Analysis of Breakfast Attributes and Utility Among Indian Urban Youth

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Abstract

Across various cultures and nationalities, most of us break our fast with the first meal of the day called breakfast. For players in the food industry like restaurants, chain of food kiosks, fast food outlets, and packaged food manufacturing companies engaged in marketing ready to cook, ready to eat, heat and eat kind of products, breakfast is a huge consumer market. The present study aimed at analyzing breakfast attributes and its utility among Indian urban youth ; the attributes like preferred breakfast time, calorie intake of breakfast, and preferred mode of consumption of breakfast which determined the perception and utility of breakfast among the target population. Other attributes associated with breakfast like health, nutrition, filling/ satiation, hygiene, taste, economy, and convenience were also analyzed in detail. Data were collected from 328 urban youth in the age group of 18-22 years across five major cities of India. Descriptive analysis, difference analysis using independent sample *t* - test, one way ANOVA, and multivariate conjoint analysis were used to reveal the consumer preferences on various breakfast attributes.

Keywords : **breakfast attributes, Indian food habits, breakfast utility, conjoint analysis, breakfast consumption behavior**

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India is under constant change since its independence from British rule in 1947. Even before British invasion, India was exposed to cultures and cuisines of many foreign countries. Afghans, Turks, Mediterranean, Macedonians, Portuguese, French, Dutch, and Danish invaders/settlers from different parts of the world visited India and left the traces of their culture and food here. Breakfast which means 'break your fast' was present in ancient Indian culture and habits, particularly in rural India, before British made it popular among Indian urbans. Hindi words like *'Kaleva'* or *'Jalpan'* refer to the light meal mostly taken during morning, indicates the presence of breakfast culture in India since ancient times. Globalization has brought many changes in the life of Indians. The 1991 industrial policy reforms brought a structural change in the ideology of Indian policy makers through liberalization, privatization, and globalization, which further led to visible changes in businesses, business offerings, and transformation in Indian consumer's lifestyle, values, culture, and food habits. From a simple meal consisting of some basic cereals consumed in the form of homemade porridge : *'dalia,'* or mixture of roasted and grounded cereals : *'sattu,'* or a humble homemade *daal* and *rice* : *'khichdi,'* or basic *'idli'* of South India, Indians have seen a lot of transformations on their breakfast platter.

It all began with the nationalization of breakfast where the North Indian butter loaded 'stuffed *parantha*' reached South while the *'idli'* or *'dosa'* with *'sambhar and coconut chutney'* from South India reached the plates of North Indians. Slowly, many breakfast dishes from different parts of India travelled around and become part of the breakfast plates of every Indian. British rule left British breakfast culture among the educated urban elite group where white bread, butter, eggs, fruits, and tea became part of many Indian household breakfasts with the passage of time.

Understanding the food-related behavior of Indians is a challenge owing to the cultural diversity and difference in food-related behavioral responses. Some studies, mostly sponsored by multinational companies to promote

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their brands of breakfast cereals or fast foods were conducted in India in the past. However, those studies had limited scope confining to the products for which those studies were targeted.

The aim of this study is to analyze breakfast attributes and its utility among Indian urban youth. The current paper attempts to analyze the attributes like preferred breakfast time, calorie intake of breakfast, and preferred mode of consumption of breakfast, which determine the perception and utility of breakfast among the target population. Exploration of perceptual factors for breakfast like health benefits (fresh ingredients, good for gut, and general metabolism) ; hygiene (cleanliness in preparation and serving) ; nutritious value (in terms of well-balanced nutrients & calorie content) ; satiating/filling (one should not feel hungry till lunch time) ; taste (should smell good and stimulate taste buds) ; economy (within budget) ; and convenience (to handle, prepare, and consume) are also attempted in the study. The above study factors lead to develop an understanding of consumer mind map and profiles among marketers, which further help marketers in better formulation and implementation of strategies to target Indian urban youth with their breakfast food products.

