

A Study on Demand for Homemade Food with Reference to Mysuru Market.

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Abstract

This study aims to analyze the demand for homemade food with reference to Mysuru market. And examines the customer preference. This present study is based on responses of 66 customers (27 female, 39 male) demand for homemade food is driven by a growing working class and student population seeking healthy, affordable, and hygienic meals. Studies highlight a strong preference for authentic, home cooked regional flavors over processed fast food, with producers relying on digital platforms to reach consumers. And customers are more and more worried about their health than ever before. And consumers nowadays are willing to pay premium for organic and healthier food since it is unprocessed, healthy, and fresh and busy lifestyles among IT professionals and college students make daily cooking difficult so that they depend on homemade cooked tiffin services. Data was collected from surveys with local consumers, students, and working professionals across Mysuru. Mysuru's homemade food business has a bright future but is currently messy. To grow, home food cooks need to keep their prices low and should keep their kitchens clean. And they should use apps and delivery networks to easily reach customers.

Keywords: homemade food demand, Mysuru food market, consumer preference, home cooked meals.

INTRODUCTION

The phrase “homemade food” is often used to refer that are lovingly prepared in home kitchens, nowadays people are going for homemade food products which are easily available in the market. so many enterprises are involved in production of ready food products in commercial scale. Commonly people prefer the homemade food products rather than produced in commercial plants, because they are conscious about their health, nutrition and food quality, so which has been provided a very huge opportunity to homemade food products enterprises. The home-made food market in Mysore is really growing and meaningful. it connects people who need good food with people who can cook It well. This study looks at that connection more closely by understanding the demand, the preference, the challenges and opportunities that exist in this market.

Mysore is a city with a strong, deep, and genuine food culture. people here have grown up eating good home food and traditional Karnataka food like rice, sambar, Rassam, etc. it is not just daily eating here. it is part of how people in Mysore live and who there are. when people eat food that reminds them of home, they feel comfortable and satisfied in a way that no restaurant meal can match .and the flavors, the spices, the way meals are put together in a Mysore household – all of it is very distinct but life has changed. people are busier now. students have moved to the city for education. working people do not have time to cook, old people living alone find difficult to cook three times a day. So naturally, the question arises -where do these people eat?

Hotels and restaurants are one option. but not everyone wants oily restaurant food every single day. many people want something simpler. something that feels like it was made with love, care, and patience. That is where homemade food comes in the idea of healthy food is increasing everyday conversation, as well as in medical, government, media discussions. the prevalence and risk of illnesses have risen along with fast food consumption, which contributor to diabetes and other health issues. This created a genuine demand for homemade food. Many women across different parts of Mysore have started cooking from their homes and supplying meals to people who need them because it is

much healthier than fast, processed, and restaurant food. eating homemade food is associated with longer life as it ensures healthy nutrition and diet. One of the biggest reasons people prefer homemade food is trust. when someone buys food from a home cook, they know who is making it, and what ingredients are being used and how it is being prepared. this personal connecting gives customers confidence and comfort. and price is another reason why people choose homemade food for students and working professionals eating at restaurants every day is expensive. homemade food gives them fresh and meals at a much more affordable price.

REVIEW OF LITERATURE

Pandey et al. (2020) “urbanization and food consumption in India” as cities in India growing rapidly this brought changes in hoe people consume food daily. Urban consumers have shifted away from traditional eating habits. **Kolady et al. (2020)** “food away from home and reversal of the calorie intake decline in India” consuming outside food has been increasing more among Indian

