

Tingkah Laku Pembelian Mahasiswa Institusi Pengajian Tinggi dalam Jualan Secara Langsung di Aplikasi Tiktok

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THE DEVELOPMENT OF THE PREPARED DISHES INDUSTRY DURING THE COVID-19 PANDEMIC IN CHINA

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Abstract

The prepared dishes industry flourished well during the epidemic. This is due to its convenience for consumers who couldn't easily access raw materials to make various delicious meals or venture out during the lockdown to restaurants. Today, this business is also sought by people who have busy lifestyles and want convenient meals. This study examines the impact of the COVID-19 pandemic on the prepared dishes industry, specifically its shifts in consumer behavior, technological advancements, and industry strategies. A quantitative descriptive-correlational approach is employed to assess how the industry has evolved and the lasting effects post-pandemic. Key findings from regression analysis indicate significant shifts in consumer behavior influenced by technological advancements. The findings show the importance of technology and consumer satisfaction in shaping the future of the prepared dishes industry. The policy implication of the study suggests that investments in these areas can lead to sustained growth even in a post-pandemic world. Advance knowledge of the prepared vegetable industry's path throughout the pandemic and technological advancement offers stakeholders useful information for navigating the shifting market landscape. More quality prepared dishes can be offered to capture the market share.

Keywords: Prepared dishes industry, Pandemic, Consumer behavior, Technological advancements, Online surveys.

Abstrak

Industri hidangan siap sedia berkembang pesat semasa wabak. Ini disebabkan oleh kemudahannya bagi pengguna yang tidak dapat mengakses bahan mentah dengan mudah untuk menyediakan pelbagai hidangan lazat atau keluar ke restoran semasa perintah berkurung. Hari ini, perniagaan ini juga dicari oleh mereka yang mempunyai gaya hidup sibuk dan mahukan hidangan yang mudah. Kajian ini mengkaji kesan pandemik COVID-19 terhadap industri hidangan siap sedia, khususnya perubahan dalam tingkah laku pengguna, kemajuan teknologi dan strategi industri. Pendekatan

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deskriptif-korelasi kuantitatif digunakan untuk menilai bagaimana industri telah berkembang dan kesan berkekalan selepas pandemik. Penemuan utama daripada analisis regresi menunjukkan perubahan ketara dalam tingkah laku pengguna yang dipengaruhi oleh kemajuan teknologi. Penemuan ini menunjukkan kepentingan teknologi dan kepuasan pengguna dalam membentuk masa depan industri hidangan siap sedia. Implikasi dasar kajian ini menunjukkan bahawa pelaburan dalam bidang ini boleh membawa kepada pertumbuhan yang mampan walaupun dalam dunia selepas pandemik. Pengetahuan lanjutan tentang laluan industri sayur-sayuran siap sedia sepanjang pandemik dan kemajuan teknologi menawarkan maklumat berguna kepada pihak berkepentingan untuk menavigasi landskap pasaran yang berubah-ubah. Hidangan siap sedia yang lebih berkualiti boleh ditawarkan untuk menguasai bahagian pasaran.

Kata kunci: *Industri hidangan yang disediakan, Pandemik, Tingkah laku pengguna, Kemajuan teknologi, Tinjauan dalam talian.*

Background

The COVID-19 pandemic has significantly impacted various industries, including the catering sector in China. As people were forced to stay at home due to lockdowns and social distancing measures, the demand for prepared dishes or ready-to-eat meals surged in China. (Cheng et al., 2022) This shift in consumer behavior presented both challenges and opportunities for the prepared dishes industry.

Although the immediate crisis of COVID-19 has passed, the pandemic fundamentally altered consumption patterns and the structure of the food service industry. By 2025, the prepared dishes sector will continue to expand, driven by consumer habits and digital innovations that emerged during lockdowns. Therefore, understanding how the pandemic catalyzed this transformation provides critical insights for sustaining growth, guiding policy, and anticipating future market dynamics in a post-pandemic economy.

