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Sri Lankan Consumer Attitudes towards Healthy Meals

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Abstract

As a result of changes in every aspect of human life, the consumption pattern of people getting changed drastically. Busy schedule of women increase the consumption of ready-made foods. However, the unhealthy nature of these products create serious health issues to the society. Sri Lankan people are very well aware of the bad results of these foods. Still vendors offering those popular food types giving priority only for taste. It is questionable why such gap is exist in the society. Therefore, this research mainly focuses on identifying whether there is real demand from consumer side for healthy meal. This research has been conducted under positivism and deductive research approach. Data have been collected using survey from selected respondents. In addition to that, findings of secondary sources have been used to interpret survey results. Results of the survey clearly indicates that there is a real demand for healthy food in the society. Most of people are looking for healthy food irrespective of their age, occupation or health. Though there is such demand, the market is failed to satisfy it. This situation creates a latent demand in the market. People looking for trusted food vendor who can provide healthy food at a reasonable price. Though people prefer healthy meal, majority of them expect those foods to be tasty. Therefore, if a vendor focuses only on healthiness of the meal, then there is a risk that he will be fail in the market. Unless if consumers have critical health issues, they will not purchase foods which are less in taste compared to the normal food.

Keywords: Consumer Attitude, Healthy food, Taste, Purchase

1. Introduction

1.1 Background

Recently the number of people who are suffering from illnesses such as strokes, diabetics, high blood pressure and obesity are increased rapidly. These illnesses are caused by the changes in living condition such as lack of exercise and unhealthy food. As controlling the consumption of food is one way of controlling these illnesses, there is demand for healthy meal. According to (Grossman, 1990) deterioration in human health was a main reason to influence consumers to think about organic food. Not only that, as a result of the fear about those most common illnesses today most of people tend to consume healthy foods. Qualitative analyses revealed that early adolescents had a good understanding of what constitutes healthy eating. (Tsang, 2012). According to Govindnasamy (1990) younger households and women consider organic food more important and include it in their purchase. Besides this result, females with age 30-45 with children having high disposable income include organic food in their purchase. In addition to that Govindnasamy proved that consumers are ready to pay high for organic products.

This clearly indicates that there is market potentiality for healthy meals. Consumers bought organic food as an investment in good health (Grossman, 1990). So they ready to pay in high for healthy meals. Though such demand is exists for healthy foods adequate supply is questionable. The market is flooded with unhealthy junk foods and vendors who supply those products enjoy a large amount of profit margin.

People who really need to buy healthy food found the availability of such food is disappointed. Availability of products is highly important in healthy meal selection (Justin Paul, 2012). Therefore the non-availability of these products can be expected to have major impact on discouraging the consumption.

The above two aspects of the market shows that there is a clear gap between market supply and what consumers actually need, then a question arise whether this demand for popular unhealthy foods like Kottu has been generated by consumers or artificially generated by vendors. So it is important to examine customer attitudes towards healthy foods to find out answer for this question.

The research mainly focuses on identifying whether the demand for popular unhealthy meal have been developed by vendors or the consumers. Based on that, the research focuses on identifying whether an unoccupied opportunity in the market place for healthy food is. New comer to the market can get that opportunity to create a new trend in the market place.

1.2 Research objectives

- I. To identify whether there is a real demand among consumers for healthy food
- II. To identify demography of consumer segments who prefer healthy food
- III. To identify what are the qualities that consumers expect from healthy products
- IV. To identify what made the consumers away from healthy meal
- V. Recommend whether there is an opportunity for new kind of venture

1.3 Hypothesis

First Hypothesis

H0 = There is no relationship between readiness to pay high price for healthy meal and income of consumer

H1 = There is a relationship between readiness to pay high price for healthy meal and income of consumer

Second Hypothesis

H0 = There is no relationship between demand for healthy food and age

H1 = There is a relationship between demand for healthy food and age

2. Literature Review

Consumer attitudes

Attitude is a learned predisposition to behave in a consistently favourable or unfavourable manner with respect to a given object. (Schiffman, 2009) In this definition attitudes are mainly interpreted to include specific consumption. It says that consumers form their purchasing decision based on their direct experience with the product, word of mouth information or exposure to mass-media advertising.

Further, Schiffman, (2009) says that attitude is shaped by the situation that consumer exposed to. Some specific situations cause consumers to behave in totally different way to their normal attitude. As example normally consumers tend to switch brand because of their dissatisfaction with certain brand. However, sometimes consumers do so to select the most economic brand and it is not a matter of dissatisfaction.

