A STUDY ON IMPACT OF COVID - 19 AFFECTING THE BUYER BUYING BEHAVIOUR TOWARDS INSTANT FOOD IN HYDERABAD

by

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Buyer behavior has changed dramatically in the past decade. Today, buyers can order online many customized products ranging from sneakers to computers. Many have replaced their daily newspapers with customized, online editions of these media and are increasingly receiving information from online sources. Students choosing a university no longer rely on information from mailed catalogs; instead, they have online access to all the pertinent information about the university's courses and professors and, in some cases, can visit, virtually, actual classes. People wanting to sell their old computers or grandma's antique credenza no longer need to advertise in the local newspaper or rely on a pricy auction house; instead, they can sell these items via different online websites. Buyers who want out-of-print books no longer have to visit out-of-the-way stores with hundreds of poorly organized dusty shelves, and those who wish to purchase a book published in another country no longer have to call foreign publishers or deal with the bureaucratic nuances of overseas shipping; instead, they visit amazon.com where they can easily locate and place orders for the books they seek. TV viewers can now avoid advertising commercials by using the "skip" features of their digital video recorders and order on-demand previously shown TV programs as well as movies. All of these new ways of selling products and services became available to buyers during the past ten years and are the result of digital technologies. And they also have another thing in common: They exist today because they reflect an understanding of buyer needs and buyer behavior.

Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin and contains essential nutrients such as carbohydrates, proteins, fats, vitamins and minerals. Food is needed to produce energy, maintain life, or stimulate growth. Historically, people secured food through two methods- agriculture, hunting and gathering. Today, most of the food energy consumed by the world population is supplied by the food industry.

India is one of the key food producers in the world, being second largest producer of food next to China and also with the second largest arable land area in the world. It has the potential to become biggest food industry with food and agricultural sector contributing 17 per cent to the Indian GDP. (A report by Corporate Catalayst India on Indian Food Processing Industry).Food accounts for the largest share of buyer spending in India. Increasing incomes are always accompanied by a change in the food basket. Thus acceptability of variety in food increases with the increasing income levels. (A report by Corporate Catalayst India on Indian Food Processing Industry)

Food processing is converting raw food and other farm produce into edible, usable and palatable form. It is the conversion of clean, harvested, butchered or slaughtered components into marketable food products with value addition so as to improve their quality, reliability and shelf life. Further Food processing is about preservation of food while providing greater potential for export. Food processing is a large sector and includes industries that use agriculture, horticulture, plantation, animal husbandry and fisheries inputs for manufacturing of edible products.

Global Scenario Innovations and new developments in food processing techniques lead to the development of products such as juice concentrates, artificial sweeteners, colorants, preservatives, dried instant soups, pre-constituted fruit juices, ready to eat foods, self-cooking meals, variants in confectionary and bakery products etc. Instant packaged foods such as biscuits, chocolates, bakery items, variety of fruit drinks, snacks attracted higher percentage of buyers. In the past decade several new biscuits & confectionery units, soya processing units and starch/glucose producing units have come up. The market size of confectioneries is estimated at US$ 484.3 million growing at the rate of 5.7 per cent per annum globally. Biscuits have a market of US$ 373.4 million, growing at 7.5 per cent per annum. Other products like bread, chocolates are also growing at a significant rate. There is a demand for Indian snack food (Ready-To-Eat) in overseas markets and the exports market is estimated at US$ 33.4 million and is growing at around 20 per cent annually. (A brief report On Food Processing Sector in India)

Indian Scenario

In India, majority of the population consume homemade food. Nevertheless, consumption of branded and non-branded processed food is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality, changing preferences in taste, willingness to try new cuisines, lack of time, need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle income group. The food processing industry in India is one of the largest industries in the country - it is ranked fifth in terms of production, consumption, export and growth prospects. While the industry is large in terms of size, it is still at a nascent stage in terms of development.

