

A Study on Consumer Perception Towards Ready to Eat Foods

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Abstract

Food has perpetually been Associate in nursing integral a part of the society. Over the amount, India has been witnessed to be influenced by the culture than will creeps in Ready-to-Eat (RTE); Food Packages which give a person a capability to wear Associate in Nursing apron to be a master cook in no time. With the dynamic sort of food consumption and therefore the advantages of availed with Ready-to-Eat food has resulted in an exceedingly future rise within the RTE market. The analysis centred on finding the explanations for purchase and non-purchase of Ready-to-Eat food as a substitute to a daily meal (i.e. Indian bread, Rice and curries) taking into thought the changes in socio-economic conditions rife nowadays. It, therefore, focuses on knowing the perception of the shoppers towards Ready-to-Eat food and therefore the impact of things on their purchase intention. There existed Associate in Nursing ambiguity of what Ready-to-Food is, as completely different sources supplied with different meanings. numerous secondary sources were referred and the first pilot check was conducted to slim on the operational definition of Ready-To-Eat food. so as to derive a distinct segment experience of derived findings, the analysis was restricted to solely branded Ready-to-Eat product and to shoppers, UN agency was privy to RTE food products. To more slim down the scope of analysis and retain the accuracy of the results, the analysis centred on respondents happiness to Anantapur district.

Keywords: Ready-to-eat food, Consumer Perception, Ready to eat food advantages.

Introduction

Over the centuries there has been witnessed modification within the pattern of consumption, from raw to cook to Ready-to-Eat food; the emergence of it at the world Food business and currently to the Indian markets. The customers have gotten additional aware of food product and then their intention and perception towards Ready-to-Eat are ever changing over in Food Retail business. (Food Science). Ready-to-Eat dates back to 1970s and gained quality since then. In 1975, once the state of emergency was declared, MTR had to pack up its business unit because it was running into losses. However, at that point, the son of the

owner of MTR used his former workers to figure for a pre-packed food product. the full worth of Indian food process business is anticipated to the touch US\$ 194 billion by 2015, in keeping with Mr Swapan Dutta, Deputy Director General, and Indian Council of Agricultural analysis (ICAR). The food process business is one among the biggest industries in an Asian country and it has stratified fifth in terms of Production, Consumption, Export, and Expected growth. Demand for Ready-to-Eat meals has captured an outsized quantity of the food retail market in the Asian country. Thus, the rising modification in consumer's perception, socio-economic-political factors has semiconductor diode to alter in customers purchase intention toward Ready-To-Eat Food product and therefore providing a large business chance against a number of the main established players within the market like MTR, Amul, Vadilal room specific and lots of additional. (Foundation, Indian whole Loyalty, 2013), RTE is a very growing business with the ever-changing way of the folks however not abundant has been researched on that in the Asian country. The paper thus attempts to grasp the perception and by the intention of individuals towards RTE food product.

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Literature Review

Ready-to-Eat food is food that's offered or exposed available while not further change of state or preparation, that is prepackaged on the premises wherever they're being oversubscribed and are prepared for consumption. Canned foods, convenience foods, fast foods, frozen foods, instant merchandise, dried foods, preserved foods, etc. all return beneath Ready-to-Eat foods. (P. Selvaraj, 2012).

Demographic variables and socio-economic characteristics of the customers also are vital variables that decide the consumption pattern of food merchandise within the family. Factors influencing the customers alternative of RTE food are flavor, texture, appearance, advertising, a discount in ancient change of state, fragmentation of family alternative factors absolutely influencing able to Eat food demand are rising financial gain level, influence of western countries, additional international trade, travelling, convenience in preparation thanks to lack of your time and price effectiveness. (P. Selvaraj, 2012).

Development of the metropolitan cities thanks to increases in population, the emergence of industries, the evolution of assorted new factors, time issue, etc., created the necessity for Ready-to-Eat foods within the market. Thanks to industrial enterprise, the labour class is obtaining interested in it due to higher emoluments and therefore there is a shortage of home maidservants. Thanks to this, the homemakers, to avoid wasting time started victimization Ready-to-Eat foods. Earlier times, one family consisted of the many folks i.e., a gaggle of many nuclear families were living in a very single place. Hence, larger quantities of the food we are accustomed to being ready. All the same, as these joint families started disappearing thanks to varied reasons, every single family started victimization these Ready-to-Eat foods to avoid wasting time and energy. (P. Selvaraj, 2012) Ready-to-Eat meal offerings have developed to fulfill the necessity for easy use and convenience, customers target contemporary, healthier consumption choices thanks to that they may not wish to consume Ready-to-Eat food. Ready-to-Eat food merchandise is the delicacy of lower age teams as compared to the adulthood folks. (Nielsen, 2006) Non-preference for Ready-to-Eat food was thanks to varied reasons like the low value of home preparation, variations in style, non-preference of Ready-to-Eat food by alternate members of the family, higher costs, lack

of awareness of the merchandise that are out there within the market and non-availability of Ready-to-Eat food. (Dr. C. Arjunan, 2012) distinction in style between homespun food and purchased Ready-to-Eat product was found to be one among the foremost vital reasons for not victimization Ready-to-Eat food. Whereas, the explanations for not getting Ready-to-Eat food merchandise were the dearth of awareness of the products, disliking towards the merchandise, comparatively high worth, and health consciousness of the folks. (P. Selvaraj, 2012).