Indeed, consumers can have different attitudes towards a particular object corresponding to a particular situation. A consumer may feel it's all right to buy food from small boutique take away for their day to day dining. However, if that same person takes food home to children he will be much careful to select a trusted or branded vendor. The situation is further different if it is a special occasion or a business negotiation. Then the selection of food and vendors become totally different to the previous situations.

Tricomponent attitude model

According to this model, attitudes consist of three major components as cognitive, affective and cognitive components.

- Cognition – Attitude towards certain objective is based on the knowledge and perception that are acquired by a combination of direct experience with that objective.
- Affective – Consumer attitude towards certain objective is based on emotions or feelings that consumer have towards that objective.
- Conation – Attitude towards certain product is determined by observing the behaviour of others.

(Schiffman. & Kanuuk, 2006)

Another study by Carvalho (2006) on food delivery and consumption patterns assumes that the subjective norms associated with the attitude of customers and beliefs that specific references think a consumer should or should not buy a clearly defined product. Consumer motivate implicitly exposed in the evaluation of the beliefs each consumer has about each attribute. This study further explains the importance of industry by considering the involvement levels there is a significant different result (Carvalho, 2006). Though there is several results shown identified information lapses in several areas such as not investigating the nature of decision making regulations which affect to purchase decision.

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Attitudes towards purchasing food

According to the food and safety survey (2012) in America, taste and price continue to drive food and beverage choices (87% and 73% respectively) more than healthfulness (61%), convenience (53%) or sustainability (35%). This finding has been second by the research conducted in Italy as well (Azzurra & Paola, 2009). Older Americans are more likely than those who are younger to report that healthfulness, taste and sustainability impact their food selection, while price is more important for consumers younger than 50 years of age.

According to the same survey freshness, price and brand of the producer considered as mildly important while origin, presence of quality certifications and packaging were considered as less influential. The following diagram shows how different types of stimuli ultimately determine the attitude towards object.

