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Consumer Behaviour and Consumption Pattern Towards Ready to Eat Food Products in Jammu City

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ABSTRACT

One of the basic needs of the human being is food. It is vital for the normal functioning of the body parts and for a healthy growth. Consumer interest in ready-to-eat (RTE) and ready-to-serve (RTS) food is mounting due to their convenience, value, attractive appearance, taste and texture. This paper discusses the relationship between consumer buying behaviour and consumption pattern. First, we aim to review the market of ready to eat food products and study the factors that affect the buying behaviour of the consumer in Jammu city. Secondly, we aim to study the consumption pattern of the consumers in Jammu city.

Keywords: Ready-to-eat, consumer behaviour, growth, purchasing

Seventy years after independence, Indian lifestyle has undergone numerous changes. Food and taste habits are no exception to this. Over the years there has been witnessed change in the pattern of eating, from raw to cook to Ready-to-Eat food. Indian cooking and lifestyle have undergone tremendous changes for the last 10-15 years as India becomes the hub of many multinational and there is a swift change in people lifestyles. The cooking style and eating habits in India varies radically from southern part to the northern part of India. Most of the dual income (both husband and wife are office goers) families want to spend much less time on cooking because of less availability of time. According to a recently published report by TechSci Research "India Ready-to-eat Food Market Forecast and Opportunities, 2019", the country's ready-to-eat (RTE) food market is projected to grow at a CAGR (compound annual growth rate) of around 22 per cent during 2014-19.

The study "Flavors of Incredible India-Opportunities in the Food Industry" carried on by FICCI –Ernst & Young notes that the Indian Food industry is a significant part of the Indian Economy with food constituting about 30% of the consumer wallet. The key drivers for growth in the sector are:

- ❒ An increase in the per capita income by 8% over the last five year period during 2005-2010 which has led to an increase in per capita consumption expenditure on food by 20% over the same period.
- ❒ Growth in the size of the middle to very rich class which is projected to increase at more than 300% between 2005-2015. This will lead to an increasing demand for food products to meet demands of convenience, variety, health and a changing palate.
- ❒ Emergence of Tier 1 and Tier 2 cities which will present key opportunity for future growth due to rising income, increased awareness and limited availability of products currently in these markets. Ernst & Young further states that there are key

lifestyle changes which will result in a transition of the consumers' consumption pattern.

- A growing number of nuclear working families who have limited time for cooking and hence are driven by a high need for convenience.
- An increasing incidence of lifestyle diseases such as diabetes, asthma, and obesity resulting in a demand for healthy products. An increased consumer awareness driven by media penetration and celebrity chefs promoting new cuisines and product categories.

Research methodology

Sampling Method: Convenient Sampling method

Sampling Units: Customers

Sample Size: Number of respondents is 100. Percentages are used in making comparisons between two or more series of data

The survey conducted through structured questionnaire/Schedule by face-to-face interview method.

Objectives of the study

1. To review the market of Ready to Eat food in Jammu city
2. To study the present consumer behavior towards Ready to Eat Food
3. To perceive the consumption pattern of Ready-To-Eat Food product

Review of Literature

Kazmi S.Q. (2012): This study recognize those factors which effect buyer perception about pasta products and also determined factors which stimulate buying decision towards pasta. Awareness and availability were chosen as main variables which effect consumer buying pattern.

Nirmalraj R.J.T. (2012): This study reveal the factors that are affected consumer buying behavior of "Ready to Eat Foods in India" A descriptive study was conducted to attain an insight in to customer's perception about the ready to eat foods. Findings of this study suggest that Indian companies must focus on creating awareness towards ready to eat food products so that potential growth chances can be maximized for ready to eat companies.