The prepared dishes industry, like many other sectors, faced significant challenges during the pandemic. Chinese restaurants, where people typically eat family-style from shared platters of food in a crowded environment, were among the worst affected, losing up to 90% of their business since the outbreak began. This reveals the industry's vulnerability in responding to crises, especially epidemics that disrupt the everyday activities of people. (Tse et al., 2005)

A type of industrialized specialty known as prepared dishes is made on a massive scale with state-of-the-art machinery. They are industrialized prepared foods made from dishes ready to eat right away after being heated or only slightly cooked. They can be stored in the refrigerator or freezer at room temperature or below. In keeping with the fast-paced lifestyles of people and the current need for efficiency and cost

reduction in China's catering business, the prepared meals industry is expanding quickly and looks promising.

The ready-to-eat food sector, sometimes referred to as the prepared dishes sector, has grown significantly in recent years. The sector includes a wide variety of food products that are precooked, prepackaged, and need little to no preparation before eating. In the past, families, working professionals, and students have been the main consumers driving demand for these products due to their convenience. The global pre-cooked food market, estimated by Fortune Business Insights (2022) to be worth USD 101.6 billion, is anticipated to increase rapidly over the next ten years due to changing lifestyles and rising urbanization.

The COVID-19 pandemic significantly impacted the prepared food business. Global lockdowns and social isolation policies caused a spike in the demand for ready-to-eat food as more individuals stayed home searching for easy-to-eat options. The purpose of this study is to investigate how the pandemic has affected the prepared food sector by looking at shifts in consumer behavior, technical advancements, and tactical changes made by industry participants. To successfully navigate the post-epidemic economy, manufacturers, retailers, and legislators involved in the food business must comprehend these changes. Numerous academics have underscored the need to examine the effects of the pandemic on diverse businesses. Smith (2021), for instance, points out that the outbreak hastened long-standing patterns in consumer behavior, requiring businesses to quickly adjust to shifting market conditions. In a similar vein, Brown (2022) argues that the pandemic's increased dependence on technology led to crucial advancements in the food industry's supply chain management and product development. Innovations in digital platforms, cold chain logistics, and food processing technologies were essential in maintaining operational efficiency and meeting the heightened demand for prepared dishes (Grand View Research, 2022; The Business Research Company, 2024). This paper provides a thorough analysis of the development of the prepared food business during the COVID-19 crisis in an effort to expand on these findings and enhance previous studies.

This study aims to provide readers with a thorough grasp of how the prepared food sector evolved during the pandemic. The literature review section that follows will provide an overview of the industry's pre-epidemic tendencies as well as the state of the study on the epidemic's effects on the food sector. The research design, data collection methods, and analytical strategies employed in this study will all be covered in the section on research methodology.

The next section will look at the literature review, followed by the research methodology. Then the analysis will first look at market growth during the epidemic, with a particular emphasis on shifts in market size, growth rates, and important

factors. Subsequently, alterations in consumer conduct will be examined, emphasizing the growing need for nutritious convenience foods. The utilization of digital platforms, food processing technology, and cold chain logistics in sales and marketing will all be covered in the section on technical innovation. Through case studies of significant businesses, the strategic alignment of industry participants section will go into detail on how they responded to the outbreak. The impact of government initiatives and support systems on the sector will also be covered in this study. The final part, "Challenges and Opportunities," will list the main obstacles and new opportunities for industry growth that the sector is confronting during the pandemic. Key findings will be outlined in the conclusion, along with their implications for further study and business practices.

Literature Review

Pre- and Post-Pandemic Trends in the Prepared Dishes Industry

Before the COVID-19 pandemic, the prepared dishes industry in China was already growing steadily, driven by urbanization, increasing disposable income, and consumers' preference for convenience (Grand View Research, 2019). The sector, valued at USD 94.85 billion in 2018, was projected to expand at a compound annual growth rate (CAGR) of 5.5% between 2019 and 2025.