Ganesan et al. (2019) made an attempt to understand the buyer behavior and brand preference of Nestle Maggi noodles in Trichy, Tamilnadu. The study found out that respondents prefer maggi 2- minute noodles, respondents have tasted all brands of nestle magi noodles, respondents purchase nestle maggi noodles for its quality with low price, television advertisements are a major factor in purchase decision compared to other media, foremost influencer in purchase decision of the respondents is children, respondents were expecting new varieties of maggi noodles from nestle, respondents consider that the packing is attractive.

Arunmozhi (2020) undertook a study to predict factors influencing purchase of Aashirvaad brand. From the study it is found that 74 per cent of people who are purchasing atta are aware of the brand “Aashirwaad” Buyers of atta are giving more importance to the quality than the price, for the reason that atta is a food product. Media is playing a significant role in creating awareness for atta. TV is considered as the powerful media to create awareness. It is found in the study that product purchase decision is highly influenced by personal experience with the usage of the brand. Suggestions were made by the researcher that ITC should communicate to the buyers about the quality standards adhered to while manufacturing the product which will led positive image towards Aashirvaad atta in the buyers mind. His research findings state that women of the house have a greater influence on preference of a particular brand of atta.

Ekta (2021) conducted a study on buyer perception towards MTR Ready to Eat food products to find out whether Ready to Eat food segment is acceptable in India. The study mentioned that price, freshness and taste are issues to contend with in this product segment. Her findings conclude that distribution effectiveness and effectiveness of promotional activities have a relation with buyer response to pricing of products. An advantage that MTR has in comparison to other competitors’ brands is that the buyers feel the products tastes like home food. The distribution network is widely spread and strong. MTR gains a lot of free publicity due to word of mouth thus reducing their need for promotional strategies. The research studies suggested that MTR should create awareness that Ready to Eat food can be used regularly and it does not have any harmful effects and MTR should also increase their promotional activities.

Objectives of the Study

1. To study the extent of awareness towards Ready to eat Food Products.
2. To find out factors influencing the buying behavior of Ready to eat Food Products.
3. To analyze brand loyalty for Ready to eat Food Products.
4. To study brand composition of Ready to eat Food Products.

Hypotheses of the study

H01: Buyer awareness about ready to eat food products is independent on demographics

H02: There is no difference among buyer brand preference of ready to eat food products

H03: There is no difference among buyer's perception towards quality of ready to eat food products

Scope of the study

The sample is taken from the households from 4 regions of Hyderabad city. Hyderabad with 400 years of heritage is leading into a modern mega city consists of buyers with diverse habits. Being a cosmopolitan city, it attracts people from all over India. The buyers of Hyderabad city present a varied group. It is marked by great diversity in religion, language, literacy levels, customs, life styles and economic trends. The heterogeneity holds many implications to marketers, especially to those who want to study Indian buyers. Therefore, the selection of Hyderabad represents a true perspective for study of the buyer behavior of Indian buyer.

The study mainly focuses on the buyer awareness of ready to eat food products and analyzing the factors that influence the buyer buying behavior of ready to eat food products.

Hence, the study would help in giving a broad picture about the present awareness levels of ready to eat food products among buyers, future scope, and knowledge about the leading market players and buyers brand loyalty towards the particular brands. This study throws a light on understanding the factors that influence the buying behavior and purchasing patterns of buyers which will help the manufacturing firms in developing the future marketing strategies, in making modifications in present products and developing new ones and in their pricing and packaging decisions.

Primary Data Collection Method

Primary data were collected through structure questionnaires completed by buyers from households. A questionnaire survey approach was considered to be the most operative method for collecting primary data for fulfilling the purpose of studying factors affecting buyer buying behavior of ready to eat food products. Five point Likert scales were used for some questions involving factors affecting buyer buying behavior of ready to eat food products and demographic attributes of respondents.

Period of the Study

The primary data for the study were collected between January 2021 and May 2021.

Sample Size

The questionnaire was administered through hard copies (in person) to 1600 customers and it was found that on an average i.e. from the 4 selected regions of Hyderabad and after due editing and scrutinizing the filled in questionnaires 840 questionnaires were found to be expedient. Total Sample Size 840 for final data analysis

Sampling Technique

For the purpose of this study convenient sampling technique has been used for collecting the data from the buyers of four regions of Hyderabad city.

