

An analytical study on the working women's preference towards convenience quick foods.

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ABSTRACT

The topic which the author selected for the research project was to study about the readymade cook meal preferred by working women.

Every person has different perceptions, culture and choice related to meals. As everyone's style of living changes varying in lifestyle and preferences it has been researched that the use of readymade cook meal is seen to be used by the audience. Excess use of prepared foods are to use by the people. There are different brands of ready to cook meal have been introduced into the market over the past years. As men and women are both on the edge to work as the daily requirements have grown very high and everyone wants to live a lavish life.

As preferred women, they have to look after both their homes and family along with their job. As the work habits of women have increased it has an effect on life style, this has changed the cooking pattern of the working women and more overly working women prefer ready to cook meal. as the working hours are 8 hours or more than that women don't have that energy and time to cook like every day, as the responsibilities lies of women for cooking. Readymade food has become a very important item in people's life as it is ready made and easy to cook and serve. As the society develops the economic activities also expand. Most of the working women prefer ready to cook meal as they be exhausted after their work this is the main reason why they prefer ready to cook meal.

Keyword: MTR, Patanjali, Maggie, ITC, Fast Food, Ready to Cook Meal, Preference, Economic Activities.

1. An analytical study on the working women's preference towards convenience quick foods.

Aims: The aim of this research is to study if the working women prefer to use the readymade cook meal which available in the market of different brands. To study if the prefer ready to cook meal for them and their families.

Objective: The objective of this research is to know if the working women prefer the readymade cooked meal and is it their preference to use it.

The objective of this research is to know if the working women prefer the ready-made cooked meal and is it their preference to use it.

To study the preference of working women towards readymade food in.

To analyze the factors influencing the working women to purchase readymade food.

To study the relationship between preference of readymade food and socio economic conditions of working women.

To offer suitable suggestions based on the findings of the study

Rational of the study: To understand the study of preference for use of ready-made cook meal by the working women. Do the working women prefer using the ready-made cook meal.

Research Hypothesis: The author states that most of the working women do prefer the readymade cooked meal as to compared with the housewives.

1.1: Brands of ready to cook meal:

There are several brands of that offer ready to cook meal which are as follows:

- MTR
- Patanjali
- McCain
- Maggi
- Knorr
- Chings
- Parampara
- Ready to eat
- ITC

And many more brands that offer ready to cook meal.

2. Literature review

India is growing at an average annual rate of 7.6% for the past five years and it is expected to continue growing at an equal if not faster rate. The rapid economic growth is increasing and enhancing employment and business opportunities and in turn increasing disposable incomes. As the benefits of growth trickle down, an increasing number of people are moving up from the economically weaker class to join the middle class. The middle class with its rising numbers and incomes is thus becoming the biggest market segment. The affluent class too will continue to grow in terms of size and value, albeit, at a slower pace than the middle class.

Analysis: the above literature review stated that as the people are growing and both the class people are indulging in working class and there aren't able to give time for cooking their meal this leads them to use ready to cook meal.

This section presents a selection of relevant findings from previous research. The current study centers on matters that relate to identity, family, women and food and these issues are dealt here in that order. First, attention is given to the construction of identity and identity work. Secondly, institution of family, its identity and parents' influencing capabilities are discussed. Then, focus shifts to the relation between women and the provision of food in the family, after which the

relation between food and identity is explored. This is followed by a discussion regarding homemade and convenience food. These topics are not completely separate from one another, however, and will thus be discussed in a somewhat integrated fashion in the chapters below.

Analysis: the above review states that the working class people prefer more of ready made cook meal than them cooking for themselves.

research work done in the past regarding awareness, purchase behavior, brand preference, factors influencing brand preference and alternative purchase plans has been reviewed **Vijaybhaskaret al (2012)** studied all the major factors influences consumers in terms of awareness creation and decision making stages. Many hidden factors influence the consumer to go for healthy Ready-to-eat products based on their accumulated knowledge. **Balaswamyet al (2012)** focused to analyze the existing buying behaviour of Instant Food Products by individual households and to predict the demand for Instant Food Products. Low cost of home preparation and differences in tastes were the major reasons for non consumption. **Karuppusamy et al (2012)** He founded that the major reason for non-consumption of Instant Food Products is because these respondents produce their products at less cost and with better taste. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. Whereas

many studies supports that although ready to eat food makes life easy still due to some reason most of the consumers avoid it.

