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## Consumer Perception towards Ready-to-Eat Food Products

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### ABSTRACT

Food is one of the basic need of human being. It is required for the normal functioning of the body parts and for a healthy growth. Consumer behaviour in the world of marketing is very necessary to judge for the success of the product. Ready-to-eat food products especially in market segmentation based on food related lifestyle can be applied to develop proper marketing strategies people attitude, income level, Lifestyle standards. Product availability are taken into are consideration to arrive at the conclusion. Today market is very enormously with more example. Hence, to survive in the market the company not any need to maximize it's profit but also needs to satisfy it's consumer and should they to build upon from there. Firstly, we aim to identify and point out what factors affect our food perception, taste and preferences and there by try to explain the many reasons for different food choice and preferences, researchers aim to give a general overview over factors affecting Ready-to-eat choice and the actual decision making process used for food preferences choice. Researchers provide a brief discussion regarding the connection between food preference and food choice.

Keywords: Ready-to-eat, Lifestyle, Food preference and food choice .

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### INTRODUCTION

According to the way of Indian cooking style was changed drastically over a decade. As India became independent itself and hence Indian switch their cooking style. Therefore there is a quick alteration and individuals way of life.

In recent years, due to lifestyle pressure Indian people mostly prefer for an easy and fastidious way of cooking meal rather than spending too much time for cooking. Nowadays mostly people are so lazy of cooking food. Most of the time people want to prefer fast food like Maggi cup noodles, bhel and so on. Alteration of ready to eat food in the global industry, and hence there is also modification in our life style. And therefore in current scenario Indian markets has switch in consumption patterns over a decades. So consumers give first prior to ready to eat food products and people gave more attention and perceptions of ready to eat food products are switching in the food retail industry.

In the recent years, ready to eat meals or products have very much trend in India due to their busy lifestyle maximum tourist attraction and changing taste preferences across India. These are the habits of Indian people. In this busy life people mostly prefer RTE products. "According to research and market", The Indian RTE market stood at \$261 million 2017 and is Projected to grow at a CAGR of around 16% during 2018 to 2023 to touch \$647 million by 2023. There is a longer shelf life and easy availability of ready to eat food products is for high demand across the country. Also, their items Packaging is more attractive, preference of single serving means one time consumption, marketing levels is at hike and their promotional strategies are unique in this market growth during this pandemic.

The most popular ready to eat items include preparation of paneer, Chana masala pav bhaji etc these are all in demand items specially for youngsters. They prefer most of the time. RTE foods offerings have developed to fulfil the necessity for easy use and convenience. Maximum companies have offering ready to eat food products for satisfying customer or to retain customer. If customer were not satisfied then they lose the customer. There for the demand for ready to eat food products were increasing day by day.

There is a tremendous issues with respect to time and traffic. At the same time men and women are busy their job means there schedule for morning 10am to evening 8:00 PM are pack after that they were getting tired so The thing is that they were tired to consume ready To eat food products prefer more. Because they tried to easy their life. From college students to bachelors to stay single in a room to individuals at a workplace ready to eat food is easy to make and preferred as a quick fix to hunger. Hence they prefer most of the time ready to eat food products meal.

## LITERATURE REVIEW

Sarathy and Gopal, 2011) Published a paper titled “Managing the diffusion of innovation in ready to eat food products in India.” The main motive for research was to find out the factors that the production of ready-to-eat products would be increased or slow down the innovation in the case of ready to eat foods. They stated that the consumers seem to be open minded and they changed their taste and preferences with positive inclination generated towards ready to eat food products. Hence it seems to people are mostly preferred ready to eat food products for imitating the hungerness.

( Bae, Chae& Ryu, 2010 ) Published paper titled“Consumer behaviour towards ready to eat foods based on related lifestyles in Korea”. The main aim of the study was to find the lifestyle related food consumers according to the people and the buying behaviour of RTEfoods.They stated that health orientation, taste orientation, convenience and tradition orientation , we’re the four factors that were weighed when aiming to identify the bahivour of the customer towards food related lifestyle of ready to eat food consumers.

( Solanki & Jain, 2017 ) published paper titled “A consumer on buying behaviour towards ready to eatfood industry”. The main aim to conduct the research was to study about consumer purchase behaviour towards ready to eat food industry in northern India. They study that due to the lifestyle pressure now a days, consumers don’t have the time to cook the food due to their busy schedule regarding their jobs, that’s why they prefer to go restaurants or café or ready to eat foods for hungryness.