Review of Literature

Several past studies corroborate the fact that from a health perspective, breakfast is considered as the most important meal of the day (Carson, Siega-Riz, & Popkin, 1999 ; Mathews, 1996 ; Nicklas, O'Neil, & Myers, 2004 ; Ortega, Requejo, Lopez-Sobaler, Pedro, Quintas, Navia, & Rivas, 2013 ; Videon & Manning, 2003). Many studies have also emphasized the habit of skipping breakfast among urban youth and its negative effects on health (Berkey, Rockett, Gillman, Field, & Colditz, 2003 ; Deshmukh-Taskar & Nicklas, 2010 ; Keski - Rahkonen, Kaprio, Rissanen, Virkkunen, & Rose, 2003). A study of breakfast not only has health perspective, but it also has an economic and marketing perspective, which is highlighted in the next sub section.

(1) Indian Breakfast Market : Indian consumers are spoiled by choices offered by multinationals as well as national companies on the Indian breakfast platter. Be it instant noodles, cornflakes, flavored cereals, fruit jams, salted butter, variety of breads, instant pasta mixes, Indian breakfast mixes, lot many 'ready to eat' and 'heat and eat' breakfast options are available in the aisles of supermarket stores in their food and grocery section. Since the beginning of the new millennium, Indian food habits are greatly influenced by the Western culture promoted by multinational companies like Nestle, Kellogg's, Yum Food, Cargill, ConAgra Foods, Kraft Foods, Coca Cola, PepsiCo, and many more. Needless to say that Indian branded and packaged food market is dominated by mostly American companies. Though there are some Indian companies as well with strong brand presence like Amul, Britannia, ITC, Haldiram, Godrej Foods, Dabur, MTR, Parle Agro, etc. India, with its current population of around 1.3 billion, which is about 17.8% of the world population, is undoubtedly a very potential market for food companies. With so many people to feed breakfast every day, even if it is assumed at the lower end that every Indian spends around 0.5$ per day on breakfast, it will make the breakfast industry worth $ 650 million per day revenue business, and annual revenue potential of $ 237.25 U.S. billion. So, we can roughly comment that Indians have potential to spend around 11.5% of India's current annual GDP on breakfast. As per USDA/Economic Research Services report (2014), Indians spent 29% of their annual household income on food and which confirms the above estimate on breakfast spending and market size calculation (USDA, 2015).

(2) A Long Way to Go : If industry data is anything to go by, the packaged breakfast market has doubled within three years to ₹ 400 crore. It is growing at the rate of 30% annually, which has prompted other companies like PepsiCo India, Britannia Industries, and Marico to launch their respective brands, Quaker Oats, Britannia Healthy Start, and Saffola Oats (Singh, 2011). Singh highlighted that if the total number of urban households is around 70 million, 10% of this would mean seven million households have already adopted the new breakfast habit. Breakfast as a family meal has, by and large, ceased to exist in metro India. Due to difference in time schedules of

each member in the family, it has resulted into reducing the amount of time a person spends on eating breakfast or largely at skipping it altogether. Hence, the packed & ready to eat cereals and grains in breakfast are proving to be the saviors and a much better option than the street food.

(3) Considered as Not the Most Important Meal of the Day : A study conducted in Syria concluded that women are more likely to skip breakfast as compared to men (52.4% vs 43%). In the same study, it was also revealed that there was a significant difference among men and women with respect to intake frequency of vegetables, milk and dairy products, red meat, sugary beverages, and fast foods (Musaiger & Kalam, 2014). The Indian studies were found to be a little contrasting, as one of the studies on Indians claimed that only 3% of Indians regarded breakfast as an essential meal, nearly three-quarters did not eat an adequate breakfast each day, and one in four skipped it completely, according to a study sponsored by Kellogg's. There are lots of people who skip the breakfast and miss out some of the essential nutrients. Therefore, its alarming to take a call on educating the consumers about the importance of the most important meal of the day (Whitehead, 2013). The habit of eating is a part of a given culture, and it is one of the most difficult habits to change. Kellogg's in recent times, has been positioning its offerings for children. Chocos from the same brand is too positioned as a nutritious food for children, and one of the advertisements highlighted the ₹ 10/- package (enhancing the 'intentions to buy' aspect of the attitudinal component) (Kumar, 2009).