RESULTS AND DISCUSSION

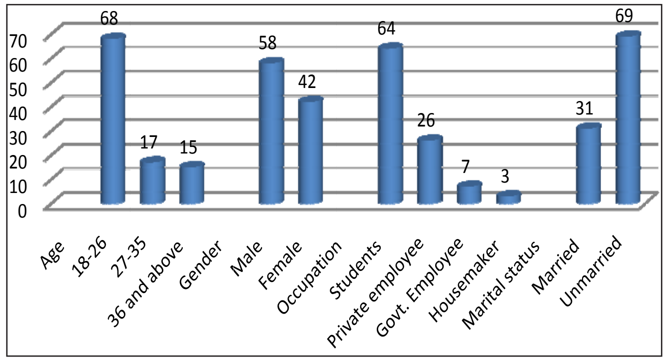

Fig. 1: Demographic details of customers (in percentage)

Fig. 1 represents the demographic details of the respondents. Most of the respondents fall in the age group of 18-26 years i.e. 68 per cent. From the total sample taken 58 per cent of the respondents were male and 42 per cent were female. Regarding the occupation, majority of the respondents were students (64 per cent) followed by private employees (26 per cent). On the query of marital status, 31 per cent respondents were married and 69 per cent were unmarried.

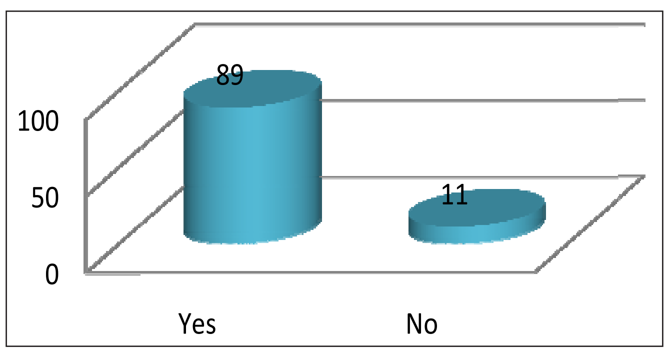

Fig. 2: Consumption of Ready-To-Eat food packs (in percentage)

Fig. 2 represents the consumption of ready to eat food packs and it is found that out of the total sample, 89 per cent of the respondents consume Ready-to-Eat food packs.

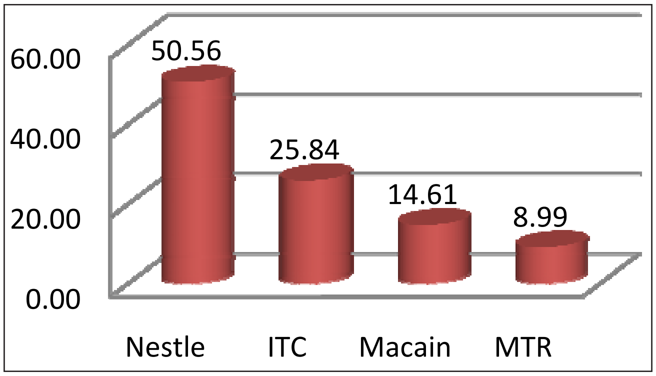

Fig. 3: Preferred brand for Ready-To-Eat food packs (in percentage)

Fig. 3 represents preferred brand of Ready-to-Eat packs. Out of the 89 per cent of population who consume Ready-to-Eat packs, 50.56 per cent prefer Nestle brand followed by ITC which is 25.84 per cent.

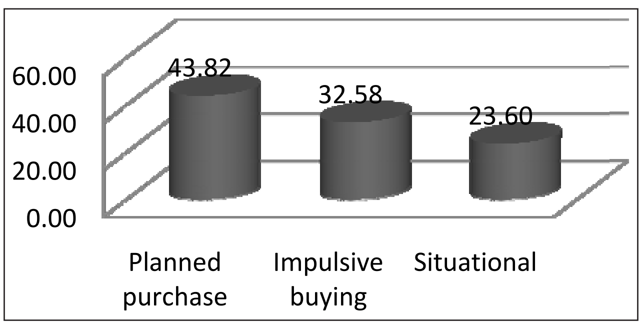

Fig. 4: Purchasing decision of the respondents (in percentage)

Fig. 4 represents the purchasing decision of respondents towards Ready-to-Eat products. Out of the total population who consume Ready-to-Eat products, 43.82 per cent respondents prefer planned purchase, 32.58 per cent go for impulsive buying and 23.60 per cent take purchasing decision on situational basis.