Analysis: the above extract states that the working class people find it cheap to buy ready made cook meal by the working women. As the buying of this product is cheap people do prefer buying the ready made cook meal.

Statistics:

AGE

N	Valid	60
	Missing	0
Mean		2.4833

Figure 1: Age.

	Frequency	Percent	Valid Percent	Cumulative Percent
20-30	6	10.0	10.0	10.0
30-40	26	43.3	43.3	53.3
Valid 40-50	21	35.0	35.0	88.3
50 and Above	7	11.7	11.7	100.0
Total	60	100.0	100.0	

Figure 2: Age, Percent.

Statistics

WORKING HOURS

N	Valid	60
	Missing	0
Median		2.0000
Mode		2.00

Figure 3: Working Hours.

WORKING HOURS

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4-6 HOURS		22	36.7	36.7	36.7
	6-8 HOURS		28	46.7	46.7	83.3
	8-12 HOURS		10	16.7	16.7	100.0
Total	60	100.0	100.0			

Figure 4: Working Hours.

2.1 Analytical Study on the study of cook meals for women.

What is your age? (60 responses)

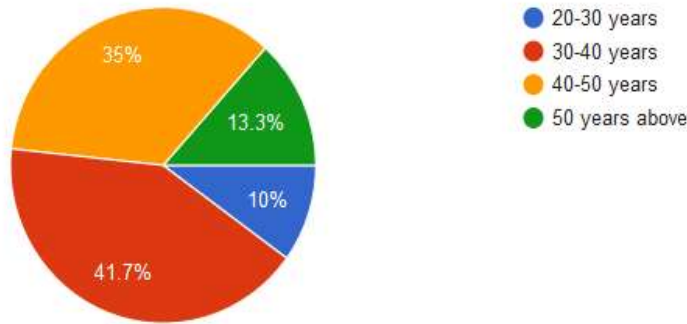


Chart 1: Age.

The above pie chart represents the working age of people are 30-40 years which is calculated around 41.7% than compared to other age groups. Almost around 2/3 population is around 30 to 50 years of age.

What is your Profession? (60 responses)

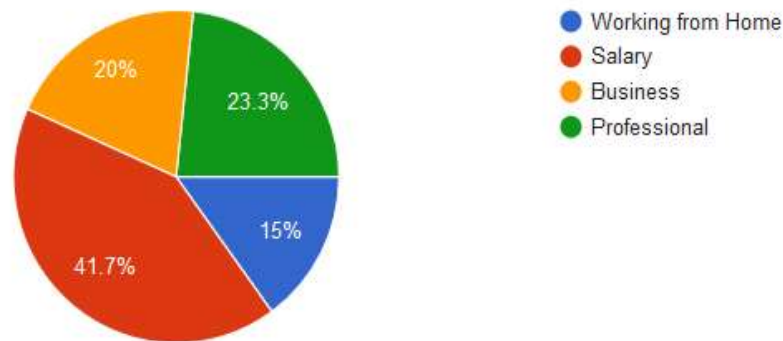


Chart 2: Profession.

There are more of people working on salary based jobs than compared to the ratio of working from home, business and professional. The working has fixed working time and includes of traveling time this leads to the working women to use ready-made cook meal. The calculated percentage of salaried women are 41.7% than compared from professional people which is 23.3 %, the women’s which have their own business their percentage calculated is 20%, the women working from home are very few calculated percentage is 15%.

What are your Working Hours? (60 responses)

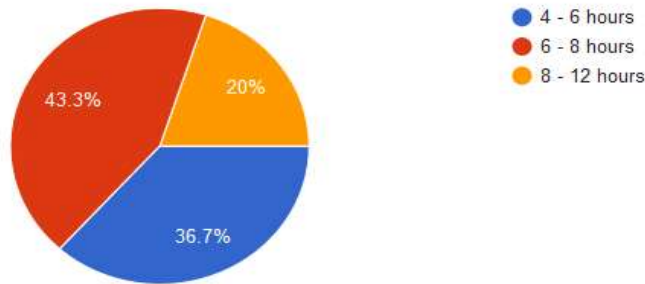


Chart 3: Working Hours.