consumers. But a greater number of people continued selecting home cooked food other than restaurant food because they feel home food is safer healthier. **Ali, Alam & Ali (2021)**” factors affecting consumers’ purchase behavior for health and wellness food products” increasing health awareness in Indian consumers played a more important role in changing their food purchasing behavior. **Dunford et al. (2021)** “availability, healthiness, and price of packaged and unpackaged foods in India” Indian consumers assumed that fresh and unpackaged food is healthier option compared to packaged food. **Ynion et al. (2021)** “survey data on heterogeneity in consumer’ food choice in eastern India” food preference of Indian consumers are not same it changes due to taste, household income health concerns. **Srivastava (2021)** “Indian consumers’ attitude towards purchasing organically produced foods” there is growing and positive demand towards organic and naturally produced products in India. It is identified that consumers preference changed from chemical and highly processed products to organic. **Jamanal & Naik (2021)** “A study on consumers preference towards bakery products in Dharwad district” this study identified three factors that strongly influence the consumers purchasing behavior -convenience, taste, quality. **Kumar, Kulkarni & Rathi (2022)** “evolving food choices among the urban Indian middle class” urban middle class family is shifting their preference back towards fresh, natural, homemade food due to increasing awareness, health conscious. **Kaliyan (2022)** “consumer preference for ready to cook food products” increasing in convenience and ready to cook food in Indian market, but still the consumers are preferring homemade food because of taste and nutritional value. **Rathi et al. (2025)** “domestic cooking practices in urban India” in urban Indian household, the main reason people continue cooking at home because of health, cost, is the main motivation for homemade food demand in urban India.

STATEMENT OF THE PROBLEM

In recent years, consumers preference in food market have changed significantly due to changed lifestyles, health awareness, and the increased availability of food delivery services. Though food from restaurants and fast-food outlets are becoming more popular, many consumers still prefer Homemade food as they feel it is fresh, nutritious, affordable and hygienic. However, the magnitude of home -made food demand and factors influencing consumer preference in Mysore market are not well understood. hence the present study tries to analyze the demand for Homemade food and to find out factors affecting consumer buying behavior in Mysore.

NEED FOR THE STUDY

People are showing a stronger preference for homemade food than ever before. This change is largely due to increased awareness about health, the fast pace of modern life, and a growing desire for meals that are fresh, natural, and nutritious. For many, making food at home is a better choice than eating out or relying on fast food because it feels more trustworthy, healthier, and cost effective.

With the rise in working professionals, students, and smaller household, there has been a significant increase in the demand for homemade food services. If you’re looking to identify business opportunities or improve these services, it’s crucial to understand what influences people’s decisions when it comes to choosing homemade food.

This study focuses on the demand for homemade food in Mysore and how factors like taste, quality, price, convenience, and health concerns influence peoples purchasing decisions. The findings go beyond just statistics they offer real insights that can help entrepreneurs, food service providers, and policymakers support and develop the homemade food

industry.

OBJECTIVES OF THE STUDY

1. To Analyze the demand for homemade food in Mysore market.
2. To Examine the factors influencing consumers to purchase homemade food.
3. To Evaluate the consumer preference and satisfaction towards homemade food.

HYPOTHESIS

Null hypothesis: there is no significant demand for homemade food among consumers in the Mysuru market.

Alternative hypothesis: there is a significant demand for homemade food among consumers in the Mysuru market.

RESEARCH METHODOLOGY

For the present study I have adopted quantitative and qualitative approach as a method because my data is in the mixed method.

RESEARCH DESIGN

For the study “A study on demand for homemade food in Mysuru market,” descriptive research design is suitable because it helps to evaluate consumer preference, purchasing behavior, consumer satisfaction towards homemade food and what are the factors influencing their behavior.

SAMPLING DESIGN

Non- probability sampling technique is used.

SAMPLING TECHNIQUE

For the topic “A study on demand for homemade food in Mysuru market,” uses non probability convenience sampling technique to collect responses from consumers who consume homemade food products.

SAMPLING UNIT

The sampling unit of study consists of individual consumers in Mysuru who consume homemade food products.

SAMPLE SIZE

For the sampling size 66 respondents selected from Mysuru.

SOURCE OF DATA

Primary source: A self-administered online survey (e.g. google form, Microsoft forms) distributed directly to consumers.

