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A STUDY ON CONSUMER BEHAVIOUR TOWORDS READY TO EAT PRODUCTS

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ABSTRACT:

In terms of time and traffic, there is a major issue in many places. Men and women are both employed concurrently in a variety of houses. According to this perspective, they don't have a lot of time to prepare meals because they spend most of their time working, either at home or in the office. Also, they don't want to eat out, which is another reason why ready-to-eat food has gained popularity. The market for ready-to-eat food products has grown as a result of the advantages of such foods. Ready-to-eat food is convenient to prepare and is preferred by everyone from college students to bachelors to those working in offices. Additionally, this study aids in pinpointing the variables that affect consumers' decisions to purchase ready-to-eat meals.

Introduction

Indian cuisine and way of life have seen substantial changes over the past 15 years as a result of India becoming the headquarters of numerous multinational organizations and the quick change in people's lifestyles. People choose quick, easy ways of food preparation over laborious ones since modern lifestyles demand it. As Ready-To-Eat (RTE) food has proliferated on the global market and, more recently, in Indian markets, consumption patterns have evolved over time. In the food retail industry, consumer intents and perceptions about ready-to-eat food products are changing as consumer awareness of food products rises. The retail food industry in India is no longer able to meet the demand for ready-to-eat meals. When foods are ready for ingestion, they can be shelf-stable. It either requires no heating at all or very little. People's life have been made simpler by ready-to-eat food. These foods were initially consumed by military personnel, disaster victims, trekkers, hikers, and hunters who needed quick, on-the-go meals. Nonetheless, the busiest people in contemporary cities are becoming more and more accustomed to RTE meals.

Research Problem

Many people today want to spend less time cooking because of their busy schedules. Consumers' choices to purchase and consume Ready-To-Eat food products can be influenced by a number of factors. The main objective of this study is to find out whether consumers prefer ready-to-eat food products and what those consumers' preferences are. to ascertain the most popular brand among consumers. Moreover, to ascertain whether packaging affects consumers' choices to buy Ready-To-Eat food products.

Research Objectives

1. To find out what residents think about prepared food products.
2. To identify the factors influencing consumers' choices to buy prepared food products.
3. To evaluate the relationship between the selected demographic traits and the habits of buying prepared foods.
4. To determine which brand of ready-to-eat food items consumers prefer.

MAJOR COMPANIES IN THE INDUSTRY in INDIA

1. Netsle
2. Hindustan Unilever
3. Glaxosmithkline Consumer Healthcare
4. Capital Food Ltd
5. CG Foods India PVT LTD
6. ITC
7. Future Groups

Product information (major products)

Ready-to-eat food markets are divided into segments based on the kind of product, the packaging style, and the mode of distribution. You can study the industries' sparse growth segments by enlarging these divisions, and you can provide customers with comprehensive market summaries and industry data to help them choose the most important market applications.

Product type

Choose cereals, fast food snacks, and soups for a quick breakfast.
fast food bakery goods
Additional Uses of Animals

Distribution channels

Include hypermarkets and supermarkets.
Others for Online Retailers in Cans, Frozen, or Chilled Packaging

Literature review

Critical concerns in the packaged food industry, British Food Journal, Vol. 107, AZIZ AHMED, NASER AHMED, AHMED SALMAN. (2005)

Convenience, utility, and indulgence are the main trends driving expansion in developed packaged food markets. The fact that the package is now an essential component of the product is what gives packaging its true value. Additionally, the broad marketing strategies and techniques used to market various types of goods and services are frequently applicable to the marketing of food products. Additionally, there are several crucial success elements that must be considered when pursuing product innovation. Additionally, all quality assurance programmes used by food producers and processors have as their goal the creation of safe products that adhere to manufacturer criteria, including legal requirements. Additionally, it is anticipated that the businesses with the most advanced supply chain management practises will be the most prosperous and profitable. Last but not least, businesses should anticipate rising trends to succeed. Every one of these crucial details ought to be observed in a packaged food industry for top performance"A product's outer appearance or packaging is crucial in capturing the attention of customers, so businesses that sell packaged foods should take great care in this area.

The Wall Street Journals, "Healthy Food Looks Serious: How Children Interpret Packaged Food Products", Volume 34, Charlene D. Elliott (2009).

