

International Operations Management Conference on Reengineering Business Ecosystems: Synergies and Innovations in Operations and Beyond – August 18, 2025

Consumer Buyer Behaviour for Packaged Breakfast and Position of Millet-based Breakfast

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Abstract

Breakfast makes a crucial meal in every household. With evolving lifestyles, the consumption habits have shifted notably. The market offers many ready-to-eat (RTE) options in packaged breakfast items. The blend available ranges from traditional Indian breakfast items to fast food items on the shelves. This research explores the development in packaged breakfast segment in India with a focus on positioning, intended and perceived positioning of millet-based breakfast products. The methodology uses cluster analysis for segmenting the breakfast market followed by factor analysis. The result highlights two dominant clusters: convenience seeker and health-conscious rationalists. The factor analysis identifies seven key influencing factors. The radar chart provides brand comparison of six highlighted brands. The future studies can extend to regional dominance and media influence on consumer choices in breakfast market.

Keywords: *Packaged breakfast, millet, Ready to Eat, Perceptual Map*

Introduction

In the fast-paced and dynamic landscape of the modern world, breakfast plays an important role in the daily eating routine. As a result, the packaged breakfast industry has seen significant growth and innovation, revolutionizing the way consumers approach their breakfast. This study examines the

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relative position of packaged breakfasts. India is an interesting place for that matter known for known for its diverse culinary traditions and rapidly updating consumer preferences.

Millet was the staple grain in Indian household, but habits shifted to high yielding and rapidly growing grains like wheat, rice etc. However, over time, the popularity of millet is rising again as they are resilient to environmental forces, require lower amount of water and grow naturally without needing chemicals. There are variety of them available, Pearl millet (bajra), finger millet (ragi), sorghum (jowar), Kodo and proso millet. Millet is increasingly being featured in contemporary breakfast options by emerging brands such as Wise Mama, Millet Mantra, and eMillet.. They are packing some solid breakfast options. These developments reflect a growing intersection between tradition and innovation in India's breakfast market.

India, with its booming population, urbanization, and changing lifestyles, offers a unique and exciting market for packaged breakfast products. The traditional view of breakfast as a home-cooked meal has given way to the convenience and efficiency offered by packaged options. This transformation has been driven by factors such as hectic work schedules, greater mobility, and a desire for quick yet nutritious snacks.

The packaged breakfast industry in India operates within the broader context of the country's food and beverage industry. India's rapid population growth, coupled with urbanization and changing family structure, has led to an increase in the number of commuters looking for convenient meal options. This has created a substantial market for packaged breakfast products that provide quick, hassle-free solutions to time-strapped consumers.

Consumer choices in the packaged breakfast industry are influenced by factors such as taste preferences, nutritional perceptions, price sensitivity, and convenience. Understanding these preferences is essential for manufacturers to effectively tailor their products to meet consumer needs (Deshpande et al., 2009).

Rapid product innovation is a hallmark of the industry. Manufacturers are constantly introducing new flavours, ingredients, and packaging formats to attract and interest consumers. The ability to anticipate and respond to changing consumer preferences plays an important role in maintaining a competitive advantage.

Millet is a group of small-grained grains belonging to the Poaceae family. They have been cultivated for thousands of years and are known for their hardiness and adaptability to different climatic conditions. Millet is a highly resilient crop that uses minimal water and chemicals, making it a sustainable agricultural option. The different types of popular millet are Pearl Millet (Vajra), Finger millet (ragi), Sorghum (Jowar), Millet (Kodo) and Proso millet. Some well-known millet based packed brands are Wise Mama, Healthy Master, Millet Mantra and eMillet etc.

Literature Review

There remains a significant gap in research on consumer behaviour and competitive dynamics in emerging economies like India, where socio-economic shifts are influencing breakfast habits. Companies marketing such meals in India must understand the consumer motivations for purchasing ready-to-eat (RTE) meals as well as an existing competition where the practice of consuming homemade meals is religiously followed. However, due to changing food habits, the availability of higher disposable incomes, the shift to nuclear families, and a preference for professional satisfaction, many consumers have begun purchasing RTE meals.

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Research by Kathuria and Kalia (2014) identified key drivers such as nutritional quality, convenience, pricing, taste, and product variety. Darian and Cohen (1995) discovered that consumers prefer RTE foods because they are tastier, healthier, and have a higher calorie content than fast foods. Ready-to-eat preferred more frozen foods by young kids (Alexy et al., 2010). According to Marquis (2005), the most important food motivation is convenience, followed by price, pleasure, health, and weight concern. Bae et al. (2010) further categorized consumer food lifestyles into health, taste, convenience, and tradition orientations. Schmalensee (1978) presents an analysis of the ready-to-eat breakfast cereal industry in his paper, which is based on and related to the current antitrust case involving the industry & leading producers. A framework of spatial competition is used, with brands assumed to be relatively immobile. He contended that the industry & behaviour, which avoids price competition and focuses on new brand introductions, tends to deter entry and protect profits. Monfort (2007) aims to provide a clear and comprehensive picture of the French mussel market, identify the competitive forces at work in this market, and detect potential development in his paper. He identified advertising, product differentiation, and high quality as the primary competitive forces for any industry to succeed among its competitors.

