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A STUDY ON “READY TO EAT” FOOD INDUSTRY

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ABSTRACT

The study reveals the factors that are affecting consumer buying behaviour of Ready to Eat Foods in India. The study is undertaken to understand all the negative and positive perceptions about the Ready to Eat Foods. A descriptive research design was used to gain an insight into customer's perception about the ready to eat foods. Based on the findings of the study, to conclude that the Indian companies should focus on creating customer awareness about ready to eat foods and to increase the growth of the future market in India.

Keywords: Customer preference, Customer perception, Customer awareness, Customer satisfaction

INTRODUCTION

India has created heap of progress in agriculture & food sectors since independence in terms of growth in output, yields and process. It's had a revolution, a white revolution, a yellow revolution and a blue revolution. Today, Republic of India is that the largest producer of milk, fruits, cashew bonkers, coconuts and tea within the world, the second largest producer of wheat, vegetables, sugar and fish and also the third largest producer of tobacco and rice.

Now the time is to supply higher food process & its promoting infrastructure for Indian industries to serve smart quality & safest processed food like able to eat food. Its gap a brand new window in world state of affairs as so much as style & acceptance is bothered. Therefore, Indian Government is providing additional infrastructure for this sector. Excise duty is currently bond on RTE and 100% tax write-off for the primary ten years for brand spanking new units. This permits manufactures to bring down their costs & spreads its flavors to the planet.

The retort processed foods don't need rehydration or preparation and may be consumed straight from the pouch with or while not pre-warming, relying upon the necessity of the users and therefore the weather. These foods meet the particular wants of convenience, organic process adequacy, storage, distribution to the centers and shelf stability have become extremely regarded once the Year 2002. A number of the tasty dishes in retort pouches embrace sooji halwa, upma, chicken curry etc.

The use of retorting technology has created the sale of 'Ready-to-Eat' foodstuff commercially viable with nice vogue.

WHY READY TO EAT FOOD (RTE)

- Process of Indian food and its culture unit the core factors for popularization of able to eat foods.
- Main motivation for these able to eat foods is quick growing foreign market.
- Retail outlet culture is currently growing quickly in Asian country.

- Shelf lifetime of these foods area unit a minimum of 12-18 months.
- Quality, style and flavor of those foods remains nearly as good as recent up to the termination date.
- Women desperate to pay longer out of the room.
- A lot of operating bachelors staying removed from homes.

OBJECTIVES OF THE STUDY

- To review the market of Ready to Eat food.
- To study the Perception of Ready to Eat Food.
- To perceive the consumption pattern of prepared -To-Eat Food product.
- To analyse the competition among totally different brands.

RESEARCH METHODOLOGY

The research design was used to gain knowledge and information through the primary data and secondary data.

DATA COLLECTION METHOD

- a) Primary Data – Questionnaire

- b) Secondary Data – Internet, Magazines, Company Brouchers etc.,

TOOLS USED FOR DATA ANALYSIS

Data collected was analysed, tabulated and percentages were calculated by using pie charts for the purpose of easy understanding.

- 1) Sampling Method: Convenient Sampling Method
- 2) Sampling Units: Customers
- 3) Sample Size: Number of respondents is 100

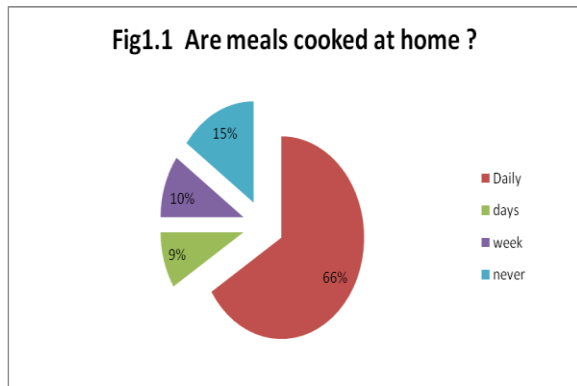
Percentages are used in making comparisons between two or more series of data

$$\text{Percentage Method} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

- 4) Research Method: Personal Interview, Observation method
- 5) Research Instruments: Structured Questionnaire is used as an instrument, to collect valid primary data

DATA ANALYSIS & INTERPRETATION

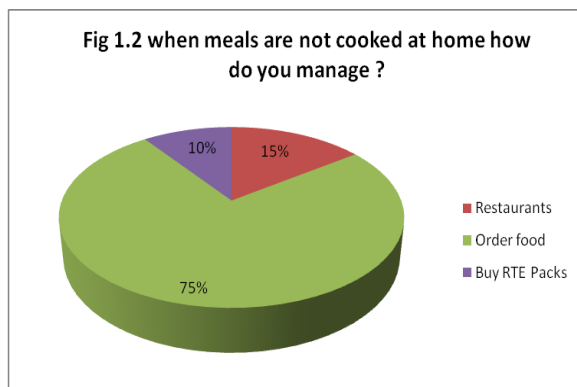
Chart – 1: Are meals cooked at home



Source: Primary Data

The pie chart above depicts a typical Indian households mentality of cooking food at home almost on all days (66% of respondents). It was followed by 10 % of respondents cooking on week days.