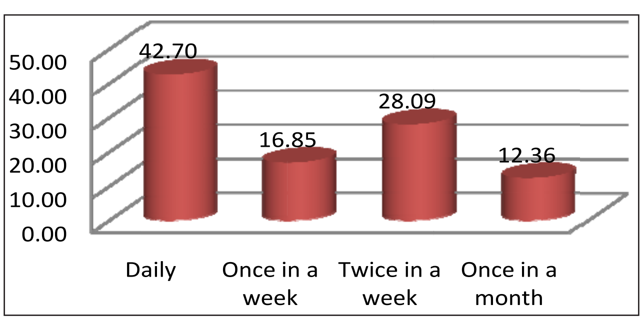

Fig. 5: Frequency of Purchase (in percentage)

Fig. 5 represents the frequency of purchase. Out f the total population consuming Ready-to-Eat products, 42.70 per cent purchase Ready-to-Eat products on daily basis, 28.09 per cent purchase Ready-to-Eat twice in a week, 16.85 per cent purchase once in a week and 12.36 per cent purchase only once a month.

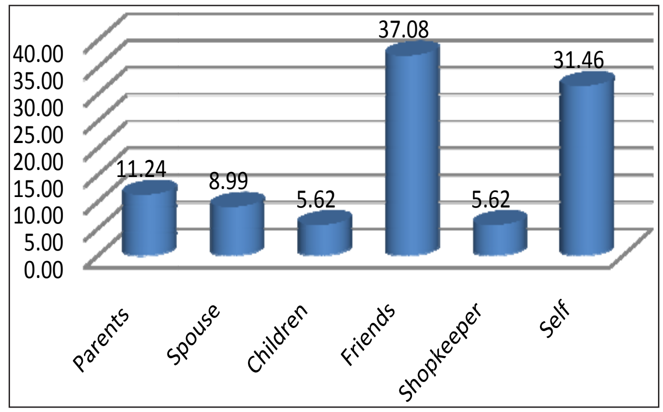

Fig. 6: Sources of influence (in percentage)

Fig. 6 represents the source of influence towards Ready-to-Eat products. 37.08 per cent of consumers are influence by friends, 31.46 per cent are self influenced.

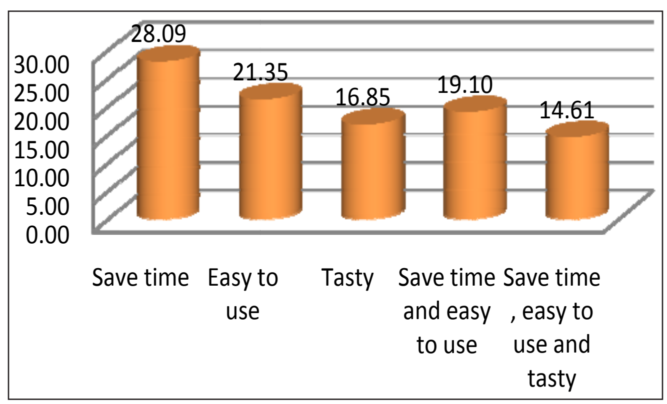

Fig. 7: Reason for the preference of Ready-To-Eat food packs (in percentage)

Fig. 7 represents the reason for the preference of Ready-to-Eat packs. Out of the total consumers of Ready-to-Eat packs, 28.09 per cent prefer Ready-to-Eat packs because it saves time, 21.35 per cents prefer it because it is easy to use and 16.85 per cent prefer Ready-to-Eat packs because of taste.

