



A study of consumers behaviour towards ready- to-eat-food products in Coimbatore City

O A Marsook¹, Dr. M Sangeetha²

¹ Post Graduate Student in Commerce, VLB Janakiammal College of Arts and Science, Coimbatore Tamil Nadu

² Assistant Professor, Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore Tamil Nadu

Abstract

The description of these packet foods has been considered as the foodsthat have been produced to make them more appealing to the consumer. Restaurants and convenience foods are analogous in that they save a lot of time. As compared to home cooking; both usually cost more money and less time. There are a lot of features of Ready to eat food products. The researcher has made an effort to list down few of the features below.

Keywords: consumer attitudes, online food delivery service, consumer preferences, mobile application

Introduction

Ready to eat food means food prepared or cooked in advance or is partially cooked in advance with further cooking or preparation required before being eaten. Ready to eat RTE food is also known as Convenience Food' or 'Easily Prepared Food order to enhance the easiness of feasting it is equipped majorly through processing this type of food generally ready to consume without any more preparation It can easily transported or may have a long shelf life or may also offer a blend of such convenient characters.

Objectives of the study

- To review the marketing strategy of Ready to Eat foods
- The study of perception of consumers towards RTE.
- To perceive consumption pattern prepared To Eat Food product.
- To analyze the competition totally different brands.

Scope of study

- The research covers the study on RTE food market.
- The scope of the study covers the awareness the individuals in Coimbatore have aboutthe RTE food products.
- It would also include the attitude and behaviour of the people and potential
- consumers with regards to convenience food packets.

Statement of problem

- The research is primarily undertaken to solve or throw light on a lot of issues or opinions which are created for Ready to Eat food products The researcher has tried to take into consideration the issues which are faced by the people at large in regards to RTE food packets.

Limitations of the study

- The data collected from the survey are only collected by the people who eat ready-to- eat products.
- The responses are the own opinion of the respondents.
- Due to the less awareness of the of the consuming the products, the respondents don't have much knowledge about the revenue generated by food products to taken on the survey.
- This study is limited to 100 respondents.

Review of literature

Trends and Progress (2016-2021) The writer stated that in India the ready to eat food1

Industry was a booming sector and also significant source of revenue the nation. It is known that domestic ready to eat food market emphasises on the expansion and enhancement of plants factories and market in the country.

Melito Joyner HS, Jones KE Rasco BA (2016) have undertaken a research about the microwave decontamination of cooked pasta: effect of process factors on texture and quality for heat an eat and RTE food packets. According to their research pasta offers a challengeto microwave processing because of its exclusive cooking necessities.

Dohare Sneha (2015) researched about an association amongst customer behaviour and convenience food products in Tamil Nadu. According to the researcher consumer behaviour is one of the most interesting areas in marketing trainings.

Dhumal Pardeshi Sutar and Jayabhaye (2015) undertook research development potato barnyard millet based ready to eat fasting food. The present work was undertaken to develop microwave puffed barnyard millet established RTE fasting foodstuffs because of the health concerned population and growing inclination towards usage of oil free producesby individuals.

Research methodology

Research design

Ready to Eat food has created a lot of buzz in the market. RTE is used by a lot of different people be it soldiers navy forces, astronauts single men working women, students staying abroad etc. and the list is endless.

Primary data

The Primary Data is collected through questionnaire and the analysis of this topic which prepared is a primary data.

Secondary data

The articles and relevant information from website and magazines were considered and document as secondary data.

Tools and techniques

1. Simple Percentage Analysis Method,
2. Ranking Analysis Method

Analysis and interpretation

Table 1: Showing ranking analysis about max fashion brand

S.No	Factors	1	2	3	4	5	Total	Rank
1	Reasonable	44(5)	12(4)	17(3)	18(2)	19(1)	372	3
	Price	220	48	51	34	19		
2	Taste	22(5)	21(4)	19(3)	29(2)	19(1)	328	4
		110	84	57	58	19		
3	Quality	17(5)	29(4)	24(3)	28(2)	12(1)	411	1
		135	116	72	76	12		
4	Quantity	26(5)	28(4)	19(3)	27(2)	10(1)	403	2
		130	112	87	54	20		

(Source: primary data)

Result

The above table shows that the Quality for Ready-to-eat-food ranked first, Quantity at the Ready-to-eat-food second, Price ranked third and Taste ranked fourth

Result and discussion

- It is lucid that (45%) of the respondents are male and 55% of the respondents are female.
- It is lucid that majority (55%) of the respondents belongs to the age group of 21-30 years.
- It is lucid that most (33%) of the respondents
- It is lucid that 37% of the respondents are schooling
- It is lucid that 36% of the respondents' annual income are Rs.400001 & above
- It is lucid that 59% of the respondents are nuclear family
- It is lucid that 41% of the respondents are ready to eat food products
- It is lucid that 51% of the respondents are non-vegetarians
- It is lucid that 38% of the respondents are purchasing biscuits
- It is lucid that 29% of the respondents are aware of lays
- It is lucid that 40% of the respondents are aware of social media,
- It is lucid that 27% of the respondents are purchasing product in departments
- It is lucid that 62% of the respondents are impulsive buying
- It is lucid that 30% of the respondents are purchasing frequently
- It is lucid that 30% of the respondents are purchasing frequently
- It is lucid that 29% of the respondents are influenced by offers
- It is lucid that 30% of the respondents are influenced by will by other brand

Suggestions

Ready to Eat RTE products should include more variety when it comes for selection of a dish. In India, most of the RTE companies would not have continental dishes especially when the target audience is the youth.

It is suggested that the RTE companies should tie up with more media channels in order to increase the level of awareness among the youth which is currently their main focus.

Conclusion

Consumer behaviour is the study of how the consumers react to a particular product or service. It is very important for the marketer to understand the nerve of the consumer in order to sell their product. Once the seller understands the consumer behaviour it becomes easier for them to sell their product.

Reference

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