

# A STUDY ON CONSUMER AWARENESS TOWARDS CONVENIENCE FOODS IN COIMBATORE

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## **Abstract**

The present study made an attempt to analyze the existing buying behaviour of Instant Food Products by individual households and to predict the demand for Instant Food Products of Coimbatore city. All the respondents were aware of pickles and Sambar masala but only 56.67 per cent of respondents were aware of Dosa/Idli mix. About 96.11 per cent consumers of Dosa/Idli mix and more than half of consumers of pickles and Sambar masala prepare themselves. The food processing industry in India is one of the largest in terms of production, consumption, export and growth prospects. Objectives of the study, To analyse extent of awareness towards convenience foods products in Coimbatore City. Methodology of the study, The area of study is confined to Coimbatore city only. Findings of the study, The number of sample selected for this study is 120 in Coimbatore city. 25% of the respondents belongs to the age group of above 45, 24% of the respondents belongs to the age group of 35 to 45 and 18% of the respondents belongs to the age group of 25 to 35. Suggested in this study, The awareness being the first element of the purchase process, the manufacturer need to focus on the consumer awareness in a better way for achieving better results. The study also revealed that among the brand selected Sakthi and Aachi brand have increased the awareness than the other brands. Conclude this study, Based on the observation in the study, the manufactures or dealers of instant food mixes are suggested to open a marketing research wing.

**Key words: Awareness, every day, packed foods etc.,**

## **I.I. INTRODUCTION**

Naturally the production sectors have tried to satisfy these needs with new products. One segment of these new products is aimed at making cooking easier and tastier and also tries to help housewives to make their cooking comfortable to the exotic dishes prepared in Five Star Hotels. In the same time, it tries to make routine everyday cooking easier with

changes in living styles and with increasing number of working couples, there is also an increase in need and availability of packed foods, pulses, etc. This coupled with consumer awareness and preferences for a particular product has set the pace for manufactures, adopting brand name even for commodity products. With increase in number of manufacturing units, competition for monopolizing masala powder market has become very strong.

Spices are generally rich in vitamins, Salts and minerals, they are used in minute cardamom quantities chilies, Nutmeg, cloves, Cinnamon, Pepper, powder if used regularly they even do not cause common – cold, headache, they cure may disease. Turmeric is used as anti – Inflammatory from ancient times. Today about 80% if the women are employed, their burden is twice that of the men, they have to work, look after the family. They do not have time to grind things for any cooking so they prefer ready made mixes of spices for speedy and convenient cooking for these mix do not cause any side effects they are generally healthy and they are prepared in healthy atmosphere too, automatic machines usually prepare them. They flavor the food and they have a good taste too, good aroma. Since these powders are grinded only from the nature growing they do not cause any harm to the human body. Now, even big fast hotels too prefer Ready made mixes for fast foods, Pizzas etc., Since it consumer less time in cooking it is an easy way of cooking, people in urban and Rural areas too welcome this Readymade mixes. Convenience foodscan be item whereas in convenience foods all ingredients are added. By purchasing convenience foodsmoney can be saved and at the same time the quantity will be low when used.

## 1.2 REVIEW OF LITERATURE

Pavithra, et al. (2017)<sup>1</sup> A Study On Consumer Purchasing Behaviour Towards Instant Food Products With Specialised Preference To Coimbatore City”, in their study haverevealed that the insight will help the manufactures to adopt new strategies which wouldhelp not only to attract new customer but also the maintain the loyalty of the existingcustomer. Hence the purpose of this study is to identify the force that influence on consumershopping pattern particularly in Coimbatore.

Mayakkannan (2018)<sup>2</sup> “Impact of Buying Behaviour of Consumers towards Instant Food Products in Chennai District”has examined the present study has been initiated with theobjective to study the buying behaviour of consumers towards instant food products. The

main objectives of the study are to study the perception with reference to awareness and satisfaction. It is also helps to assess the ability of shopping sites in order to attract and retain the customer, to analyse the shift in buying behaviour and to explore the reasons why potential customers do not prefer online shopping. The research methodology was exploratory and descriptive. In the study the sample was based on purposive, judgment and convenience sampling. Primary data and secondary data have been collected for this study.

### **1.3. STATEMENT OF THE PROBLEM**

Mixes form an important component of the Indian dietary in which they are normally prepared and consumed in the form of different types of curries. As traditionally formulated in various regions of the country, many industries have sprung to produce these mixes to meet the increasing demand. Thus it is necessary to conduct a study pertaining to “Consumers attitude towards Instant food Mixes”. The present study is an attempt to find answers to the issues like who buy the instant food mixes? What made to choose particular brand of the instant food mix? What are the sources involved to create the awareness of this instant food mixes? etc.

### **1.4.OBJECTIVES OF THE STUDY**

1. To analyse extent of awareness towardsconvenience foods products in Coimbatore City.

### **1.5.METHODOLOGY**

The area of study is confined to Coimbatore city only. The number of sample selected for this study is 120 in Coimbatore city. The samples are selected by using convenience sampling method. The primary data collected from structured questionnaire. The data were collected from the various respondents through questionnaire. For the purpose of ascertaining detailed information the questionnaire is well designed in such a way that the respondents are able to express their opinion freely and frankly and present their valuable suggestions. The statistical tools used for the purpose of analysis are as Percentage Analysis and Chi-square test.

### 1.6.LIMITATIONS OF THE STUDY

The study is confined to the following limitations

1. The entire population of Coimbatore city was not considered due to lack of time and hence this study is confined to a sample of 120 respondents.
2. The results of this study is suitable for Coimbatore city only. So for other cities the result of this study may vary.

