

A STUDY ON PATRON PROCURING ATTITUDE TOWARDS RTE (READY TO EAT) FOODS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The fast phased technology world brought many changes in food industry. It paved way to convenience food which is prevalent in nature as RTE foods. The main factor which influences the RE food is change in life style and social behavior. Hence, it creates the need of NEW products in the market. There is commanding potential market for RTE (packaged foods). Usually RTE foods are maximum adopted by working females and males because of its timely need and convenience. The RTE foods do not require much time for cooking. It is packed and sealed with use of modern technology to avoid microbial affects. The growth of RTE food products is increasing at a rapid pace. The main advantage is, it follows penetrating price strategy. The wants of consumers are not in state of Constance they change periodically so it's the responsibility of the manufacturers to satisfy the requirements of consumer beyond their expectations. The RTE foods have great scope in upcoming years it can be fast movable products than the others products. This study aims to know the demand for ready to eat food products, to perceive the consumption pattern of prepared RTE foods and to analyze the factors influencing the buying behavior of RTE food products. In accordance with the above objectives, the study has used various statistical tools like percentage analysis, rank analysis and chi-square test. With this few introductory notes, the study has analyzed the patron procuring attitude towards RTE food products. The empirical results showed that place of purchase of RTE foods products and health issues by consuming RTE products are significantly associated with monthly income and qualification of the respondents respectively.

Keywords: RTE Foods, Life Style, Convenience, Buying Behavior.

1. INTRODUCTION AND DESIGN OF THE STUDY

Ready To Eat (RTE) food is a concept of fast moving life and new emerging technologies in entire world, while its inception into the Indian market has been recent. With the increasing buzzes of the professional life the consumption of RTE food has increased rapidly. This type of food is becoming popular because it saves time and labour. This food has extended shelf-life and is available off the market shelves. Some of the brands are Yippee, Bingo, MTR, Ashirwaad etc.

Towards A "Ready-To-Eat" food product may be defined as any food product which does not require any elaborate processing procedures on the part of consumer before it is good enough for consumption. It is ready-to-eat as soon as the pack is opened in a form, which is tasty and appetizing.

ADVANTAGES OF RTE FOOD PRODUCTS

Ready-made foods can also be called as convenience foods. These are the foods that are easy to made and have been already cooked or partially cooked before it was bought from the shop. There are a few disadvantages too

as these are said to contain less nutrients than food that is freshly made, but the advantages seem to outnumber the disadvantages of these kinds of foods.

- **TIME SAVING**

The convenience foods help the person to have a lot of time saved as the person does not need to Cook. Another important fact is that even while shopping, the person will be able to save quite a bit of time because these foods are ready-made and so there is very less time spent on purchasing various ingredients to cook.

- **AVAILABILITY**

These foods are available all through the year and so is a great advantage for the many people who are used to eating these foods. These foods never run out. There are also many new companies that are entering into this industry because these foods are lapped up by the consumers with great liking. The availability of these foods is another major advantage.

- **SAFE TO CONSUME**

Almost all these foods are prepared safely in hygienic place and can be consumed. The reason for this is most of the RTE food industries produce their products following the regulations passed by the FSSAI (Food Safety Standards Authority of India). This safety aspect is a very important feature of these packed ready-made foods.

- **USEFULNESS**

The foods that are ready-made or in the packed form are very useful to many people in various situations. It is easy for people to carry these packed ready-made foods while they travel as it is easy for them to eat on the move. Many people around the world have been able to use these to benefit them.

RESEARCH DESIGN

“A research design is the arrangement off conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.” It is conceptual framework within which the research is conducted; it constitutes the blueprint for collection, measurement and analysis of data.

STATEMENT OF THE PROBLEM

Generally most of the consumers will prefer RTE foods mainly for timely need, convenience etc... the researcher wants to know about the maximum adopters of RTE foods and their flavor preference in it. Due to Change in lifestyle and FII investment there is a drastic change in Indian culture and food habits. Most of the family members does n't have time to cook the food in traditional way and most of the families are living in separate environment. Despite modern cooking devices, consumers still need ready-to-eat/cook food because it consumes very less time. The change in lifestyle and dual income consumers prefer these types of products. The products may vary from noodles, pasta, packages, stuffed paratha, etc. and many more. The producers of RTE foods produce maximum traditionally oriented flavors. This is the problem faced by adopters which restricts their taste and preferences. And now days consumers are health conscious.