However, the pandemic dramatically accelerated these growth patterns as lockdowns, restaurant closures, and remote work increased demand for ready-to-eat (RTE) and ready-to-cook (RTC) meals (Zhao & Bação, 2020).

Recent analyses (Bo & Xu, 2023; Deloitte, 2024) show that post-pandemic, the market continues to expand, supported by technological innovation, cold-chain logistics, and digital retail platforms. Consumers now value not only convenience but also health, sustainability, and transparency in sourcing (McKinsey, 2024). Major players such as Haidilao and Freshippo have diversified into hybrid online–offline models, showcasing the sector's resilience and digital transformation.

Existing Research on the Impact of Pandemics on Food Industries

While the pandemic initially boosted growth, post-pandemic recovery introduced new challenges such as higher logistics costs, market saturation, and stricter food-safety regulations (KPMG China, 2023). Producers are now focusing on automation, green packaging, and sustainable sourcing to remain competitive (Food Industry Asia, 2024). Consumers in 2025 show a preference for semi-prepared, nutrient-rich meals that balance convenience with health—indicating a permanent lifestyle shift (Fortune Business Insights, 2025).

Some prepared-dish companies in China were able to adapt and even thrive during this period. Selected as an example, a retail supermarket in China was able to respond effectively to the pandemic through strategic measures, such as strengthening its supply chain, leveraging digital technologies, and demonstrating improvisational ability and corporate social responsibility (Yang et al., 2021).

The experience of the SARS pandemic in Hong Kong provides further insights into the crisis response and recovery strategies of the catering industry. Some restaurants were able to stay afloat and even turn a small profit by studying their crisis response and recovery plans. This suggests that the prepared dishes industry in China could benefit from developing similar crisis management and recovery strategies to enhance its resilience in the face of future disruptions.

The COVID-19 pandemic has had a significant impact on the consumption patterns of prepared dishes in China. As a result of increased food demand and the resulting strain on the supply chain, the prepared dishes industry has been forced to focus more on employee safety and health, improve hygiene in physical spaces, and better manage its workforce to ensure the well-being of the civilian population.

Gaps in The Current Literature Addressed by This Study

Although several studies have analyzed short-term pandemic effects, few have examined the long-term transformation of the prepared dishes industry in the post-pandemic period. This study addresses that gap by investigating how post-2022 changes in consumer behavior, technology, and sustainability continue to shape the sector, particularly in China's emerging-market context.

This research will examine developments in cold chain logistics, digital platforms, and food processing technology, all of which were vital in supplying prepared foods during the pandemic.

By addressing these shortcomings, this research seeks to advance the academic conversation on the dynamics of the food industry during times of crisis, give industry stakeholders strategic insights, and present a thorough understanding of how the prepared vegetable for vegetable sector developed during the pandemic.

Methodology

Research Design and Approach

This study analyses the development of the prepared dishes industry during the COVID-19 pandemic in China using a **sequential explanatory mixed-methods design**. Quantitative data from surveys were first analyzed to identify behavioral

patterns, followed by qualitative analysis of market reports and case studies to contextualize and validate the quantitative findings. The design is especially helpful in illustrating the complex effects of the pandemic on consumer behavior, market dynamics, technology advancement, and industry strategy alignment.

Data Collection Methods

Quantitative Analysis

Descriptive and inferential analyses—such as regression analysis, cross-tabulation, and frequency distribution—were performed using SPSS software to identify relationships between income, satisfaction, and purchase frequency. Regression analysis, cross-tabulation, and frequency distribution are some of the methods used to look at the connections between changes in purchasing behavior and demographic characteristics. A pilot test involving 30 respondents was conducted to assess questionnaire clarity and reliability. Internal consistency was verified using Cronbach's alpha ($\alpha > 0.70$), and content validity was reviewed by two academic experts in consumer behavior.

