Volume : 2 | Issue : 5 | May 2013 • ISSN No 2277 - 8160

Research Paper | Commerce

A Study on Customer Preference Towards Ready – to – Eat Food Products in Coimbatore City

V.Pradeepa — Assistant Professor, Department of Commerce with Computer Applications, CMS College of Science & Commerce, Coimbatore-49.

Dr. G. Kavitha — Assistant Professor, Department of Commerce, Government Arts College, Coimbatore.

ABSTRACT

Indian cooking and lifestyle have undergone tremendous changes in the last 15 years. Some of the factors contribute this change are Liberalization, Dual income, nuclear families, innovative kitchen applications, media proliferation, changing food habits,etc. Long working hours during the weekdays and weekends that are always spent with kids, preferably outside the house gives them very little time to cook. These factors are a major cause to make ready to eat food products an essential component in the daily lives of people. Technological changes and the changes in food habits of people have led to the growth of ready to eat food manufacturing industries. The aim of this study is to analyse the preference of consumers towards ready to eat food products. A total of 200 respondents were formed as a sample. Questionnaire was framed and using Convenience Sampling method data was collected from the respondents. Chi – square analysis was used to analyse the data. Technological changes and the changes in the lifestyles of people are the main reasons behind the rapid growth of the instant food industry. There is a greater demand for instant food products and the major reasons for the same are convenient usage, easy availability, less time consumed and better taste.

KEYWORDS: Instant food products, lifestyle, Technological changes

INTRODUCTION

Customer taste and preference is one of the major factors which determine the demand for the product. Product demand, in turn, determines the fate and success of any concern. Gone are the days when women used to sit at home and tend exclusively to household chores and needs of their families. Most women, these days go to work and usually not just the 9-5 routines. Women climb the corporate ladder just like men do and need to spend more hours at work. Long working hours during the weekdays and weekends that are always spent with kids, preferably outside the house gives them very little time to cook. These factors are a major cause to buy such products. To add to their good luck, not only are a variety of dishes available in the market, they also come in new, different flavours. Thus the researcher made a study to analyse the preference of customers towards the ready to eat food products.

OBJECTIVES OF THE STUDY

The objective of the study is to study the preference of customers towards ready to eat food products.

METHODOLGY AND SAMPLING DESIGN

This study is undertaken in Coimbatore city which is also popularly known as the Manchester of South India. Questionnaire was used to collect the primary data from 200 respondents. Convenience sampling method was adopted to collect the data from the respondents. The data was collected only from respondents using ready to eat food products. Chi – square analysis method was used to analyse the collected data.

Table 1: Gender & brand used

Gender	Brand used				Total
	MTR	Bakers	Bambino	Everest	
Male	18	20	12	19	69
Female	52	25	20	34	131
TOTAL	70	45	32	53	200

Source: Primary data

Null Hypothesis: Association between gender of respondents and brand of ready to eat product used is not significant.

As the calculated chi-square vale (4.53) is less than the table value (7.815) at 5% level of significance, null hypothesis is accepted. Hence, the association between gender of respondents and brand of ready to eat product used is not significant.

Table 2: Age Group & brand used

Age Group	Brand used				Total
	MTR	Bakers	Bambino	Everest	
Up to 25 Years	11	10	7	25	53
26 – 35 Years	29	17	14	23	83
36 – 45 Years	24	11	8	2	45
Above 45 Years	6	7	3	3	19
TOTAL	70	45	32	53	200

Source: Primary data

Null Hypothesis: Association between age of the respondents and brand of ready to eat product used is not significant.

As the calculated chi-square vale (22.4754) is greater than the table value (16.919) at 5% level of significance, null hypothesis is here rejected. Hence, the association between age of respondents and brand of ready to eat product used is significant.

Table 3: Occupation & brand used

Occupation	Brand used				Total
	MTR	Bakers	Bambino	Everest	
Student	6	8	7	14	35
Employed	25	8	10	6	49
Business	15	9	6	11	41
Professional	10	6	4	7	27
Housewife	14	14	5	15	48
TOTAL	70	45	32	53	200

Source: Primary data

Null Hypothesis: Association between occupation of the respondents and brand of ready to eat product used is not significant.

As the calculated chi-square vale (17.62662) is less than the table value (21.026) at 5% level of significance, null hypothesis is accepted. Hence, the association between occupation of respondents and brand of ready to eat product used is not significant.

Table 4: Educational Qualification & brand used

Qualification	Brand used				Total
	MTR	Bakers	Bambino	Everest	
School Level	14	4	4	3	25
Under Graduate	28	17	9	12	66
Post Graduate	17	18	12	33	80
Professional	11	6	7	5	29
TOTAL	70	45	32	53	200

Source: Primary data

Null Hypothesis: Association between Educational Qualification of the respondents and brand of ready to eat product used is not significant.

As the calculated chi-square vale (22.09855) is greater than the table value (16.919) at 5% level of significance, null hypothesis is rejected. Hence, the association between Educational Qualification of respondents and brand of ready to eat product used is significant.

Table 5: Type of family & brand used

Type of family	Brand used				Total
	MTR	Bakers	Bambino	Everest	
Joint	24	11	10	10	55
Nuclear	46	34	22	43	145
TOTAL	70	45	32	53	200

Source: Primary data

Null Hypothesis: Association between respondents type of family and brand of ready to eat product used is not significant.

As the calculated chi-square vale (4.03387) is less than the table value (7.815) at 5% level of significance, null hypothesis is accepted. Hence, the association between respondents type of family and brand of ready to eat product used is not significant.

Table 6: Family Income & brand used

Family Income	Brand used				Total
	MTR	Bakers	Bambino	Everest	
Up to Rs. 15000	14	6	6	4	30
Rs. 15001 – Rs. 30000	14	11	10	22	57
Rs. 30001 – Rs. 45000	30	15	10	9	64
Above Rs. 45000	12	13	6	18	49
TOTAL	70	45	32	53	200

Source: Primary data

Null Hypothesis: Association between family income of the respondents and brand of ready to eat product used is not significant.

As the calculated chi-square vale (19.39326) is greater than the table value (16.919) at 5% level of significance, null hypothesis is rejected. Hence, the association between family income of the respondents and the brand of instant food product used is significant.

FINDINGS OF THE STUDY

The study elucidates the fact that, there is no significant relationship between gender, occupation and type of family with the brand of ready to eat product used. On the other hand, demographic factors like age group, educational qualification and family income have a significant impact on the brand of instant food used.

CONCLUSION

Technological changes and the changes in the food habits of people are the main reasons for the rapid growth of ready to eat food industry. The consumption of ready to eat food products is seeing a very sharp rise because of changes in customers taste & preference, changes in life style, easy availability,etc. Thus in today's world ready to eat food products have now become as essential component in the daily lives of people.

REFERENCES

Datamonitor International (2008), Global – Organic Food, Datamonitor Industry Profiles Database | National Sample Survey Organisation, GOI. Indiantelevision.com, March 10,2007. | Euromonitor International (2008), "The changing face of eating habits", Euromonitor International IMIS database | www.magindia.com/mkt/mktfast.asp | www.zenithresearch.org.in | www.google.com | www.tata.com |