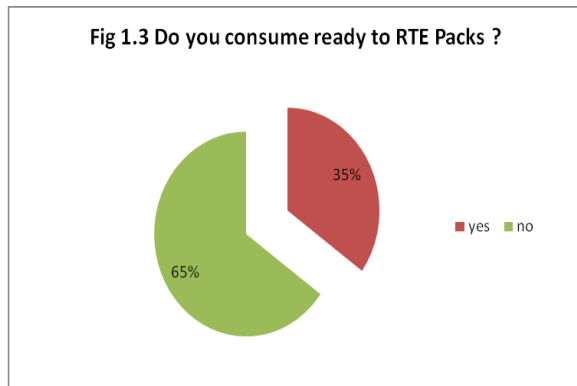
Chart – 2: When meals are not cooked at home how you manage



Source: Primary Data

From the above diagram it shows when the meals are not cooked at home the most favorable option for 75% of the consumers is ordering food from the restaurant.

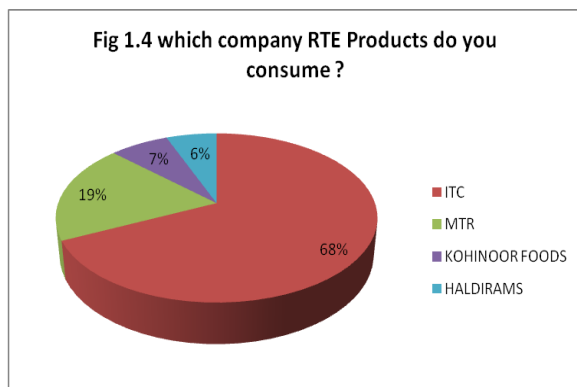
Chart – 3: Do you consume ready to RTE Packs



Source: Primary Data

From the above pie chart that around 65% people use ready to eat food and 35% people do not use or consume it, because of less awareness, less reliability, higher price or no requirement of such products.

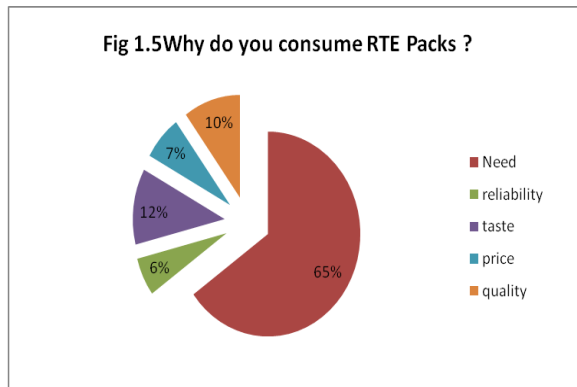
Chart – 4: Which company RTE Products do you consume



Source: Primary Data

Most of the users of RTE food purchase ITC's Aashirwad (RTE food brand). And second preference is given to MTR. As ITC is a Famous and trustworthy company people prefer to purchase their products. And as other companies like Kohinoor Foods and Haldirams have not become aggressive thus people are not aware about them. They are also expanding their market.

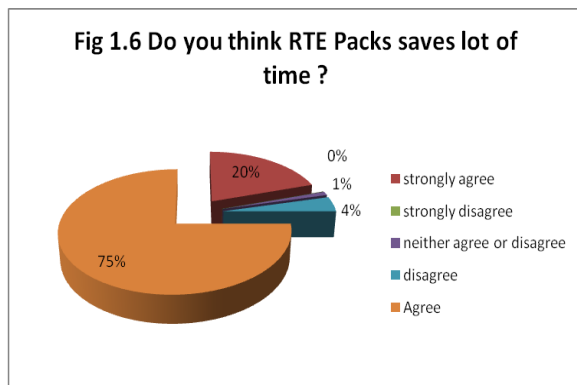
Chart – 5: Why do you consume RTE Packs?



Source: Primary Data

We can see from the pie chart that one of the most important reason to Purchase RTE food is the requirement. If a person lives alone and do not get the enough time to cook food than he or she will go for it. And 65% of the users come under this category.

