 75,001–1,00,000 (2.654, SD = 0.282), more than Rs. 1 lakh (2.790, SD = 0.355). ANOVA results ($F = 1.038$, $p = 0.387$) indicate no significant difference, showing that all income groups respond similarly to promotional activities. Consumers across income levels seem to consider statements like “I am influenced by discounts or promotional offers” in a comparable manner. Therefore, Promotion perception is consistent across income groups, with no meaningful difference.

Table 1.12: Consumers’ opinion towards Packaging with respect to their Income

	Income	Mean	SD	F	Sig.
Packaging	Less than Rs. 25001	2.726	0.567	.924	.450
	Rs.25001 to Rs.50000	2.801	0.606		
	Rs.50001 to Rs.75000	2.855	0.621		
	Rs.75001 to Rs.100000	2.885	0.631		
	More than Rs. One lakh	2.747	0.556		

Packaging perception includes aesthetics, protection, and information display. Mean scores: less than Rs. 25,001 (2.726, SD = 0.567), Rs. 25,001–50,000 (2.801, SD = 0.606), Rs. 50,001–75,000 (2.855, SD = 0.621), Rs. 75,001–1,00,000 (2.885, SD = 0.631), more than Rs. 1 lakh (2.747, SD = 0.556). ANOVA ($F = 0.924$, $p = 0.450$) is not significant, indicating that packaging perception does not vary significantly with income. Consumers across all income groups appear equally attentive to product packaging, as reflected in statements like “I consider packaging before purchase.” To conclude, packaging perception is uniform across income groups.

CONCLUSION

Educational campaigns or trust-building strategies may be needed to increase acceptance among senior consumers. Marketers should focus on digital and brand-driven communication strategies targeting younger audiences while simultaneously implementing trust-building and assurance-oriented messaging for older consumers to enhance brand acceptance across age segments. Age is not a differentiating factor in shaping opinions toward the packaging of batter products, as all consumers equally value packaging as a basic quality indicator. Income significantly affects pricing perception, with higher-income consumers paying more attention to cost-value considerations than lower-income consumers.

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