



THE EMPIRICAL STUDY ON THE PRICE SENSITIVITY OF THE CONSUMERS OF THE INDIAN BREAD /SAMOSA

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Abstract

The research paper indicates that samosa is popular among the Indian of all the age group. Majority of the respondents prefer to eat samosa as it is cheap and can satisfy the hunger and if the price is hiked, people will still prefer to eat the Samosa. The research indicates that besides the popularity of samosa, its demand is influenced by the chinese foods items. Now days the people have become the conscious about their health and even are ready to pay higher price for hygienic food. The research also revealed that even the health conscious people prefer to eat the fried samosa as compared to baked samosa. We can say that in this competitive era of Chinese food, the samosa has retained its identity.

Introduction:

A Samosa is a fried or baked dish with a savoury filling such as spiced potatoes, onions and peas. Its size and consistency may vary but typically it is distinctly triangular. Indian samosas are usually vegetarian and often accompanied by a mint sauce chutney. It is a popular entrée, appetizer or snack in the local cuisines of the Indian subcontinent. Samosa in today's world are also prepared in other regions and in other countries. The samosa is claimed to have originated in the middle East (where it is Sambosa) prior to the 10th century. Samosa were introduced to the Indian subcontinent in the 13th or 14th century by traders from central asia.

This is one food that has travelled far and wide, and like any popular traveller has left its footprints along the way. From Egypt to Libya

and from Central Asia to India, the stuffed triangle with different names has garnered immense popularity. Originally named *samsa*, after the pyramids in Central Asia, historical accounts also refer to it *assanbusak*, *sanbusaq* or even *sanbusaj*, all deriving from the Persian word, *sanbosag*. In South Asia, it was introduced by the Middle Eastern chefs during the Delhi Sultanate rule, although some accounts credit traders for bringing the fare to this part of the world. Nevertheless, from its humble beginnings—in older days, people would cook the mince-filled triangles over campfire and eat them as snacks during travel—*samosa* has come a long way. And after having earned the blessings of the Indian royalty, the snack soon became food fit for the king.

Today, *samosa* is a popular snack in many parts of the world. Perhaps its biggest secret to popularity and survival over the centuries is its different varieties of fillings catering to various tastes across the globe. In Kazakhstan, for example, a *somsa* is typically baked and has a thicker, crumblier crust. Fillings generally range from minced lamb and onions, meat, and even pumpkin. The *Hyderabadi luqmi*, on the other hand, is strictly meat-filled and far crustier than the regular *samosa* consumed elsewhere in India and Pakistan. In the Middle East, the semicircular *sambusak* is stuffed with feta cheese, onions, minced chicken and meat, spinach, and in case of Jewish cuisine, mashed chickpeas.

Review of Literature:

A research work was conducted on “*Effect of hydrocolloids incorporation in casing*

of samosaon reduction of oil uptake” by Bhagwan K.Sakhale, Jyosna B.Badgular, Vitthalrao D. Pawar and Suryabhan L. Sanase. An experiment was conducted in Randomized Block Design (RBD) with the four types of hydrocolloids viz. HPMC, CMC, guar gum and xanthan gum. These hydrocolloids were added to wheat flour on dry basis at each 0.5, 1.0, and 1.5% levels in *samosa*. The prepared *samosa* was evaluated for various physico-chemical and sensory characteristics. The study revealed that xanthan gum at 1.5% level significantly reduced the oil content in *samosa* (8.56%) as compared to all other hydrocolloids and their concentration levels.