According to a Mordor Intelligence (2020) report, key market players are significantly investing in activities in the breakfast cereals market in order to introduce new and innovative variants to meet the emerging consumer demand for healthy and clean label food products. As the consumer taste and preference has changed towards these breakfast meals many of the companies have come up with the RTE meals in a market not only in breakfast sector also in afternoon and dinner meal. There are some major RTE breakfast market vendors: (Nestle, Kellogg, MTR, GITS, Kohinoor, Ashirwad, Swastiks, Ramdev) These companies are more focusing on to provide packaged nutrition food which will be easily cooked. India's export of RTE has increased by 24% to \$394 million in 2021-22 in April-October compared to 2020-21 of same period (Writer, 2022). RTE market is showing a positive future development.

According to Sairaj Dhond (2023) today, consumer is on a strict schedule and are highly influenced by the uber-cool western culture where everything is fast and easy. People are now looking for options that are quick and easy to make and are healthier than other food items and quick snacks available in the market the demand for clean label and plant-based food segments, across the world is increased. The ready-to-eat food that was first introduced in India in the face of instant noodles, soup, frozen vegetables, or frozen snacks has come a long way from its arrival. Ready-to-eat segment will grow in market as more competition is there, but customer is also increasing as they are adapting a Western culture livelihood and has become more conscious about their health.

In an interview with P Madhusudhan Reddy, entrepreneur Raju Vanapala, the founder of Instant Food Private Limited described about the launch of The Taste Company (TTC) brand, which offers a delectable menu of ready-to-eat Indian food products for breakfast as well as meals. It is the first brand in the country to offer non-vegetarian varieties including chicken rice, in the instant food category. India offers huge growth potential for ready-to-eat Indian food products. There is plenty of scope. When a product like noodles which is consumed as a snack, has such a large market, we can imagine the potential for the Indian products. However, the right quality products should be available in the market. He assumed the market should be more than Rs 25,000 crore. In the vegetarian category, Instant have 10 products in both breakfast and meal segments. In the breakfast segment, it offers products like semeia upma, Pongal, rave upma. As people have this mind set about ready-to-eat that they are not healthy enough, but company are using hybrid technology for making them nutritious

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and healthy, so future scope is to establish the brand in market & gain the trust of customer (Reddy, 2021).

Ready-to-eat meals have been received with great enthusiasm by an emerging class of consumers, lacking the will, skill or time to cook at home. Today, 86% of urban households prefer convenience, pre-cooked and fast food, because of a busier lifestyle (Garima et al. 2020). To hold a competitive edge, food majors have been careful to market their products with an attractive price tag. A typical vegetarian ready-to-eat dish for one person is sold within an average range of Rs. 25 - 50. This low price allows ready-to-eat meals to be positioned as an economical alternative to the relatively more expensive restaurant or fast-food meals. Some companies rely on the brand association to guarantee taste and refinement. Other firms place the focus on processed food in a manner that best preserves the taste and ensure the highest standards of safety.

As supply increases, the penetration of ready-to-eat meals in the convenience-eating market is certain to gather momentum. Currently, most players concentrate their offer on North Indian dishes. To compete against restaurants, ready-to-eat food manufacturers need to complement their product mix with additional south Indian and regional offerings. In this article basically, the author wanted to give knowledge about how the ready-to-eat market can deal with its competitors retailers and increase its market. This would both grow their consumer base and win them greater market share. Iyer's (2014) study concludes that urban consumers are choosing new and appropriate breakfast patterns due to work stress, lack of time and other limitations. The transition from traditional to modern breakfast takes place in groups of 24-35 years. Consumers want a healthy breakfast. Because they are healthier and have more exercise experience. Consumers are accepting breakfast options and brands trying to increase their market share. Therefore, marketers want to experiment with end users and adjust their strategies to enter this lucrative market. The choice of breakfast depends on social groups and families. At the time of purchase, the nutritional information contained in the product package plays an important role in the choice of brand. Retailers can offer consumers several ready-to-eat breakfast choices at once. This allows many people who skip breakfast to switch to a healthier breakfast, which is the day's most important meal.

Methodology

One factor contributing to the seemingly contradictory findings in this area is the lack of a commonly acknowledged definition of breakfast. Without thinking too hard about it, it may appear natural to describe breakfast as the first meal of the day. This is thus compatible with the origin of 'break' the 'fast' and while it may work for some as a generic description of breakfast, it is logically faulty and not particularly helpful as a scientific definition.

Breakfast is one of the most popular meals in this region, and it is generally high in healthy grains, fruits, nuts, and dairy products. A millet-based breakfast is a prime illustration of this. Millet is a healthy whole grain that has been a staple in many mediterranean nations for millennia. It is high in dietary fiber, protein, and vital minerals including iron and magnesium. Millet is also gluten-free, making it an ideal choice for people suffering from celiac disease or gluten sensitivity. A millet-based breakfast often consists of cooked millet grains, fresh fruits, nuts, and dairy products such as yoghurt or milk.

The Indian government recognizes the importance of promoting millet as a healthy food alternative and has launched several efforts to encourage the production and consumption of millet-based goods, such as millet-based breakfast.

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The creation of the National Mission for Sustainable Agriculture (NMSA), which aims to encourage millet production among farmers, is one of the key moves done by the Indian government (*National Mission for Sustainable Agriculture*, n.d.). The mission offers farmers financial aid for millet production as well as assistance in the creation of millet-based goods.

In addition, the Indian government has started the "Millets Development Program" to improve millet availability and consumption (Gupta et al., 2024). This initiative promotes millets in schools and mid-day meal programs to give children nutritious and wholesome meals.

The government has also implemented several initiatives and programs to boost demand for millet-based goods. The "Food Safety and Standards Authority of India" (FSSAI, 2011), for example, has approved the use of millets in packaged food items such as breakfast cereals.