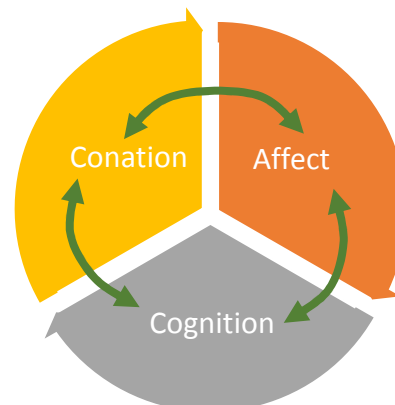


Figure 1. Tricomponent attitude model

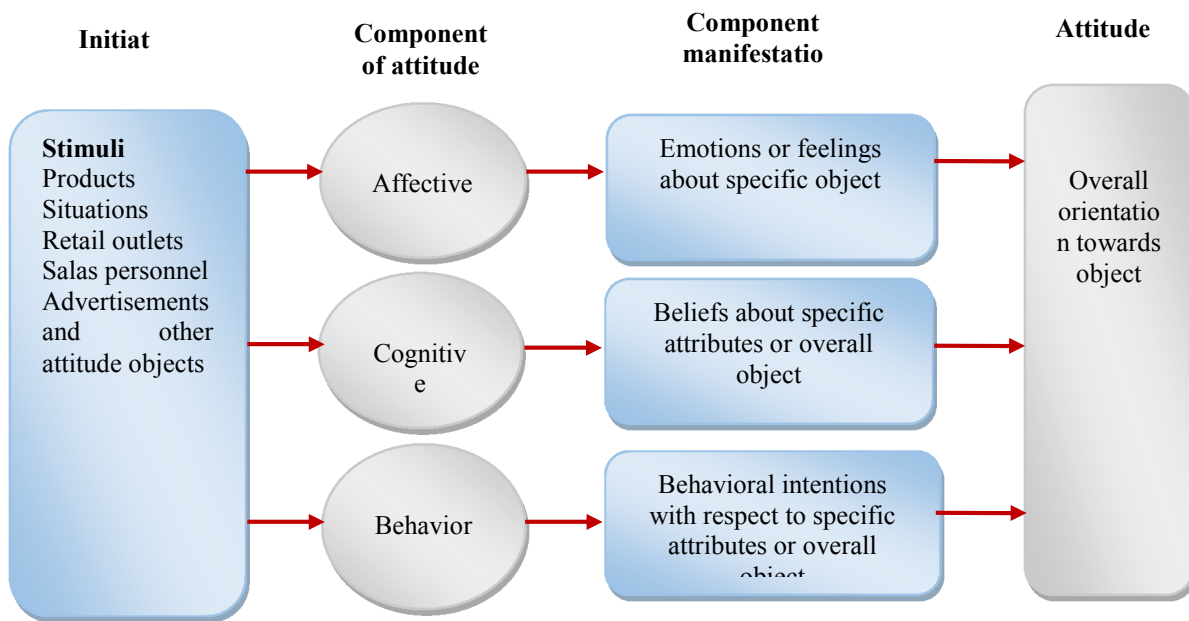


Figure 2. Stimuli towards attitude

The food-delivery industry is growing very fast in most of developing countries. They have to identify and cater to consumer patterns. Mainly two basic effects identified as the enclosure provoked within big metropolis, with people staying at home more and higher transactional costs, related to increasing time (traffic), fear of violence and costs incurred when leaving home to get lunch or dinner from far away from home town. As Provar (2005) explains São Paulo the second largest city in the world is a clearly show the effect. Further he explains Brazilian institute for retail studies, linked to the University of São Paulo, 50% of the residents usually ordering many food items as home delivery and around 42% ordering food by weekly. Majority of orders (86%) are placing over telephone calls. The Rio de Janeiro, the second largest city in Brazil is also having more similar characteristics.

Family food decision making

Family food decision-making involves complex, dynamic, and evolving interaction among family members. A family's food and eating practices relate, in part, to its internal dynamics as well as a character of its community food system. According to Kotler the consumer decision making process can be identified as follows.



Figure 3. Consumer decision making process

- Problem recognition – In this stage consumer identify the current issue. E.g.: out of stock home laundry powder
- Information search – Consumer search for information about different solution for his problem
- Evaluate alternatives – Compare the available solutions in order to find the best option
- Purchase decision – Select best option available and decide to purchase
- Post purchase evaluation – Even after using the product consumer measure whether it actually met his/her expectation.

The research (Gillespie & Johnson, 2009) based on the interviews conducted introduced a new and unique process for family food decision making.

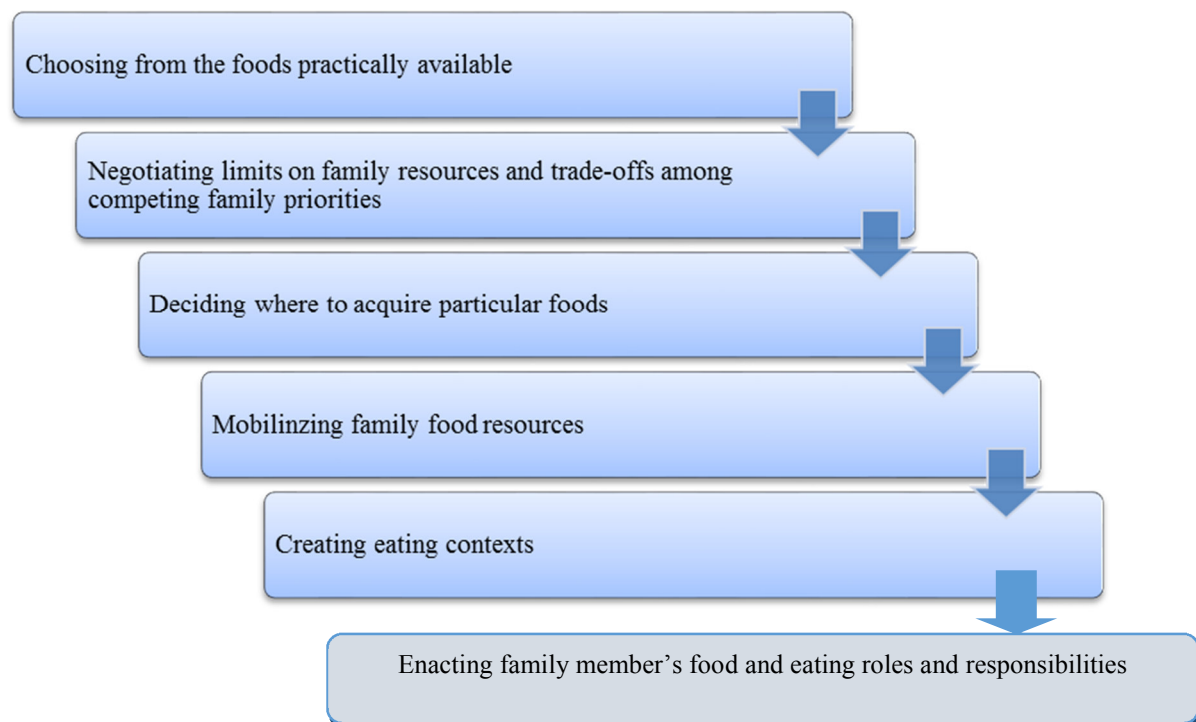


Figure 4. Family food decision making process

Further, this research finding says most food and eating decisions are routine and based on habitual behaviour and evolve over time.