Data Analysis and Results

The data for this study were collected through a survey targeting consumer behavior regarding the purchase of prepared dishes during the COVID-19 pandemic. The survey consisted of several demographic and behavioral questions, including respondents' income, residence, work status, gender, purchase frequency, reasons for purchasing, satisfaction with technological advancements, and future purchasing intentions. The key variables analyzed in this section are income, change in purchase frequency, satisfaction with technological advancements, and future purchasing intentions.

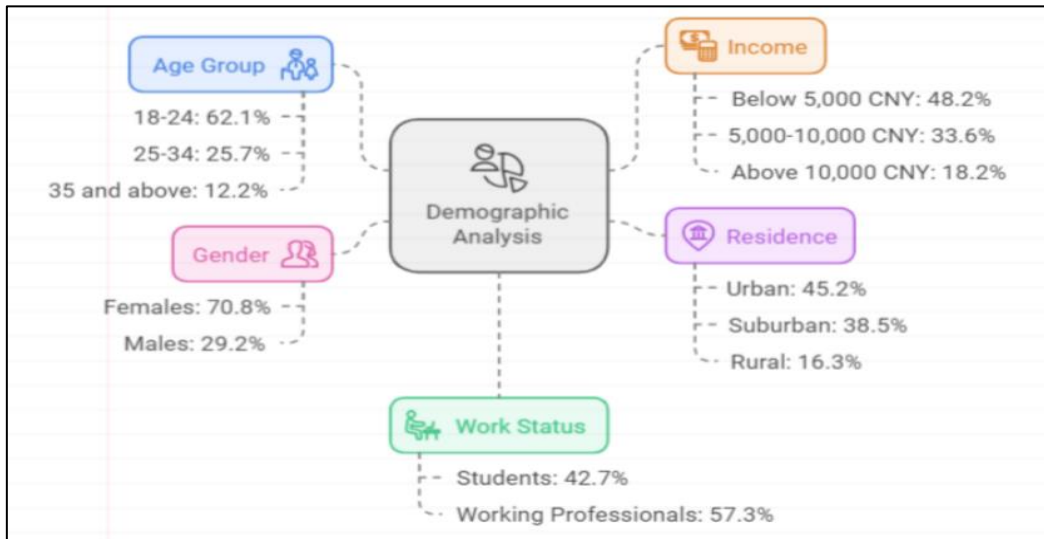
Data Overview

The dataset utilized in this study involves 253 consumers whose consumption behavior with regard to prepared dishes was covered in a survey focused on the period of the COVID-19 pandemic. The scope of demographic and behavioral variables captured in the survey includes most aspects of the consumer population and their purchasing behaviors. The demographic variables include age group, gender, work status, income, and residence, while the behavioral variables focus on the frequency of purchase changes, reasons for purchasing, satisfaction with technological advancements, and future purchasing intentions. Below is a detailed overview of the dataset.

Results and Discussions

Demographic Variables

Diagram 1 below shows the summary of the respondents.



Source: Survey Analysis

Diagram 1: Demographic Details Summary of Respondents

Diagram 1 shows that the respondents are divided into three age groups: 18-24 and 25-34. The most significant portion, 62.1% of the respondents, is involved in the 18-24 age category; it reflects that the youth population was more in the survey. This may also indicate the stated generally higher engagement abilities of the youth consumers in the context of online surveys and more flexibility of the youth to adjust to alterations in consumption patterns during the lockdown periods. The age bracket of 25-34 years consists of 25.7% of the total respondents, while 12.2% were aged 35 years and above. Therefore, this outlines that the structure of this data is biased towards a younger generation, and this is an essential factor that must be considered in interpreting results since different age groups exhibit different purchase behaviors and priorities.

While the study sample was predominantly female (70.8%), this reflects broader trends where women often take responsibility for food-related decisions in the household. However, regardless of gender, the data reveals that the most significant motivator for purchasing prepared dishes was convenience, especially during the

pandemic. This aligns with the study's objective of understanding consumer behavior shifts due to technological and societal changes during the pandemic.

