

Factors that influence the buying behaviour of ready to eat food products

Abstract:

The present investigation was conducted at Dadri, Gautam Buddha Nagar, UP. Out of 50 respondents this data has been collected from research area. 13% people opinion is about RTE food is easily available now days in the market. 14% consumers purchase the food on the basis of their taste. About 8% people buying that food because their family prefer and like the ready to eat food and 1% people are those who are buying that food to influence by other and 10% also those were convenient from other users. Mostly around 15% consumers were those always buying consuming the RTE food for saving their cooking and preparation time. In the end rest 0% people nil due to the no data.

On the other hand, there were few respondents out of 100% those have valid reason based on their past consumption experience to purchase ready to eat (RTE) food. Firstly, there was around 4% people those were unable to buy RTE food due to the lack of their awareness and knowledge also. Approximately 6% consumers were those who dislike the RTE products due to any valid reason. Around 26% people were not able to buy the RTE food products due to the high price of product. Nearby 20% consumers dislike the products due their low quality.

4% consumers were unable to buy the RTE food products due to the unavailability. Approximately 34% people dislike the products because according to them, Ready to Eat food are too much health conscious because those are available in the form of extra fat, extra fibers, etc. Less than 6% consumers are those who haven't any valid reason to buy RTE food products.

Keywords: Ready to Eat food, Satisfaction, Awareness, Brand preference, frequency of consumption.

Introduction:

“Food has always been an integral part of the society. Over the period, India has been witnessed to be influenced by the Western Culture and so does creeps in Ready-to-Eat (RTE); Food Packages which provide any person an ability to wear an apron to be a master chef in no time. With the changing style of food consumption and the benefits availed through the use of Ready-to-Eat food has resulted in a subsequent rise in the RTE market” (Bae et al., 2020). “Ready-to-Eat food is food that is offered or exposed for sale without additional cooking or preparation, which is packaged on the premises where they are being sold and are ready for consumption. Canned foods, convenience foods, fast foods, frozen foods, instant products, dried foods, preserved foods, etc. all come under Ready-to-Eat foods. Demographic variables and socio- economic characteristics of the consumers are also important variables, which decide the consumption pattern of food products in the family” (Gupta, 2016).

“Indian cooking and lifestyle have undergone tremendous changes for the last 15 years. There are many key factors impacts this change including, liberalization policy, dual income, separate living of couples, innovative kitchen applications, media proliferation etc. The cooking style and eating habits in India varies drastically from southern part of India to northern part of India. Health conscious consumers are mostly well educated and can access to different information available on the internet, magazines, TV shows, and word-of-mouth information by their society people” (Isher et al. 2018). More than male, the female consumers show much interest in knowing the level of calories, ingredients and certain product approval certificates in choosing the products. This shows a good sign of healthy generation in India, especially in the age group of 20-40.

Material and Method:

- **Selecion of district** – There are 75 districts in Uttar Pradesh. Out of which Gautam Buddha Nagar district was selected. As it is having 144,200 hectares of land, having a population of 2,290,880 according to the data of year 2023.

- **Selection of tehsil** – There are **3 tehsils** in the Gautam Buddha Nagar district namely Dadri, Sadar and Jewer. Out of which **Dadri** was select purposively due to the maximum consumption of readyto eat food.
- **Selection of ward** – There are about 25 wards in the Gautam Buddha Nagar district, among these 5 % wards were selected on the randomly basis.
- **Selection of respondents** – At this stage of selection 10% which is about 50 respondents were selected randomly from the all categories of size of consumers sothat a meaningful study can be carried out.

Tools and Techniques of Analysis:

Correlation –

The linear correlation coefficient defines the degree of relation between two variables and is denoted by “r”. It is also called as Cross correlation coefficient as it predicts the relation between two quantities. Now let us proceed to a statistical way of calculating the correlation coefficient.