Selection of ready to eat food products inHyderabad

Since Hyderabad is a metropolitan, buyers in the study area are highly influenced by ever changing environment of the city. Hence, most of the buyers of the study area are adopting the consumption habits of the metropolitan buyers. In case of food products, the buyers are switching from traditional foods to ready to eat food products. Even though, the indigenous ready to eat food products like pickles, papads, sambar powder, chutney, etc., are prepared at home since ages, due to the availability of wide range of ready to eat food products in recent years, the buyers are more opted to use the products available in the market at convenient packages and reasonable rate.

Most commonly available and used ready to eat food products in the study area are Noodles, Vermicelli, Jamun Mix, Pickles, turmeric powder, chilli powder, pickles, sambar masala powder and other products such as chips, jams, soft drinks and sauce. Considering the growing market and popularity of ready to rat food products, an attempt was made to study the factors affecting buyer buying behaviour of ready to eat food products.

Limitations of the study

The study is based on primary data collected from sample buyers by structured questionnaire survey method. Data has been collected from the households and as many of the buyers provided the information required. The study area was limited city of Hyderabad, Telangana state; hence the findings may not be applicable to other markets, as vast differences may exist among the buyers with regard to demographic and psychographics characteristics. Hence, the findings of the study may be considered appropriate for the situations similar to study area and extra care should be taken while generalizing the results.

Age of the respondents: The following table presents the age of the respondents.

Table: 5.2 - Age of the respondents

Age in years		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 20-25	132	15.7	15.7	15.7
	26-35	202	24.0	24.0	39.8
	36-45	200	23.8	23.8	63.6
	Above 45	306	36.4	36.4	100.0
	Total	840	100.0	100.0	

Source: primary data

From the results above, it is clear that out of the overall sample i.e., 840 respondents 132 respondents (15.7%) are between the age group of 20-25 years, 202 respondents (24.0%) are from the age group of 26 – 35 years , 200 respondents (23.8%) are from the age group of 36-45 years and 306 respondents (36.4%) belongs to the above 45 years of age.

Gender of the respondents

The opinions of the respondents with respect to gender are presented in the table below:

Table: 5.3 - Gender of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	431	51.3	51.3	51.3
	Female	409	48.7	48.7	100.0
	Total	840	100.0	100.0	

Source: primary data

The results above clearly shows that a majority of the respondents are males with 51.3% and the remaining of are females with 48.7%.

Educational qualifications of the respondents

Data collected about the educational qualifications of the respondents are presented in the following table:

Table: 5.4 - Educational qualifications of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10th or Below	122	14.5	14.5	14.5
	Intermediate	252	30.0	30.0	44.5
	Graduation	305	36.3	36.3	80.8
	PG and above	161	19.2	19.2	100.0
	Total	840	100.0	100.0	

Source: primary data

A large number of the respondents are Graduates with 36.3%, followed with 30.0% with Intermediate, a few of them 19.2% are Post - Graduate holders and 14.5% are Below SSC.

Marital status of the respondents

The following table presents the marital status of the respondents.

Table: 5.5 - Marital status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	654	77.9	77.9	77.9
	Unmarried	186	22.1	22.1	100.0
	Total	840	100.0	100.0	

Source: primary data

From the observation above, it is clear that out of the overall sample i.e., 840 respondents 186 respondents (22.1%) are unmarried, 654 respondents (77.9%) are married.

5.6. Family structure of the respondents

The family status of the respondents is presented in the following table below:

Table: 5.6 - Family structure of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear Family	640	76.2	76.2	76.2
	Joint Family	200	23.8	23.8	100.0
	Total	840	100.0	100.0	

Source: primary data

From the results above, it is clear that out of the overall sample i.e., 840 respondents 640 respondents (76.2%) belong to the nuclear family and whereas 200 respondents (23.8%) are from the joint family.