This may be a reflection of broader consumer trends, where female consumers are generally more concerned with health and safety considerations, especially during health crises such as the pandemic. The higher number of females participating in the survey contributes a valuable lens through which results can be viewed, possibly highlighting gender-specific behaviors concerning the buying of prepared dishes.

Another key demographic variable is the respondents' work status. The dataset reveals that 42.7% of respondents identified as students, while 57.3% were working professionals. This mix of students and professionals provides a broader understanding of how work or study commitments might influence the consumption of prepared dishes. These may include time and budget constraints as well and therefore will prefer relatively cheaper food and easier to consume, such as ready-cooked food. On the other hand, working individuals, who may have higher disposable incomes, may base their choice of ready-prepared food on quality or health factors.

The respondents' monthly income or pocket money was categorized into three brackets: "Below 5,000 CNY," "5,000-10,000 CNY," and "Above 10,000 CNY." The largest group (48.2%) fell into the "Below 5,000 CNY" category, which includes students and lower-income workers. The middle-income group (5,000-10,000 CNY) comprised 33.6% of respondents, while the high-income group (Above 10,000 CNY) accounted for 18.2%. This income distribution is critical for understanding how financial constraints may have influenced consumer choices during the pandemic. Lower-income respondents may prioritize affordability and convenience, while higher-income individuals may be more focused on factors such as variety, quality, and health.

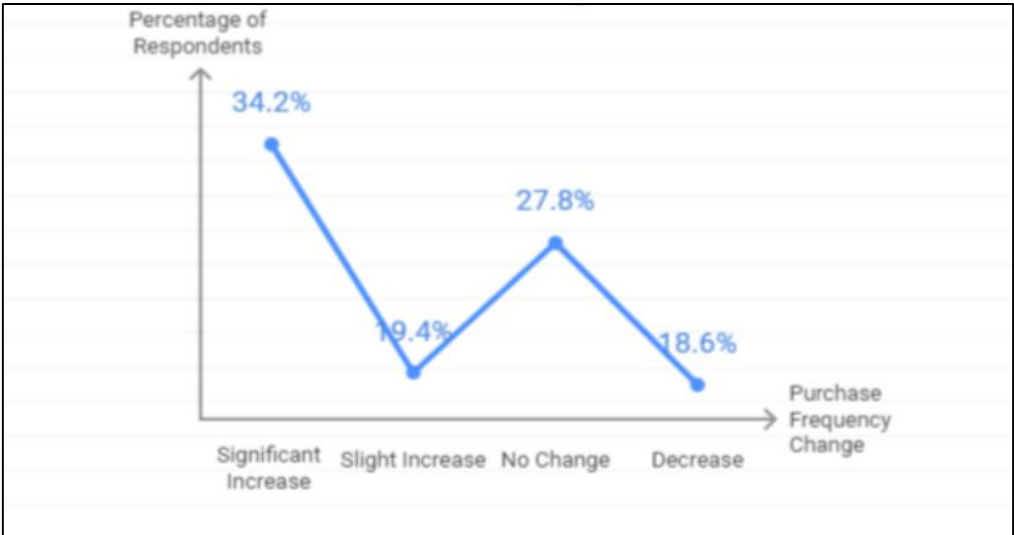
The given survey asked respondents to identify where they were residing, dividing respondents into three groups of urban, suburban, and rural. Urban dwellers comprised 45.2% of the interviewed, followed by suburban residents at 38.5%, and rural residents at 16.3%. Geographical dispersion is important because it may be used to explain the accessibility of ready meals, with rural areas potentially having less access to such products. The urban and suburban respondents, having better access to places like supermarkets, convenience stores, and e-commerce, may exhibit different purchasing behaviors than rural respondents, where such prepared food access and logistical challenges may impede the availability of prepared foods.

Behavioral Variables

Change in Purchase Frequency

This is one of the keys behavioral variables. The question is regarding how the pandemic soaring has influenced the frequency of purchasing prepared dishes.