Furthermore, the Indian government has supported the creation of millet-based food processing enterprises, which would not only enhance the supply of millet-based goods but also create jobs.

Finally, the Indian government has launched several measures to encourage the production and consumption of millet-based goods, such as millet-based breakfast. These activities aim to encourage the usage of healthy and nutritious food alternatives and contribute to the country's future sustainability and health.

Objectives

To explore segments of breakfast consumers in Indian market based identified criteria.

To assess the factors that influence consumers' decision to choose ready-to-eat or homemade millet-based breakfasts, such as taste, convenience, cultural traditions, and availability.

To provide recommendations for promoting the consumption of homemade millet-based breakfasts as a healthy, sustainable, and culturally appropriate breakfast option.

Need of Study

In recent years, people's choices in their daily eating habits have received considerable attention, with an increasing focus on health, sustainability and cultural relevance. Breakfast consumption, as a cornerstone of the daily diet, presents a unique lens for exploring these intersecting themes. This study aims to address the urgent need for a comprehensive understanding of nutritional preferences, habits, and sociocultural influences that drive individuals to choose ready-made millet-based breakfast options. Millet, lauded for its nutritional richness and environmental resilience, has emerged as a promising candidate to promote healthier and more sustainable dietary practices. By examining the nutritional composition and health benefits of a homemade millet breakfast, as opposed to readily available alternatives, this study seeks to fill a knowledge gap, allowing individuals to make informed dietary choices. In addition, the exploration through research of the socio-economic and cultural factors shaping the habits of millet-based breakfast consumption will provide valuable insights into the impact of culinary traditions and the economic context for dietary decisions.

Data Collection

Data for this study were collected through a structured online survey using a Google Form questionnaire. The survey consisted of a series of surveys looking at different aspects of breakfast consumption, focusing on both homemade millet options and readily available alternatives. Questions

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covered a wide range of topics, including nutritional perceptions, taste preferences, preparation methods, time constraints, cultural importance, and cost considerations.

In addition, the questionnaire went through pilot testing to identify any ambiguities or potential problems in the wording and then refined to improve the reliability of the survey.

Survey dissemination is conducted digitally, using online platforms and social media networks. Purposeful sampling was used, targeting diverse demographics to capture the full range of perspectives. Participants are encouraged to share surveys with their own connections, thus promoting the snowball effect and further expanding the pool of participants.

Sampling Plan

The sampling plan for this study was carefully designed to ensure a diverse and representative sample of participants. The simple random technique was employed for sampling. A total of 324 samples were collected. Data collected from a public survey conducted using a Google Forms questionnaire were rigorously analyzed using IBM SPSS software (Statistics Package for the Social Sciences) for cluster analysis in this study. This technique classifies objects into groups or clusters based on their similarity. Further, factor analysis was performed to uncover underlying patterns and relationships in collected survey data and reduce dimensionality.

Limitations of the Study

The research on the competitive position of the Packed Breakfast industry in India provides valuable insights but has several limitations. It relies on data available up to a certain point, which may not reflect recent industry changes. The study might not cover the entire industry, potentially missing certain market segments, brands, or regions. Shifts in consumer preferences due to cultural, economic, and health trends may not be fully captured, affecting the accuracy of predictions. Regional differences and urban/rural variations in the competitive landscape might not be fully addressed. While the research provides insights into competitive positions, it may not detail specific strategies or tactics of individual companies. Additionally, reliance on quantitative data may overlook qualitative insights into consumer motivations and industry trends. External factors like regulatory changes, economic conditions, and technological advancements may also not be fully considered. Therefore, the research should be interpreted with caution and supplemented with up-to-date and comprehensive data.

Data Analysis & Interpretation

Analysing the competitive position of Packed Breakfast in India requires a structured approach that considers different aspects of the market, consumer behaviour, industry trends.

Part-1

Demographic Profile

Demographic profile has been presented in the table 1 below. The demographic profile captures shifts, family size and job roles among other demographics. Significant response is captured from unmarried people who are either in entry level management or not employed.

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Table 1: Demographic Profile

Demographic parameters	Percentage
<i>Gender</i>	
<i>Male</i>	27
<i>Female</i>	73
<i>Education</i>	
<i>12th and below</i>	1.8
<i>Undergraduate</i>	52.8
<i>Graduate (masters and PhDs)</i>	45.4
<i>Working status</i>	
<i>Managing House</i>	15.7
<i>Office Job</i>	38.7
<i>Self Employed</i>	17.4
<i>Not employed</i>	28.2
<i>Office Shift</i>	
<i>Afternoon Shift (2pm- 11pm)</i>	7.4
<i>General Shift (9am-6pm)</i>	53.7
<i>Graveyard Shift (12am-8am)</i>	6.5
<i>Morning Shift (7am- 4pm)</i>	32.4
<i>Marital Status</i>	
<i>Married</i>	8.3
<i>Unmarried</i>	91.7
<i>Family Size</i>	
<i>1-2</i>	10.2
<i>2-4</i>	62.1
<i>5 or more</i>	27.8
<i>Job role</i>	
<i>Entry level management</i>	34.4
<i>Mid-level management</i>	24.1
<i>Senior management</i>	10.2
<i>Not Working</i>	31.3

