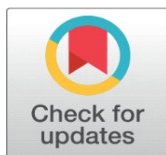


# A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS READY TO EAT FOODS

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## ABSTRACT

All our business basically depends on Consumers. That is why he is considered to be the centre around which the market revolves. The lifestyle of consumers has greatly changed, specially the food habits. This change has given space to a new arena of Food namely- Ready to Eat Foods.

It has become very popular due to advertising. Also, it is super time saving and easy to cook. Even beginners can make complex dishes with ease due to Ready to Eat options. It is available at almost every store. People are very much aware of this concept and they have accepted this style of food or cooking.

## 1. INTRODUCTION

All our business basically depends on Consumers. That is why he is considered to be the centre around which the market revolves.

Increasing per capita income has changed the consumer's lifestyle and mindset in present times. The 'Food' is not untouched with this change. Food, cooking and eating habits of consumers has changed very much.

Due to demographic, social, economical and certain different changes in society, a new concept of 'Ready to Eat' foods have crept in. It is believed that- it saves time and energy involved in cooking. It is affordable in some sense and easily available. Even a beginner in cooking can easily make such dishes which is very much difficult for regular cooking people. Probable reasons for popularity of Ready to Eat meals:

- 1) Time saving
- 2) Easy to cook
- 3) Preference by Working women and students
- 4) Affordable

## 2. LITERATURE REVIEW

- (Khurana & Goyal, 2021) Consumer's buying behaviour in Delhi/NCR was observed, keeping certain factors in mind such as Ready availability, convenience, overall packaging and advertising. Study shows a positive outlook

towards instant food products. Questionnaire method was applied and Chi Square analysis was used. It was concluded that satisfaction of using these products was very different for adolescents than youth. People are comfortable with the instant foods, and frequency of purchase has been increased in modern times.

- (P, 2019) An attempt to know the consumer behavior towards instant food products in Mysore City was done. It said that consumers are independent. Only the four instant food products like Pickels, Idli/Dosa Mix, Chicken and Jamun Mix and noodles were considered. Questionnaire was collected from 150 respondents and by applying Chi square and Simple percentage analysis, it was concluded that instant foods has occupied a major position due to nuclear families and other social changes. Super markets are the major promoters of these type of foods.
- (K.Srinivasan & R., 2014) A study was conducted to know the consumer behavior towards instant food products. 100 questionnaires were filled and tested on Likert Scale, percentage analysis and Chi square. The study suggested that free samples should be distributed to boost the sales of instant foods. Also, consumers are finding it quite expensive. The advertisements are a great source of boosting the sales of such products. Change in the structure of family and lifestyle are a big reason for acceptance of instant foods. Quick availability and time saver are the promoting factors of instant foods.
- (Yadav & Hassani, 2019) A study was conducted By using secondary data. It studies about the behaviour and consumption pattern of consumers, also their preferences about the food habits. It pointed out the fact that due to emergence of industrialization, new urban areas are developing, thus creating a shortage of home maids. This thing promotes use of instant foods, as women folk are also engaged in income earning. So, the lack time to cook. Also, standard of living today has become such which promotes use of these foods. Middle class has shown a considerable increase in consumption of instant foods.
- (Mayakkannan, 2018) The particular stud was undertaken to get an idea regarding the perception with regards to awareness and satisfaction. The research methodology was exploratory and descriptive. It says that the emergence of metropolitan cities is a major responsible factor influencing the demand of instant food products. Increase in literacy rates among women promotes them to take up a profession and thus to save time, the use the instant products. If more sales promotion is done, there is a chance that consumption will grow in future.

#### Scope of the study:

Nothing remains stable, everything is liable to change. Food habits is one among them. Ready to Eat foods have become a got option for many households. The present study gives an understanding of the important factors promoting purchase of these foods, awareness among consumers and overall buying behaviour towards Ready to Eat foods. It is based on a questionnaire that was sent to consumers of Ready to Eat foods in Gandhidham city.

#### Objectives:

- This research paper will try to find out the following:
- To know the consumer awareness towards Ready to Eat foods.
- To know the consumers buying behavior towards Ready to Eat foods.
- To know the Brand Consciousness as per consumer' sage.
- To know the reasons for buying Ready to Eat foods.

#### Limitationsof the study:

- This study was conducted within a time frame of 1 month.
- The data collected is limited to Gandhidham city only.
- The respondents size was 135, out of which 2 were rejected due to wrong filling and double filling of questionnaire.

#### Methodology:

Research design:

Descriptive research was carried on. Simple framework that guides the collection of sample through questionnaire.

#### Area of study:

The study is limited to Gandhidham city only. Sample size:

The sample size is 133 respondents. Method of data collection:

Questionnaire method is used to collect the data.

## Findings:

### Simple percentage:

- Majority respondents belonged to the age category of 26-35 years.
- 62.4% respondents were female.
- 52.6% were married whereas 47.4% respondents were unmarried.
- 37.6% respondents were graduates, 30.86% were post graduates, 17.3% were above post graduation level and 11.3% respondents belonged to school level.
- 48.1% respondents were employees, 16.5% were housewives, 13.5% were self employed, 12% were into business and 9.8% respondents were Professional.
- Majority respondents had family income between 25,000 to 50,000 monthly.
- 69.2% said they cook food at home on all days.
- 89.5% respondents knew about Ready to Eat foods, out of which 73.7% purchased such foods.
- Knorr was most known brand by all respondents, closely followed by Haldiram's. Other known brands were Ashirvad, MTR, Gits. Tata Sampann, Meal of the moment and The Taste Company were lesser known brands.
- 77.4% people did not prefer any particular brand.
- 44.4% people said that they will buy another brand, if preferred brand is not available.
- 57.1% respondents purchased Ready to Eat foods only during emergencies.
- The major source of popularity of these foods is advertising, followed by display at grocery store or departmental stores.
- Almost 75% agreed that Ready to Eat foods is time saving. More than 80% believed it is easy to cook. More than 40% remained neutral on the 'health' aspect of Ready to Eat meals.
- 40.6% respondents purchased these foods due to its quality. Only 9% respondents found it affordable.

## 3. CONCLUSION

Due to sudden socioeconomic changes, Ready to Eat foods are in trend these days. It is quite economical, easily available, time saver and somewhat tasty. Advertisement came out to be the biggest reason for its popularity. Middle and upper middle class income earners consider it a good option to buy in time of emergencies. Majority of the people are aware about this concept, but they do not preference for any particular brand. People still feel that the 'Healthy' aspect is missing from these meals. Food industry should definitely try to increase the nutritional value of these instant meals. This food concept is life saver for many households.

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## CONFLICT OF INTEREST

The authors declare no conflict of interest between them.

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