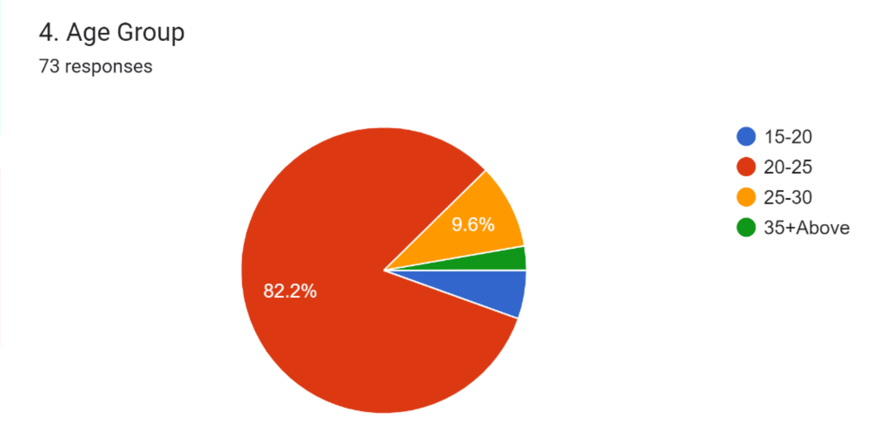
"Food marketed to children in supermarkets is categorised as "fun food," which is a neglected but growingly important category. These grocery store products highlight the role that food plays. The positioning of food as "fun" and eating as "entertainment" includes interactivity, artificiality, and general detachment from "normal" cuisine. Children have a keen sense of

entertaining foods and their packaging, and they offer shrewd, if inaccurate, interpretations of how to assess the healthfulness of packaged goods. In my opinion, the idea of fun has unintended implications that call for careful examination, and it puts children's food in a symbolic position that is both entertaining and phoney, which generates a number of barriers in the way of encouraging healthy eating habits in kids."
These prepackaged foods are primarily preferred by kids. They are intrigued by the packaging, flavour, etc. but are unaware of the quality of these products. Public Health," in JOURNAL OF FOOD PRODUCTS MARKETING

Vol. 21, Nutrition, Dr. WILMA WATER LANDER

The lack of a noticeable price difference between ultra- and less-processed foods shows that ultra-processed foods might provide consumers with limited free time better value. The majority of packaged food sold in supermarkets in New Zealand is the most unhealthy since it has undergone extensive processing. The majority of the products were variations of one another. For instance, of the 311 breakfast cereal varieties offered, 92 (or 29.6%) were made by Ozone Organics and Kellogg's, two food producers. These results indicate the need to reduce the amount of ultra-processed meals and reformulate items to enhance their nutritional profiles in order to improve the retail food supply.

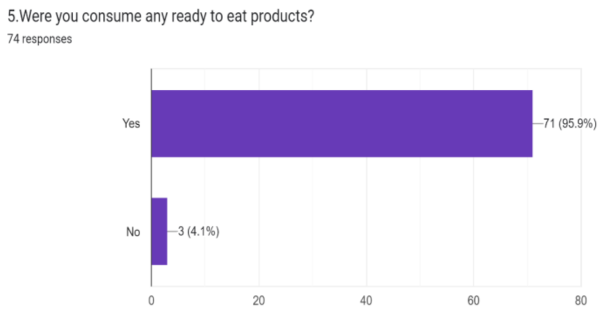
DATA ANALYSIS AND INTERPRETATION



I. Age

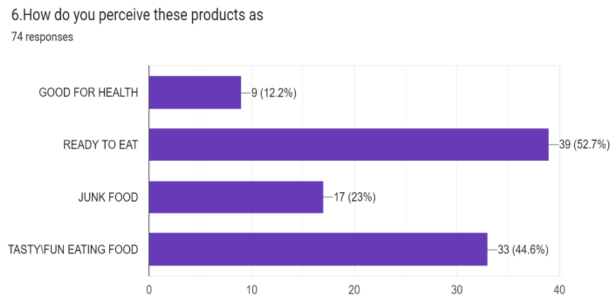
INTERPRETATION

Approx 5.6% of the respondent are between 15-20 Age groups
82.2% of the respondent are between 20-25 Age groups
9.6% of the respondent are between 25-30 Age groups
Approx 2.6% of the respondent are in between 35+ Age groups



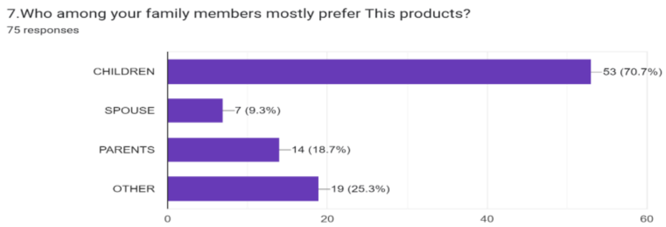
INTERPRETATION

As we can see in graph 95.9% of respondents are consuming ready to eat product
And 4.1% of respondents are not consuming ready to eat products.