The research article was written on “*Fast Food: Are they safe and nutritious?*” by Luran Bradshaw in 2008. The research article talked about when everything moves at a brisk pace, when men, women and even children are always running short of time, this situation is quite understandable. A plate of steaming hot ‘pav-bhaji’ or a samosa during lunch hour is of course delicious and convenient. But then, are we aware that there is a price to be paid for today’s rapid life eating? For one, we consume these fast foods often as a substitute for a lunch or dinner instead of one as a snack in between. Do they provide the necessary balance in calories that we need? A research paper was discussed on “*Dietary beliefs and eating patterns influence metabolic health in type 2 diabetes: A clinic-based study in urban North India*”. by Susan L.Colles, Shewta Singh, Chavvi Kohli and Ambrish Mithal. The research concluded that Strategies to enhance diabetes control among Asian Indians are required and should encourage fruit/vegetable intake, personal accountability, and consider individual beliefs and preferences. Greater emphasis and resources directed to regular dietary and behavioral counseling may assist. Dr. (Mrs.) Chauhan Geeta and R.C. Keshri researched on the development of chicken Samosa from cooked meat of spent hen frames. Thus we can say that various researches which are conducted with reference to Samosa is in reference with right dietary process or its development. This research paper makes an attempt to find the impact of rising prices on the purchasing behavior and psychological satisfaction of the customer of Samosa

Objectives of study:

1. To study the impact of increasing price of Samosa on its demand
2. To study the growing popularity of Chinese foods like Chowmein/ Mommos and to study the preference of the food with Limited Money.
3. To study in the change of Indian perception towards the fried Samosa
4. To study the growing concern of the customer towards the neatness and Hygiene factors
5. To study about the psychological satisfaction that a customer gets after eating Samosa

Methodology:

- The survey was conducted to 100 respondents from Lucknow city in Uttar Pradesh with Non convenience sampling technique specifically convenience sampling.
- The structured questionnaire was composed on Likert scale with anchor verbal descriptions.
- The collection of data consists of primary and secondary sources.
- The research was descriptive in nature.
- Methods adopted for statistical data analysis for collected data were entered using SPSS-16 (Statistical Package for Social Sciences) software.

Hypothesis:

1. Hypothesis 1.1: Most of the people preferred to eat the Samosa when the feel hungry and increase price will not decrease the demand.
2. Hypothesis H2.1: Majority of people’s are preferring Chinese food like chowmein, Momos and also wishing to have those foods that makes un-hungry for longer time when they have limited money with them.
3. Hypothesis H3.1: Majority of people’s perception is changed and they like to have fried Samosa.
4. Hypothesis H4.1: People are growing concern to buy the Samosa by neatness and Hygienic place.

Result:

The data collected from 100 respondents were then analyzed using the SPSS and result are discussed below:

Sample Profile:

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
< 25 Years	47	47.0	47.0	47.0
Valid 25 - 35 Years	38	38.0	38.0	85.0
> 35 Years	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	61	61.0	61.0	61.0
Female	39	39.0	39.0	100.0
Total	100	100.0	100.0	

Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High School	2	2.0	2.0	2.0
Intermediate	2	2.0	2.0	4.0
Graduate	29	29.0	29.0	33.0
Post Graduate	67	67.0	67.0	100.0
Total	100	100.0	100.0	

The covered sample is distributed among different age group of people and also those having different qualification. The sample comprises of majority of male respondents (61%) and remaining percentage been represented by female respondents. The reason for the sample including male & female sample is credited to the fact that the objective of the study required sample unit who was the decision maker of the selection of food when they feel hungry. Majority of such decisions to have

Samosa are predominantly undertaken by people having age in between 18 year to 45 years, so most of the respondents were covered in this age group. The majority of respondent were covered are those of graduate (29%) and Post graduated (67%), the reason to cover them maximum is credited to fact that these group of people used to live out from most of the time in whole day.

Discussion:

The hypothesis was tested with SPSS, and results are discussed below:

To study the impact of increasing price of Samosa on its demand

Do you Prefer to eat SAMOSA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	80	80.0	80.0	80.0
No	20	20.0	20.0	100.0
Total	100	100.0	100.0	

SAMOSA is preferred as it is cheap and satisfy the hunger

	Frequency	Percent	Valid Percent	Cumulative Percent
Stongly Agree	16	16.0	16.0	16.0
Agree	37	37.0	37.0	53.0
Valid Normal	37	37.0	37.0	90.0
Disagree	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Increase in Price of SAMOSA will decrease the demand