Research Objectives

1. To identify the reasons for purchase and non-purchase of ready-to-eat food.
2. To know the perception of the consumers towards ready-to-eat food.

Research Methodology

Conceptual Framework

"For the bottom of the analysis model for client purchase intention was taken into thought wherever the factors like intrinsic factors (perception), outside issue, and socio-economic issue were taken into thought for the analysis base"

Sample choice

A sample of a hundred and twenty respondents was taken for the aim of analysis. The sample was collected supported varied demographic factors like operating nonworking, age gender. Further, they were classified as supported ratios and call manufacturers No responses were found to own any deficiencies, thence all one hundred fifty responses were thought-about for additional analysis on a convenient sampling basis. Data is exclusively collected in Anantapuram only.

Table 1: Sample size

S. No.	Age	Respondents	Percentage
1.	15 - 24	30	25
2.	25 - 44	44	37
3.	45 - 64	35	29
4.	65 +	11	9

Interpretation (Table 1): The above table 1 showing that, the sample size chosen based on age of 15-24, 25-44, 45-64, and above 65 years. For to find the response from all age groups on ready to eat foods.

Research instrument

A close-ended questionnaire was filled by the respondents based on 3 criteria which were respondents who purchase Ready-To-Eat, respondents who have neither purchase but intent to purchase Ready-To-Eat and respondents have neither purchase nor intent to purchase Ready-To-Eat. The respondents comprise the people who are the decision makers with respect to food products. The purchase intention, attitude, and preferences were measured in terms of likert scale from (1) for strongly disagree to (5) for strongly agree. Some statements are reverse scored and intermingled with other statements to reduce the bias. The secondary data was collected with the help of research papers, journals, online articles and from reports of WHO and FSSI.

Descriptive statistics (Mean, standard deviation, cross tabulation and graphs) was used to measure the purchase intention and consumer attitude towards the Ready-To-Eat food.

Analysis and Interpretation

The data analysis was carried out with the help of different statistical tools like SPSS, graphs, mean, standard deviation, correlation, and T-Test. The first objective was to identify the reasons for purchase and non-purchase of Ready-to-Eat food.

Table 2: Status of Respondents

Status of Respondents	Age			
	15 - 24 (in Numbers)	25 - 45 (in Numbers)	45 - 64 (in Numbers)	65 + (in Numbers)
Working	12	31	17	7
Non-Woking	18	13	18	4

Interpretation (Table 2): The table 2 showing that, the status of respondents based on working and non-working. For to find the actual response from all age groups on ready to eat foods.

Interpretation (Table 3): As per the table 3 showing that, most number of respondents are male members than female.

Interpretation (Table 4): The table 4 showing that, the most number of respondents are showing interest on ready to eat foods because of not having cooking knowledge. The following information is describing through below histogram.

Interpretation (Table 5): The Table 5 showing that, the most number of respondents are not showing interest on ready to eat foods because of not having proper availability and also the another nearest factor that influence on not choosing these products is available with high prices. The following information is describing through histogram (See Fig. 1).

T-Test

The t test a look at is one style of inferential statistics. It has accustomed verify whether there is a major distinction between the suggests that of two teams. With all inferential statistics, we tend to assume the variable quantity fits a standard distribution. Once we assume a standard distribution exists, we will determine the likelihood of a specific outcome. We tend to specify the amount of likelihood (alpha level, level of significance, p) we tend to are willing to simply accept before we collect knowledge (p < .05 could be a common worth that is used). Once we tend to collect knowledge, we tend to calculate a take a look at datum with a formula. we tend to compare

Table 3: Showing the Gender Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	56.7	56.7	56.7
	Female	52	43.3	43.3	100.0
	Total	120	100.0	100.0	

Table 4: Reasons for Choosing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Know cook	52	43.3	43.3	43.3
	Not Well in Cooking	28	23.3	23.3	66.7
	For Time Saving	30	25.0	25.0	91.7
	Other Reasons	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