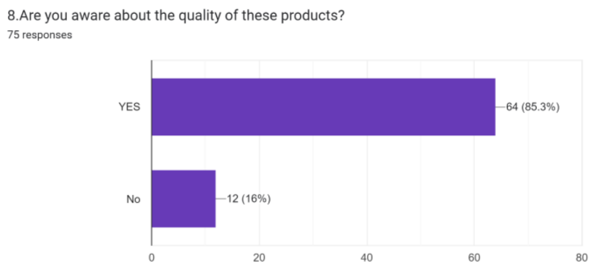
INTERPRETATION

As we can see in graph12.2% of respondent are thinking that this product are good for health
52.7% of respondent are seeing this product as ready to eat product
23% of respondent are seeing this Products as JUNK FOOD
44.6% of people seeing this this Products as TASTY/FUN EATING FOOD



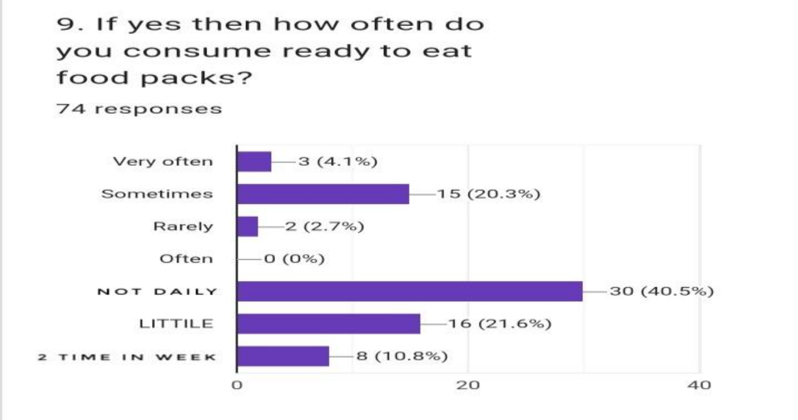
INTERPRETATION

As we can see in the graph 70.7% of respondents house family members are Mostly
Prefer ready to eat products to there Children's
9.3% of respondent house family members prefer this products to SPOUSE
18.7% of respondent house family members prefer this products to PARENTS
25/3% of respondent house family members prefer this products to others like guest friends etc.



INTERPRETATION

As we can see in the graph 85.3% of respondents are aware about the quality of the product which they are consuming
And 12.16% of respondents are not aware about the quality of products



INTERPRETATION

As we can see in the graph the 4.1% of respondents are very often to consume ready to eat products

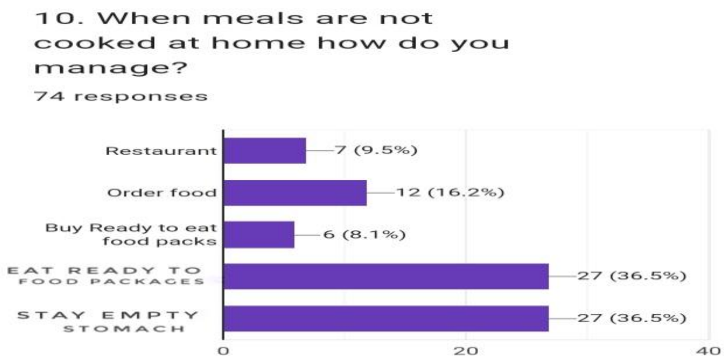
20.3% of respondents are consuming this products at sometimes

2.7% of respondents are rarely consume ready to eat packs

40.5% of respondents are not consuming this product on daily basis

21.6% of respondents are consuming this products as daily basis but in small quantity

10.8% of respondents are consuming this products 2 times in a week



INTERPRETAION

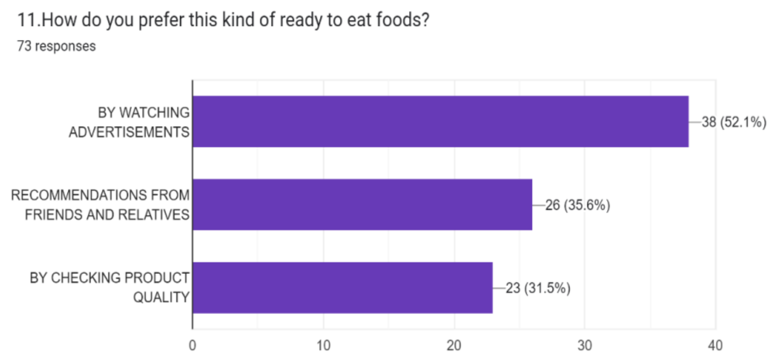
As we can see in the graph 9.5% of respondents go to the restaurant if they don't have meals at home