(4) Factors Influencing the Buying Behavior for Packaged Breakfast : Food comes in infinite variety (raw/ cooked/ semi cooked), and food selection is a major element of all purchase decisions made by consumers (Grunert, 1997). Several studies reported identification of food attributes influencing food choice. Particularly, one study by Bech-Larsen, Grunert, and Poulsen (1999) highlighted health, nutrition, taste, price, and convenience as some of the criteria consumers use to ascertain the attractiveness of food products. Health consciousness driven behavior has prompted urban youth consumers to actively seek for nutritional information on packaged food products. Thus, health and nutrition have emerged as a major influence on purchase decision of packaged food products in India (Solanki & Sheth, 2015). Omidvar and Begum (2014) stated that the preference for eating habits or foods in humans is established by the influences from socioeconomic level of household, religion, tradition, regional characteristics, educational level of parents, public media, and long-term education at home, school, and the society. Due to changing lifestyle and consumer psychology, everyone in the family has different needs and desires. Increasingly, consumers not only want food products to be of high sensory quality, but also to deliver specific benefits in terms of health, safety, and environment quality. It is, therefore, a crucial question to almost every marketing oriented organization to understand what consumers value in their product category, and to effectively and efficiently translate these consumer needs into concrete product offerings (Chaudhury, 2010). Due to paucity of time and convenience, many Indian urban youth are adopting many new categories of breakfast options like ready to eat or heat and eat food (Simon & Manohar, 2017). A similar study on frozen food in Pakistan also highlighted the impact of changing lifestyle on food consumption among urban youth (Saleem, Wasaya, & Zahra, 2017).

Methodology

Based on the current literature review, it is found that not many studies have been conducted and reported in India, particularly to capture, study, and understand the breakfast consumption behavior of Indians. Since the study focuses on food and food habits which is highly influenced by the local culture and tradition, therefore, it was found highly pertinent to conduct a study in the domain of breakfast consumption behavior since most of the companies in the breakfast business are currently in the phase one where their focus is primarily to first capture the urban consumers, and most of their promotional efforts are targeted towards children, teens, and youth. The

present study is meant to study the utility of breakfast among Indian urban youth, and to study various attributes, which determine the utility of breakfast. The study also explores and identifies the perception of Indian urban youth towards various attributes of breakfast.

The study was designed as a cross sectional study where samples were selected through a multi-stage stratified sampling technique. Students pursuing graduation and post-graduation were selected as the study subjects. India was first divided into five geographical regions and five major cities : Delhi, Mumbai, Kolkata, Ahmedabad, and Bengaluru were selected from each region, then two co-educational colleges were selected at random from each city. One graduation and one post-graduation class were selected at random from each college. A total of 328 respondents (152 men and 176 women) participated in the study. The respondents' age ranged between 19-22 years. Extensive literature review and interviews of subject experts helped in identifying the major breakfast attributes like health, hygiene, nutrition, taste, filling / satiation, economy, and convenience to be included in the study. Three more multilevel attributes defining ideal breakfast time, calorie intake of breakfast, and preferred mode of breakfast consumption were identified and considered for conjoint analysis.

Based on the identification of attributes to be included in the study, a structured questionnaire was designed and administered among the sample unit for data collection. Data were collected from the respondents of five target cities during July - December 2016. The data collected was coded and fed in softwares like MS Excel and SPSS for statistical analysis. A thorough analysis of data was conducted for descriptive analysis (mean values), difference analysis (*t* - test and one-way ANOVA), and multivariate conjoint analysis. The results were simplified and tabulated using MS Excel spreadsheet and interpretation of statistical findings was transcribed.

Analysis and Results

(1) Descriptive Analysis: The demographic details, representing the characteristics of sample in terms of gender (men and women), age groups (18-20, 20-22 years), education status (under graduate and post graduate), and income levels (below ₹ 5L, ₹ 5L-10L, above ₹ 10 L) are illustrated in the Table 1. The data is represented based on collection from five different cities of India covering all major geographical regions North, South, East, West, and Central India. The five cities Delhi, Mumbai, Kolkata, Bengaluru, and Ahmedabad considered in the study for data collection are the major tier 1 cities of India with huge concentration of urban youth population.