Also it was stated that individuals are single who are not married bachelor’s preferred to consume ready to eat food products mostly therefore it was mostly preferable.

( Gupta, 2016 ) published a paper titled“Consumer perception towards ready to eat food products in Vanarasi district”. The main aim of the study is to identify consumers taste and preferences for selecting the RTE foods in their habit of the households with or without children, single earners and bachelors. He stated that changing lifestyle That is stressful and the busy lives or scheduled due to long lasting hours of work of their working contributing factor to the growth of the eat to ready meals sector hence it seems like ahectic .

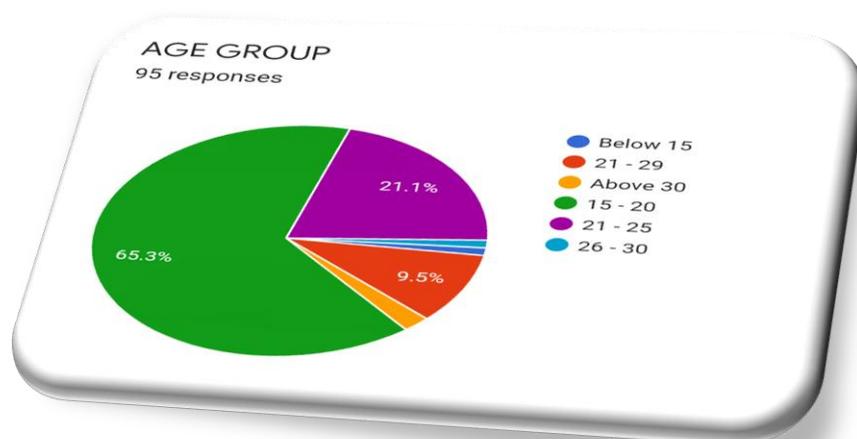
## Objectives

- To understand what consumer behaviour is and the different types of consumers for buying READY TO EAT FOOD products.
- To examine consumer buying behaviour of undergraduate students, single earner , hotel people.
- To evaluate consumers’ opinion and attitude towards Ready to eat food products.
- To create Consumers’ awareness of ready to eat food products *the data are* collected throughthe implementation of an online questionnaire.

## Research Methodology

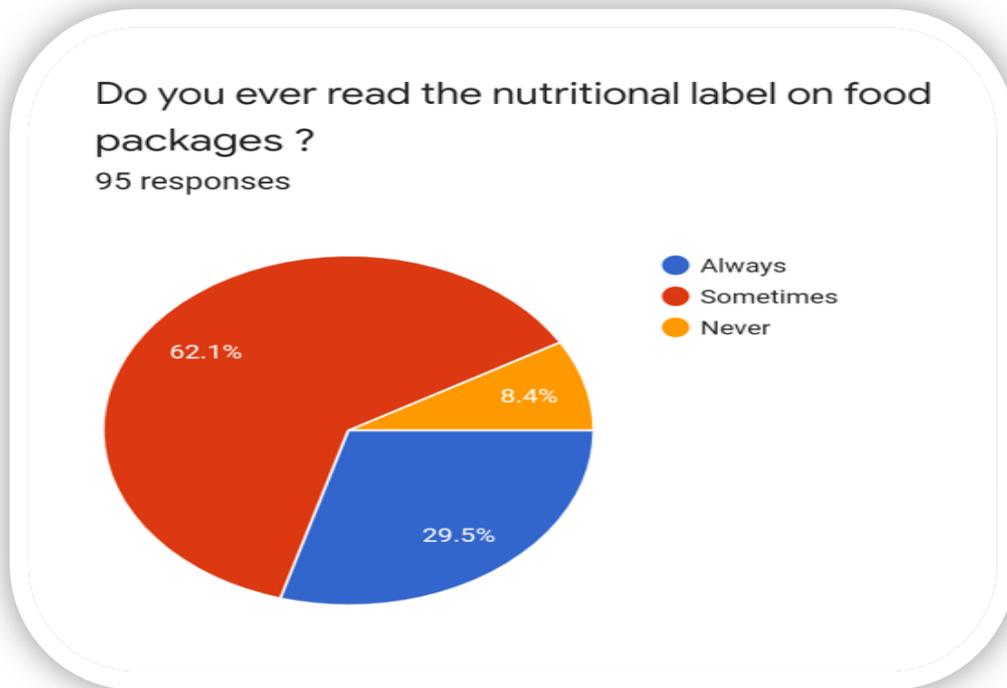
This study is totally a survey based model. The consumers are in the age group questionnaire starting from 16 to 30 above are given questionnaire to get the feedback and some of them were interviewed personally. Based on their input the analyses were done and results arrived. The literature reviews are done based on the secondary information’s available in the well known articles from good publishers and internet sources. TheData are collected byquestionnaire and online survey.