According to the research conducted by Bourdeaudhuij & Oost (1998), targeting ninety two families, the family decision on food is mainly based on the children in family. Moreover, the relative influence of each family member is dependent on the kind of product or product group considered. Responses of all family members are considered when making family food decision. Finally, it is clear that in families where adolescents have more power, food choices are less healthy. In order to introduce and adopt healthy eating the involvement of entire family is necessity.

Demand for Healthy Meal

When it consider in the choice of healthy food, according to (Grossman, 1990) deterioration in human health was a main reason to influence consumers to think about organic food. Not only that, as a result of the fear about most common illnesses today, most of people tend to consume healthy foods. Qualitative analyses revealed that early adolescents had a good understanding of what constitutes healthy eating. (Tsang, 2012). According to (Govindnasamy, 1990) younger household and women consider organic food more important and include it in their purchase. Females with age 30-45 with children having high disposable income include organic food in their purchase. In addition to that Govindnasamy's researches show that consumers ready to pay high for organic products.

Though consumers highly aware their food consumptions have an effect on their health, according to the research of Azzurra & Paola (2009), consumers do not always declare to be willing to give up their favourite food to improve their health. Unless they aware about the close connection between their diet and health they do not prefer to give up the pleasure of what they consume. This phenomenon is known as "optimistic bias".

This research further says that, success of healthy food relies on a number of inter-relating factors, including the level of concern about general health and specific medical conditions.

Segments in the society that generate demand for healthy meal

According to BRFSS research 71.8 percent of population are eating fewer calories and less fat in an effort to lose or maintain their weight. 90 percent of US population indicate they select food products based on health consideration. In addition to that, 22.6% in US population follows the USDA recommended five daily servings of fruits and vegetables. (Divine & Lepisto, 2007)

According to above statistics even in US the percentage of consumers who are truly maintaining a healthy lifestyle is a small percentage. In the other hand there is much larger mainstream segment who has adopted some aspects of healthy lifestyles. Therefore, it is a fair assumption that the growing demand for healthy products are not only driven by those strictly maintains a healthy lifestyle, but also by mainstream people who are attempting

to live a little healthier.

A similar idea has been presented by (Holmes Report, 2012). According to their study, though technology and availability of information makes consumers “food aware” not all consumers are seeking the same values and benefits from their foods. Consumer attitudes and purchase drivers highly impact on customer motivation to purchase healthy meal. According to their study, different customer segments have been identified in relation to the food related motivation.

- Food Elites: informed consumer, concerned with every step along the path from Field to Fork.
- Friends of the Farm: Midwestern, typically older male (45+) consumer who supports and champions the role and need for American agriculture.
- Opinion Sharers: Well-educated, high-income consumer who is outspoken and informed about global issues.
- Rule Followers: Middle-aged, middle-income consumer who uses simple rules as a guide to more healthful eating.
- Passive Eaters: Younger (under 35), lower-income consumer who simply doesn’t have the interest to take time to create a meal.
- Kid Influenced: This consumer thrives on the ability to provide food for the family and is more prone to letting children influence purchasing decisions.

Customer expectations from healthy meal

Earlier studies show that consumers ready to pay higher price than normal meal for healthy meal. The reason behind this is consumers bought organic food as an investment in good health (Grossman, 1972). Its nutritive attribute gave competitive advantage to healthy food over conventionally produced goods (Bourn & Prescott, 2002). However, according to new Field to Fork study conducted by Strategy One for Edelman, 82 percent say they expect companies to “provide healthy food choices that fit my budget”. It provides a warning signal on high price of the healthy meal. Though consumers ready to pay certain level high price on healthy food, they expect the price level should be at reasonable level.

Consumers have different perception about healthy meal and normal meal. Not only are they being differentiated with respect to their general attribute but with unique taste, visual appeal or freshness also. Those meals are purchased because of this superior perception about their attributes. According to (Holmes Report, 2012) 83 percent say they expect companies to provide healthy foods that taste great.

Above finding is supported by the findings of (Beharrell, 1991). He says some consumers choose organic food because of taste, freshness and its appearance. On the other hand some literatures have shown contradictory results. In one study consumers considered appearance less important (Lin et al., 1986). Some consumers did not find any difference in the taste of organic food and inorganic food (Jolly & Norris, 1991; Sparling et al., 1992).

Based on the above finding the research will be structured as follows.

3. Research design and methodology

Research philosophies

To conduct this research the researcher has selected Positivism approach. The research has not been included personal experiences and developed only on the data collected from the survey and secondary sources. Results found from the survey have been evaluated with no biasness. In addition to that, findings of secondary sources will be used interpret survey results.