Table 1. Demographic Details of the Sample

	Delhi	Mumbai	Kolkata	Ahmedabad	Bengaluru
Male	28	30	33	27	34
Female	33	35	32	36	40
18-20 Yrs.	30	33	31	32	37
20-22 Yrs.	31	32	34	31	37
UG	33	34	30	35	42
PG	28	31	35	28	32
Below ₹ 5L	16	13	17	18	23
₹ 5L-10L	40	42	39	33	39
Above ₹ 10L	5	10	9	12	12

↳ **Breakfast Attribute Ranking :** Respondents were asked to assign ratings on a 7- point scale regarding how much relative importance they assigned to seven breakfast attributes like healthy, hygienic, nutritious, filling, tasty, economical, and convenient and the analysis results in terms of mean rating score and ranks assigned based on

Table 2. Mean Rating and Rank of Breakfast Attributes

Breakfast Attributes	Mean Rating	Rank
Breakfast should be healthy (fresh ingredients, good to gut, and general metabolism).	4.5	6
Breakfast should be hygienically prepared (cleanliness in preparation and serving).	5	3
Breakfast should be nutritious (in terms of well-balanced nutrients & calorie content).	4.7	5
Breakfast should be Filling (I should not feel hungry till lunch time).	5.3	2
Breakfast should be Tasty (Should smell good and stimulate my taste buds).	5.5	1
Breakfast should be Economical (within my budget).	4.8	4
Breakfast should be convenient (to handle, prepare, and consume).	4.8	4

Table 3. Results of Independent Sample *t* - Test

Hypothesis	Gender	Age Group	Education
	M/F	18-20/ 20-22	UG/ PG
H1: There is no significant difference between mean rating of health attribute.	NS	NS	NS
H2: There is no significant difference between mean rating of hygiene attribute.	S	NS	NS
H3: There is no significant difference between mean rating of nutrition attribute.	NS	NS	NS
H4: There is no significant difference between mean rating of filling attribute.	S	NS	NS
H5: There is no significant difference between mean rating of taste attribute.	NS	NS	NS
H6: There is no significant difference between mean rating of economy attribute.	NS	NS	NS
H7: There is no significant difference between mean rating of convenience attribute.	NS	NS	NS

S: Significant; NS: Not Significant; tested at the 5% level of significance

magnitude of rating score is tabulated as shown in the Table 2.

Based on the ranking of various breakfast attributes, I could interpret that the Indian urban youth gave the highest preference to taste followed by filling / satiating nature of breakfast, the third, fourth, fifth, and last preferences were given to hygiene, price & convenience, nutrition, and health benefits of breakfast, respectively.

The difference analysis based on demographic factors (gender, age group, education) was conducted and test of hypotheses results using independent sample *t* - test at ($\alpha = 0.05$) level of significance , and the results are as shown in the Table 3.

Based on the analysis of Table 3, a significant difference is observed in between the mean rating of hygiene and filling attribute among men and women respondents. Hence, hypotheses H2 and H4 are rejected for differences in attributes rating among the gender groups, rest all hypotheses : H1, H3, H5, H6, and H7 are accepted. The women rated significantly high on hygiene ($\mu_f 6.6 \geq \mu_m 5.1$) as compared to men, while men gave a significant high rating to the filling attribute ($\mu_m 6.8 \geq \mu_f 4.7$) of breakfast. Rest all differences are found to be statistically non-significant. No significant difference is observed on any breakfast attributes on the basis of rating given by different age groups or education groups. Further one - way ANOVA among different income groups and regions also finds no significant difference among the mean ratings on various breakfast attributes.

The breakfast attributes were further compared on the basis of preferred mode of breakfast consumption and the mean ratings of various attributes, that is, health, hygiene, nutrition, filling/satiating, taste, economy, and convenience are tabulated in the Table 4.

A significant difference has been observed among the mean ratings of various breakfast attributes among different modes of breakfast consumption. It can be inferred from the data given in the Table 4 that the urban youth considered home cooked food as healthy, nutritious, and economical. Packaged/ ready to eat breakfast items were considered high on hygiene and convenience. Breakfast consumed from outside shops/ restaurants or ordered from outside was perceived as high in taste and filling/ satiating.