## Results



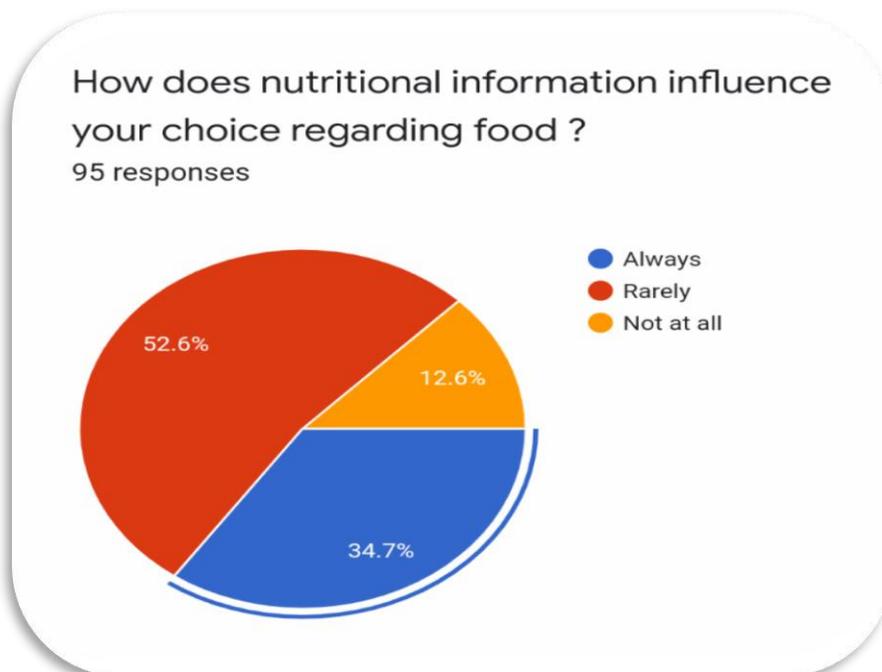
The above chart show that may the age group between starting from 16 to 30 above responded that there are many major sources of attraction for ready to eat products.

1) *Do you ever read the nutritional label on food packages ?*



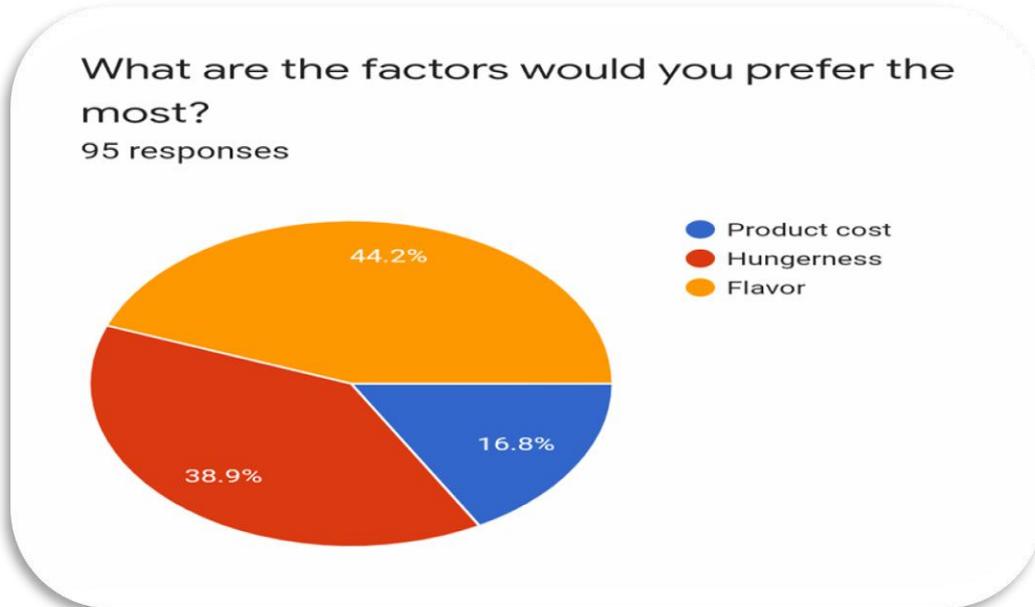
The pie diagram shows the people getting 95 responses and read the nutritional label on food packages. 65% of people respond that ready-to-eat food had sometimes read the nutritional label, 29.5% always, and 8.4% of people respond never.