Working status of the respondents

The following presents the working status of the respondents

Table: 5.7 - Working status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Husband Working	475	56.5	56.5	56.5
	Both Working	342	40.7	40.7	97.3
	Wife Working	23	2.7	2.7	100.0
	Total	840	100.0	100.0	

Source: primary data

From the results, it is clear that out of the overall sample i.e., 840 respondents 475 respondents (56.5%) are opined husband working, 342 respondents (40.7%) opined that both husband and wife are working and 23 respondents (2.7%) opined that only wife working.

Monthly income of the respondents

The following presents the monthly income of the respondents.

Table: 5.8 - Monthly income of the respondents

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Less than Rs.15,000	60	7.1	7.1	7.1
	Rs.15,001-Rs.20,000	170	20.2	20.2	27.4
	Rs.25,001-Rs.30,000	372	44.3	44.3	71.7
	Rs. 30,001 and Above	238	28.3	28.3	100.0
	Total	840	100.0	100.0	

Source: primary data

From the observations, it is clear that out of the overall sample i.e., 840 respondents 60 respondents (7.1%) are in the monthly income of less than Rs. 15000, 170 respondents i.e. 20.2% have the monthly income of Rs. 15001 – Rs. 20000, 372 respondents (44.3%) are in the monthly income of Rs. 25001 – Rs. 30000, 238 respondents (28.3%) with an monthly income of more than Rs. 30000.

5.9. Duration of usage of RTF products: The opinion of the respondent with regard to the duration of usage of RTF products and the results pertaining to it are given in the table below:

Table: 5.9 - Duration of usage of RTF products

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Less than 6 months	21	2.5	2.5	2.5
	6 months - 1 year	81	9.6	9.6	12.1
	1-3 years	312	37.1	37.1	49.3
	3-5 years	380	45.2	45.2	94.5
	More than 5 years	46	5.5	5.5	100.0
	Total	840	100.0	100.0	

Source: primary data

It is observed from the results above that out of the overall sample i.e., 840 respondents; 380 respondents (45.2%) are using the RTF products from a duration of 3-5 years followed with 312 respondents (37.1%) from 1-3 years, 81 respondents (9.6%) from 6 months to 1 year, 46 respondents from more than 5 years and least 21 respondents (2.5%) less than 6 months.

5.10. Decision makers for purchase of RTF: The following table shows the opinion of the respondents about the decision making for purchase of RTF products and the results are as below:

Table: 5.10 - Decision makers for purchase of RTF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-Decision	258	30.7	30.7	30.7
	Spouse	181	21.5	21.5	52.3
	Elder persons	118	14.0	14.0	66.3
	Children	283	33.7	33.7	100.0
	Total	840	100.0	100.0	

Source: primary data

The results above depicts that out of the overall sample i.e., 840 respondents; 283 respondents (33.7%) opined that the decision making for the purchase of RTF products is made by their children, followed with 258 respondents (30.7%) make self-decision, 181 respondents (21.5%) opined that their spouse makes decision and least 118 respondents (14%) said that the elder persons in the family makes the decision for the purchase of RTF products.

5.11. Buyer's preference about RTF products: The following table reveals the opinion of the respondents with respect to their preference about RTF products.

Table: 5.11 - Buyer's preference about RTF products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Biscuits	49	5.8	5.8	5.8
	Chips	70	8.3	8.3	14.2
	Juices	48	5.7	5.7	19.9
	Ice creams	352	41.9	41.9	61.8
	Ready to Eat food	321	38.2	38.2	100.0
	Total	840	100.0	100.0	

Source: primary data

The results above, depicts that out of the overall sample i.e., 840 respondents; 419 respondents (41.9%) opined that the RTF products they prefer to buy Ice creams, followed with 321 respondents (38.2%) Ready to Eat foods, 70 respondents (8.3%) chips and least 48 respondents (5.7%) prefer to buy juices as RTF products.

5.12. Place of purchase of RTF products: The table below reveals the opinion of the respondents with regard to place of purchase of RTF products.