16.2% of respondents order food online food

8.1% of respondents are buy the ready to eat food packs

36.5% of respondents eat ready to eat foods

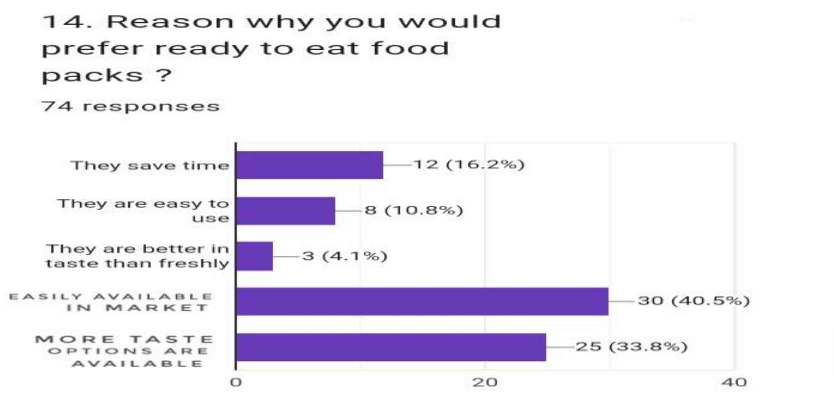
36.5% of respondents stay empty stomach



INTERPRETATION

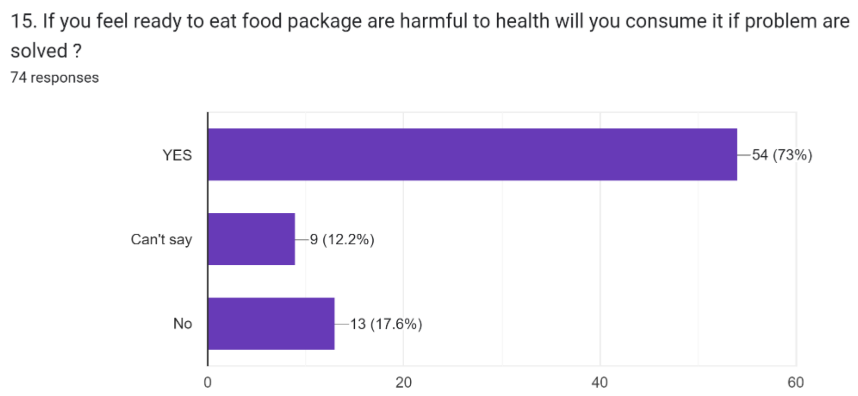
As we can see in the graph 52.1% of respondents prefer this product by watching the advertisement

35.6% of respondents are prefer this product by the recommendation from friends family
31.5% of respondence are prefer this product by checking product quality



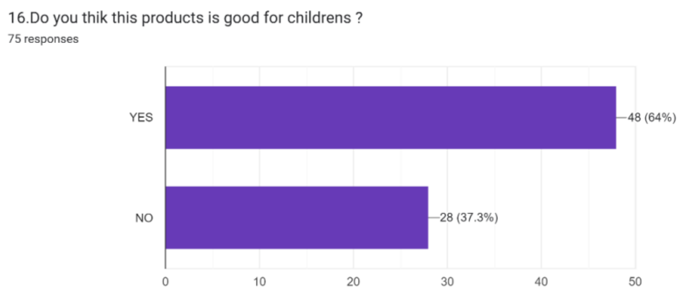
INTERPRETATION

As we can see in the graph 17.3% of respondents are using this product because this products are time saver
12% of respondents are using this product because they are easy to use
4.1% of respondents are using this product because they are better in taste than freshly
40.5% of respondents are using this product because it is easily available in market
33.8% of respondents are using this product because it has more flavor options



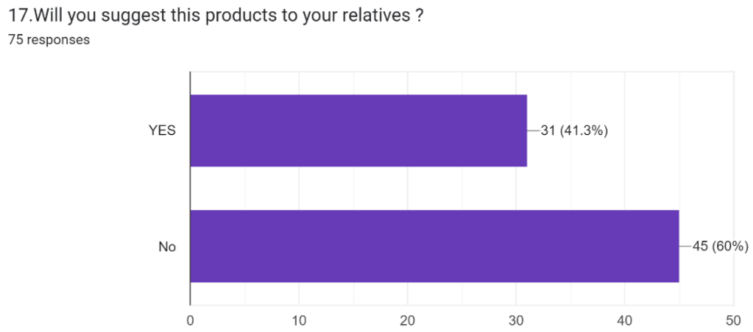
INTERPRETITION

As we can see in the graph 73% of respondent use ready to eat product if problem will be solved
12.2% of respondent are confused
17.6% of respondent are sure that they will not consume any ready to eat product if problem will be solved