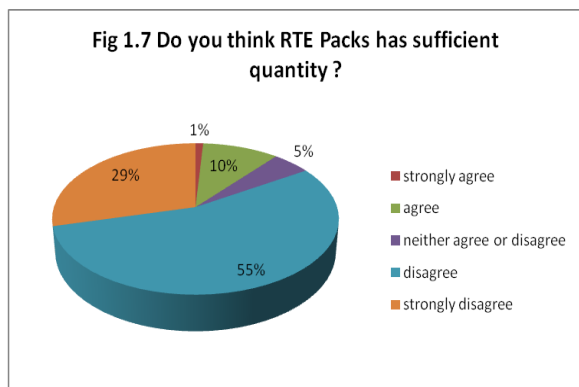
Chart – 6: Do you think RTE Packs saves a lot of time



Source: Primary Data

The above diagram shows that 75% of the respondents believe that RTE meals are a time saving option for cooking. The marketers should use this as their USP for advertising and positioning should be done on these lines

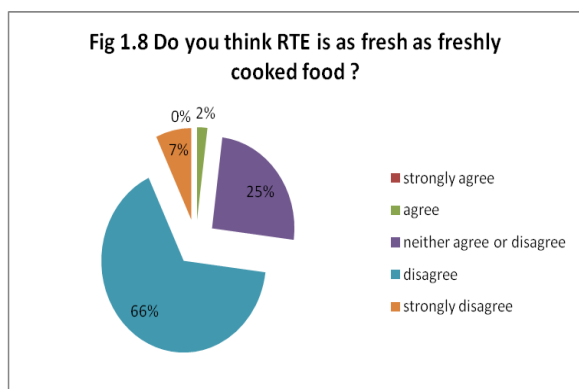
Chart – 7: Do you think RTE Packs has sufficient quantity



Source: Primary Data

Only 10% of the respondents feel that RTE packs have enough quantity and 55 % feel they don't and the rest have no opinion on this matter. It's a mixed reaction. The general conclusion that can be drawn is that people don't feel the quantity is enough for the money they are spending. Respondents feel that “*Quantity should be good*” of the product they are buying.

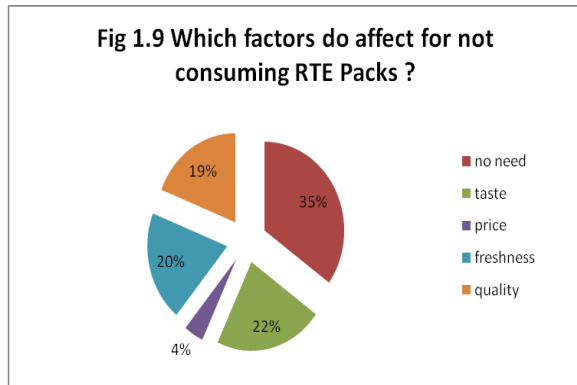
Chart – 8: Do you think RTE is as fresh as freshly cooked food



Source: Primary Data

66% respondents feel that RTE meals are not tasty as homemade meals and only 7% people feel otherwise. This depicts unique characteristics of Indian household which always believes that homemade foods are more tasty and nutritious.

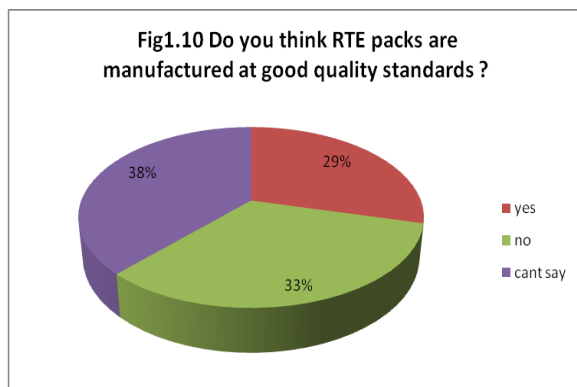
Chart – 9: Which factors do affect for not consuming RTE Packs



Source: Primary Data

Generally in India, most of the people don't need to purchase RTE food. They don't require it that is why they do not purchase it. And 20% of the people believe that they are not fresh so they do not like to eat & 22% consumers also focus on taste and 19 % on quality which is also the reason for not consuming RTE Products.

Chart – 10: Do you think RTE packs are manufactured at good quality standards

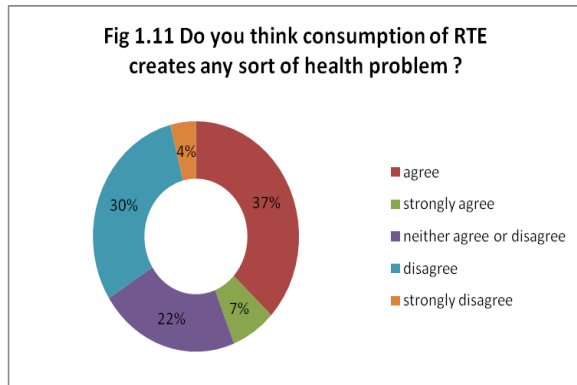


Source: Primary Data

As the results suggest 38 people are not sure whether ready to eat meals are manufactured under best quality standards. "If the manufacturers can repose confidence by eliminating all

doubts in the consumers' minds and assure them that these products are not a health hazard, then the consumption may increase.”

