

FACTORS AFFECTING CONSUMPTION OF READY TO EAT AND READY TO COOK PRODUCTS IN NAVSARI (GUJARAT)

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ABSTRACT

The food consumption practices are under radical changes in present area. The ready to eat and ready to cook food product are getting popularity in the society. The present study was conducted to understand the ready to eat and ready to cook food consumption behaviour and various factors affecting ready to eat foods. The 100 respondents were contacted by applying convenience sampling method from Navsari. The study found positive correlation between number of family members and expenditure on food items and positive correlation between number of family members and expenditure on ready to eat and ready to cook foods. The positive correlation was also found between number of children at home and expenditure on ready to eat and ready to cook food. The study also found positive correlation between number of person earning and expenditure on ready to eat and ready to cook foods.

KEYWORDS: Ready to Eat and Cook Food Consumption, Ready to Eat and Cook Food Consumption Behaviour

INTRODUCTION

India has made lot of progress in agriculture and food sectors in recent years. The eating habits and lifestyle are under drastic change. The fast-paced urban lifestyles, rising disposable incomes, experimental palates or the increasing number of working women in the country, the Ready-to-Cook food industry is on the upswing. The category has emerged as the next best alternative to a home cooked meal.

India ranks second in fruits and vegetables production in the world, after China. As per National Horticulture Database published by National Horticulture Board, during 2014-15 India produced 88.977 million metric tonnes of fruits and 162.897 million metric tonnes of vegetables.

According to Technopak study (2014), the Indian food industry is anticipated to reach INR 17.96 lakh crore, by 2016. The Indian processed foods market is worth about INR 685,000 crore, or about 49% of the total food industry. The food processing industry is one of the largest industries in India and ranks fifth in terms of production, consumption and exports. In FY15, food processing industry constituted 14 percent to India's GDP through manufacturing. (IBEF study).

Ready to eat foods are prepared or cooked in advance, with no further cooking or preparation required before being eaten. (<http://www.thefreedictionary.com/ready-to-eat>). The ready to cook food are required little processing or cooking before consumption.

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.

REVIEW OF LITERATURE

Pradeepa. V and Kavitha G (2013) in their study “ A Study on Consumer Behaviour towards Ready-to-Eat Food Products in Coimbatore City” found that the major determinants forcing consumers to buy instant food products are changes in lifestyle, couples working (not just the husband), non – availability of spices (to prepare masala), easy to cook and tasting much better. Compared to housewives, working women prefer instant food products. People living in nuclear families prefer instant food compared to those living in joint families. Only people belonging to the middle class spent more money on instant food compared to the lower middle class and the rich people. It was also found that time is the first and foremost factor influencing consumers’ purchase decision on ready to eat food products followed by the factors like price, taste and aroma, easy availability and quality.

M. Bala Swamy et.al (2012) in their study “Buying behaviour of consumers towards instant food products“ found that low cost of home preparation and differences in tastes were the major reasons for non consumption, whereas ready availability and save time of preparation were the reasons for consuming Instant Food Products. Retail shops are the major source of information and source of purchase of Instant Food Products. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households.

Dohare Sneha (2015) studied “A study of relationship amid consumer attitude and instant food products in udham singh nagar district” and found that, the lower middle and upper middle class segment both group are showing great interest towards ready to cook food products. It was also found that due to the increasing number of nuclear and double income families, long working hours are the major reason for purchasing instant food products. Consumer behavior towards buying ready to cook food was hugely impacted by socioeconomic profile of consumers. It was found that children and youngsters prefer these foods more than adults. The factor analysis shows easy to cook, convenience, satisfaction, usefulness and saving of time are the major reasons for purchasing RTC products.

Ranjan Chaudhury (2010) studied on “Determinants of consumer behavior in buying RTE foods” and reported that with the advent of modern trade and increasing working population with higher disposable incomes ready to eat food categories have gained prominence in recent times. It was found that the motives of purchasing RTE foods are sensory appeal, convenience, mood and price. Apart from this brand also plays a significant role in determining consumer behaviour.

Vijayabaskar. M, and N.Sundaram (2012) studied “A Market study on key determinants of ready-to-eat and cook products with respect to tier-I cities in southern India” and found that the ready-to-eat market segment is defined by high growth in middle class section peoples and their life style changes due to job factors. It was also found that there is a greater demand for ready-to-eat food segments and the major attraction for these products are convenience, availability and less time taken to cook. Due to life style changes and long working hours people are choosing these products and ready to go with it. Availability at door step and convenience in buying are the major sources of influence in buying these products.

RESEARCH METHODOLOGY

The present study aims to understand various factors affecting preference and consumption of ready to eat and cook foods. The survey was carried out in the Navsari city of south Gujarat. For the survey structured questionnaire was used. The questionnaire contained questions related to demographic profile of respondent such as gender, age, education etc and the research questions. Total 100 respondents were selected from Navsari city by adopting convenience sampling method for survey.

DATA ANALYSIS

Table 1 : Demographic Profile of Respondents

Parameters	Frequency	Percent
Gender of Respondents		
Male	54	54.0
Female	46	46.0
Total	100	100.0
Education of Respondents		
Below SSC	6	6.0
SSC	3	3.0
HSC	8	8.0
Graduate	57	57.0
Post Graduate	25	25.0
Ph.D	1	1.0
Total	100	100.0
No of Children In the family		
1	22	22.0
2	32	32.0
3	4	4.0
4	1	1.0
Sub Total	59	59.0
Not Having Children	41	41.0
Total	100	100.0
Monthly Income		
Below 15000	9	9.0
15001-30000	39	39.0
30001-45000	39	39.0
45001-60000	8	8.0
60001-75000	2	2.0
More than 75000	3	3.0
Total	100	100.0

For the present study 100 respondents were surveyed consisting of 54 % male and 46 % female. Most of the respondents were educated up to graduate and post graduate and earning Rs.15000 to 45000 monthly (78%). The majority of respondents had 1 or 2 Children at home.

