



## Purchase Decision of Frozen Food Products in Coimbatore City

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### ABSTRACT

Frozen food is also known as comfort food. The importance of frozen food is increasing day by day due to the change in socioeconomic trends which provide new emerging market in the economy. It is considered to be convenience food which are usually used or preferred by working people as it saves time. Frozen foods include snacks, beverages, and fully cooked meals, half cooked frozen meals etc. The main reason for increase in use of frozen food products, frozen meals are because of the change in work force and participating in work force makes buying decisions.

### INTRODUCTION:

Frozen food is also known as comfort food. The importance of frozen food is increasing day by day due to the change in socioeconomic trends which provide new emerging market in the economy. It is considered to be convenience food which are usually used or preferred by working people as it saves time. Frozen foods include snacks, beverages, and fully cooked meals, half cooked frozen meals etc. The main reason for increase in use of frozen food products, frozen meals are because of the change in work force and participating in work force makes buying decisions. Freezing is one of the techniques and most convenient methods of preserving foods. Properly maintained frozen foods retain more of their original nature and generally more of their nutrients than foods preserved by other methods

### STATEMENT OF THE PROBLEMS:

A study has been conducted to understand the perception and level of awareness about frozen food products available in the market among people residing in Coimbatore city. Frozen foods are affordable in nature. People tend to consume frozen foods because of demanding work life culture where adults are too exhausted by the end of the day to cook food

### OBJECTIVES:

- To know the level of awareness and perception of people regarding consumption of Frozen Food Products.
- To analyses the factors influencing the purchase of Frozen Food Products.
- To study the buying behaviour of Frozen Food Products.
- To examine the impact of consumption of Frozen Food Products on the health and lifestyle of the people.
- To study the satisfaction level of the people on consumption of Frozen Food Products.

### REVIEW OF LITERATURE:

- **Hyun-Joo Bae, Mi-Jin Chae and Kisaeng Ryu** have conducted a study on “Consumer behaviours towards ready-to-eat foods based on foodrelated lifestyles in Korea” during the year **2010(1)** . The study has examined the consumers' behaviours toward ready-to-eat foods and to develop ready-to-eat food market segmentation in Korea. Data have been collected from 410 respondents. Chi-square tests and t-tests have been applied to analysed data. The results of cluster analysis have indicated that “tradition seekers” and “convenience seekers” should be regarded as the target segments. The findings of the study have suggested that ready-to-eat food market segmentation based on food-related lifestyles can be applied to develop proper marketing strategies.
- **Aamir Saifullah, Nawaz Ahmad, Rizwan Ahmed and Badar Khalid** have conducted a study on “Frozen Food Revolution: Investigating How Availability of Frozen Food Affects Consumer Buying Behaviour” during the year **2014(8)** . The study intends to throw light on the

various aspects of frozen food and buying behaviours. The data have been collected from 100 respondents by adopting convenience sampling technique. The study has found that the frozen food has a significant impact on buying decision and consumer behaviour.

- **Shuvro Sen and Neel Antara & Sushmita Sen** have conducted a study on "Factors influencing consumers to Take Ready-made Frozen Food" during the year **2019(15)** . The sample size of the study was 150 respondents. The collected data were analyzed through the questionnaire and Factor Analysis. The research paper aims at factors influencing the purchase of Ready- made Frozen Food and the customer segment. All activities have been performed in the study which involved human participants were in accordance.

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## SCOPE:

The demand for frozen food has shown an increasing growth and most of the people prefer frozen food for various reasons as it is more convenient. However, some frozen foods contain harmful ingredients that may affect consumer's health. The study attempts to understand the buying behaviour of frozen food products. In this study we have analysed the level of awareness and perception of people regarding consumption of frozen food.

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## METHODOLOGY USED IN THIS STUDY SAMPLE SIZE:

The sample size is 120 respondents

### AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

### DATA COLLECTION:

Data is of two types Primary and Secondary.

### PRIMARY DATA

Primary data has been collected using questionnaire

### SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books.

**TABLE: Simple percentage analysis**

Factors	Options	No. of Respondents	Percentage
Educational Qualification	UG	62	51.7
	PG	29	24.2
	School	11	9.2
	Others	18	15
Age of the respondents	21-30	88	73.3
	31-40	18	15
	41-50	11	9.2
	50 above	3	2.5
Occupation	Student	70	58.3
	Employed	31	25.8
	Professional	11	9.2
	Others	8	6.7
Marital status	Married	97	84.3
	Unmarried	18	15.7
Opinion	Yes	67	55.8
	No	53	44.2
Having smart watches	Yes	85	73.9
	No	30	26.1
Online community	Very liked	50	40
	Somewhat	59	47.2
Advertisement influence	Yes	51	42.5
	No	37	30.8
	May be	32	26.7
Uses of smart watches	Regular basis	79	68.7
	Irregular basis	36	31.3

Recommend to others	Yes	88	76.5
	No	27	23.5

**INTERPRETATION:**

Majority 51.7% of respondents are UG.

Majority 73.3% of respondents are from the age group 21-30.

Majority 58.3% of respondents are student.

Majority 39.2% of respondents are below 10,000.

Majority 35% of respondents are Sankalp.

Majority 31.2% of respondents are gravy varieties like paneer butter masala in different brands.

Majority 31.7% of respondents are Kebabs, tikkas, patties.

Majority 45.1% of respondents are Chicken items.

Majority 55.8% of respondents are Yes

Majority 39.2% of respondents are Twice in a month.

Majority 32.3% of respondents are Less wastage.

Majority 42.5% of respondents are Yes.

Majority 34.2% of respondents are Neutral.

Majority 36.7% of respondents are Non veg products.

Majority 29.2% of respondents are Aachi.

**SUGGESTIONS:**

- Majority of the consumers have stated that Frozen food are not nutritious and healthy. So the consumers need to be aware of the Nutritional content available in label and packages.
- Consumers with pre-existing long-term diseases have to be cautious about the quantity of consumption of frozen food items.
- Majority of the consumers have stated that Frozen food won't help in maintaining the proper diet. So, the consumers can intake the pre portioned frozen foods for weight control.
- Frozen foods contain added preservatives for long shelf life. Frozen foods are processed for long period. So, they have added the artificial chemical ingredients for the preservation. So, the consumers should be aware of the additional chemical factors contained in the frozen food packages.
- Majority of the consumers have stated that Frozen food are not affordable to all class of people. So, the consumer should aware of the different brands of foods that are available in the local market which are affordable to all class of people.

**CONCLUSION:**

Consumers go with their convenience and find buying frozen foods reasonable. It surely saves their time, money and effort. However, frozen food can have major harmful effects on health. They can disturb the whole digestive system and metabolism. Lifestyle changes are needed to protect one from diseases if frozen foods are over consumed. Consumers must be aware of taking a nutritious diet and exercising should be a part of maintaining a good health. Frozen foods decrease the number of good nutrients from the meal. Once consumption of frozen foods become a habit, it will be very tough to turn back. In fact, the ingredients that are used in frozen foods are not the same as in freshly cooked items. Many preservatives are added to frozen foods for long shelf life that are not good for health.

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