Table 4. Mean Rating of Breakfast Attributes for Different Modes of Breakfast Consumption

	Mean Rating		
	Preferred Mode of Breakfast Consumption		
Attributes	**Home Cooked**	**Packaged - Ready to Eat**	**Ordered/Consumed Outside**
Healthy	6.8*	3.8	2.8
Hygienic	5.4	6.7*	2.8
Nutritious	6.1*	3.9	4.1
Filling	5.7	3.9	6.2*
Tasty	4.7	5.2	6.7*
Economical	6.1*	3.1	5.1
Convenient	2.9	6.7*	4.9

*Significant at the 5% level of significance based on ANOVA

(2) Conjoint Analysis : Conjoint analysis was conducted to determine the relative importance consumers of breakfast attach to salient attributes and utilities they attach to different levels of attributes. This information was derived from consumer's evaluation of breakfast profiles composed of these attributes and their levels as given in the Table 5. Three salient attributes defining breakfast consumption profile, that is, ideal time for breakfast (four levels), calorie intake for breakfast (three levels), and preferred mode of breakfast consumption (three levels) were identified for cluster analysis. For constructing the conjoint analysis stimuli, the full profile procedural approach was selected. Given three attributes, defined at four, three, and three levels, respectively, a total of $4 \times 3 \times 3 = 36$ profiles were constructed. The 36 profiles as given in the Table 5 were presented for rating to all 328 respondents. The mean preference rating for all respondents were calculated by taking weighted average score of rating of all respondents, and further rank orders were assigned. Highest rank order of 36 is assigned to the profile with the highest weighted average score (home cooked, heavy breakfast consumed between 7-8 am), and the lowest rank order of 1 is assigned to profile with lowest weighted average score (light breakfast ordered from outside or consumed outside before 7 am).

For ideal breakfast time, calorie intake, and preferred mode of breakfast consumption, the attribute levels were coded as given in Tables 6, 7, and 8. Based on the data given in Tables 5, 6, 7, and 8, the model estimated may be represented as:

$$U = b_o + b_1V_1 + b_2V_2 + b_3V_3 + b_4V_4 + b_5V_5 + b_6V_6 + b_7V_7$$

where,
V_1, V_2, V_3 = dummy variables representing ideal time for breakfast,
V_4, V_5 = dummy variables representing calorie intake for breakfast,
V_6, V_7 = dummy variables representing preferred mode for breakfast consumption.

The Table 9 represents the model summary of the regression model used for the purpose of conjoint analysis. The *R* square value of 0.756 indicates that 75.6% of the variance in dependent variables is explained by predictors. ANOVA for regression model used in conjoint analysis as displayed in the Table 10 confirms that the model is statistically significant, as the *p* - value is less than 0.05. Part utilities in the resultant conjoint analysis were based on the unstandardized coefficient B values from Table 11. Based on the results of conjoint analysis as mentioned in the Table 12, I could interpret that the respondents had the greatest preference for 7-8 am as the ideal time for breakfast, followed by equal preference for 8 - 9 am and after 9 am, the least preferred time for breakfast is before 7 am. As expected, the highest preference for calories intake in breakfast among Indian urban youth is either for

Table 5. Breakfast Profiles and Their Ratings

	Attribute Levels			
Profile No.	**Ideal Time for Breakfast**	**Calorie Intake for Breakfast**	**Preferred Mode of Breakfast**	**Preference Rank Order**
1	before 7 am	Heavy	Home Cooked	30
2	before 7 am	Heavy	Packaged -Ready to eat	15
3	before 7 am	Heavy	Ordered/Consumed outside	3
4	before 7 am	Medium	Home Cooked	29
5	before 7 am	Medium	Packaged -Ready to eat	14
6	before 7 am	Medium	Ordered/Consumed outside	2
7	before 7 am	Low	Home Cooked	28
8	before 7 am	Low	Packaged -Ready to eat	13
9	before 7 am	Low	Ordered/Consumed outside	1
10	7 -8 am	Heavy	Home Cooked	36
11	7 -8 am	Heavy	Packaged -Ready to eat	27
12	7 -8 am	Heavy	Ordered/Consumed outside	6
13	7 -8 am	Medium	Home Cooked	35
14	7 -8 am	Medium	Packaged -Ready to eat	26
15	7 -8 am	Medium	Ordered/Consumed outside	5
16	7 -8 am	Low	Home Cooked	34
17	7 -8 am	Low	Packaged -Ready to eat	25
18	7 - 8 am	Low	Ordered/Consumed outside	4
19	8 - 9 am	Heavy	Home Cooked	33
20	8 - 9 am	Heavy	Packaged -Ready to eat	18
21	8 - 9 am	Heavy	Ordered/Consumed outside	9
22	8 - 9 am	Medium	Home Cooked	32
23	8 - 9 am	Medium	Packaged -Ready to eat	17
24	8 - 9 am	Medium	Ordered/Consumed outside	8
25	8 - 9 am	Low	Home Cooked	31
26	8 - 9 am	Low	Packaged -Ready to eat	16
27	8 - 9 am	Low	Ordered/Consumed outside	7
28	after 9 am	Heavy	Home Cooked	24
29	after 9 am	Heavy	Packaged -Ready to eat	12
30	after 9 am	Heavy	Ordered/Consumed outside	21
31	after 9 am	Medium	Home Cooked	23
32	after 9 am	Medium	Packaged -Ready to eat	11
33	after 9 am	Medium	Ordered/Consumed outside	20
34	after 9 am	Low	Home Cooked	22
35	after 9 am	Low	Packaged -Ready to eat	10
36	after 9 am	Low	Ordered/Consumed outside	19