Therefore, respondents were asked if the frequency of purchase increased, decreased, or remained constant during the pandemic. The results are shown in Figure 1.



Source: Survey Analysis

Figure 1 Change in Purchase Frequency of Prepared Dishes During Pandemic

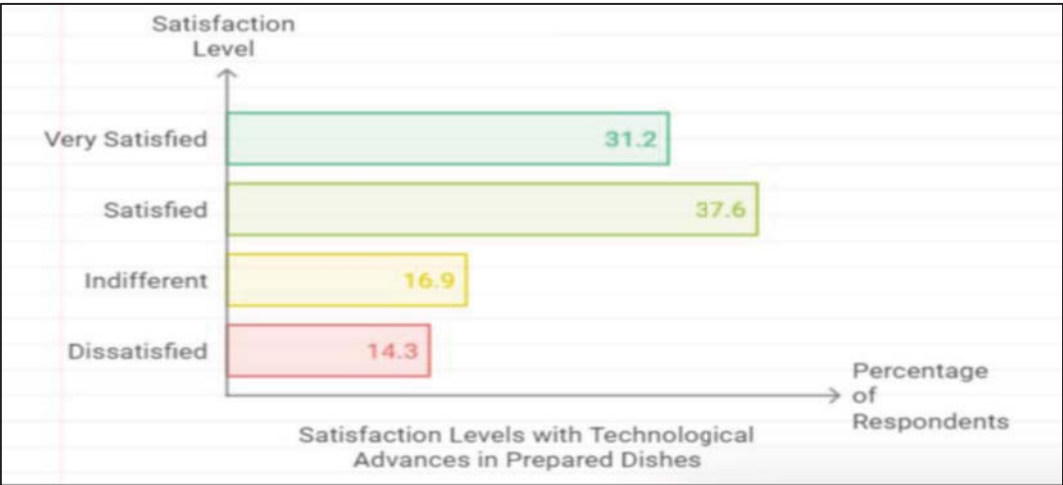
Figure 1 shows that 34.2% of the subjects reported that their frequency of purchasing ready dishes increased significantly, while 19.4% indicated a slight increase. This suggests that more than half of the respondents (53.6%) increased their consumption of prepared dishes during the pandemic, likely due to lockdowns, reduced restaurant access, and health concerns. On the other hand, 27.8% of respondents reported no change in their purchasing behavior, while 18.6% noted a decrease in their frequency of purchasing. This data highlights the diverse ways in which the pandemic impacted consumer behavior, with some turning to prepared dishes as a convenient alternative, while others may have reverted to home cooking due to increased time at home or financial constraints.

Purchase Pattern

Respondents were also prompted to indicate which was their primary reason for purchasing ready dishes. These reasons included the saving of time either by cutting time during meal preparation or by being cost-effective, convenient, and variety. It was disclosed that prepared dishes are mainly bought for saving time, especially in light of the probable multiple responsibilities of students and working professionals during the pandemic. Convenience was the second most preferred reason for purchasing, as people opt for ready-to-eat meals in a bid to save time while preparing a meal. Cost-effectiveness was also a notable factor, especially for respondents in the lower-income brackets, who may have viewed prepared dishes as a more affordable option than dining out. Additionally, some respondents cited the variety of options available as a motivating factor, particularly as prepared dishes often provide a broader range of cuisines and meal types that may not be easily prepared at home.

Satisfaction with Technological Advances

In line with the prepared dishes industry embracing the strategic use of technology during the pandemic, rating questions have been asking respondents at least once if they are satisfied or dissatisfied with the specific advances in cold-chain logistics, digital platforms for ordering, and food processing technologies. This is demonstrated in Graph 1.