Table: 5.12 - Place of purchase of RTF products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Retail stores	354	42.1	42.1	42.1
	Malls	181	21.5	21.5	63.7
	Online shopping	207	24.6	24.6	88.3
	Super Markets	98	11.7	11.7	100.0
	Total	840	100.0	100.0	

Source: primary data

It is seen from the results above that more than 42% of the respondents said that their prefer to purchase the RTF products of their choice from retail stores, followed with 24.6% from online shop , 21.5% said that prefer to purchase from Malls and least 11.7% from Super Markets ping.

5.13. Awareness of the ingredients used in ready to eat food products: The opinion of the respondents with regard to their awareness of the ingredients used in RTF products are presented in the table below.

Table: 5.13 - Awareness of the ingredients used in ready to eat food products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	371	44.2	44.2	44.2
	No	221	26.3	26.3	70.5
	Not sure	248	29.5	29.5	100.0
	Total	840	100.0	100.0	

Source: primary data

From the observations, it is clear that out of the overall sample i.e., 840 respondents 371 respondents (44.2%) are aware of the ingredients used in ready to eat food (RTF) products, 221 respondents (26.3%) accepted that they are not aware of the ingredients in RTF products and 248 respondents (29.5%) are said that they are not sure of the ingredients used in RTF products.

5.21. Purchase RTF products to save time:

Table: 5.21 - Purchase RTF products to save time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	41	4.9	4.9	4.9
	Disagree	67	8.0	8.0	12.9
	Uncertain	50	6.0	6.0	18.8
	Agree	312	37.1	37.1	56.0
	Strongly Agree	370	44.0	44.0	100.0
	Total	840	100.0	100.0	

Source: primary data

From the above table, it is evident that 81% of the total respondents agreed that they prefer to buy RTF products to save their time, followed with 8.0% disagreeing, 4.9% strongly disagreeing and 6.0% uncertain.

5.28. Reasonable price: The results in the table below depict the respondents' level of agreement with regard to reasonable price of RTF product as a cause for purchase of RTF products

Table: 5.28 - Reasonable price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	364	43.3	43.3	43.3
	Disagree	190	22.6	22.6	65.9
	Uncertain	78	9.3	9.3	75.2
	Agree	84	10.0	10.0	85.2
	Strongly Agree	124	14.8	14.8	100.0
	Total	840	100.0	100.0	

Source: primary data

From the above table, it is evident that more than 65% of the total respondents opined that they strongly disagree price is not a factor for the purchase of RTF products, followed with 22.6% disagreeing, 14.8% strongly agreeing, 10.0% agreeing and 9.3% uncertain.

5.29. Purchase RTF Products – Health and Nutritional Value: The results in the table below represent the respondents' level of agreement with regard to health and nutritional value as a motive for purchase of RTF products

Table: 5.29 - Purchase RTF Products – Health and Nutritional Value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	47	5.6	5.6	5.6
	Disagree	80	9.5	9.5	15.1
	Uncertain	88	10.5	10.5	25.6
	Agree	270	32.1	32.1	57.7
	Strongly Agree	355	42.3	42.3	100.0
	Total	840	100.0	100.0	

Source: primary data

It is evident from the table above that more than 74% of the respondents opined that they make purchases of RTF products because of their health and nutritional value, followed with 10.5% uncertain, 9.5% disagreeing and 5.6% strongly disagreeing.

5.30. Purchase RTF Products – Quality: The results in the table below shows the respondents' level of agreement with regard to quality of RTF product as a reason for purchase of RTF products

Table: 5.30 - Purchase RTF Products - Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	50	6.0	6.0	6.0
	Disagree	56	6.7	6.7	12.6
	Uncertain	66	7.9	7.9	20.5
	Agree	305	36.3	36.3	56.8
	Strongly Agree	363	43.2	43.2	100.0
	Total	840	100.0	100.0	

Source: primary data

From the above table, it is evident that more than 79% of the total respondents agreed that they buy RTF products because of their quality, followed with 7.9% uncertain, 6.7% disagreeing and 6.0% strongly disagreeing.