If x & y are the two variables of discussion, then the correlation coefficient can be calculated using the formula-

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}$$

Here,

n = Number of values or elements

$\sum x$ = Sum of 1st values list

$\sum y$ = Sum of 2nd values list

$\sum xy$ = Sum of the product of 1st and 2nd values

$\sum x^2$ = Sum of squares of 1st values

$\sum y^2$ = Sum of squares of 2nd values

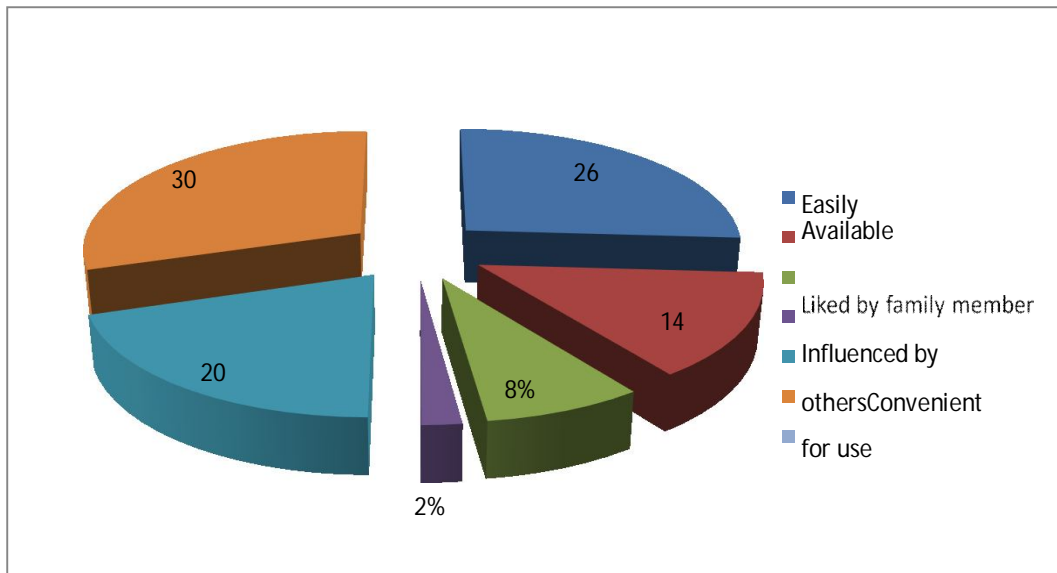
Result and Discussion:

Table 1: Reason for buying behaviour RTE food.

Reasons for purchasing RTE foods	No. of respondents (N=50)
Easily Available	13
Taste	7
Liked by family member	4
Influenced by others	1
Convenient for use	10
Save time for preparation	15
Any other	0

Shows the majority of respondents i.e. 30% purchased RTE food save time whereas 26% purchased for its easily availability, 20% purchased for convenient use and very 8% purchased for their family members, few 2% purchased by the influence of relatives and family.

Fig. 1 -Reasons for purchasing RTE



According to the table and figure structure, it shows about the reason to buy RTE food by consumers. Out of 50 respondents this data has been collected from research area. 13% people opinion is about RTE food is easily available now days in the market. 14% consumers purchase the food on the basis of their taste. About 8% people buying that food because their family prefer and like the "ready to eat food" and 1% people are those who are buying that food to influence by other and 10% also those were convenient from other users. Mostly around 15% consumers were those always buying consuming the RTE food for saving their cooking and preparation time. In the end rest 0% people nil due to the no data.