Secondary source (for literature review): peer- reviewed journals and articles.

RESEARCH INSTRUMENT: Data collection is mainly structured around questionnaire distributed to the 66 sampled respondents.

PLAN OF ANALYSIS

SPSS is used for quantitative analysis and statistical validation and data visualization is done through graphs and charts to impactfully illustrate trends, demographic distribution and demand for homemade food.

LIMITATIONS OF THE STUDY

- The study is limited to consumers in Mysuru only.
- Due to time constraints, data collection was limited.
- Consumer preference and demand may change over a period of time.

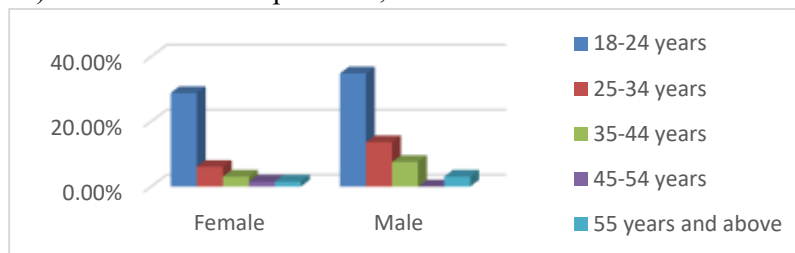
DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHY DATA:

Analysis: the majority of respondents (63.64%) belong to the 18-24 years age group, followed by 25-34 years (19.70%), 35-44 years (10.61%), 55 years and above (4.55%) and 45-54 years

What is your age group?						
What is your gender?	18-24 years	25-34 years	35-44 years	45-54 years	55 years and above	Grand Total
Female	28.79%	6.06%	3.03%	1.52%	1.52%	40.91%
Male	34.85%	13.64%	7.58%	0.00%	3.03%	59.09%
Grand Total	63.64%	19.70%	10.61%	1.52%	4.55%	100.00%

(1.54%).and out of total respondents, 59.09% are male and 40.91% are female.

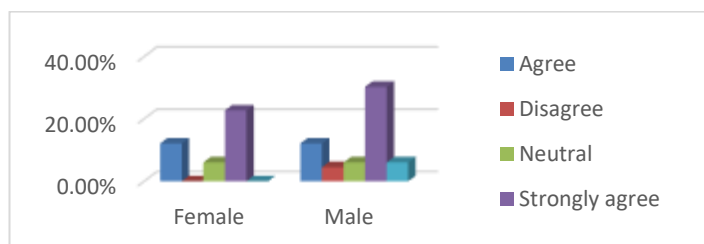


Interpretation: the survey mainly represents young consumers. This indicates that the demand for homemade food is highest among younger people, especially students and working professionals. And this survey provides opinion from both genders regarding homemade food preferences.

INDEPENDENT DATA:

I believe homemade food is generally healthier than food prepared commercially.						
What is your gender?	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
Female	12.12%	0.00%	6.06%	22.73%	0.00%	40.91%
Male	12.12%	4.55%	6.06%	30.30%	6.06%	59.09%
Grand Total	24.24%	4.55%	12.12%	53.03%	6.06%	100.00%

Analysis: among all the respondents, 53.03% strongly agree, 24.24% agree, 12.12% are neutral, 4.55% disagree, 6.06% strongly disagree that homemade food is healthier than commercially prepared food.

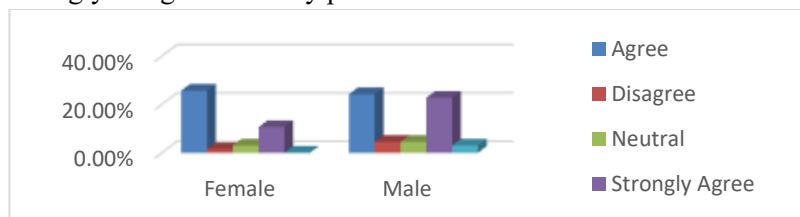


Interpretation: most respondents believe that homemade food is healthier than commercial food. This shows a positive opinion of homemade food in terms of health and nutrition.