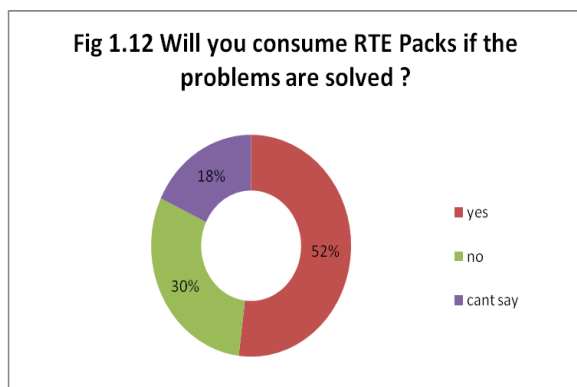
Chart – 11: Do you think consumption of RTE creates any sort of health problem



Source: Primary Data

37% of respondents feel that RTE packs are not good for health while only 30% of respondents feel otherwise which is concerning statistics for the RTE companies. When a product is considered harmful for health its reliability decreases and brand value loses. Same is the case for RTE. This could be one of the reasons why in spite of efforts taken by company the growth in RTE segment is stagnant.

Chart – 12: Will you consume RTE Packs if the problems are solved



Source: Primary Data

When we ask respondents that if your particular problems regarding RTE food like high price, poor quality, taste etc., has been solve than will you purchase it? And most of them were agreed to purchase it.

Finally it can be said from the above analysis that people who are unmarried, who live alone and the family in which both husband & wife do the job consume Ready to eat food. Still RTE food makers need to do lot of promotional activities to make people aware about their products and to penetrate the market they also have to reduce the price and maintain the quality of their product.

SUGGESTION

- 1) **Price** - Indian customer's are extremely worth sensitive. For any new product they choose the merchandise supported their worth and a lot of or less the repeat purchases are compact by worth issue. Same is that the case with able to Eat foods.
- 2) **Value proposition** – RTE foods ought to be perceived as a price proposition by customers. Price proposition means that it ought to be ready to save ton of your time and cash with adequate amount to act as a full meal.
- 3) **Price for cash** - customers ought to understand RTE packs as Value for cash i.e. they ought to feel the cash they spent on that is well spent and not wasted. May be } wherever repeat shopping for can be induced. If customers see RTE as a price for cash possibility they won't search for alternative choices like ordering from edifice or reaching to an edifice.
- 4) **Quantity and style of food** - Indians area unit voracious eaters and therefore the family size is additionally giant. And Indians area unit won't to intake a three full course meal on any day. Thus the number prepackaged within the RTE packs ought to be spare. Which is wherever the shopping for call can acquire play if the number is skimpy to meet the whole family then contumaciously they won't contemplate shopping for it once more.
- 5) **Easy accessibility** - the largest contender for RTE foods are restaurants that are simply accessible geographically and accessible with the choice of threshold delivery. Thence RTE

has got to be created accessible in such method that it will be simply accessible by the consumers throughout traditional searching also as throughout emergencies.

CONCLUSION

With the financial gain level rising, want for milk, meat or fish, fruits and vegetables is also increasing in Republic of India. With a lot of urbanization, Indian families additionally consume more processed foods, a lot of ready-to-eat foods, etc. Asian Americans, now numbering over ten million together with the opposite thirteen million persons of Asian country origin spread everywhere the globe are a large potential marketplace for the RTE Foods out of India. This creates a scope for the producers to return back out with an extended vary of dishes together with the same old meals. India had been at the forefront for type of dishes each in domestic and world market.

Today the ready-to-eat product produced from India area unit totally on Basmati rice Pulao, Biryani, Dal, Channa, Rajma, Spicy Vegetable Curry, Mushroom, Paneer, Chicken, Broccoli, Sweets and many additional South Indian dishes.

Food corporations ought to increase the promotion of RTE food to make awareness among individuals regarding the thought of RTE food and win over customers regarding the misconception regarding the else preservatives in RTE food.

There is nice chance for Indian food firms to capture Indian food market also as foodstuff of alternative countries. High food companies say the market is presently price around Rs. 50 Crore in India but they confidently predict it'll grow to around Rs. 200 Crore inside following one or two years. Therefore there is a nice future for food companies of India.

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