Research approach

This research has been conducted based on deductive research approach. It based on attitude related theories and based on the result of survey the theory is intended to apply and discuss in relation to the healthy food industry. Data for this research has been collected in qualitative manner and focus on accepting or rejecting the hypothesis developed.

Type of investigation

Descriptive research is carried out to describe existing or past phenomena (Wilson, 2012). These researches can be either qualitative or quantitative. Normally surveys are used to collect data for descriptive researches. Same as the exploratory researches, descriptive researches are preliminary researches which lead for further studies.

Considering the nature of research the descriptive research approach has been selected. The research is mainly used to make the picture clear about consumer demand for healthy food. Further, this type of research provides accurate information and help to form simple decision making. Therefore, it will helpful for my study to identify whether there is real market potentiality for healthy food supplier and what are the qualities they should possess to success in the market place.

Research strategies

Survey strategy is usually associated with the deductive approach. It is most frequently used to answer who, what, where, how much and how many questions. It therefore tends to be used for exploratory and descriptive researches. This method allows researchers to collect a large amount of data from a sizeable population. Surveys are mainly conducted by using a questionnaire administered to a sample. Data collected from questionnaire are standardised and easy to compare. (Mark Saunders, 2011)

Survey strategy allows researchers to collect quantitative data which can be analysed quantitatively using descriptive and inferential statistics. Survey provides more control over the research process to the researcher and generates findings that are representative of the whole population

Data collection method

Questionnaire based survey has been used as a primary data collection method. Self-administered questionnaires which have been filled by the respondents themselves have been used for the research. Survey can be identified as a convenient and low cost method for collecting quantitative type data. My research focuses on identifying whether there is a real demand for healthy foods among society. For such research an in-depth interview is less important. Survey method can be used to collect inputs from a large number of people which is sufficient to generalise the findings of the research.

Sampling method

Sampling frame

As the sampling population of this research consists of Sri Lankan citizens who live or temporarily stay in Colombo and suburbs, these areas are considered. This segment has been selected as they are the most vulnerable segment which is exposed to convenient foods or food offered by food vendors. Most of this population are fixed income earners who always fight with busy schedules. Cultivating own products is a day dream for this segment and they have to depend on the offerings of fast food vendors more often.

Sampling technique

There are some non-probability sampling methods such as quota sampling, snowball sampling, convenience sampling and judgemental sampling. Among them, convenience sampling can be identified as the most suitable method for this research. It will provide the opportunity to select the most suitable respondents who can provide clear responses to make proper decisions.

1. Discussion of Findings

Majority of respondents (97%) were between 21 to 39 age group. Only the rest of (3%) represent above 50 age group. This can be considered as ideal as majority are the decision makers in a society and highly targeted by food industry operators. Among them 58% purchase meals from outside occasionally, while 26% purchase regularly and 16% rarely.

When considering the reason for purchasing meals outside (figure 5), majority of responses buy meals from outside as a change for their daily routine. In addition to that, no time for preparing meals and staying away from home are the other reasons that people tend to purchase from outside.

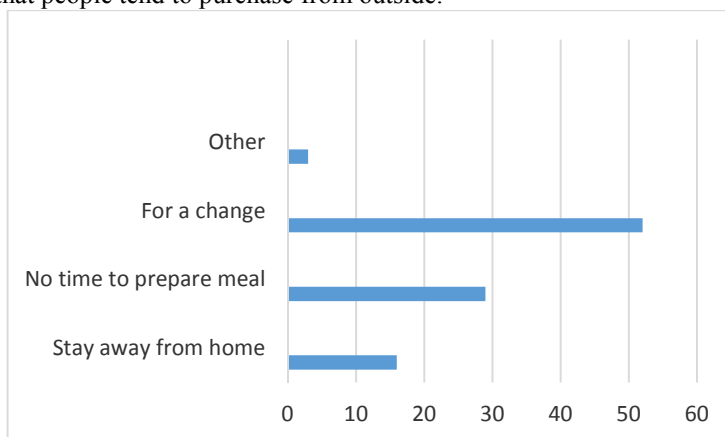


Figure 5. Reason for purchasing meals outside

In order to find out what made consumers away from healthy meals, the first respondents were asked whether they were ready to purchase healthy meals. As shown in figure 6, almost all respondents (87%) mentioned that they look for healthy meals. Only four said it is not. Among them, 13 percent said they are not looking for healthy meals because it is not easy to find healthy meals. Only one person said that he is looking for the taste of the

food only.

It indicates that there is a demand in the society for healthy meal. Consumers always willing to purchase healthy meal for their consumption.