Source: Survey Analysis

Graph 1 Satisfying Levels with Technological Advances in Prepared Dishes

Graph 1 shows that 31.2% of the respondents reported being "very satisfied" with these developments, while 37.6% were "satisfied." This would suggest that almost

70% of the respondents appreciated the role that technological innovations played in ensuring the safety, quality, and availability of prepared dishes during the pandemic. A minor share of the respondents, 16.9%, were indifferent, while 14.3% were dissatisfied. These satisfaction levels are crucial for understanding how technological advancements have influenced consumer trust and purchasing behavior during the pandemic.

Future Purchase Intention

Finally, the survey assessed the intention to purchase prepared dishes in a post-pandemic context. To this question, 58.1% said they would continue purchasing such products in the coming times, although this was at a less-than-regular rate. Notably, 35.6% of respondents said they would buy "slightly more" prepared dishes than before, reflecting the possibility that the pandemic has permanently shifted some consumers' reliance on these products. Conversely, 25.4% of respondents indicated purchasing "slightly less," while 16.2% said they would stop purchasing prepared dishes altogether. The results suggest that even as the pandemic has increased the quantities of prepared dishes many consumers purchase, some consumers may return to pre-pandemic behavior once circumstances normalize.

Key Economic Variables

Income

The survey categorized monthly income into three groups: "Below 5,000 CNY," "5,000-10,000 CNY," and "Above 10,000 CNY."

Change in Purchase Frequency

Respondents indicated how their purchasing frequency changed during the pandemic, with possible answers ranging from "Increased significantly" to "Decreased significantly."

Satisfaction with Technological Advancements

This variable measured how satisfied the respondents were with technological advancements in the prepared dishes industry, for example, cold-chain logistics, digital platforms, food processing technologies that were scored from "Very satisfied" to "Very dissatisfied".

Future Purchase Intention

This variable measured whether respondents intended to continue purchasing prepared dishes after the pandemic, with options including "Yes, slightly more," "Yes, slightly less," "No," and "About the same."

Hypothesis Testing Results

Two hypotheses were formulated for this analysis:

a) **Hypothesis 1: Income influences changes in purchasing behavior during the pandemic.**

Null Hypothesis (H0): There is no significant relation between income and change in purchase frequency of prepared dishes.

Alternative Hypothesis (H1): There is a significant relationship between income and the change in purchase frequency.

b) **Hypothesis 2: Consumer satisfaction with technological advancements impacts future purchasing behavior.**

Null Hypothesis (H0): Satisfaction with technological advancements does not significantly influence future purchasing intentions.

Alternative Hypothesis (H1): Satisfaction with technological advancements significantly influences future purchasing behavior.

For both hypotheses, Ordinary Least Squares (OLS) regression analysis was employed. Categorical variables, such as income, satisfaction levels, and future intentions, were encoded into numerical formats to facilitate the analysis. For example, income was coded on a scale from 1 (Below 5,000 CNY) to 3 (Above 10,000 CNY), and purchase frequency was assigned values from -1 (Decreased significantly) to 3 (Increased significantly). Similarly, satisfaction levels were coded from -1 (Very dissatisfied) to 3 (Very satisfied), and future purchasing intentions were converted into a binary variable where "Yes" (regardless of slight or major changes) was coded as 1 and "No" was coded as 0.

Regression Analysis: Hypothesis 1

To test Hypothesis 1, the relationship between income and change in purchase frequency was analyzed. The regression equation used was:

$$\text{Change in Purchase Frequency} = \beta_0 + \beta_1 (\text{Income})$$

Whereby:

Income is the independent variable, and Change in Purchase Frequency is the dependent variable.

The model was fitted, but the results indicated that the regression did not yield a significant relationship between income and purchase frequency change. Key statistics from the regression analysis showed that the R-squared value was non-existent, implying that income had no predictive power for the change in purchasing frequency. The standard errors and t-statistics were unreliable, and the F-statistic for the model was also non-significant.

This result indicates that income, at its face value, has no considerable effect on the change in frequency of prepared dishes purchased during the pandemic. Consumers from different income categories were found to behave variably in purchasing, possibly due to other compounding variables not captured by the model, such as psychological factors, regional pandemic impact, or the availability of alternative food options.