OBJECTIVES OF THE STUDY

- To perceive the consumption pattern of prepared Ready to eat foods.
- To examine the demand for ready to eat food products with regard to study variables.
- To analyze the factors influencing the buying behavior of ready to eat food products.

RESEARCH INSTRUMENTS

- Simple percentage method
- Chi-square test
- Rank analysis

REVIEW OF RELATED LITERATURE

1. *P. Selvaraj, 2012*, explained that Ready-to-Eat food is food that is offered or exposed for sale without additional cooking or preparation, which is packaged on the premises where they are being sold and are ready for consumption. Canned foods, convenience foods, fast foods, frozen foods, instant products, dried foods, preserved foods, etc. all come under Ready-to-Eat foods. Demographic variables and socio-economic characteristics of the consumers are also important variables, which decide the consumption pattern of food products in the family. Factors influencing the consumers choice of RTE food are flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family. Other factors positively influencing Ready to Eat food demand are rising income level, influence of western countries, more global trade, travelling, convenience in preparation due to lack of time and cost effectiveness.

2. *Seidu and Drechsel, 2010*, they explains that with time at a premium and Indians getting busier, the demand is more for "ON-THE-GO" products. By the next decade Indian consumers will be demanding convenience, not just of products but of availability too. The change in the family structure – disintegration of joint family and emergence of nuclear units, rise in single person household, migration of educated persons to cities, engagement of more the women to their career goals, etc has increased the spread of more On-The-Go products, especially the Ready-To-Eat varieties.

3. *Mr. Vijayabaskar. M and Dr. N. Sundaram, 2008*, stated that the health conscious consumers buying these products mainly due to ingredients, brand awareness, calories content and package styling. The literature surveys have indicated there is a major shift in the eating habits of Indian's and there are many factors influence these changes. Information available in handy and media proliferation brings more awareness on the food products and this will give the knowledge to make decision in buying these products by the health conscious consumers.

4. *Nielsen, 2006*, suggested that Ready-to-Eat food offerings have developed to meet the need for ease of use and convenience, consumers focus on fresh, healthier eating options due to which they might not want to consume Ready-to-Eat food. Ready-to-Eat food products are the delicacy of lower age groups as compared to the old age people.

DATA ANALYSIS & INTERPRETATION

TABLE.1
TIMINGS OF CONSUMING RTE FOOD PRODUCTS

INTERVALS	No. OF RESPONDENTS	PERCENTAGE
Breakfast	83	41
Lunch	56	28
Dinner	30	15
Between meals (Snacks)	31	16

Source: Primary Data

It is evident from the above table that 41 per cent of the respondents are consuming RTE food products for breakfast, 28 per cent of the respondents are consuming for lunch, 16 per cent of the respondents are consuming between meals (snacks) and 15 per cent of the respondents are consuming RTE food products for dinner

TABLE 2
RESPONDENTS OPTION WHEN FOOD IS NOT COOKED AT HOME

OPTIONS	No. OF RESPONDENTS	PERCENTAGE
Restaurants	74	37
Order food	44	22
Buy RTE packs	82	41

Source: Primary Data

The above table shows that 41 per cent of the respondents will buy RTE food packs, 37 per cent of the respondents will go to restaurants and 22 per cent of the respondents will order food when meal is not cooked at home.

TABLE 3
SOURCES OF INFORMATION ABOUT RTE FOOD PRODUCTS

SOURCES	No. OF RESPONDENTS	PERCENTAGE
Newspaper	25	13
Internet	42	21
Television	95	47
Friends	38	19

Primary

It

from the above table that 47 per cent of the respondents got the information through television, 21 per cent of the respondents got the information through internet, 19 per cent of the respondents got the information through friends and 13 per cent of the respondents got the information through newspaper about the RTE food products.