INTERPRETATION

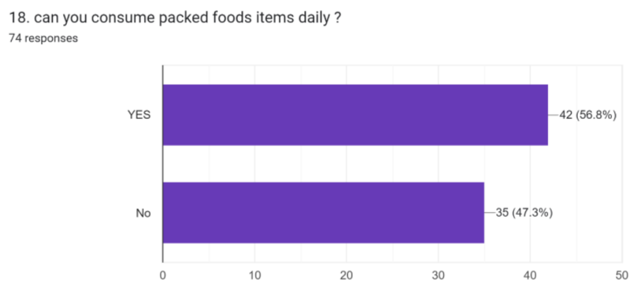
As we can see in the graph 64% of respondent are think that ready t eat products are good for children
37.3% of respondent are think that ready to eat products are not good for children’s health



INTERPRETATION

41.3% of respondent are suggest ready to eat products to there relatives

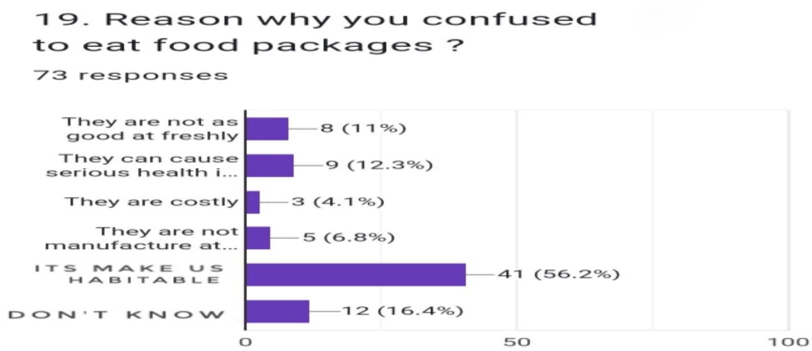
60% of respondent are not suggest ready to eat products to there relative



INTERPRETATION

56.8% of respondent are saying that they can consume ready to eat products daily

47.3% of respondents are not willing to consume ready to eat products daily



INTERPRETATION

As we can see in the graph 11% of respondent says that the ready to eat products are not as good as freshly

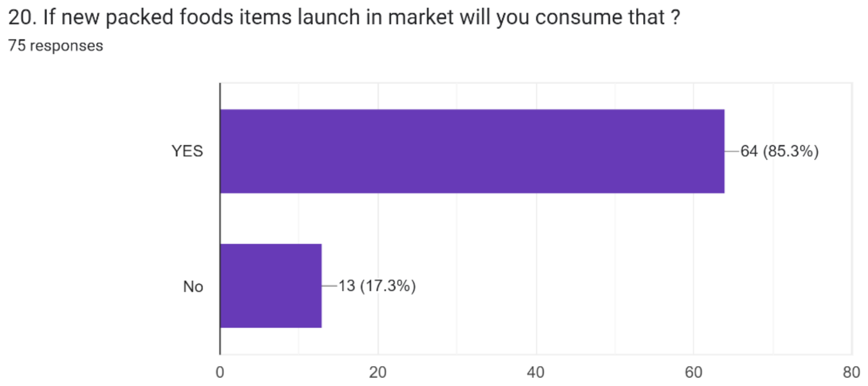
12.3% of respondent are saying that they can cause serious health issues

4.1% of respondent says that the ready to eat products are costly

6.8% of respondent say that the ready to eat products are not manufacture at home

56.2% respondent says that the ready to eat products makes us habitable to consume that products daily

16.4% say that they don’t know about that products



INTERPRETATION

As we can see in the graph 85.3% of respondent will surely if new product launch in ready to eat food products

17.3% of respondent will not try fir new product will launch in the market in the segment of ready to eat products

CONCLUSION

There is positive outlook towards ready to eat food products. It is concluded from the study that the major attraction for ready to eat products are taste & nutrition's ,convenience and its availability. There are serval factors that affect brand vhoise (such as taste, advertisement, schemes and availability. Majority of people consume ready to eat products frequently and are naturally satisfied. Taste, nutrition and availability are very important factors that are considered by respondents while purchasing ready to eat products.

Reference

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