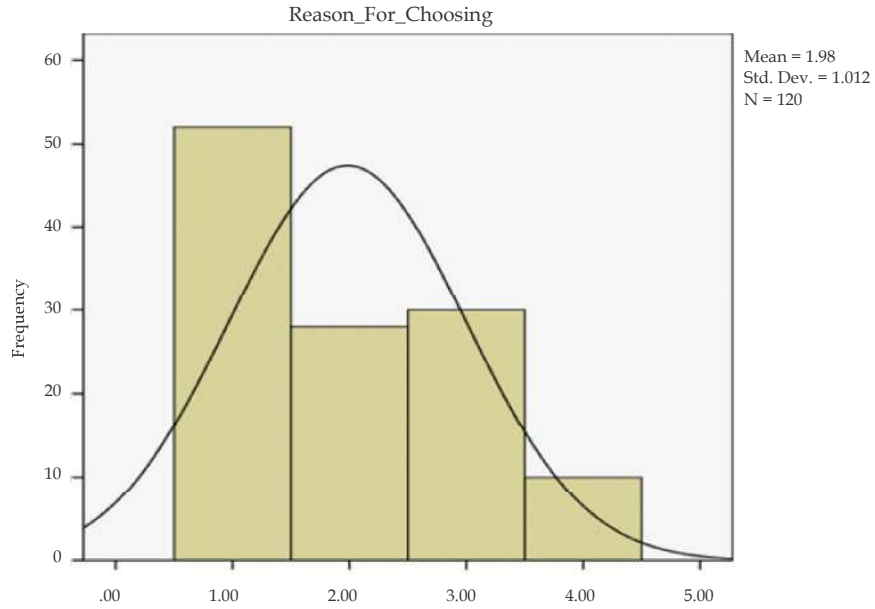


Fig. 1:

Table 5: Reasons for Avoiding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor Availability	36	30.0	30.0	30.0
	High Prices	30	25.0	25.0	55.0
	Not Healthy	54	45.0	45.0	100.0
Total		120	100.0	100.0	

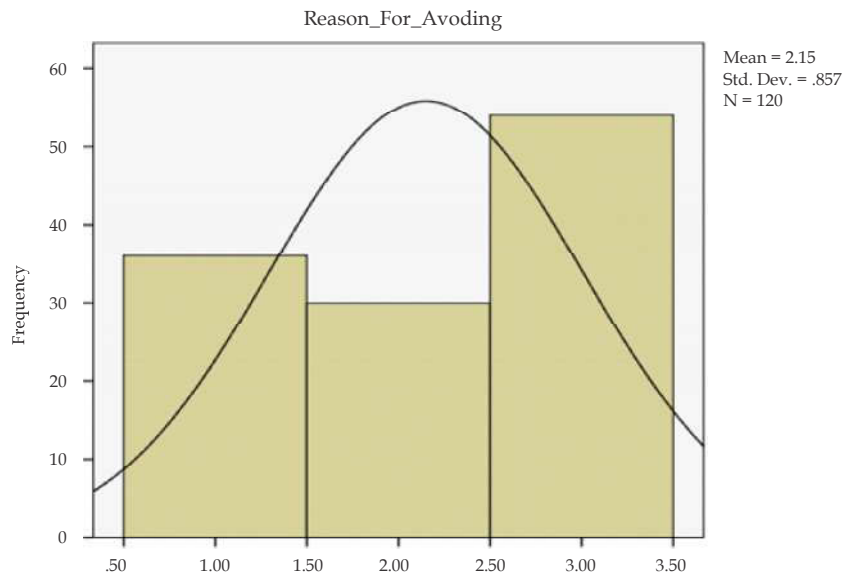


Fig. 2:

Table 6: T-Test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Gender	120	1.4333	.49761	.04543
Reason_for_choosing	120	1.9833	1.01239	.09242
Reasons_for_avoding	120	2.1500	.85651	.07819

One-Sample Test					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Gender	31.553	119	.000	1.43333	1.3434
Reason_for_choosing	21.460	119	.000	1.98333	1.8003
Reasons_for_avoding	27.498	119	.000	2.15000	1.9952

One-Sample Test		
		95% Confidence Interval of the Difference
		Upper
Gender		1.5233
Reason_for_choosing		2.1663
Reasons_for_avoding		2.3048

our take a look at datum with an important worth found on a table to determine if our results fall at intervals the appropriate level of likelihood. Trendy pc programs calculate the take a look at datum for North American country and supply the precise likelihood of getting that test statistic with the number of subjects we have (Table 6).

Findings

1. The statuses of respondents are based on working and non-working.
2. Most number of respondents are male members than female.
3. Most number of respondents are showing interest on ready to eat foods because of not having cooking knowledge.
4. Most number of respondents are not showing interest on ready to eat foods because of not having proper availability and also the another nearest factor that influence on not choosing these products is available with high prices.

Conclusion

Ready to eat food has created people's life easier. I would like to look at either side and place forth my views. The ability to eat (RTE) food product, additionally known as food, are absolutely or partly fried once packed. These foods are usually cold and have outlined food-handling tips. These foods were at first consumed by defence individuals, disaster victims, trekkers, hikers, and hunters, others WHO needed food briefly time and on the travel lines. Now, they need to become popular most of the busy individuals in fashionable cities. With able to eat foods, individuals must skip their meals and compromise with their health. The convenience offered with the ability to eat meals provides the way dead set have a healthy meal whereas adjusting with their tight schedule.

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