Source:
Data

is clear

TABLE 4
OPINIONS ON OVERALL SATISFACTION LEVEL

SATISFACTION LEVEL	No. OF RESPONDENTS	PERCENTAGE
Excellent	33	17
Good	95	47
Average	48	24
Not good	24	12

Source: Primary Data

From the above table it is clear that 47 per cent of the respondents' satisfaction level is good, 24 per cent of the respondents' satisfaction level is average, 17 per cent of the respondents' satisfaction level is excellent and 12 per cent of the respondents' satisfaction level is not good.

TABLE 5
RESPONDENTS' OPINION TO RECOMMEND RTE FOODS

OPINION	No. OF RESPONDENTS	PERCENTAGE
Definitely recommend	95	48
Does not recommend	38	19
May recommend	67	33

Source: Primary Data

The above table shows that 48 per cent of the respondents recommend to others, 33 per cent of the respondents have no idea to recommend and 19 per cent of the respondents does not recommend the RTE foods to their friends and relatives.

6. CHI-SQUARE TEST

H_0 - There is no significant association between the monthly income of respondents and the frequency of buying ready to eat food products.

H_1 - There is a significant association between the monthly income of respondents and the frequency of buying ready to eat food products.

LEVEL OF SIGNIFICANCE = 5%

Calculated value	Table value	Degree of freedom
30.387	16.919	9

Source: Primary Data

Since, the calculated value is higher than the table value at 5% level of significance, it is inferred that alternative hypothesis is accepted. Hence, there is a significant association between the monthly income of respondents and the frequency of buying ready to eat food products.

7. RANK ANALYSIS

PRODUCTS' NAME	RANK VALUE	FINAL RANK
MTR	730	I
ITC	814	II
KNORR	878	III
KRISHNA	880	IV
EVEREST	910	V
AACHI	914	VI
BAKERS	1018	VII
BAMBINO	1030	VIII

Source: Primary Data

The above table shows rank analysis and indicates MTR brand is first ranked which satisfy the overall consumer satisfaction, ITC brand is preferred second rank in survey, Knorr brand is third rank, Krishna brand is ranked as fourth, Everest brand is given fifth rank by the respondents, Aachi brand is given sixth rank by the respondents, Bakers brand is ranked seventh and Bambino brand is ranked eight taken in the survey.

FINDINGS

PERCENTAGE ANALYSIS

- 41 per cent respondents are consuming RTE food products for breakfast.
- 41 per cent respondents will buy RTE food packs when meal is not cooked at home.
- 47 per cent respondents got the information through television about the RTE food products.
- 47 per cent respondents' overall satisfaction level is good.
- 48 per cent respondents recommend the RTE foods to their friends and relatives.

CHI-SQUARE TEST

- ✓ There is a significant association between the monthly income of respondents and the frequency of buying ready to eat food products.

RANK ANALYSIS

In rank analysis, products like MTR preferred and ranked as first rank, ITC ranked as second by the respondents, KNORR preferred and given third ranked by the respondents.

SUGGESTIONS

- RTE foods products can increase the quantity, so that consumption level would increase.
- RTE foods could not create any healthy hazards while consuming, it must increase nutritional value.
- In preparing RTE food products, the ingredients added up in the product could have superior quality, thereby it automatically increases the freshness.
- The cost of purchasing RTE foods is high, they can make at reasonable cost.
- RTE foods products can provide more offers, samples, discounts to increase the frequency of purchasing. It could attract the consumers to increase the consumption level.

CONCLUSION

With the financial gain level rising, want for milk, meat or fish, fruits and vegetables is also increasing in Republic of India. With a lot of urbanization, Indian families additionally consume more processed foods, a lot of ready-to-eat foods, This creates a scope for the producers to return back out with an extended vary of dishes together with the same old meals. 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. Today the ready-to-eat product produced from India area unit totally on Basmati rice, Pulao, Biryani, Dal, Channa, Rajma, Spicy Vegetable Curry, Mushroom, Paneer, Chicken, Broccoli, Sweets and many additional South Indian dishes. 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.