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	40	40.0	40.0	40.0
Valid No	60	60.0	60.0	100.0
Total	100	100.0	100.0	

The above table shows that most of the people like to have Samosa when they are hungry and outside the home. Here 80% of the respondents prefer to eat Samosa. They are eating Samosa because of it is cheap and satisfying their hunger. Result shows that 53% respondents agreed that they are having Samosa because of it is cheap and satisfying their hunger and only 10% respondent believe that they do not have Samosa just because of less price. So over all 90%

respondent supported this statement that they are having Samosa just because of less price and satisfactory level to fulfill their hunger. Secondly 60% respondents are ready to buy the Samosa if price will be increased. Hence our null hypothesis is fail to accept, So it is clearly we can say that most of people prefer to have Samosa and increased price of Samosa will not affect its demand.

To study the growing popularity of Chinese foods like Chowmein/ Mommo and the preference of the food by customer with Limited Money.**Preference of food with limited money**

	1st Preference	2nd Preference	3rd Preference	4th Preference	5th Preference
Valid Chola-Bhatura	22.0	32.0	13.0	16.0	17.0
Samosa-Chola	18.0	32.0	40.0	10.0	10.0
Bati-Chokha	27.0	6.0	22.0	35.0	0.0
Laiya-Chana	10.0	10.0	13.0	14.0	53.0
Chowmein	23.0	20.0	12.0	25.0	20.0
Total	100.0	100.0	100.0	100.0	100.0

The above table shows that at 1st preference 27% respondent like to have Bati-Chokaha at first choice followed by Chowmmein. As the second

option the 32% respondent wish to have Samosa & Chola-Bhatura followed by Chowmein and at third place 40% respondent wish to have Samosa

followed by Cholla-Bhatura. Bati-Chokha, Chola-Bhaura and Chowmein are those foods which remains un-hungry to the people for longer time. Hence most the preferred items are these at the first preference.

Hence the null hypothesis is fail to accept and we can say that Majority of people's wishing to have those foods that makes them un-hungry for longer time when they have limited money with them

.To study in the change of Indian perception towards the fried Samosa

Baked Samosa will be preferred by Indian * Age Crosstabulation

		Age			Total
		< 25 Years	25 - 35 Years	> 35 Years	
Baked Samosa will be preferred by Indian	Yes	24 51.1%	20 52.6%	7 46.7%	51 51.0%
	No	23 48.9%	18 47.4%	8 53.3%	49 49.0%
Total		47 100.0%	38 100.0%	15 100.0%	100 100.0%

Baked Samosa will be preferred by Indian * Gender Crosstabulation

		Gender		Total
		Male	Female	
Baked Samosa will be preferred by Indian	Yes	30 49.2%	21 53.8%	51 51.0%
	No	31 50.8%	18 46.2%	49 49.0%
Total		61 100.0%	39 100.0%	100 100.0%

Baked Samosa will be preferred by Indian * Qualification Crosstabulation

		Qualification				Total
		High School	Intermediate	Graduate	Post Graduate	
Baked Samosa will be preferred by Indian	Yes	2 100.0%	2 100.0%	12 41.4%	35 52.2%	51 51.0%
	No	0 0.0%	0 0.0%	17 58.6%	32 47.8%	49 49.0%
Total		2 100.0%	2 100.0%	29 100.0%	67 100.0%	100 100.0%

The above table shows perception towards fried Samosa is changing and half of the respondents are in favor to have the fried Samosa. Same way the both the gender, Male & Female and people those have different qualification also like to have fried Samosa.

Hence null hypothesis is failed to accept and it is clearly shows that people will start like to have fried Samosa in future due to change in their future.

