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Consumers' attitudes towards artificial flavored seasoning cubes and market potentials for spices seasoning cube: A Study in Matara area

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Abstract

Present study was undertaken to identify potentials for innovative Sri Lankan spices seasoning cube in Matara area. Commercial seasoning cubes in the local market contained with some unhealthy ingredients. These harmful substances have a negative impact on human health. The study's sample frame was determined to be 201 people in the Matara DS division. The information was gathered using a questionnaire that included questions on artificial seasoning cube consumption. Gender, age, and monthly income are among the demographic data. Employment status, marital status, and education levels are all factors to consider. Health-related articles and publications were used. SPSS statistical software and a multiple regression model were used to evaluate the data. The findings suggest that while purchasing fake seasoning cubes, most individuals consider their health. Consumption of artificial seasoning cubes is harmful to human body. According to result of first objective (objective 1- To identify consumers' attitudes of artificial seasoning cubes), six variables were significantly affected on monthly expenditure of artificial seasoning cubes. These variables were education level, marital status, employed status, healthiness, artificial seasoning cubes have good quality (R squared value was 0.330. That suggest 33% of the variance in monthly expenditure of artificial seasoning cubes were predicted from independent variables). According to result of second objective (objective 2-Identify potentials to introduce Sri Lankan spices seasoning cubes to market), mainly four variables were significantly affected on willingness pay for spices seasoning cube (per month). These variables were gender, employed status, monthly income; artificial seasoning cubes have good quality. This investigation has presented evidence to suggest that there are demographic, attitudinal, opinions of the consumer factors towards consumption of artificial flavored seasoning cubes. This study reveals that the quality of artificial seasoning cubes has a significant impact on their consumption, with a survey revealing that individuals are more concerned with the artificial seasoning cube's quality (84.7% of the sample).

Keywords: Artificial flavored seasoning cubes, Attitudes, Multiple Regression Model, Potentials, Spice

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