The ratio of working hours for the women are more over 6 to 8 hours of job. The percentage calculated is 43.3% than compared to 4 to 6 hours which is 36.7% and 8 to 12 hours which is 20% calculated from the questionnaire which the author asked the targeted audience.

Do you cook meal for your family? (58 responses)

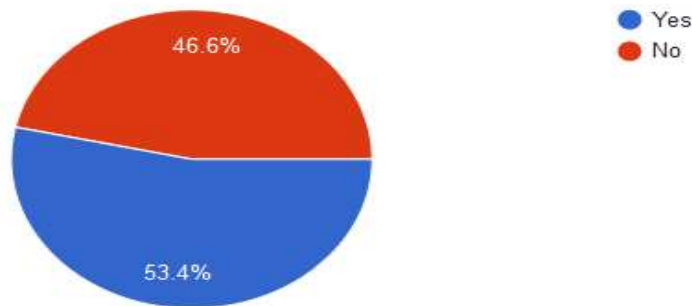


Chart 4: Do Women cook food for the family.

About 53.4% of working women do cook meal for their family, calculated from the questionnaire sent to 60 respondents, most of the working women do prefer to cook meal for their family about 46.6% of the working women do not cook meal for their family.

Which brands do you prefer? (52 responses)

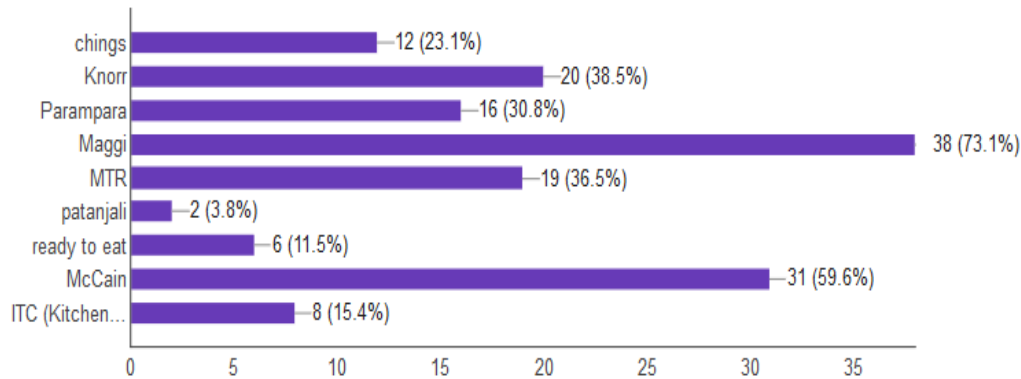


Chart 5: Which brands do you prefer?

There are many different brands which offer ready to cook meal such as Ching's, Knorr, Parampara, Maggi, MTR, Patanjali, ready to cook, McCain, ITC and many more there are several brands which offer ready to cook meal, the above data shows most of the women Maggi in their ready to cook meal brand, then McCain 59.6%, and all the other brands showed above.

4. CONCLUSIONS:

It is found that preference of readymade food is low among the working women. Hence the readymade food companies should take necessary steps to increase the awareness towards readymade food and towards delicious taste of the readymade food.

- The companies should increase the visibility of these products in organized retail outlets. Hence the working women and other customers can buy the readymade food in organized retail outlets.
- The readymade food companies should organize some awareness programs so that the working women could know about these products.
- The readymade food companies should increase the varieties of the readymade products in readymade food sections.
- The companies should take efforts to ensure that readymade products reaches every locality
- The companies should organize some workshops in schools and offices, so that the children and the working women may be able to know about these products.
- The companies may also expend towards advertisement for readymade food, so that it attracts the attention of the public.
- The companies may also launch new product range for price conscious customers

6. REFERENCES.

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