5.31. Purchase RTF Products – Taste: The results in the table below represent the respondents' level of agreement with regard to taste as a reason for purchase of RTF products

Table: 5.31 - Purchase RTF Products – Taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	84	10.0	10.0	10.0
	Disagree	99	11.8	11.8	21.8
	Uncertain	109	13.0	13.0	34.8
	Agree	336	40.0	40.0	74.8
	Strongly Agree	212	25.2	25.2	100.0
	Total	840	100.0	100.0	

Source: primary data

It is evident from the table above that more than 65% of the respondents opined that they make purchases of RTF products because of their taste, followed with 13.0% uncertain, 11.8% disagreeing and 10.0% strongly disagreeing.

5.34. Analysis of Variance (ANOVA)

The study uses ANOVA analysis for finding out whether there is a significant difference between demographic profiles of buyers and factors affecting the Buyer Buying Behaviour of Ready to Eat Food Industry. Six influencing factors have been used for the purpose of the study.

Analysis of variance (ANOVA) is a set of techniques for studying the cause and effect of one or more factors (independent variables) on a single dependent variable. In the present study oneway

ANOVA has been used. F-test under ANOVA has been conducted to understand whether the different samples have been drawn from the populations having the same mean.

F= between-column variance/ with-in column variance Degrees of freedom for numerator = (Number of samples-1)

Degrees of freedom for denominator = (Total sample size - Number of samples) When samples are not drawn from the populations having the same mean, between-column variance tends to be large than with-in column variance and the value of F-statistics tends to be large. This leads to the rejection of null hypothesis.

The present study has used ANOVA analysis to know the significant differences among Duration of usage of RTF products, Frequency of purchase of RTF products, Buyer's preference about RTF products, Place of purchase of RTF products, Influence of Celebrity Endorsement, Influence of Advertisement with respect to demographic profile of buyers (age, gender, education, marital status and income of the family).

Table: 5.34.1 - Showing results of ANOVA conducted on Respondents Age and factors affecting the Buyer Buying Behaviour of Ready to Eat Food Industry

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Duration of usage of RTF products	Between Groups	10.398	3	3.466	5.051	.002
	Within Groups	573.601	836	.686		
	Total	583.999	839			
Frequency of purchase of RTF products	Between Groups	30.970	3	10.323	8.734	.000
	Within Groups	988.154	836	1.182		
	Total	1019.124	839			
Buyer's preference about RTF products	Between Groups	63.995	3	21.332	17.385	.000
	Within Groups	1025.772	836	1.227		
	Total	1089.767	839			
Place of purchase of RTF products	Between Groups	14.400	3	4.800	4.288	.005
	Within Groups	935.742	836	1.119		
	Total	950.142	839			
Influence of Celebrity Endorsement	Between Groups	19.298	3	6.433	4.522	.004
	Within Groups	1189.177	836	1.422		
	Total	1208.475	839			
Influence of Advertisement	Between Groups	49.444	3	16.481	9.645	.000
	Within Groups	1428.551	836	1.709		
	Total	1477.995	839			

Source: primary data

The results of the ANOVA in the table above depict that the factors like Duration of usage of RTF products, Frequency of purchase of RTF products, Buyer's preference about RTF products, Place of purchase of RTF products, Influence of Celebrity Endorsement and Influence of Advertisement values are lesser than 0.05 and significant at 0.05 percent.

It is observed that out of the overall sample i.e., 840 respondents; 132 respondents (15.7%) are between the age group of 20-25 years, 202 respondents (24.0%) are from the age group of 26 – 35 years , 200 respondents (23.8%) are from the age group of 36-45 years and 306 respondents (36.4%) belongs to the above 45 years of age. The results clearly show that a majority of the respondents are males with 51.3% and the remaining of are females with 48.7%.

