



A STUDY ON BUYER'S BEHAVIOR OF FROZEN FOOD PRODUCTS WITH REFERENCE TO CHENNAI

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ABSTRACT: The purpose of the current study is to identify the buying behaviour of purchasing frozen food with reference to Chennai people. The research used descriptive research design with a quantitative and qualitative approach to get an in-depth understanding of the subject matter. The random sampling technique has been used to collect the data. The primary data is collected through questionnaire and the secondary data is collected through research articles. The sampling size of the study is 121. Statistical package for social science (SPSS) software has been used to analyse the result. The tools like Chi-square, correlation and one-way ANOVA has been used. The targeted people in the study are the people who buy and utilize the frozen food products from both physical and online mode.

Keywords: frozen foods, buying behaviour,

I. INTRODUCTION

Frozen foods are the foods that are prepared by freezing the food and the growth of frozen foods is growing significantly because it is very easy to cook, food taste and odor of the foods does not change by freezing the foods and also it is used as food storage due to which the buyers are more attracted to it. The frozen food is best option for the people who runs in a busy schedule and who don't want to spend more time in kitchen. The market consists of frozen vegetables, frozen fruits, frozen chicken related products, frozen mutton related products, frozen sea foods. Frozen snacks items and drinking products. The reason for the growth of frozen foods in Chennai is that these food products is available regardless of the season. The buyers can buy these frozen food products through various distribution like supermarkets and hypermarkets, convenience stores, departmental stores, online etc. The frozen food products becoming very popular among the buyers due to self-awareness and it comes with high quality.

II. LITERATURE REVIEW

Nitya (2021): Has conducted a study on consumer perception towards instant food products. The objective of the study was to study the of awareness effective utilization of instant food products among youngsters of Delhi/NCR.

Nazrul (2021): Conducted a study on Factors Influencing the Consumers' towards RTC (Ready-to-Cook) Foods in Bangladesh. The main objective of the study was to identify the factors that influenced customer to buy ready-to-cook food products in Bangladesh.

Malavikaa (2019): Has published an article on a customer perception on frozen foods in Chennai. This article mainly focuses on the understanding of the customer's perception towards frozen food with reference to Chennai people and to find the factors influencing to buy frozen foods.

Muhammad abid (2017): Has conducted a study on determinants of frozen food products. This study was conducted to know the role of knowledge about frozen foods and it also analyses consumer attitudes toward frozen food products.

III. OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES:

1. To study on the buying behavior of the frozen food products.

SECONDARY OBJECTIVES:

1. To analyze how much money they spend while buying frozen food products.
2. To find the importance of brand value among the buyers.
3. To analyze the most important factor that the buyers looks on while buying frozen food products

IV. DATA ANALYZE AND INTERPRETATION

Table 1: Money spend on buying frozen food products

RUPEES	NO. OF RESPONDENTS	PERCENTAGE
Below Rs.500	6	4%
Rs.500 – Rs.1,000	30	25%
Rs.1000 – Rs.1,500	65	54%
Rs.1,500 – Rs.2,000	8	7%
Above Rs.2000	12	10%

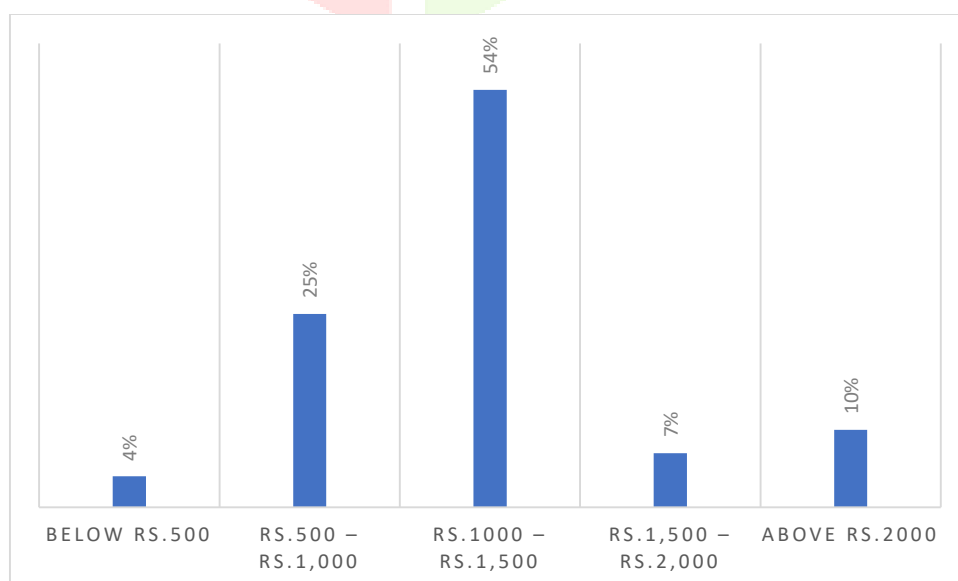


Chart 1: Money spend on buying frozen food products

INTERPRETATION:

