



A STUDY ON PREFERENCE OF WORKING WOMEN TOWARDS INSTANT FOOD PRODUCTS IN COIMBATORE DISTRICT

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Abstract

The market for instant food products is still in the early stages in a developing economy like India but surely has a big impact to play in our daily diets. In the modern days where the life is at fast pace and with the time very valuable to every person, “Instant food” plays an important role in everyone’s day-to-day life more specifically for working women. This made the researcher to probe into this instant food industry and identify the underlying factors that induce the working women today to have this dramatic life style shift. Hence this study aims at understanding and analyzing the Preference of Working Women towards of Instant Food Products in Coimbatore District.

Keywords:*Instant Food, Working Women, Preference.*

I. Introduction

The instant food products originated with instant noodles during the year 1958 in Japan. Its beginning in India was around 1980’s and found today in the kitchen shelves of every Indian household. Rapid transformation in the lifestyle of Indians, particularly those living in urban India, has resulted in dramatic increase in the demand for instant food. It occupies 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 foods are becoming more popular particularly among the working women. Convenience is one of the main reasons for its success. A working woman is career oriented and tends to look for options to cook food when she has to play multiple roles in her family. Her work timings do not provide her with adequate time to do all the processes involved in the process of cooking which would involve various stages. A working woman may also want to bring variety in her food preparation that would appease her family members hence her thought process on preparation of variety in her cooking is always ticking.

Keeping in view the changing preferences towards instant food products, the study has its focus to understand the Preference of Working women towards instant food products.

II. Review of Literature

Rahul Mhabde, PrinaThakkar and Ali Dhamani (2018)² in their article titled, “An analytical study on the working women’s preference towards convenience quick foods”. The study made an attempt to analyse factors influencing working women and preference of working women towards readymade food. It is found that preference of readymade food is low among the working women. The study concluded that, working women and other customers can buy the readymade food in organized retail outlets. The companies may also expend towards advertisement for readymade food, so that it attracts the attention of the public and the companies may also launch new product range for price conscious customers.

YashomandiraKharde and Dr.PrasadShivajiraoMadan(2018)⁵ in their study titled, “Influence of Intentions on Buying Behaviour of Women towards Insurance Purchase: An Empirical Study”. This paper is to contemplate the relationship between the independent parameters on the buyingbehaviour of women customers towards insurances policies. The research identifies that there was a significant influence of subjective normson insurance purchase intention of women, and that there was a