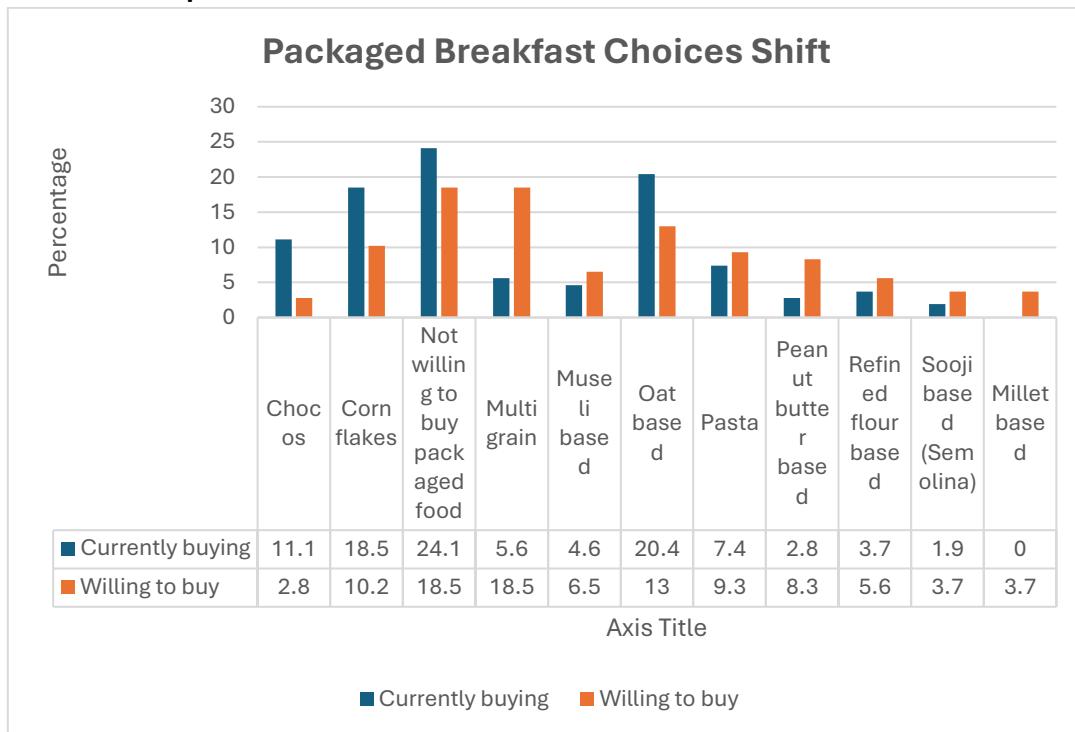
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Part-2

The graph and tables present data on three different aspects

The packaged breakfast foods that people buy the types they want to buy, and their knowledge of millet-based packaged breakfast options.

Breakfast Consumption Profile



Graph 1: Packaged Breakfast Choice Shift

Clearly there is a shift in packaged breakfast choices, oat-based breakfast is purchased by large consumers however, they would like to shift to other healthier choices. Currently millet buyers are non-existent from the sample group but this is gaining attention and people want to shift to this breakfast choice owing to its benefits. Respondents expressed a desire to purchase different packaged foods for breakfast. Desired choices include "Multigrain" (18.5%), "Oat-based" (13.0%), "Corn" (10.2%) and "Pasta" (9.3%). Notably, 18.5% of the respondents said they were "not willing to buy packaged breakfasts", indicating that a significant portion of respondents were not interested in these products.

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Table 2: Knowledge of millet-based Packaged Breakfast Brands

	Brands	Percentage
<i>Ammae (ammae.in)</i>	1.9	
<i>Dr. Oetker</i>	15.7	
<i>Kellogg's (does not have millet based packaged breakfast)</i>	25.0	
<i>Milletamma (milletamma.com)</i>	5.6	
<i>Milletmasti</i>	2.8	
<i>Milletsnacks (milletsnacks.com)</i>	.9	
<i>Saffola</i>	30.6	
<i>Soulfull (soulfull.co.in)</i>	3.7	
<i>TrueMillets (amazon.in)</i>	10.2	
<i>Wisemama (wisemama.in)</i>	3.7	
Total	100.0	

Perceptions about packed breakfasts made from millet

Respondents' perceptions of millet-based packaged breakfast options varied between brands. "Saffola" is the most recognized millet-packed breakfast brand with a brand awareness of 30.6%. "Kellogg's" is 25.0% recognized, although note that they do not have millet-based options. Other brands such as "True Millet", "Dr. Oetker", "Millet Amma", "Soulful" and "Wise mama" have different levels of awareness ranging from 10.2% to 1.9%. Taken together, these frequency tables provide valuable insight into individuals' preferences and perceptions of packaged breakfast foods. The data can be further analyzed to understand the factors that influence individual choices, the gap between desired and purchased foods, and the effectiveness of different brands' marketing efforts. Such information can guide companies to tailor their services to consumer preferences and improve their marketing strategies to increase awareness and adoption of specific products.

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Part-3

Cluster Analysis

Cluster solution by Hierarchical Cluster Analysis

Table 3: Final Cluster Centres

	Cluster	
	1	2
Packaged breakfast is convenient to prepare	3	4
Preparation of packaged breakfast takes less time than fresh breakfast	3	4
My family loves packaged breakfast	2	3
Planning breakfast daily is tiresome	3	4
Anybody can plan breakfast with packaged breakfast item	3	4
Anybody can prepare breakfast with packaged breakfast item	3	4
There are multiple options available in packaged breakfast]	3	4
Packaged breakfast is actually cheaper than preparing fresh breakfast	3	3
Given opportunity, I would never want to make fresh breakfast in my kitchen	2	3
Packaged breakfast is as healthy as fresh breakfast	2	3
I prefer to buy packaged breakfast	2	3
Buying packaged breakfast is a symbol of progressive mindset	2	3
Buying packaged breakfast is a symbol of gender equality	2	3
I prefer to buy packaged breakfast for holidays as I want to feel free	3	4
I prefer to buy packaged breakfast for weekdays as I am busy with my office schedule	3	4
It does not matter whether you are housewife or working women, making breakfast is tough for all	3	4
Packaged breakfast is symbol of freedom of choice	2	4
There is guarantee of quality in packaged breakfast	2	3
Packaged breakfast is not a junk food	3	4