### 1.7. ANALYSIS AND INTREPRETRATION

TABLE NO.1

#### DEMOGRAPHIC FACTORS ON THE RESPONDENTS

S.No	Age Group (in years)	No.of Respondents	Percentage (%)
<b>1</b>	<b>Age (in years)</b>		
	Below 25	39	33
	25 to 35	22	18
	35 to 45	29	24
	Above 45	30	25
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>2</b>	<b>Gender</b>		
	Married	97	81
	Unmarried	23	19
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>3</b>	<b>Marital Status</b>		
	Married	97	81
	Unmarried	23	19
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>4</b>	<b>Educational qualification</b>		
	Illiterate	34	28
	School level	42	35
	Graduate	38	32

	Professional	6	5
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>5</b>	<b>Family size</b>		
	Up to 2	15	12
	2 to 4	44	37
	5 and above	61	51
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No.</b>	<b>Family Type</b>		
6	Joint Family	54	45
2	Nuclear Family	66	55
	<b>Total</b>	<b>120</b>	<b>100</b>
	<b>Occupational status</b>		
7	House wife	62	52
	Employed	29	24
	Self employed	21	17
	Profession	8	7
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>8</b>	<b>Family Monthly Income</b>		
	Below 10000	87	73
	10000-20000	19	16
	20001-30000	4	3
	Above 30000	10	8
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

The above table shows that out of the total respondents taken for the study 33% of the respondents belongs to the age group of below 25, 25% of the respondents belongs to the age group of above 45, 24% of the respondents belongs to the age group of 35 to 45 and 18% of the respondents belongs to the age group of 25 to 35. The table shows that out of the total respondents taken for the study, 81% of the respondents are married and 19% of the respondents are unmarried. It shows that out of the total respondents taken for the study, 35% of the respondents are in the educational status of school level, 32% of the respondents are in graduate, 28% of the respondents are in illiterate and 28% of the respondents are in

professional. It shows that out of the total respondents taken for the study, 51% of the respondents are in the family size of more than 5 members, 37% of the respondents are in 2 to 4 members and 12% of the respondents are up to 2 members. 55% of the respondents are in Nuclear family and 45% of the respondents are in Joint Family. 52% of the respondents are in house wife, 24% of the respondents are in self employed, 17% of the respondents are in self employed, and 7% of the respondents are in professional. 73% of the respondents family monthly income is below 10000, 16% of the respondents belongs to 10000-20000, 8% of the respondents belongs to above 30000 and 3% of the respondents belongs to 20001-30000. 96% of the respondents belongs to Television, 3% of the respondents belongs to Radio, 1% of the respondents belongs to Newspapers & monthly issues and there is no respondents belongs to Internet. 95% of the respondents belongs to Television, 4% of the respondents belongs to Radio, 1% of the respondents belongs to monthly issues and there is no respondents belongs to Newspaper.

## HYPOTHESIS

H<sub>0</sub>: There is no relationship between the personal variable (age, gender, marital status, education qualification, family size, family type, occupation and monthly income) and brand awareness of convenience foods.

H<sub>1</sub>: There is a relationship between the personal variable (age, gender, marital status, education qualification, family size, family type, occupation and monthly income) and brand awareness of convenience foods.

TABLE NO.2

**Table showing the relationship between the personal variable and brand awareness of convenience foods**

S.No.	Pearson Chi-Square	Calculated Chi-square Value	DF	Table value	S/NS	Remarks
1	Age	13.010	6	.000**	S	Rejected
2	Gender	7.778	2	.000**	S	Rejected
3	Marital status	4.382	10	.000**	S	Rejected
4	Educational qualification	7.312	4	.000**	S	Rejected
5	Family size	2.575	10	.000**	S	Rejected
6	Family type	6.010	6	.000**	S	Rejected

7	Occupation	4.407	6	.000**	S	Rejected
8	Monthly income	3.404	6	.000**	S	Rejected

Source: Primary Data.

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis ( $H_0$ ) has been rejected and the alternative hypothesis ( $H_1$ ) has been accepted. From the analysis it has been concluded that there is a relationship between persona variable ( age, gender, marital status, education qualification, family size, family type, occupation and monthly income) agreeability towards brand of convenience foods. Here two attributes and brand of convenience foods are associated and interdependent.

### 1.8. SUGGESTIONS

The awareness being the first element of the purchase process, the manufacturer need to focus on the consumer awareness in a better way for achieving better results. The study also revealed that among the brand selected Sakthi and Aachi brand must increase the awareness than the other brands.

In order to withstand in the market the manufacturer should concentrate on regular availability in the point of purchase with proper distribution, periodical advertisements and product containing the quality seals/ labels. The study revealed that the manufacturer should imply the brand extension through wide advertisements and publicity in commercial channels. The Indian domestic food retail market is getting organized with the global status. Hence the manufacturers should impart the technological advancement which satisfies the consumer expectations and also match with competitors are overtake them in this respect.

The upcoming and gradually improving brand may resort to door – to- door marketing so that their brand may enter the minds of prospective consumer easily. Advertisement should be given in Television where it can reach maximum people. As the convenience food items are most frequently bought, that too in smaller quantities the manufacturers may consider the availability of the said items in sample packs.. In order to promote the sales volume, the manufacturers may have the instructions as how to use the convenience food items as descriptive printed upon the packs. Customers like to improve the advertisements.

## 1.9. CONCLUSION

Based on the observation in the study, the manufactures or dealers of instant food mixes are suggested to open a marketing research wing. This may keep them to exactly why consumers buy certain product and why they do not. It is always better to find out various factors, which influence the purchasing attitude of consumers. Accordingly this may go far producing required convenience food product with a facility of door – delivery. Besides, it is an obligation of the manufactures to state why consumers should use the product and what benefit they will get. This will help the manufactures to keep the existing customers and to attract the new customers.

## REFERENCES

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