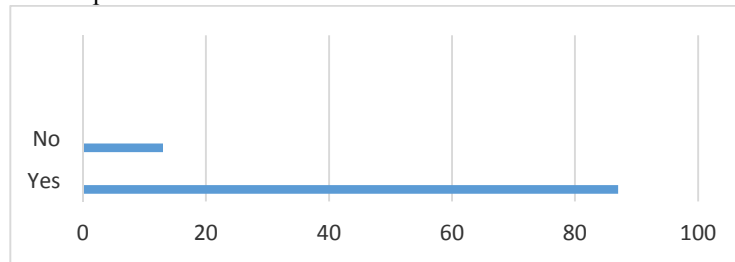


Figure 6. Looking for healthy meal

Then the researcher focused on finding out reasons why people look for healthy meal. This question was kept as an open question. However, responses of all the respondents says same thing. All the consumers looking for healthy meal to stay healthy and avoid future diseases. Physical fitness and maintaining body weight also considered as reason for healthy meal.

According to the findings in the literature review, availability is considered as a key factor which effect on the purchase of a meal. Therefore, in this research the availability of healthy meal in customer perspective has been examined. Majority of respondents (63%) mentioned there is no possibility to purchase healthy meal from current supplier. It reveals another aspect as majority of people consume food knowing they are not healthy. Only 38% people mentioned that there is possibility to purchase healthy meal from current vendor.

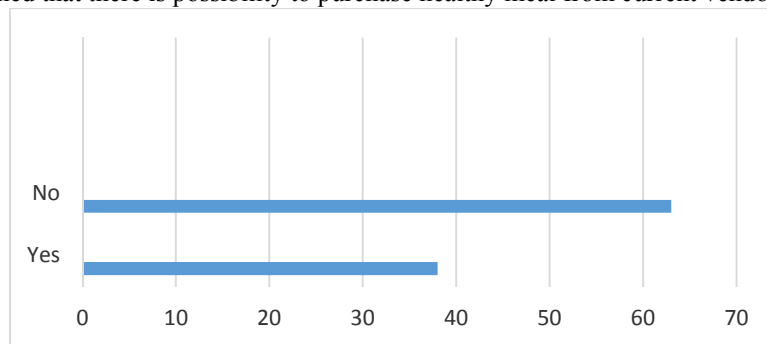


Figure 7. Possibility of purchasing healthy meal from current vendor

Then the questionnaire was focused on identifying whether there is a real demand among consumers for healthy food. Vendors use unhealthy ingredients to make food more taste, rich in appearance and low cost. If foods are prepared with genuine ingredients, there is a tendency that taste become normal compared to the exciting taste of unhealthy food. As those genuine ingredients are high in price compared to the substitutes the production cost of the healthy food also become expensive compared to the normal unhealthy food. Still is there a demand for healthy meal? The section focuses on providing answer for this question in consumer perspective.

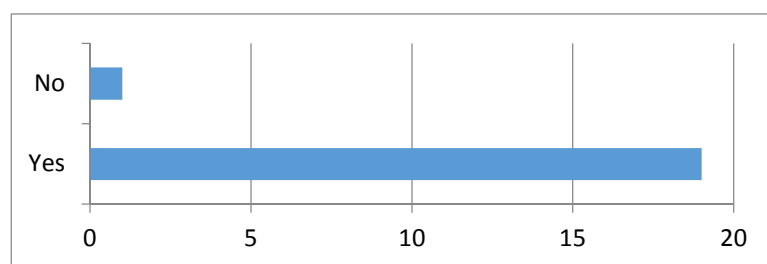


Figure 8. Preference for switching to healthy meal provider

95% respondents who responded that there is no possibility to purchase healthy meal from current vendor mentioned yes to this question. Only 5% said no and as a reasons were mentioned as there is no proper healthy food making process in SL and healthy meals are very expensive.

This response let us to think about the demand for healthy meal. Though consumers said they are prefer to switch from existing vendor to healthy food vendor when making this decision some external factors like price will definitely affect. Therefore, the vendors who would like to enter this market and make healthy food popular should be concern not making them too expensive.

Though the results are favourable for healthy food so far, when it comes to taste, the situation is changed.

45% of people said they would prefer to buy healthy meal even its taste is not good as usual meal while 55% of respondents said they do not ready to buy low taste meal even it is healthy.