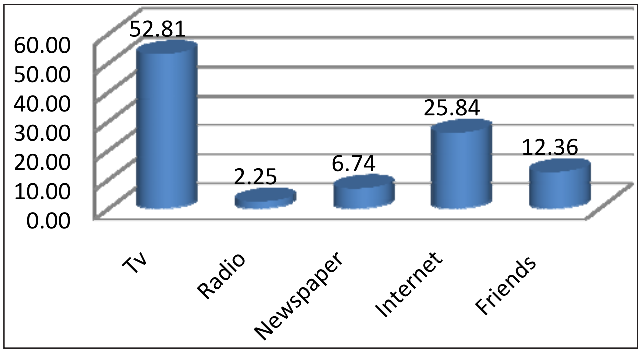

Fig. 8: Sources of information (in percentage)

Fig. 8 represents the sources of information about Ready-to-Eat products. Leading the bars is the TV with 52.81 per cent of respondents, followed by 25.84 per cent respondents who get information from internet and 12.36 per cent of the respondents gets information from their friends.

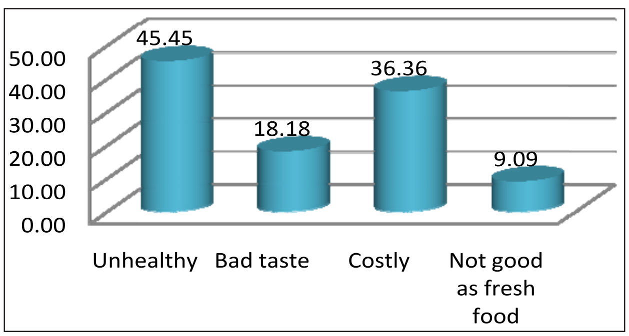

Fig. 9: Reasons for not consuming Ready-To-Eat food packs (in percentage)

Fig. 9 represents reasons for not consuming Ready-to-Eat food packs. Out of total respondents (11 per cent) who did not consume Ready-to-Eat food packs, 45.45 per cent find it unhealthy, 36.36 per cent find if costly and 18.18 per cent avoid consuming it because of bad taste.

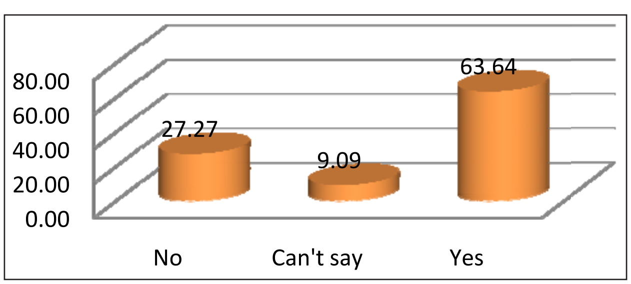

Fig. 10: Consumption once the problem gets solved (in percentage)

Fig. 10 represents whether people will prefer to buy the Ready-to-Eat food products once the issues related to health, price and taste gets solved. 63.64 per cent of the people responded positively, 27.27 per cent responded negatively and 9.09 were in dilemma about consuming Ready-to-Eat food products.

Findings

- ❐ Respondents preferences towards brand opinion comes for Ready-To-Eat (RTE) food packs, 52% respondents preferred Nestle, 27% ITC, 12% Macain and 9% MTR.
- ❐ Working employees and students are the major consumer of Ready-To-Eat food packs.
- ❐ In case of non-liking of RTE food due to high price, poor quality, taste etc., mostly agreed to purchase it, if these get solve.
- ❐ Finally it can be said from the above analysis that students are major consumer of Ready to eat food followed by private employees' people especially who are unmarried.
- ❐ Still RTE food companies need to do lot of quality promotional activities to make people conscious about their products and to penetrate the market.

CONCLUSION

The results of the study revealed a positive outlook towards the instant Ready to eat food products and the demand has also increased. The companies should focus more on quality promotions. The participants had extensive awareness of the product, and suitable information sources of the product. The frequency of consuming ready to eat food has been rising with relative importance of convenience, time saving and a relative decline in habitual food and eating habits.

This trend was more visible in young consumers. The study revealed that majority of the respondents had planned decision in purchasing instant food products. Television played a major role in providing information about instant food products.

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