I prefer homemade food because it reminds me of traditional cooking and Flavors.

What is your gender?	Agree	Disagree	Neutral	Strongly Agree	Strongly disagree	Grand Total
Female	25.76%	1.52%	3.03%	10.61%	0.00%	40.91%
Male	24.24%	4.55%	4.55%	22.73%	3.03%	59.09%
Grand Total	50.00%	6.06%	7.58%	33.33%	3.03%	100.00%

Analysis: the results show that 50% agree, 33.33% strongly agree, 7.58% are neutral, 6.06% disagree, and 3.03% strongly disagree that they prefer homemade food because it reminds them of traditional cooking and flavors.



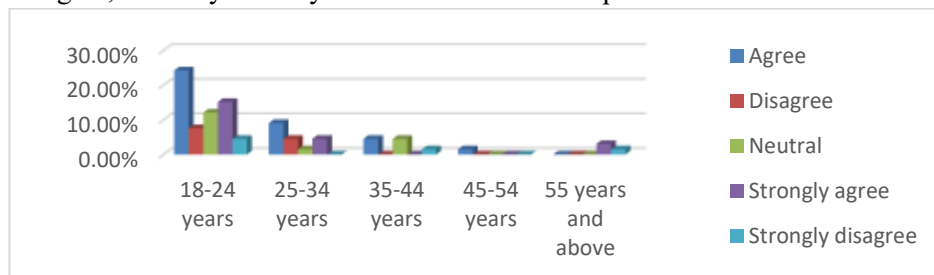
Interpretation: a large number respondents value homemade food for its traditional taste and cultural connection. This suggests that traditional flavors strongly influence consumer preference.

DEPENDENT DATA:

I actively seek out homemade food options.

What is your age group?	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
18-24 years	24.24%	7.58%	12.12%	15.15%	4.55%	63.64%
25-34 years	9.09%	4.55%	1.52%	4.55%	0.00%	19.70%
35-44 years	4.55%	0.00%	4.55%	0.00%	1.52%	10.61%
45-54 years	1.52%	0.00%	0.00%	0.00%	0.00%	1.52%
55 years and above	0.00%	0.00%	0.00%	3.03%	1.52%	4.55%
Grand Total	39.39%	12.12%	18.18%	22.73%	7.58%	100.00%

Analysis: overall, 39.39% agree, 22.73% strongly agree, 18.18% are neutral, 12.12% disagree, and 7.58% strongly disagree, that they actively seek homemade food options.

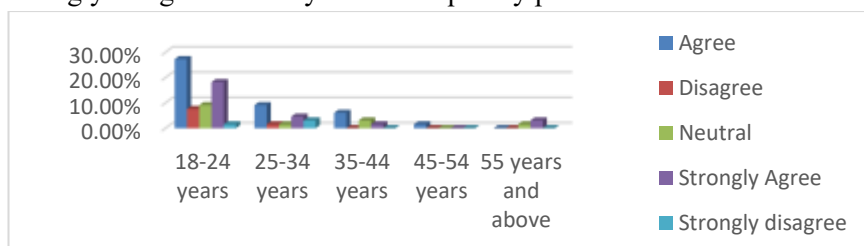


Interpretation: more than half of the respondents actively look for homemade food options, indicating a growing demand. However, some respondents remain neutral or disagree, suggesting that availability and convenience may affect their choices.

I would frequently purchase homemade food if it were easily accessible.