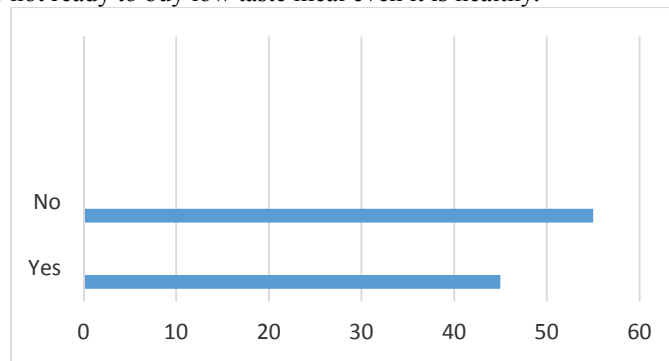


Figure 9. Preference for poor taste but healthy meal

Then the researcher found out that though consumers don't like to buy low taste healthy food, if there is a choice to select healthy or unhealthy meal, majority of respondents (81%) select healthy meal despite the taste of it. Still 19% of customers say they prefer to buy tasty meal despite its un-healthiness (figure 10).

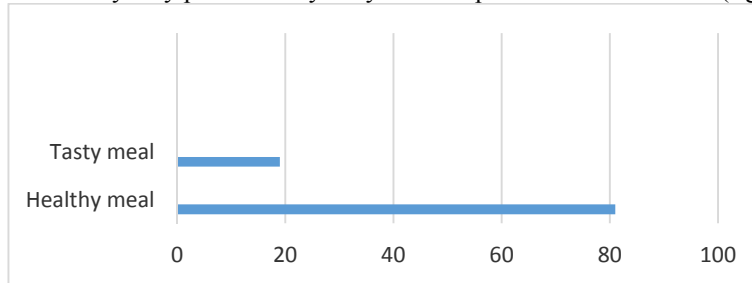


Figure 10. Tasty unhealthy meal or Healthy low taste meal

Responses for above two questions create a contradiction. In first questions respondents say they want to buy healthy meal which is rich in taste and in second question they select healthy meal despite its taste if they have to make selection on healthy meal and unhealthy but tasty meal.

Based on the above results researcher can come up into a conclusion as consumers ready to buy healthy but low taste products if they have no option other than buying it. However, they actually expect that healthy meal need to be high in taste.

When considering the price impact on the choice (figure 7), majority of respondents (67%) says that they ready to pay higher price for healthy meal. Only 33% consumers do not like to pay high price for healthy meal. It reveals another opportunity for healthy food supplier to position their products in market place as healthy meal and high in price. In future research it is important to identify how much higher price consumers ready to pay for healthy meal compared to the normal meal.

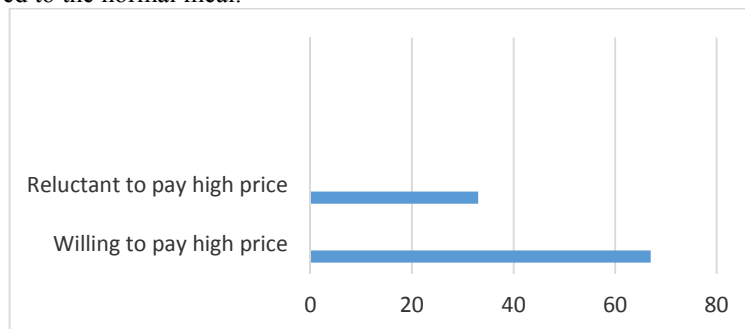


Figure 11. Willing to pay high price for healthy food

Relationship between monthly income and healthy food

Correlation analysis is done to find out relationship monthly income and willing to pay higher price for healthy food. Results shows that there is positive relationship between the monthly income of people and their readiness to pay higher price for healthy meal.

Table 1. Correlation between income and willing to pay premium

		Monthly Income	Price of Healthy
Monthly Income	Pearson Correlation	1	-.219
	Sig. (2-tailed)		.235
	N	31	31
Price of Healthy	Pearson Correlation	-.219	1
	Sig. (2-tailed)	.235	
	N	31	31

The result of the correlation least goes with the findings of cross tabulation. It shows that there is positive but weak relationship between income and readiness to pay high price for healthy meal. This finding accepts the first null hypothesis.

Accept

H0 = There is no relationship between readiness to pay high price for healthy meal and income of consumer

Reject

H1 = There is a relationship between readiness to pay high price for healthy meal and income of consumer

This finding is similar to the findings of the food and safety survey (2012) in America, taste and price continue to drive food and beverage choices. However, when considering price respondents ranked it as very less important factor even below the fourth important factor considered for the purchase of food.

Relationship between age and healthy food

Correlation results shows a weak positive relationship between two variables. When people getting old they might increase demand for healthy food, but there is no such strong relationship between these two variables. This finding accepts the second null hypothesis.