The above table shows the result of money spend on buying frozen food products. Where 4% of the respondents spend below Rs.500, 25% of the respondents spend between Rs.500 – Rs.1,000, 54% of the respondents spend between Rs.1,000 – Rs.1,500, 7% of the respondents spend between Rs.1,500 – Rs.2,000 and 10% of the respondents spend above Rs.2000

INFERENCE:

Majority 54% of the respondents spend Rs.1000 – Rs.1500 to buy frozen foods.

Table 2: Important factor that you look on food label while buying frozen food products

FACTORS	No. of respondents	Percentage
Country of origin	2	1%
Claims about nutrition	18	15%
Ingredient list	13	11%
Expiry date & manufacturing date	81	67%
others	7	6%

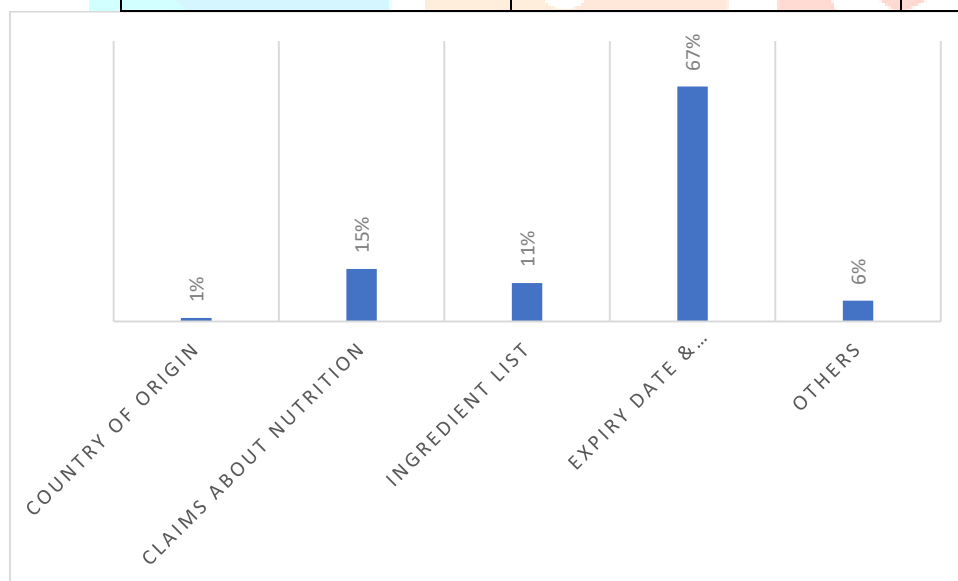


Chart 2: Important factor that you look on food label while buying frozen food products

INTERPRETATION:

The above table shows the result of important factor that you look on food label while buying frozen food products. Where, 1% of the respondents see country of origin, 15% of the respondents sees claims about nutrition, 67% of the respondents see expiry date and manufacturing date, 6% of the respondents sees others

INFERENCE:

Majority 67% of the respondents looks expiry date and manufacturing dates in the food label

Table 3: Importance of brand value while buying frozen food products

IMPORTANCE	NO. OF RESPONDENTS	PERCENTAGE
Always	22	19%
Often	46	38%
Sometimes	43	35%
Rare	6	5%
Never	4	3%