To study the growing concern of the customer towards the neatness and Hygiene factors
Crosstab

			Age			Total
			< 25 Years	25 - 35 Years	> 35 Years	
Ready to pay high price for neat & well located	Stongly Agree	Count	8	16	2	26
		% within Age	17.0%	42.1%	13.3%	26.0%
	Agree	Count	22	14	8	44
		% within Age	46.8%	36.8%	53.3%	44.0%
	Normal	Count	11	6	5	22
		% within Age	23.4%	15.8%	33.3%	22.0%
	Disagree	Count	6	0	0	6
		% within Age	12.8%	0.0%	0.0%	6.0%
	Strongly Disagree	Count	0	2	0	2
		% within Age	0.0%	5.3%	0.0%	2.0%
Total	Count	47	38	15	100	
	% within Age	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.611 ^a	8	.017
Likelihood Ratio	21.273	8	.006
Linear-by-Linear Association	1.229	1	.268
N of Valid Cases	100		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .30.

Crosstab

			Gender		Total
			Male	Female	
Ready to pay high price for neat & well located	Stongly Agree	Count	20	6	26
		% within Gender	32.8%	15.4%	26.0%
	Agree	Count	28	16	44
		% within Gender	45.9%	41.0%	44.0%

	Normal	Count	7	15	22
		% within Gender	11.5%	38.5%	22.0%
	Disagree	Count	4	2	6
		% within Gender	6.6%	5.1%	6.0%
	Strongly Disagree	Count	2	0	2
		% within Gender	3.3%	0.0%	2.0%
Total		Count	61	39	100
		% within Gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.134 ^a	4	.016
Likelihood Ratio	12.817	4	.012
Linear-by-Linear Association	2.687	1	.101
N of Valid Cases	100		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .78.

The above tables demonstrate that the Gender, age & qualification have a significant effect on the purchase intention through neat & hygienic place. Above table shows that 70% of the respondent are in favor of buying from neatness and hygienic place. That clearly shows that people are willing to buy only from hygienic place.

Hence null hypothesis is fail to accept that people do not willing to buy from hygienic place. So we can conclude that People are growing concern to buy the Samosa by neatness and Hygienic place.

To study about the psychological satisfaction that a customer gets after eating Samosa

Samosa is more preferred as to other fried items

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	15	15.0	15.0
	Agree	35	35.0	50.0
	Normal	32	32.0	82.0
	Disagree	18	18.0	100.0
	Total	100	100.0	100.0

After eating Lia/ Chana,Momos ,I steel feel Hungry

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	13	13.0	13.0	13.0
Agree	34	34.0	34.0	47.0
Normal	27	27.0	27.0	74.0
Valid Disagree	24	24.0	24.0	98.0
Strongly Disagree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

The above tables show that 82% of the respondents are prefer to eat Samosa than other fried item. And also 74% respondent are agree with that if they eat other item like Lia-Chana then still they feel hungry. Hence most of the people like to have Samosa when they feel hungry.

Conclusion

The Samosa is the most popular and demanded snack in the Indian market among the general masses. The Samosa was introduced in the Indian market in the 13th or 14th century by traders from Central Asia and it soon became food fit for the king. Samosa has a different varieties of filling catering to various tastes across the globe but in Indian market "Samosa" means a triangular shaped snacked filled with potato pea with gram masala and deeply fried in the oil. A thought of Samosa activates the taste buds of an Indian.

The research study reveals that change in scenario, change in the food market, increasing rising prices has not much influence the popularity and demand for the product. Today's generation is quiet health conscious but still they prefer to eat fried Samosa rather than baked, they are not ready to modify their taste buds but offcourse they are not ready to modify their taste buds but off course they are ready to pay a bit higher prices for those samosa which are cooked with neatness and the selling points are located at neat and hygienic places. The study reveals that when a person has a limited money in the pocket they prefer to eat Samosa ,purisabji, Chola Batura as it satisfy the hunger.The easy and continuous availability of Samosa in the market enhances, enhances its demand in all season and in all circumstances as in Indian

market it is not only used as snacked but many people satisfy their food hunger by eating samosa only .The fast food junks like chowmein , Momos ,Burger is satisfying the light hunger so we can say that Samosa after along journey has lost not its identity ,popularity and demand among the Indians. It is still a cashcow for the seller.

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