Table 6. Attribute Levels Coding for Ideal Time for Breakfast

Ideal Time for breakfast	V_1	V_2	V_3
before 7 am	1	0	0
7- 8 am	0	1	0
8-9 am	0	0	1
after 9 am	-1	-1	-1

Table 7. Attribute Levels Coding for Calorie Intake for Breakfast

Calorie Intake for Breakfast	V_4	V_5
Heavy	1	0
Medium	0	1
Low	-1	-1

Table 8. Attribute Levels Coding for Preferred Mode of Breakfast Consumption

Preferred Mode of Breakfast	V_6	V_7
Home Cooked	1	0
Packaged - Ready to eat	0	1
Ordered/Consumed outside	-1	-1

Table 9. Model Summary

Model	*R*	*R* Square	Adjusted *R* Square	Std. Error of the Estimate
1	.869[a]	.756	.694	5.823

a. Predictors: (Constant), V_7 , V_5 , V_3 , V_6 , V_4 , V_2 , V_1

Table 10. ANOVA[a]

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	2935.500	7	419.357	12.367	.000[b]
	Residual	949.500	28	33.911		
	Total	3885.000	35			

a. Dependent Variable: V_8 Preference Rank Order

b. Predictors: (Constant), V_7, V_5, V_3, V_6, V_4, V_2, V_1

Table 11. Coefficients[a]

(Model)		Unstandardized Coefficients		Standardized Coefficients	*t*	*Sig.*
		B	Std. Error	Beta		
1	(Constant)	18.500	.971		19.061	.000
	*V*1	-3.500	1.681	-.238	-2.082	.047
	*V*2	3.500	1.681	.238	2.082	.047
	*V*3	.500	1.681	.034	.297	.768
	*V*4	1.000	1.373	.079	.729	.472
	*V*5	.000	1.373	.000	.000	1.000
	*V*6	11.250	1.373	.884	8.196	.000
	*V*7	-1.500	1.373	-.118	-1.093	.284

a. Dependent Variable: *V*8 Preference Rank Order

heavy or light breakfast (equal preferences, which indicate two major groups - one who want to have heavy breakfast and others who want their breakfast to be light) with least preference for medium breakfast in terms of calorie intake. It is also evident that Indians prefer home-cooked breakfast the most followed by consuming breakfast outside or ordering breakfast from outside. Packaged/ ready to eat breakfast purchased from the stores is

Table 12. Results of Conjoint Analysis

Attributes	Levels	Part Utility	Range of Utility (Max-Min)	Attribute importance
Ideal Time for Breakfast	Before 7 am	-3.50	7.00	33.73%
	7- 8 am	3.50		
	8-9 am	0.50		
	After 9 am	0.50		
Calorie Intake for Breakfast	Heavy	1.00	1	4.82%
	Medium	0.00		
	Low	1.00		
Preferred Mode of Breakfast	Home Cooked	11.25	12.75	61.45%
	Packaged -Ready to eat	-1.50		
	Ordered/Consumed outside	9.75		

found to be least preferred. The utility values reported in the Table 12 have only interval scale properties, and their origin is arbitrary. In terms of the relative importance of the attributes, it can be inferred that a preferred mode of consumption is the most important followed by ideal time of consumption. Calorie intake is still considered as the least important among other attributes.

The regression analysis results of the data given in the Table 9 shows an R^2 of 0.756, indicating a good fit. The preference rating for the 10 validation profiles were predicted from the utilities reported in Table 12. These were correlated with the input ratings for these profiles obtained from the respondents. The correlation coefficient is found to be 0.92 (significant at $\alpha = 0.05$), indicating good predictive ability.