Table 2: Reasons for not purchasing of RTE foods by consumers –

Reasons for not purchasing RTE foods	No. of respondents (N=50)
Lack of awareness of products available in the market	2
Dislike the product	3
High Price	13
Low quality	10
Not available in the shops	2
Health conscious	17
Any other	3

Fig. 2. Reasons for not purchasing RTE

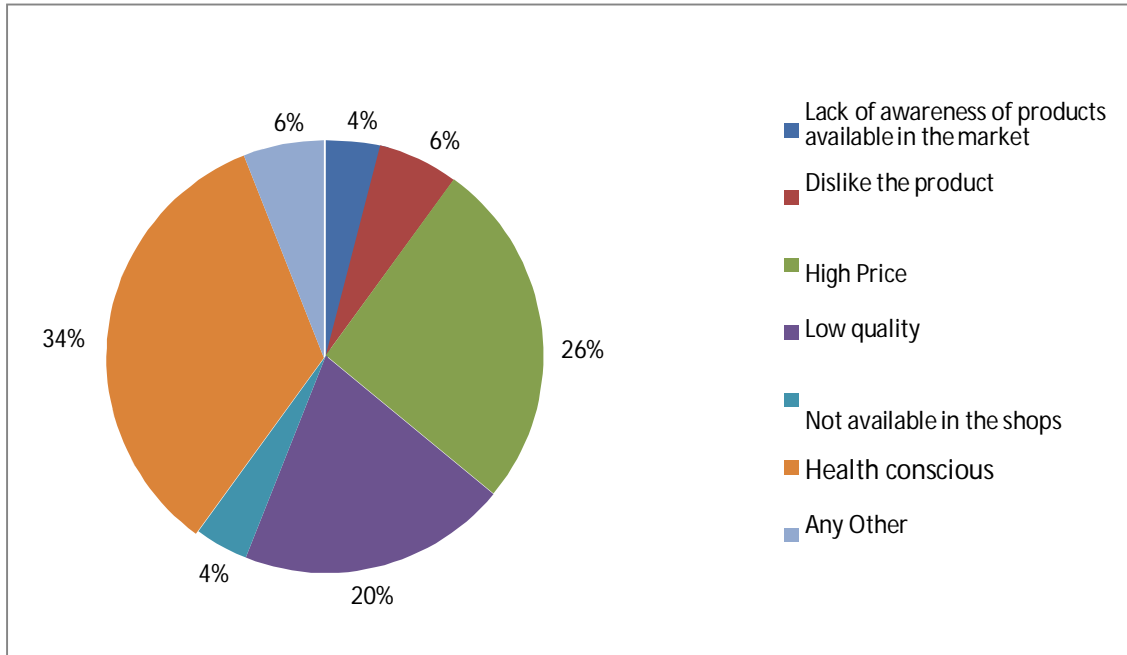


Table No.2 and Fig.2 -

There were few respondents out of 100% those have valid reason based on their past consumption experience to purchase ready to eat (RTE) food. Firstly, there was around 4% people those were unable to buy RTE food due to the lack of their awareness and knowledge also. Approximately 6% consumers were those who dislike the RTE products due to any valid reason. Around 26% people were not able to buy the RTE food products due to the high price of product. Nearby 20% consumers dislike the products due their low quality. 4% consumers were unable to buy the RTE food products due to the unavailability. Approximately 34% people **don't prefer to buy RTE products due to much health conscious** because those are available in the form of extra fat, extra fibers, etc. **Less than** 6% consumers are those who haven't any valid reason to buy RTE food products.

Conclusion:

It is concluded that changing lifestyle i.e. more stressful and hectic lives due to long working hours is a significant contributing factor in the growth of ready meals sector. The respondents, who were primarily working women, gave as their justifications that they buy prepared foods to avoid the hassles of cooking in their busy schedules. To sum up, with the shifting In line with consumer lifestyle trends, quick and simple to prepare food is now more of a necessity than a luxury, making the ready meals sector one of India's most important economic sectors. Understanding consumer behaviour would assist businesses in developing strategies to meet customer needs and thereby grow their market share. It was discovered that

consumer tastes and preferences changed quickly, especially in a dynamic environment. Given the significance of consumer patterns, an effort was made to research consumer purchasing habits with regard to ready-to-eat food products, consumer brand preferences, consumer brand preference factors, and consumer alternative purchase plans.

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