

WORKING WOMEN'S BUYING BEHAVIOR OF READY TO COOK FOOD IN POLLACHI TALUK

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ABSTRACT

The last decade and half has seen a remarkable growth in the working women segment in India and so has the manufacture of convenience food industry grown in the last decade. The working women in India who today are not only just seeking jobs but also are career oriented. Apart from their jobs, career, meetings and targets they are also a part of a family where a working woman needs to care of their meals too. This study aims at finding out about the buying behaviour of Ready to cook Food by working women and of their need to choose, the type of convenience food they generally prefer and what benefits they see by using such a convenient product. The primary data for this study has been collected through questionnaire from women of various working segments and the same has been presented in graphical form for clear understanding while the secondary data has been collected through literature review of various research papers, articles and books.

Keywords: Convenience Food, Processed Food, Working Women

INTRODUCTION

The demand for ready to cook foods in the India has been boosted by the elevated female involvement in the labour force. The high work pressure felt by working women has resulted in more use of convenient food products. During week days, time would be one of the constraints in preparing food; hence convenient food would be the solution to the time constrained women. Indian lifestyle has gone under a lot of changes in the last couple of decades. The term “mother is at home cooking food” seems to be diminishing and more of “mother is at her place of work” is heard. Many of these women still need to be at home for many of the reasons which included preparing for breakfast, lunch or dinner. This leaves them scurrying for their homes post duty