Managerial Implications

India is a young and developing economy. As per the Census of India report, India has one of the largest proportions of population in the younger age groups in the world ; 35.3% of the population of the country is in the age group 0-14 years ; 41% of the population accounts for less than 18 years of age. Youth accounts for a significant major proportion of the population and their breakfast consumption accounts for a substantial market in India. Urban market is where most of the national and multinational companies in India are targeting youth and applying all possible tactics to lure them to adopt their breakfast products. Hence, it is pertinent for marketing strategists to develop an understanding of the breakfast consumption behavior of Indian youth. The current paper is an attempt to have an insight into the mind of the urban Indian youth and to give suggestions to the marketing strategists as the findings of this study may help them to better target the market and position their products accordingly.

The major findings of the study and their strategic marketing implications are mentioned below in the following points:

- The attribute emphasizing preferred mode for breakfast consumption is found to be relatively most important with 61.45% weightage as per the result of conjoint analysis, with home-cooked breakfast option having highest part utility of 11.25. This implies that the companies in the breakfast market must design breakfast products where they offer opportunity and option to consumers to cook for themselves. Therefore, companies should focus more on developing and marketing 'ready to cook' packaged breakfast products than 'ready to eat'.

- The second most important attribute as per the results of conjoint analysis is ideal time for breakfast with 33.73% of relative importance. The timing of 7-8 am with part utility of highest 3.5 within the attribute is considered as the best time for breakfast consumption among the urban Indian youth. Therefore, the companies

must use the 7 - 8 am time as the ideal and most convenient breakfast time in their advertisement and promotional themes.

- Further, the conjoint analysis results suggest that the India urban youth assigned least importance to calorie intake in their breakfast as well as the part utility of heavy as well low calorie breakfast is found to be equal. This indicates the possibility of two distinct and equally important segments of 'low calorie conscious' and 'high calorie seekers.'

- It is found that home cooked breakfast is considered to be healthy, nutritious, and economical. Breakfast consumed in outside shops/ restaurants or ordered from outside is considered as tasty and filling, while packaged/ ready to eat breakfast is considered as hygienic and convenient. It is also found that though the urban youth mostly prefer home-cooked breakfast, but they considered breakfast consumed in outside shops/ restaurants or ordered from outside as tasty and filling. Since the urban Indian youth assigns the highest preference to taste and filling/ satiating nature of breakfast, therefore, the marketers must reconsider their product development and positioning strategies and try to develop and position their 'ready to cook' breakfast products as tasty and filling as well apart from being healthy, nutritious, and economical.

- Women consumers in the urban youth market assigned a significantly high importance to hygiene and men consumers assigned a significantly high importance to filling/ satiating breakfast. This information must be kept in mind and highlighted in breakfast advertisements and promotions meant for male and female audience.

Conclusion

The present study highlights the significance and preferences that the Indian urban youth assigns to various attributes of breakfast. The study also develops an understanding of the relative importance that the target consumer group assigns to preferred mode of breakfast consumption, ideal time for breakfast, and calorie intake for breakfast. The relative importance that the consumer assigns to breakfast attributes like taste, health, nutrition, filling/satiation, taste, economy, and convenience is highlighted. The difference analysis also makes it clear that there is no perceived difference on various attributes of breakfast on the basis of age group, education, and income level, but significant gender differences have been observed with respect to hygiene and filling/satiation attributes of breakfast.

Limitations of the Study and Scope for Further Research

The study provides meaningful insights to marketers, which may help them in formulation of better strategies as underlined in the previous section, but the same study also indicates future scope for further research to develop more insightful understanding of the consumer behavior of Indian urban youth with reference to their breakfast consumption behavior. The study mostly covers the insights collected from urban tier 1 cities, but tier 2 and 3 cities of India were not considered, which indicates the possibility of replication of a similar study in tier 2 and 3 cities as well as rural consumers. A requirement of attribute based perceptual map was felt to understand the mind map of consumers with reference to the relative importance they assigned to various attributes and positioning of various modes of breakfast consumption, which may be further explored in future studies. A study of perception of breakfast attributes and their impact on attitude towards breakfast consumption may also be considered in future research studies.

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