What is your age group?	Agree	Disagree	Neutral	Strongly Agree	Strongly disagree	Grand Total
18-24 years	27.27%	7.58%	9.09%	18.18%	1.52%	63.64%
25-34 years	9.09%	1.52%	1.52%	4.55%	3.03%	19.70%
35-44 years	6.06%	0.00%	3.03%	1.52%	0.00%	10.61%
45-54 years	1.52%	0.00%	0.00%	0.00%	0.00%	1.52%
55 years and above	0.00%	0.00%	1.52%	3.03%	0.00%	4.55%
Grand Total	43.94%	9.09%	15.15%	27.27%	4.55%	100.00%

Analysis: the survey says that 43.94% agree, 27.27% strongly agree, 15.15% are neutral, 9.09% disagree, and 4.55% strongly disagree that they would frequently purchase homemade food if it were easily accessible.



Interpretation: the survey findings indicates that easy availability plays a significant role in increasing demand for homemade food. Most respondents are willing to purchase homemade food regularly if it is conveniently available.

RELIABILITY TEST

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.826	4

The Cronbach's Alpha value is 0.826%, which is greater than 0.70. this indicates that the questionnaire has good reliability and the items used in the study are internally consistent. Therefore, the instrument is considered reliable for further analysis.

CHI -Square test

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.504 ^a	16	.636
Likelihood Ratio	16.049	16	.450
N of Valid Cases	66		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .30.

HYPOTHESIS TEST SUMMARY

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The categories of 1. What is your age group? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories defined by 2. What is your gender? = Female and Male occur with probabilities 0.5 and 0.5.	One-Sample Binomial Test	.176	Retain the null hypothesis.
3	The categories of 3. What is your approximate monthly household income? occur with equal probabilities.	One-Sample Chi-Square Test	.008	Reject the null hypothesis.
4	The categories of 4. What is your primary occupation? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of 5. Which area of Mysuru do you reside in? occur with equal probabilities.	One-Sample Chi-Square Test	.008	Reject the null hypothesis.
6	The categories of 6. I believe homemade food is generally healthier than food prepared commercially. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of 7. I prefer homemade food because it reminds me of traditional cooking and flavors. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of 8. Competitive pricing compared to other food options is a key factor in my purchase decision for homemade food. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of 9. Word-of-mouth recommendations from friends or family influence my trust in homemade food providers. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
10	The categories of 10. The freshness of ingredients in homemade food is a significant factor in my purchase decisions. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
11	The categories of 11. I actively seek out homemade food options. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

DESCRIPTIVE STATISTICS

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
10. The freshness of ingredients in homemade food is a significant factor in my purchase decisions.	66	1	5	3.86	1.080
11. I actively seek out homemade food options.	66	1	5	3.58	1.190
Valid N (listwise)	66				

FINDINGS

- 77.3% agree homemade food is healthier than restaurant food.
- 83.3% prefer homemade food for its traditional taste and flavor.
- 80.3% say availability influences their meal choices.
- 69.7% are willing to pay premium, even respondents with lower income groups.
- 81.8% would recommend homemade food to friends and family.
- 71.2% respondents will buy homemade food if it is easily accessible.
- 65.2% of respondents consider competitive pricing important in their purchasing decision.

CONCLUSION

This study says that there is a strong demand for homemade food within consumers in Mysuru, because people in Mysuru think that is healthier, fresher, and more connected to traditional food compared to restaurant food. The buying behavior of homemade food is lower because of availability this says that if it is easier to find and order that more consumers can be attracted. Price does not matter even with the lower income also consumers will prefer the homemade food they are willing to pay premium for good quality and freshness. This says that the homemade food market in Mysuru has strong growth potential, and if the seller mainly concentrates on improving accessibility, keeping consistent quality, and maintain trust by hygiene food quality.

SUGGESTIONS

- Continue consistency in taste and quality, as a repeat buying is based on reliability.
- Focus on freshness and home-style taste, not just lower price.
- Make homemade food easier to find and order using delivery apps, WhatsApp groups.
- Offer daily/weekly subscription plans for working people and students.
- Keep pricing fair according to the quality and quantity.
- Create trust with cleanliness, hygiene because consumers care about freshness and safety.
- Collect regular feedback to improve and build long term customer relationship with customers.

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