Table 2: No.of Person Earning in the Family

No. of Person Earning		
Numbers	Frequency	Percent
1	59	59.0
2	32	32.0
3 or More than three	9	9.0
Total	100	100.0

In surveyed area 59 respondents had single earner at home while 32 respondents had 2 earners at home and 9 families had 3 or more than 3 earners at home.

Table 3: Expenditure on Foods According to Income Class

S.N	Income Parameters	Average Expenditure on Food Per Month	Average Expenditure on Ready to Cook Food Per Month
1	Below 15000	4888	980
2	15001-30000	7430	1862
3	30001-45000	7900	2200
4	45001-60000	9700	3000
5	60001-75000	17000	4500
6	More than 75000	18000	3900

The average expenditure on food per month and average expenditure on ready to cook food per month calculated for various income classes. The expenditure on ready to eat and cook food found high in middle level and high level income group.

Table 4: Demand Analysis

S.N	Parameter	Rs.
1	Average Expenditure on Food per month	8040
2	Average Expenditure on Ready to cook food per month	2375 (29 %)

In the present study the average monthly expenditure on food was found Rs. 8040. While, average expenditure on ready to eat and ready to cook food per month was found Rs 2375. Which is approximately 29 % of total monthly expenditure on food.

To study the relation between various parameters Pearson correlation coefficient was employed. The Pearson correlation coefficient varies over a range -1 to +1. Correlation coefficients reveal the magnitude and direction of relationship.

Table 5: Correlation Between Family Members and Expenditure on Food

Correlations			
		Family Members	Expenditure on Food
Family Members	Pearson Correlation	1	.591**
	Sig. (2-tailed)		.000
Expenditure on Food	Pearson Correlation	.591**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

The strong positive significant correlation found between number of family member and expenditure on food for the present study.

Table 6: Correlation Between Family Member and Expenditure on Ready to Eat and Cook Foods

Correlations			
		Family Member	Expenditure On Ready To Cook
Family Member	Pearson Correlation	1	.418**
	Sig. (2-tailed)		.000
Expenditure on ready to eat and ready to cook	Pearson Correlation	.418**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

The moderate positive significant correlation found between number of family member and expenditure on ready to cook foods in the study area.

Table 7: Correlation Between Number of Children in Family and Expenditure on Ready to Eat and Cook Foods

Correlations			
		Expenditure on Ready To Cook	No of children at Home
Expenditure on ready to eat and ready to cook	Pearson Correlation	1	.337**
	Sig. (2-tailed)		.009
No of children at Home	Pearson Correlation	.337**	1
	Sig. (2-tailed)	.009	

** . Correlation is significant at the 0.01 level (2-tailed).

The moderate positive correlation found between number of children at home and expenditure on ready to cook food in the study area.

Table 8: Correlation Between Expenditure on Ready To eat and Cook and Monthly Income

Correlations			
		Expenditure On Ready To Cook	Monthly Income
Expenditure on ready to eat and ready to cook	Pearson Correlation	1	.511**
	Sig. (2-tailed)		.000
Monthly Income	Pearson Correlation	.511**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

The strong positive significant correlation found between monthly income and expenditure on ready to cook food in the study area.

Table 9: Correlation Between Expenditure on Ready to Eat and Cook and Number of Person Earning in Family

Correlations			
		Expenditure on Ready To Cook	No. of Person Earning in the family
Expenditure on ready to eat and ready to cook	Pearson Correlation	1	.325**
	Sig. (2-tailed)		.001
No. of Person Earning in the family	Pearson Correlation	.325**	1
	Sig. (2-tailed)	.001	

** . Correlation is significant at the 0.01 level (2-tailed).

The moderate positive significant correlation found between number of person earning and expenditure on ready to eat and ready to cook foods in the study area.

Table 11: Factors Considered by Consumer for Consumption of Ready to Eat and Ready to Cook Foods
(1= Always, 2=Often,3=Sometimes,4=Rarely,5=Never)

Parameters	Mean	Std. Deviation
Taste	1.24	.452
Price	1.86	.841
Availability	1.95	.845
Pack Size	2.07	.872
Brand Image	2.00	.953
With Less Effort traditional food	2.25	.925
Advertisements on Television & news Paper	2.28	.944

To know the factors considered by consumer for consumption of ready to eat and ready to cook Foods, respondents were asked to rate various parameters on 1 to 5 point scale where 1= always while 5 = never. The Consumers considers Taste, Price, Availability, Brand Image and Pack Size while selecting the ready to cook foods. The Ready to cook processor should take in to account while processing the ready to cook food.

CONCLUSIONS

The study suggests that the preference for Ready to Eat andCook products in increasing day by day irrespective of income groups. Consumers spend approximately 29 % of their total food expenditure on Ready to Eat andCook products. Size of family, numbers of children in family, increase in Income and dual income have positive and significant correlation with preference and consumption of Ready to Eat andCook foods. Taste, Price, Availability, Pack size and brand image are major factors determining the preference and demand for Ready to Eat andCook products.

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