A large number of the respondents are Graduates with 36.3%, followed with 30.0% with Intermediate, a few of them 19.2% are Post - Graduate holders and 14.5% are Below SSC

It is evident that out of the overall sample i.e., 840 respondents 186 respondents (22.1%) are unmarried, 654 respondents (77.9%) are married.It is seen that out of the overall sample i.e., 840 respondents 640 respondents (76.2%) belong to the nuclear family and whereas 200 respondents (23.8%) are from the joint family.

It is observed that out of the overall sample i.e., 840 respondents 475 respondents (56.5%) are opined husband working, 342 respondents (40.7%) opined that both husband and wife are working and 23 respondents (2.7%) opined that only wife working.

It is indicated that out of the overall sample i.e., 840 respondents 60 respondents (7.1%) are in the monthly income of less than Rs. 15000, 170 respondents i.e. 20.2% have the monthly income of Rs. 15001 – Rs. 20000, 372 respondents (44.3%) are in the monthly income of Rs. 25001 – Rs. 30000, 238 respondents (28.3%) with an monthly income of more than Rs. 30000.

It is seen that out of the overall sample i.e., 840 respondents 371 respondents (44.2%) are aware of the ingredients used in ready to eat food (RTF) products, 221 respondents (26.3%) accepted that they are not aware of the ingredients in RTF products and 248 respondents (29.5%) are said that they are not sure of the ingredients used in RTF products. The respondents who have been purchasing the RTF monthly account for 44.6%, fortnightly 35.2%, twice in a week with 10.5%, weekly 6.4% and least 3.2% daily.

The respondents whose expenditure is in the range of Rs. 301-500 account for 41.1%, 35.2% spends above Rs.500, 9.5% spends in between Rs. 201-300, 8.5% in the range of Rs.101-200 and 5.7% less than Rs. 100. It is evident from the table above that more than 83% of the respondents opined that they make purchases of RTF products in bulk for price-off , followed with 7.7% strongly disagreeing, 6.4% disagreeing and 2.5% are uncertain.

It is clear that 81% of the total respondents agreed that they prefer to buy RTF products to save their time, followed with 8.0% disagreeing, 4.9% strongly disagreeing and 6.0% uncertain. It is evident that 80% of the total respondents agreed that they buy RTF products when freebies are associated, followed with 8.1% disagreeing, 6.2% strongly disagreeing and 5.0% uncertain.

It is observed that more than 76% of the total respondents agreed they buy RTF products as their friends and relatives buy RTF products, followed with 11.9% strongly disagreeing, 7.3% uncertain and 4.0% disagreeing. It is seen that 80% of the total respondents agreed that they buy RTF products when freebies are associated, followed with 8.1% disagreeing, 6.2% strongly disagreeing and 5.0% uncertain.

It is evident from the table above that more than 73% of the respondents opined that they make purchases of RTF products because of their easy availability, followed with 11.0% strongly disagreeing, 8.3% disagreeing and 7.0% are uncertain. The results show that more than 63% of the total respondents agreed that they buy RTF products looking at their brand image, followed with 16.5% strongly disagreeing, 10.8% disagreeing and 9.1% uncertain. The results show that more than 81% of the respondents opined that they make purchases of RTF products because of their attractive packaging, followed with 8.1% disagreeing, 5.0% strongly disagreeing and 5.0% being uncertain.

Attitudes toward ready to eat foods stem from different beliefs, lifestyle orientations, or socio-demographic characteristics. It has found that convenience is a significant motivator for the ready to eat foods purchase behavior.

On the other hand, health consciousness negatively affects ready to eat food purchase behavior. However, socio demographic characteristics such as gender, age, or education level influence individuals' perception of the meaning of health As a result, some consumers may experience greater guilt regarding ready to eat food consumption. Cost. The importance and busy life of feelings of social responsibility and guilt in consumer decision-making toward convenience foods. According to their study, ready to eat foods might be associated with feelings of guilt, regret, and neglect of one's duty. Buying organic foods may spark a sense of doing the right thing, whereas ready to eat foods appear to be associated with a negative feeling of the virtuously wrong thing to do. Since current literature does not focus on the role of altruism in purchase of ready to eat foods.