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As I am single parent, I rely on packaged breakfast for my breakfast requirement	2	3
Packaged breakfast is balanced diet	2	3
Packaged breakfast helps in weight management	2	3
Packaged breakfast has high shelf life	3	4
Packaged breakfast is easy to carry	3	4
I can enjoy non local breakfast item any time with easy availability of packaged breakfast	3	4
Packaged breakfast is an easy way to get healthy diets	2	3
Packaged breakfast maintains hygiene quality	2	4
Indian packaged breakfasts are good match to quality standards of multi-national breakfasts	3	2
Indian packaged breakfasts are better suitable for local needs	3	4
I can handle unexpected visits with packaged breakfast items very easily	3	4
My office provided packaged breakfast at office store	3	3
I prefer to take packaged breakfast at office store	2	4
I am satisfied with packaged breakfast available in the market	2	4

Cluster 2 respondents generally have a more positive attitude towards packaged breakfast across various dimensions compared to Cluster 1. They find it more convenient, time-saving, and suitable for various occasions, and they have a stronger belief in its health benefits and quality.

Table No. 4

Number of Cases in each Cluster		
Cluster	1	189.000
	2	135.000
Valid		324.000
Missing		.000

Table No. 5

Reliability Statistics

Cronbach's Alpha	N of Items
.931	26

The given cluster analysis presents a segment of respondents based on their responses to various statements regarding boxed breakfasts. Two distinct groups were identified, each with its own characteristics and attitudes towards boxed breakfasts. Let us explain the clusters:

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Group

Convenience seeker

This cluster (cluster 1) includes 189 respondents who share the same attitudes and preferences towards boxed breakfasts. They appreciate the convenience and time savings of a packed breakfast. They find preparing and planning a daily breakfast cumbersome and are more likely to choose takeaway breakfast options. They believe that packed breakfasts are easy to prepare and can be chosen by anyone, regardless of culinary skill. The cluster also associates boxed breakfasts with freedom of choice and is a symbol of forward thinking. They believe that boxed breakfasts help with weight control and are a well-balanced dietary choice. They also emphasize hygienic quality and easy access to packed breakfasts. This group seems to lean towards the practical benefits of boxed breakfasts and its suitability for busy lifestyles.

Group 2

Health and tradition conscious believers

Group 2, with 135 respondents, expressed a different attitude towards boxed breakfasts. While recognizing some practicality, they place more emphasis on health and the traditional values associated with a fresh breakfast. They believe that a packed breakfast is not as healthy as a fresh breakfast and may even consider it junk food. However, they see some advantages of boxed breakfasts, such as their role in managing unscheduled visits and its availability in office stores. This group was less influenced by convenience and more inclined towards cultural and health-related aspects of the breakfast choice.

In a nutshell, Group 1 consists of people who prioritize convenience in their breakfast choices, appreciating the time savings of packed breakfasts.

Group 2, on the other hand, emphasized health and traditional values, arguing that packed breakfasts were somewhat inferior in nutritional quality compared to the Price.

Part-4

Factor Analysis

Cronbach's alpha coefficient

It is a measure of internal consistency, that is, how closely related a set of items is as a group. It is often used in psychology (the science of measuring mental abilities and processes). A high Cronbach's alpha coefficient (usually greater than 0.7) indicates that the scale has good reliability, that is, the items measure the same structure or idea. The factor analysis generates a 7-factor solution.

Table 6: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.872
Bartlett's Test of Sphericity	Approx. Chi-Square	2307.793
	df	528
	Sig.	.000

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	Reason to buy	Supports lifestyle	Ease of procurement and handling	Symbolism of values	Standard quality	Suitable alternative	Cost effective
My family loves packaged breakfast	.810						
Packaged breakfast is as healthy as a fresh breakfast	.761						
Given the opportunity, I would never want to make fresh breakfast in my kitchen	.757						
Packaged breakfast is a balanced diet	.670						
Buying packaged breakfast is a symbol of a progressive mindset	.646						
Packaged breakfast helps in weight management	.627						
Buying packaged breakfast is a symbol of gender equality	.627						
Packaged breakfast is an easy way to get a healthy diet	.554						
There is a guarantee of quality in packaged breakfast	.524						
I can handle unexpected visits with packaged breakfast items very easily		.765					
Indian packaged breakfasts are better suitable for local needs		.680					
I am satisfied with packaged breakfast available in the market		.678					
I prefer to take packaged breakfast at the office store		.677					
My office provides packaged breakfast at the office store		.632					
I prefer to buy packaged breakfast for weekdays as I am busy with my office schedule		.623					
I can enjoy non-local breakfast items any time with the easy availability of packaged breakfast		.544					
Packaged breakfast is convenient to prepare			.835				
Preparation of packaged breakfast takes less time than fresh breakfast			.803				
Anybody can plan breakfast with a packaged breakfast item			.733				
Anybody can prepare breakfast with a packaged breakfast item			.686				
There are multiple options available in packaged breakfast			.506				
Planning breakfast daily is tiresome			.413				
Packaged breakfast is easy to carry				.605			
It does not matter whether you are a housewife or a working woman, making breakfast is tough for all				.597			
Indian packaged breakfasts are a good match to the quality standards of multi-national breakfasts				.573			
Packaged breakfast is a symbol of freedom of choice				.570			
As I am a single parent, I rely on packaged breakfast for my breakfast requirement]					.699		
Packaged breakfast has a high shelf life					.666		
Packaged breakfast maintains hygiene and quality					.586		
I prefer to buy packaged breakfast for holidays as I want to feel free						.669	
Packaged breakfast is not a junk food						.506	
Packaged breakfast is actually cheaper than preparing fresh breakfast							.653

