A STUDY ON CONSUMPTION PATTERN OF NUTRITIONAL READY TO EAT/COOK PRODUCTS WITH REFERENCE TO IPAKKA FOODS

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ABSTRACT

Since the demand for ready-to-cook food is on the rise, the purpose of this study is to identify all of the influential factors that encourage consumers to purchase ready-to-cook food. In this section, I will attempt to identify the empirical variables that link consumer perception and rising demand for Ready-To-Cook/convenience foods. It is widely consumed in the first-world nation, but it is also becoming popular in countries like Bangladesh. It's not like the marketers only want people in higher social classes to buy this ready-to-eat food; many middle-class people are also interested in it. Therefore, I would like to pursue a degree in this field in order to determine the factors that influence consumers' preference for convenience foods.

Key Words: *ready-to-cook food, consumers' preference, food industry*

I. INTRODUCTION

The vast majority of the food consumed by the world's population is supplied by the food industry, a vast global network of various businesses. A wide range of commercial activities used to create, provide, transform, prepare, preserve, transport, certify, and package food products are referred to as the "food industries." Food is produced in a variety of ways today, including large, capital-intensive, heavily mechanized industrial enterprises and traditional, small, family-run businesses employing a large number of people.

II. REVIEW OF LITERATURE

Bhavya Dhir, Neerja Singla (2019), In their study, the convenience food industry is rapidly expanding in India and adapting to the needs of the country. The need for quick meals has constantly increased due to Indians' hectic lifestyles at both home and at work. Therefore, it is necessary to inform them of the nutritional content of these items as well as how they affect their nutritional and health state. Convenience food consumption has been identified as the primary cause of the rise in non-communicable diseases worldwide.

Sushant Temgire, Anjan Borah, Sandip Kumthekar, Aniket Idate (2021), With so many fast-food options accessible in the market, modern people have adjusted their lifestyles and behaviours toward ready-to-eat and ready-to-cook products. They react to foods that are both fresh and simple to prepare. In our review, we looked at the ready-to-eat food category, which included packaged foods intended for immediate consumption in contrast to ready-to-cook foods, which require relatively little further work to prepare. Fruits, vegetables, cereals, legumes, meat, and fish make up the bulk of the food required to prepare ready-to-eat and ready to-cook meals.

Yamunadevi Puraikalan (2018), The findings of the current study indicated that the nutritional composition of the powder made from banana peels had improved. The approximate percentages of protein, fat, and fiber in USA variety peels were calculated to be 9.4%, 6.7%, and 11.5%, while India variety peels show respective percentages of 11.7, 3.6, and 14.4 for these three nutrients. These peels contained 12 sizable amounts of tannin, flavonoids, and total phenols.

Deval Patel, Raju Rathod (2019), According to the research on food perception, preferences, and brand selection for ready-to-eat foods, consumers choose brands mostly based on factors such as trust and safety. These two factors foster enduring brand associations. Although there are other criteria that consumers take into account when buying ready-to-eat meals, trust and safety have emerged as the most important ones. Brand endorsements, brand ethical issues, and brand qualities don't really affect consumers' intentions to buy.

G Garima, S Binod, B Vimal (2020), The ready-to-eat food sector has a good outlook and is one of the food market segments that is expanding the fastest, both in industrialized and emerging nations. This is a result of people's hectic and busy schedules making it difficult for them to cook. The majority of consumers favour ready-to-eat food items since they are so convenient and simple to utilize. It also saves a tone of time. Due to their concern for their health, the majority of people only consume Ready-To-Food rarely.

2.1 OBJECTIVES

1. To look at the increased demand for prepared foods and ingredients.

2. To understand the consumption and behaviour patterns

3. To identify the key aspects that influence the purchase.

4. To offer insightful conclusions and suggestions.

2.2 HYPOTHESIS

H0: There is no relation between gender and the basis for choosing to buy prepared foods.

H1: There is a relation between gender and the basis for choosing to buy prepared foods.

H0: There is no relation between occupation and understanding ready-to-cook meals.

H1: There is a relation between occupation and understanding ready-to-cook meals.

III. DATA AND METHODOLOGY

RESEARCH DESIGN: - A research design is a systematic and logical approach for leading a research investigation. It outlines the objectives of the study as well as the approaches and techniques that will be employed to accomplish them. A research design is the blueprint that will be used to carry out a study's approach. It outlines the steps involved in collecting, measuring, and interpreting data. The investigation's focus will be on figuring out how people often consume nutrient-dense ready-to-eat and prepare foods.

DATA SOURCES: Primary Data's: - It was gathered sing a questionnaire. The results of a standardized questionnaire are the basis for the study.

Secondary Data: - It came from books, magazines, websites, newspapers, and other sources.

SAMPLE SIZE: - The studies of sampling method is convenience sampling, and the sample size is 100 respondents.

SOFTWARE USED: - The project's application software is M S Excel and IBM software.

IV. DATA ANALYSIS AND FINDINGSANALYSIS: - 1

Statistical tool: - Chi-square

H0: There is no relation between gender and the basis for choosing to buy prepared foods. H1: There is a relation between gender and the basis for choosing to buy prepared foods.

GENDER * 19. What was the main factor in your decision to buy ready-to-cook products? Cross tabulation

Count

	19. What was the main factor in your decision to buy Ready-to-cook products?			Pearson Chi Square	
	Business use	Family use	Others		P- value
Gender male	12	10	36		
female	5	22	15		
Total	17	32	51	7.674	.003

Interpretation: - The p value is greater than 0.05, as can be seen from the output table above. At the 5% level of significance, H0 is ruled out. Therefore, it can be said that there is a significant relationship between gender and the factors influencing the decision to buy preparedfoods.

FINDINGS

1: It turned out that men made up the majority of the respondents.

2: It was discovered that the majority of respondents were between the ages of 18 and 25. 3: It was discovered that the majority of respondents are single.

4: The majority of respondents' families consist of three to five members.

V. CONCLUSION

Ready-to-eat meals are one of the food market segments expanding at the fastest rate in both developed and developing nations. Changes in consumer behaviour have led to an increase in the demand for ready-to-eat meals over time. There are a variety of potential causes for these alterations. An increase in the number of working women, consumer spending, personal disposable income, and, most importantly, households with one or two members are the most significant of these. Customers now have the opportunity to spend less time doing kitchen chores and more time doing other work or leisure activities as a result of these shifts in socioeconomic trends. While the amount of money spent on food purchases is rising, the amount of time spent preparing food is decreasing.

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