



A Study of Buyer Behaviour Towards Selcted Ready To Eat Food in Coimbatore City

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ABSTRACT

Recent trends in the food Industry shows that the concept of food has undergone a radical transformation in recent years. The diversification of food away from traditional products and in convergence with western style is responsible for changes in the whole food system. The companies are working the environment of changing competitors, technological advances, new laws, managed trade policies and diminishing customer loyalty. In today's world of cut throat competition, customer satisfaction is very essential to not only exist but also to excel in the market. The manufacturers has to design and make products up to the expectation of the consumers. The popularity of ready-to-eat packed food is no longer marks a special occasion. People want value for time, money in terms of quality and variety.

KEYWORDS

Ready-to-eat food, Time, Money, Quality, Customer, Variety.

INTRODUCTION

Ready-to-eat food products are commercially prepared and designed for ease of consumption. Due to a rising urbanization, increase in family income, the number of double income families, peoples spend more hours in the office. Youths are joining in large number, many villages are getting migrated in to cities and towns, in such scenario, there is little time today to prepare food items at home. Lack of ability, expertise and knowledge of cooking amongst the women today attracting them towards Ready-to- eat food products. Today, ready-to-eat food products occupy a legitimate shelf space in stores and super markets in India. New and high quality of Ready-to-eat food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of Ready-to-eat food products. These products saves time and energy. Parents can send the children to school early go to office in time and get more time to involve in other activities. Urban modern women seek to empower themselves in the society as they have higher education , better employment opportunities and good exposure environment that increase the needs at a faster rate. Instant food products make them to cook any time with less labor, time and energy. They are prepared in advance or can be stored at room temperature or can be stored at refrigerators. India is experiencing a significant growth in the Ready-to-eat food products and is further aided with the penetration and availability of a wide variety of food products in different packaging formats.

NEED OF THE STUDY

The purpose on the study Ready-to-eat food products is conducted to determine the existence of these products in today's market with the growing development in India. We see more women taking up jobs and engaging in business. So lack of women presence at home reduces home cooked food, thus forcing members of the family to eat outside food. Ready-to-eat food products are semi cooked foods which require minimal preparation and can be prepared with in a fraction of minutes. Hence the study is considered to be important in Indian context as more number of women are joining the work force every day.

STATEMENT OF THE PROBLEM

Consumer behavior towards food is worth analyzing not only because it accounts for a major part of the consumer purchases but also due to the tremendous changes undergoing in the lifestyle and the pattern of spending. Consumers are moving

from cost conscious position to that of health conscious and value conscious .One of the main reason which accelerated this change is the transformation in the role of women from home makers to that of working women. The reduction of time at their disposal led to the emergence of a new segment of products which are Ready-to- eat food products. The present study aims to study the buying behavior of consumers towards selected Ready-to-eat foods in Coimbatore city.

OBJECTIVES

To analyze the source of awareness of the consumers about the Ready to eat food.

To study the preference level towards Ready to eat food.

To study the factor drives customer to buy Ready to eat food.

METHODOLOGY USED IN THE STUDY

SOURCE OF THE DATA: The study used primary data which is collected from 100 respondents visiting the departmental stores.

SAMPLING DESIGN: Convenience sampling method has been adopted to select the respondents visiting the stores.

TOOLS FOR ANALYSIS: Simple percentage analysis

LIMITATIONS OF THE STUDY

The study is confined to Coimbatore city.

The results obtained from this study cannot be completely generalized to other area.

ANALYSIS AND INTERPRETATION

TABLE 1 PERSONAL FACTORS OF THE RESPONDENTS

S no	Personal factor	No of respondents	Percentage
1	Gender		
	Male	37	37
	Female	63	63
2	Age		
	Less than 25years	11	11
	25-45years	54	54
	45-65years	28	28
	Above 65years	7	7

3	Marital status		
	Single	74	74
	Married	26	26
4	Income Level		
	Below 10,000	4	4
	10,000-15,000	22	22
	15,001-20,000	63	63
	Above 20,000	11	11
5	No of members in the family		
	Only 2	13	13
	3 members	61	61
	4 and above	26	26
6	Food type		
	Vegetarian	29	29
	Non vegetarian	71	71

TABLE 2 CONSUMPTION PATTERNS OF THE RESPONDENTS

S no	Consumption pattern	No of respondents	Percentage
1	Reasons for purchase		
	Readily available	37	37
	Taste	19	19
	Liked by family	3	3
	Save times	41	41
2	Place of purchase		
	Retail outlets	30	30
	Departmental store	38	38
	Bakeries	23	23
	Online	9	9
3	Amount spent for purchase		
	<200	26	26
	200-400	33	33
	401-600	24	24
	>600	17	17
4	Frequency of purchase		
	Almost every day	2	2
	Once a week	36	36
	Once a month	42	42
	Vary rarely during emergency	11	11
	During special occasions	9	9
5	Preferred Foods		
	Palak paneer	12	12
	Jeera rice	6	6
	Rajma masala	17	17
	Chana masala	37	37
	Mixed vegetables	28	28
6	Preferred Brand		
	MTR	41	41
	ITC	36	36
	PRIYA	23	23

TABLE 3 DESCRIBES THE RANKING OF THE ATTRIBUTES FOR READY TO EAT FOOD PRODUCTS WHICH ARE CLASSIFIED AS

S no	Factors	Mean Rank	Rank
1	Price	3.78	VI
2	Quality	6.83	I
3	Variety	4.72	IV
4	Taste	5.91	II
5	Packaging	3.51	VII
6	Brand	4.21	V
7	Nutrient values	5.01	III

From the above table it is understood that the respondents have given first rank to "Quality" (mean 6.83) second rank have been assigned to "Taste" (mean 5.91) and "Nutrient values" have been assigned the third rank (mean 5.01). Fourth rank assigned to "Variety"(mean4.72) followed by "Brand"(mean 4.21) with fifth rank, "Price"(mean3.78) have been assigned the sixth rank and "Packaging" (mean 3.51) with seventh rank.

FINDING

Majority of the respondents (67%) were female.

Majority of the respondents (54%) were in the age group of between 25- 45 years.

Majority of the respondents (74%) were single.

Majority of the respondents (63%) family monthly income was between Rs.15,001 – Rs.20,000

Majority of the respondents (61%) have 3 members in their family.

Majority of the respondents (71%) were non vegetarian.

Majority of the respondents (41%) bought Ready to eat food as it saves time.

Majority of the respondents (38%) bought Ready to eat food from departmental stores.

Majority of the respondents (33%) spent between Rs.200- Rs.400 per purchase.

Majority of the respondents (42%) bought Ready to eat food product once a month

Majority of the respondents (37%) preferred to buy chana masala.

The majority of the respondents (41%) preferred to buy Ready to eat food of MTR brand.

SUGGESTION:

The availability of Ready to eat food products at more number of places like departmental stores, super market as this will improve the sales.

New strategies like week day offers can be implemented to increase the frequency of purchase among the respondent.

CONCLUSION:

Consumer behavior is a stimulating sphere consisting of the consumers themselves. Increased consumption of instant food products is due to increase in urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyles and increasing level of affluence in the middle income group. Supermarkets and departmental stores are the major source of purchase of instant food products. The manufacturers of ready to eat products must be careful with the factors that influence the purchase decision and need to develop Effective marketing strategies. In particular there is a need to produce quality products, minimize the price and increase the brand image to increase the level of satisfaction.

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