Table 7: Rotated Component Matrix

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Factor analysis was performed to identify the underlying aspects (factors) that explain the response patterns to different statements regarding boxed breakfasts. The rotated component matrix shows seven distinct elements. Let us explain these factors:

Factor 1: Reason to Buy

This factor is closely related to claims about why people choose packed breakfasts, such as convenience, time savings, and ease of delivery and handling. This includes attitudes like "packaged breakfasts are convenient to prepare" and "preparing packaged breakfasts takes less time than fresh breakfasts". Those who score high on this factor are motivated by the practical benefits and effects that canned breakfasts bring to their busy lives.

Factor 2: Lifestyle support

This factor reflects attitudes to associate packed breakfasts with lifestyle choices, forward thinking, and gender equality. It includes statements like "Buying a prepackaged breakfast is a symbol of forward-thinking" and "Buying a prepackaged breakfast is a symbol of gender equality." Those who score high on this factor associate packed breakfasts with modern values and choices that fit their lifestyle.

Factor 3: Symbols of values

This factor has to do with iconic aspects of boxed breakfasts, such as its role in diet balance and its contribution to weight management. It includes claims such as "packaged breakfasts are a balanced diet" and "packaged breakfasts help control weight". Those who score high on this factor see boxed breakfasts as a healthy option with positive symbolic value.

Factor 4: Quality standards

This factor relates to the perceived quality and reliability of packaged breakfast products. It includes statements such as "Packed breakfast has a guarantee of quality" and "Packed breakfast maintains hygiene and quality". Those who score high on this factor appreciate the assurance of consistent quality in the packaged breakfast.

Factor 5: Suitable Replacement

This factor reflects attitudes towards packed breakfasts as a suitable alternative to traditional breakfasts. It includes statements like "Packed breakfasts are easy to carry" and "Packed breakfasts are a symbol of freedom of choice." Those who score high on this factor see boxed breakfasts as a viable alternative that offers convenience and variety.

Factor 6: Profitable

This factor is linked to claims that emphasize the profitability of packaged breakfasts. It included claims like "packaged breakfasts are actually cheaper than making your own fresh breakfasts" and "packaged breakfasts aren't junk food." Those who score high on this factor consider boxed breakfasts an affordable option.

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Factor 7: Convenient Office

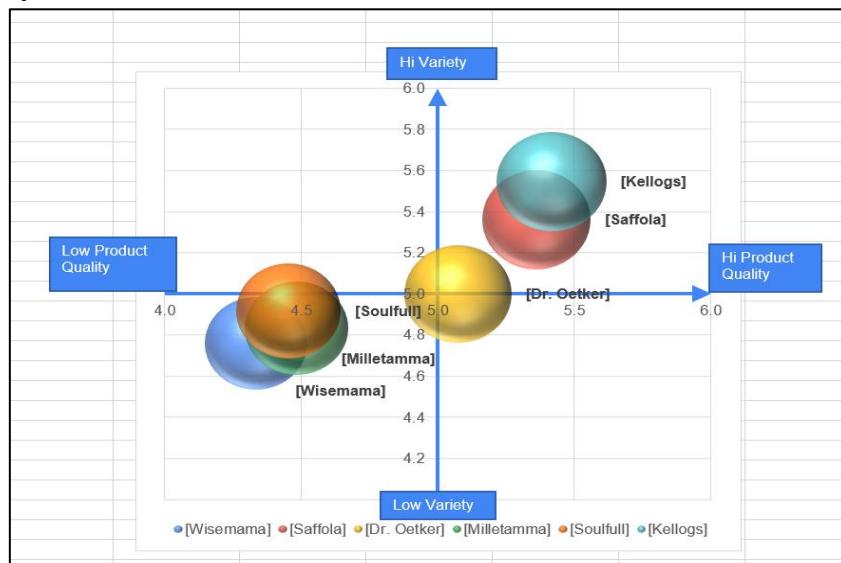
This factor relates to attitudes towards the availability and suitability of packed breakfasts for office-related situations. It includes sentences like "I prefer a boxed breakfast at the office store" and "My office offers a boxed breakfast at the office store". Those who score high on this factor see packed breakfasts as a convenient solution to their office routine.

In summary, factor analysis revealed seven distinct dimensions capturing different attitudes and motivations related to boxed breakfasts. These factors provide insight into the myriad reasons people choose packed breakfasts, from convenience and practicality to health considerations, iconography, quality assurance, cost-effectiveness, and suitability for specific contexts such as office environments. Understanding these factors can help marketers tailor their messaging and strategies to effectively address different consumer preferences in the packaged breakfast market.