Table 2. Correlation between age and healthy meal preference

		Age	Looking for healthy meal
Age	Pearson Correlation	1	-.256
	Sig. (2-tailed)		.164
	N	31	31
Looking for healthy meal	Pearson Correlation	-.256	1
	Sig. (2-tailed)	.164	
	N	31	31

Accept

H0 = there is no relationship between demand for healthy food and age

Reject

H1 = there is a relationship between demand for healthy food and age

This result contradict with the findings of the food and safety survey (2012) in America, which says Older Americans are more likely than those who are younger to report that healthfulness, taste and sustainability impact their food selection.

2. Conclusion & Recommendations

Conclusion

One of key objectives of this research is to identify whether there is a real demand among consumers for healthy food. When analysing research results there is evident that a real demand exists in the society for healthy food. Consumers are aware of the negative results of oily and popular food in the market and demand for healthy food. However, throughout the research importance of taste regarding food was emphasized. This finding is similar to the findings of the food and safety survey (2012) in America, taste and price continue to drive food and beverage choices. However, when considering price, respondents ranked it as very less important factor even below the fourth important factor considered for the purchase of food. Expectation for healthiness of food come front and it shows the real need exists in the society for healthy food. People do not think twice to buy healthy food paying high price.

People provide higher concern on taste of food rather than their health. Though consumers look for healthy meal, same time they expect good taste as well. Sometimes taste can be identified as a reason that discourages consumers for healthy meals. This helps to come to a conclusion that the demand for unhealthy

common foods is not solely developed by the vendors. Consumer attitudes also contribute for this situation. This is totally unexpected result of my research.

When considering the age group that mostly look for healthy meal, the research results shows that consumers of all age categories prefer to buy healthy meal. This result contradict with the findings of the food and safety survey (2012) in America, which says Older Americans are more likely than those who are younger to report that healthfulness, taste and sustainability impact their food selection. The researcher can expect this result has been happened as a result of the awareness of people about bad results of unhealthy meal. Even young and healthy people are looking for healthy meal to avoid future diseases.

In terms of the customer expectation about quality of healthy foods, three main factors are prominent among others. Nutrition, vitamin, less sugar, oil and MSG and good taste are those factors.

As the researcher discussed in the literature review, the key reason that makes consumers away from healthy meal is the unavailability of them. 60% of consumers say there is no possibility to purchase healthy meal from current supplier and 75% says there is no place to purchase healthy meal. Among them 98% consumers ready to change their current supplier if there is new supplier in the market place who offer healthy meal. This indicates that there is high demand in the society for healthy meal.

When purchasing healthy meal consumers concern about convenience and tasty of the food. Price is not considered as an important fact when purchasing healthy meal. It indicates that there is opportunity for a healthy meal supplier to charge a high price from consumers for quality and healthy meal.

Above results can be conclude as a latent demand which has not been fulfilled, is available in the market place. Though huge demand is there no adequate suppliers to fulfil this demand. This create a situation where high demand and low supply situation which eventually provide opportunity for the suppliers to charge high price than the normal level. So this can be identified as good opportunity for a new venture.

Recommendations

New players can cater for this unsatisfied demand and enter into the market place with different type of offering rather than current normal and popular food available in the market place. The offering need to be healthy food supply which is rich in healthiness and do not include unhealthy ingredients to make it more commercially appeal. The three most important criteria that new player should consider is taste, nutrition, low in sugar, oil and MSG. It is obviously clear a healthy meal should be high in nutrition value and low in unhealthy ingredients. However, if a market player considers only these qualities he has large change to fail in the market. Consumers are always looking for taste of the meal. Unless if consumers having a serious illness they demand for meal which is high in taste but not in healthiness.

Future research

The results shows very few participants purchase healthy products like Fruits and Sandwiches. It is important to conduct another research to find out reason whether people actually dislike to purchase healthy products or don't they aware about them to create a demand.

The research need to be conducted in vendor's perspective as well. It is not actually clear why vendors do not provide healthy food when there is such big demand for them. Therefore, in future researches it is important to look at this issue in vendor perspective and find out barriers to make healthy food popular in the market place.

This research found that majority of consumers ready to pay higher price for healthy meal. In a future research it is important to consider how much higher price they ready to pay. My perception is consumers ready to pay an averagely high price to healthy meal. However, if the price is extra ordinary high majority of consumers do not go for that option unless they have special health concern.

Survey results show that consumers highly demand for food hygiene. Therefore, it would be important to prove them that food is prepared under very clean and hygienic environment. One good approach for this is practicing open kitchen concept. Consumers should be able to see the kitchen from their sitting area and experience the aroma of food.

The new vendors need not to be much worry about the price of food. As consumers ready to pay high price of high quality food, they may charge reasonably high price compared to the normal food vendors. This price level in other hand will be a differentiation factor for those healthy meals.

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