Knowing fully well that usually income is one of the potent determinants of consumer behavior, the lack of significant relationship between the strata of income and changes in purchasing frequency was rather startling. One plausible reason that can be adduced may be that the changes in purchasing behavior occasioned by the pandemic cut across the strata of income. In other words, even those with lower incomes may have been forced to purchase more prepared dishes during the pandemic due to lockdown restrictions or safety concerns. Similarly, it might also be the case that people of higher incomes, who have a greater scope of freedom in terms of food choice, might also have a greater reliance or dependence on prepared foods for convenience or health reasons.

This result signals the complexity in consumer behavior during crises like a pandemic. It postulates that aside from income, perhaps health concern, availability of alternative, or household dynamics are playing a more decisive role in determining change in purchasing behavior at that period of time.

Regression Analysis: Hypothesis 2

Through the test of Hypothesis 2, the impact of consumer satisfaction with technological advancement on future intent to purchase was then assessed. The regression equation is as follows:

$$\text{Future Purchase Intention} = \beta_0 + \beta_1(\text{Tech Satisfaction})$$

Whereby:

Tech satisfaction is the independent variable and Future Purchase Intention is the dependent variable.

This regression yielded far more promising results. The R-squared value of the model was 0.197, which indicated that about 19.7% of the variance in future purchase intention could be explained by consumer satisfaction with technological advancement. The F-statistic was highly significant ($p < 0.001$), thus the model fitted well.

Where key regression coefficients are summarized as follows:

Intercept (β_0): 0.296, indicating that even without technological satisfaction, there is a baseline level of intention to continue purchasing.

Tech Satisfaction (β_1): 0.228, suggesting that for every unit increase in satisfaction with technological advancements, the likelihood of future purchasing intention increases by 22.8%.

The positive and significant coefficient for technological satisfaction suggests that there is a very strong relationship between the levels of satisfaction with developments (cold-chain logistics, online platforms, and improved packaging, for instance) and the likelihood of consumers continuing to purchase prepared dishes even after the pandemic. This notion leads to consumer confidence in the safety and convenience of prepared dishes driven by technological innovations, which is an important factor in their future purchasing decisions.

The positive correlation of the satisfaction of technological advancement with future purchase intention meets expectations. While cold-chain logistics and digital platforms are some of the innovations developed in the prepared food industry, such advancements improved product safety, availability, and convenience. Consumers

who appreciated these improvements were very likely to continue purchasing prepared dishes even during the subsidence of the pandemic.

These findings align with previous research that suggests technological innovation plays a crucial role in consumer behavior during times of crisis (Smith, 2020). However, unlike studies by Lee (2021), which found that income played a more significant role in food purchase decisions, our analysis shows that technological satisfaction had a stronger impact on future purchasing intentions. This highlights the importance of technological infrastructure in shaping post-pandemic consumer habits.

This is particularly important for businesses and policymakers. It suggests that, to maintain consumer interest in prepared foods, investments in technological advancement will have to be made. Companies that remain innovative and continue to improve their processes can expect, at the minimum, to retain the customers they enjoyed during the pandemic and, at best, see that number increase considerably. Furthermore, the powerful effect of technological satisfaction emphasizes the fact that information on recent technological developments has to be adequately relayed to the consumer.

Policy Implication And Conclusion

The study showed that income change did not seem influential, but consumer satisfaction with technological progress was indeed an actionable model predictor for future purchasing intention of prepared dishes. This is intrinsic to the pattern of consumer behavior during crises.

The study suggests that the driver of environmental changes in the market should be purely technological innovation. Therefore, companies making prepared dishes should always be enhancing technological advancement and investing in research and development (R&D) to give more value and quality of the prepared dishes to the consumers and the possibility of making variety in the preparation choices. Other variables could also be included in further research, perhaps incorporating household size, regional differences, or even psychological factors to build a more complete model of consumer behavior during the pandemic.

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