Part-5

Comparison between all competitor products Variety and Quality

Perceptual Map-1



Graph 2: Product Quality vs Variety

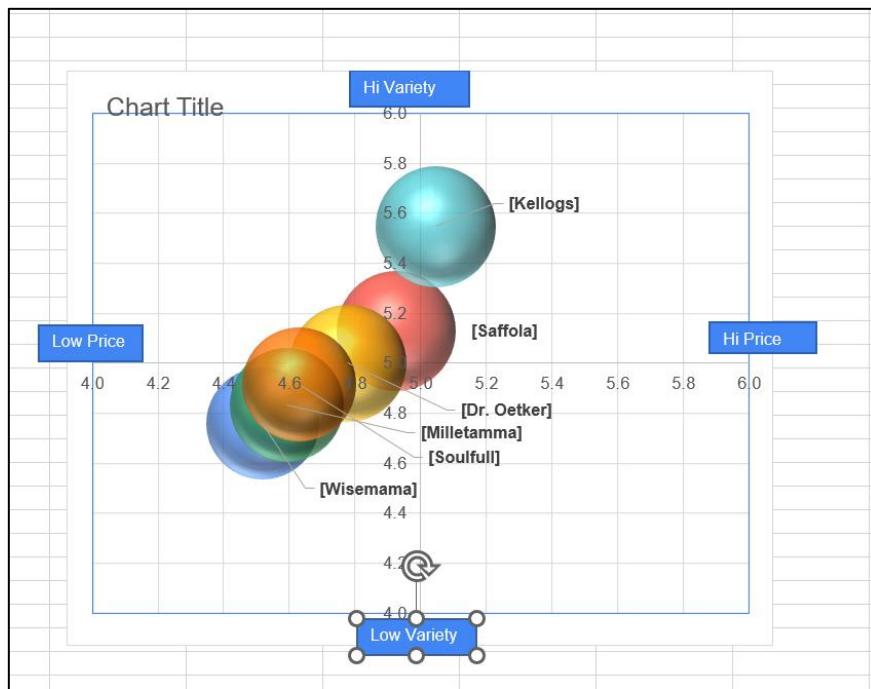
The visual representation provided by the map provides valuable information about the position of different brands in the product variety and quality aspects. Kellogg's and Saffola are emerging as leaders in both categories, offering a combination of variety and unsurpassed product quality. This shows that their strategy of focusing on providing diverse, high-quality millet-based breakfast options is likely to contribute to their favourable market position. In contrast, brands such as Wisemama, Millet mamma and Soulful took a lower position, exhibiting limited variety and lower product quality. These brands can benefit from a revaluation of their product offerings and quality standards to improve competitiveness and meet consumer expectations. Notably, Dr. Oetker takes the middle position, reflecting a balanced approach to quality and a moderate product range. This analysis highlights the

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importance of product variety and quality as key determinants of brand position and consumer perception in the millet breakfast market.

Comparison between all competitor products Variety and Price

Perceptual Map-2



Graph 3: Price vs Variety

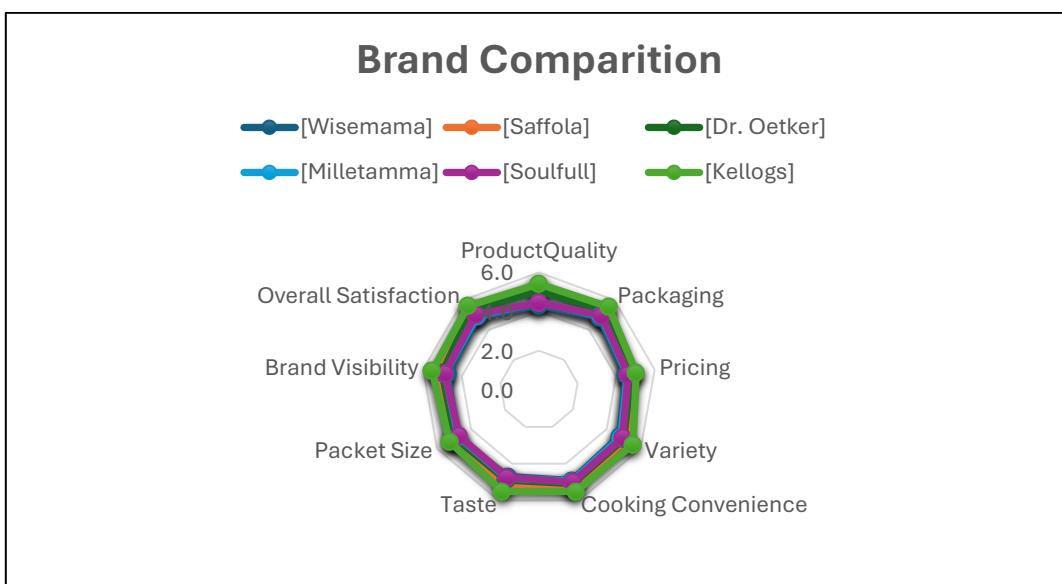
The map provided illustrates the strategic positions of the brands based on the interaction between price and variety in the millet breakfast market. Kellogg's stands out as a trendsetter, striking a balance between variety and moderate pricing. This positioning shows a deep understanding of consumer preferences, offering a wide range of products while maintaining reasonable prices. In contrast, Wisemama occupies the lowest tier, characterized by both low prices and reduced product quality. This location can have an impact on its perceived value and overall competitiveness. Among other brands - Soulful, Millet mamma, Dr. Oetker and Saffola - have mid-range convergence, presenting a harmonious combination of mid-range pricing and variety. This positioning points to a common strategy of catering to a broader consumer base by providing reasonably priced options with a moderate selection range.

