

Consumers Buying Behaviour Of Instant Food Products In Pollachi Taluk

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ABSTRACT

Food is very important for the survival of human being. People who are living in the city have high tendency to consume readymade food compared to the people living in the rural areas. The reason for the change is the time factor. India is the world's second largest producer of food next to China and has the potential of being biggest industry with food and agricultural sector contributing 26 per cent to Indian GDP. The present study made an attempt to analyze the buying behaviour of Instant Food Products. The present study samples of 250 consumers are selected by adopting Random sampling technique. The primary data collected were reformulated and consolidated into master table and analyzed the Simple percentage, Chi-square test.

Key words: *Buying behavior, instant food, people, and time.*

INTRODUCTION

The Instant food products, which originated in Japan with Instant noodles had its beginning in India in 80's, are found today in the kitchen shelves of every Indian household. The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. The human body requires food for growth, repair and replacement of its worn-out tissues. Today, in our kitchen has got important place by instant food products. It occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of instant food products . Instant food products save time and energy. Parents can send the children to school to school early, go to office in time and get more time to involve in other activities. Urban modern women seek to empower themselves in the society as they have higher education , better