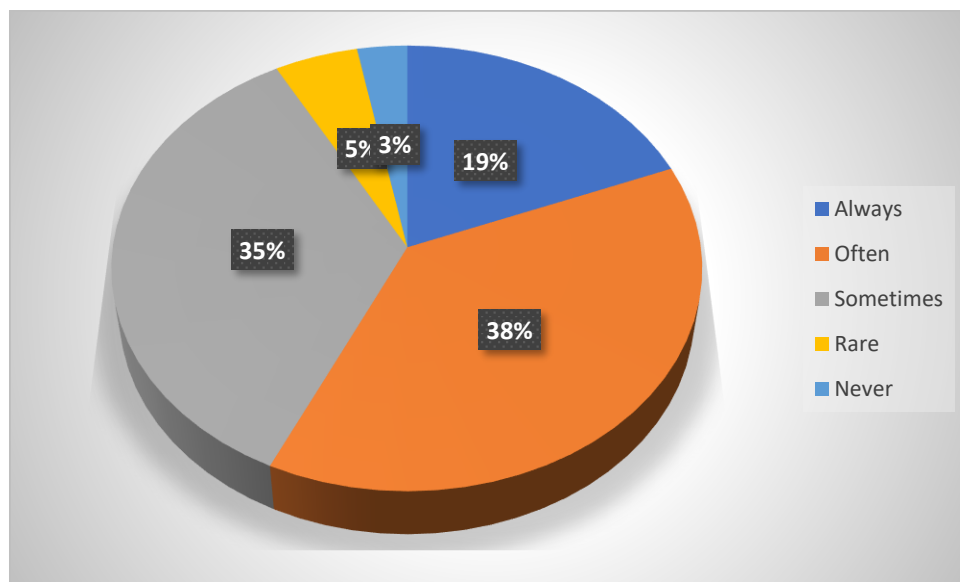


Chart 3: Importance of brand value while buying frozen food products

INTERPRETATION:

The above table shows the result of importance of brand value while buying frozen food products. Where 19% of the respondents always give importance, 38% of the respondents often give importance, 35% of the respondents sometimes give importance, 5% of the respondents rarely give importance, 3% of the respondents never give importance

INFERENCE:

Majority 38% of the respondents' often give importance to brand value

TEST 1:-**CORRELATION TEST:**

Correlation test for monthly income and how much they spend while buying frozen food products

		Monthly income	How much do you spend on buying frozen food products?
Monthly income	Pearson Correlation	1	.304**
	Sig. (2-tailed)		.001
	N	121	121
How much do you spend on buying frozen food products?	Pearson Correlation	.304**	1
	Sig. (2-tailed)	.001	.001
	N	121	121

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

INFERENCE:

The value of Correlation coefficient (r) is 0.304 .Hence there is high correlation between monthly incomes and how much do you spend on buying frozen food products.

TEST 2;-**CHISQUARE TEST:**

Chi-square test for age and importance of brand value while buying frozen food products

NULL HYPOTHESIS: There is no significant difference between age and importance of brand value while buying frozen food products.

ALTERNATE HYPOTHESIS: There is significant difference between age and importance of brand value while buying frozen food products.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	128.708 ^a	20	.002
Likelihood Ratio	16.850	20	.663
N of Valid Cases	123		

a. 24 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

INFERENCE:

Since p value (0.002) is less than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is significant difference between Age and importance of brand value while buying frozen food products.

V. FINDINGS

- Majority 51% of the respondents are from the age group between 20-30
- Majority 60% of the respondents are female
- Majority 57% of the respondents are UG graduated
- Majority 66% of the respondents are private employee
- Majority 42% of the respondents are getting monthly income between 20,001 –30,000
- Majority 87% of the respondents are having 2-4 members in their family.
- Majority 47% of the respondents started buying in 1-3 years
- Majority 30% of the respondents buys frozen food weekly once.
- Majority 54% of the respondents spend Rs.1000 – Rs.1500 to buy frozen foods
- Majority 38% buys frozen food products often in super market
- Majority 41 % buys frozen food often in Departmental stores
- Majority 40% buys frozen food products in local shops

- Majority 46% buys frozen food products in online
- Since p value (0.002) is less than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is significant difference between Age and importance of brand value while buying frozen food products.
- The value of Correlation coefficient (r) is 0.304 .Hence there is high correlation between monthly incomes and how much do you spend on buying frozen food products.

VI. SUGGESTIONS

- The quantity and types of preservatives used in frozen food products should not have any adverse effect on the health of the people.
- The customer buying the frozen food products must have complete awareness about the frozen food products.
- The taste of the frozen meat products like chicken, mutton, sea foods should be better when comparing to normal foods.
- The satisfaction level of desserts & cakes, snacks items, drinking product are neutral from the respondents, which must be improved.

VII. CONCLUSION

The buyer's behavior of frozen food products is mainly focuses on how people see the frozen food products, which mode they are buying, what frozen food they buy the most, how much they spend on frozen food etc. The study also identifies the most important factors that influenced the buyers to buy frozen food products, some of the influenced factors are taste, odor, appearance, texture etc. The reason for choosing the frozen food apart from choosing normal food is lack of time for the buyers to cook in their day to day life. For this the best alternate solution is buying frozen food only. In this study many of the respondents stated that they buy the frozen food to store and to save food from food shortages. In this study it has concluded that the people in the Chennai region are have a positive attitude towards the frozen food products such as fruits, vegetables, meat related products etc, and also they stated that taste of the frozen meat products is not too good but for the time consumption they are preferring.