The representation on the map of brand location highlights the complex relationship between price and variety in influencing consumer perception and purchasing decisions. Brands on the higher end of the spectrum may appeal to consumers looking for diverse options, while those emphasizing affordability may appeal to consumer-conscious segments price. This analysis highlights the importance of the strategic alignment between price and variety to effectively capture market share.

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and establish a competitive position. As brands navigate this delicate balance, they can refine their methods to meet consumer needs, ultimately shaping the dynamics of the millet breakfast market.

Comparison of all Products Satisfaction, Packaging, Brand Visibility, Packet Size, Taste, Cooking Convenience, Pricing, Variety



Graph 4: Radar chart on brand comparison

The table presented summarizes a comprehensive review of different brands across multiple dimensions, revealing distinctive strategic positioning patterns. Kellogg's emerged as a clear leader, earning a top overall score of 6.0 across all goals. This outstanding performance underscores Kellogg's ability to align its millet breakfast offerings based on a range of key criteria, including variety, product quality, price and availability, consumer preferences. Saffola followed with a notable score of 5.0, indicating a strong presence in those targets.

Dr. Oetker, Soulful and Millet mamma demonstrate competitive positioning with similar composite scores, implying a balanced approach to meeting consumer needs. These brands seem to resonate moderately in the lens range, positioning them favourably in the market.

In contrast, Wisemama leads with the lowest composite score, signalling potential opportunities for improvement. Its underperformance in many respects, including variety, quality, price and possibly consumer satisfaction, indicates the need for strategic adjustments to improve market position. its.

This analysis highlights the importance of a holistic approach to branding, where aligning diverse goals can lead to advantageous positioning and competitive advantage. Kellogg's dominance means the effectiveness of aligning the brand's offerings with multiple consumer considerations. For others,

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understanding and addressing specific aspects that contribute to lower scores can serve as a road map for refining strategy and improving overall market performance.

Findings, Recommendations, and Conclusion

Findings

In summary, comprehensive analysis of demographic profiles, breakfast consumption habits, cluster analysis, and factor analysis provide valuable insights into consumer behaviour, preferences, and attitudes. for a packed breakfast. This multifaceted examination sheds light on different aspects of the surveyed individuals, highlighting the complexity of their choices and perceptions of breakfast consumption. This in-depth analysis allows us to draw several important conclusions:

Diversity and demographic patterns

Demographic profiles reveal a diverse group of individuals, predominantly women (73.1%), including different educational backgrounds, work statuses, and occupations. The prevalence of office and self-employed jobs among respondents highlights the changing dynamics of the modern workforce. In addition, the distribution of marital status and family size paints a picture of the composition of families in the survey population. This demographic mosaic allows us to put into context an understanding of the motives and preferences that underlie their choices regarding breakfast consumption.

Overview of breakfast consumption

Data on actual and desirable packaged breakfast choices present a nuanced consumer landscape. The popularity of options such as 'oatmeal' and 'cornmeal' suggests a preference for healthier and more convenient breakfast options. Interestingly, the desire for 'multi-grain' and 'oat-based' alternatives highlights the potential for product diversification in the packaged breakfast market. Perceptions of millet-packaged breakfasts, although recognition vary across brands, show an improved ability to promote healthier, locally appropriate breakfast options.

Group analysis

Cluster analysis divided respondents into two distinct groups with different attitudes towards packed breakfasts. Group 1 expressed a positive view of boxed breakfast, considering it practical, healthy and consistent with progressive values. This group's preference for packed breakfasts shows the influence of factors beyond taste or mere convenience, such as symbolism and perceived value in relation to their choices. In contrast, Group 2 expressed more mixed feelings and scepticism about the health and symbolic meaning of boxed breakfasts. This division reflects the complex interplay of personal beliefs, social influences, and marketing strategies that shape breakfast preferences.

Factor analysis

Factor analysis identifies seven factors that play a role in respondents' attitudes towards packed breakfasts. These factors range from health awareness and convenience to symbolism, value alignment and profitability. Group 1 resonated more closely with the positive aspects of boxed breakfasts, while Group 2 exhibited less enthusiasm and a more cautious approach. The multifaceted nature of these elements highlights the complexity of the decision-making process in breakfast consumption and highlights potential touchpoints for marketers to tailor their messaging.

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Recommendations

Based on the findings and conclusions drawn from the analysis, several recommendations are made to guide both the Packed Breakfast industry and marketing strategies:

Segment marketing strategy

Aware of the existence of distinct consumer groups, marketers must tailor their strategies to meet the specific needs and concerns of each. Positive messages about convenience and health may work better for Group 1, while addressing health issues and emphasizing value may be more effective for Group 2.

Diversify based on health

Capitalize on the desire for 'multi-grain' and 'oat-based' options by diversifying and promoting healthier packaged breakfast options. Meeting consumers' nutritional preferences can contribute to healthier lifestyles and build brand loyalty.

Improved brand awareness

Invest in raising awareness about millet-based packaged breakfast options, especially for lesser-known brands like 'True Millet' and 'Soulful'. Educating consumers about healthier alternatives can lead to positive changes in their breakfast choices.

Conclusion

This study provides a nuanced understanding of the interrelationship between individual preferences, cultural values, and marketing strategies shaping consumer behaviour in India's packaged breakfast segment. The findings underscore the significance of health consciousness, convenience, and symbolic associations in driving purchase decisions. As consumers increasingly seek quick yet nutritious breakfast solutions, the packaged food industry has a unique opportunity to innovate and adapt. Millet-based offerings, when positioned strategically, can bridge the gap between traditional nutrition and modern lifestyles, fostering both market growth and healthier dietary habits.

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