2) *How does nutritional information influence your choice regarding food ?*



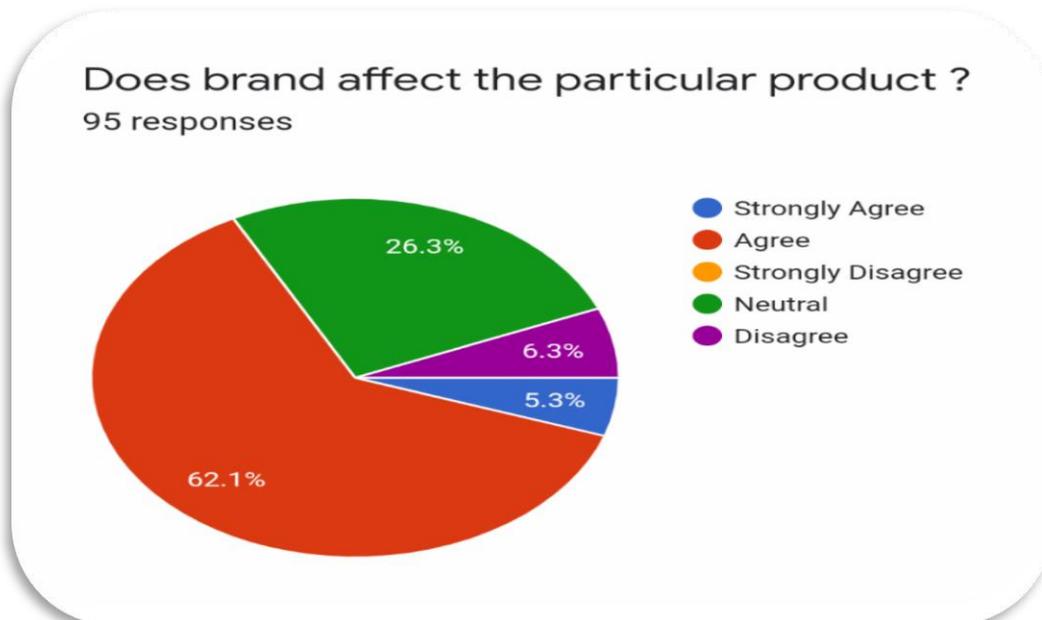
The below chart shows nutritional information influence your choice regarding food have received 95 person responses. 52.6% of people respond Rarely, 34.7% of people respond Always, and 12.6% of people respond not at all.

## 3) What are the factors would you prefer the most?



The pie diagram shows the factors would you prefer the most 95 responses received . In that 44.2 % people respond flavour. 38.9 % people respond hungerness and 16.8 % people respond product cost.

## 4) Does brand affect the particular product ?



In this chart shows the brand affect the particular product 62%. 26.3% people respond agree and 64% people respond neutral and 5.3 % people respond strongly disagree.

## Conclusion

This study shows that there is grater demand for ready to eat food segments & the major attractions for these products are convince, and less time consumption to cook. The food perception, preference and choice for ready to eat food. It was found that the consumer purchase brands mostly on the parameters of trust of safety. These two parameters build long term association with the brands. Even though are other factors people considers while choosing ready to eat food, trust and safety are become a vital parameters to purchase ready to eat food products. Brand endorsement, brand ethical concerns, brand attributes one have little impact on purchase intention. Hence, it can be concluded that, there are several factors, affect our food. Choice ( such as advertising, functional, health, price, sensory or socio culture) so interesting empirical study can be carried out across the different

regions, types of ready to eat food products. Since current literature review does not focus on the role of altruism in purchase of ready to eat food. This issue can be considered in detail for future study.

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