



INSTANT FOOD IN THE HANDS OF WORKING WOMEN

P.Jayamary

Assistant Professor in Commerce , Department of Commerce CA,Sree Saraswathi Thyagaraja ,College, Autonomous,Palani Road, Pollachi, TN.

Abstract

The impact of liberalization, privatization and globalization creates a tremendous growth in fast food industries. The study is relevant to present day market condition which is flooded with wide varieties of products, which are open to the consumers. An attempt has been made to identify the important factors that influence the purchase of instant cooking food products. 'Women and Work' is concerned there has been a significant increases in women's participation in work force notwithstanding their contribution at the home front. As homemakers, women are expected to look after the domestic front. The additional role of employment makes women more burdened and this becomes so incompatible that both the roles cannot be performed properly. To perform both the role in an effective way, one needs to adjust with the time at places. They look for the opportunities to minimise the works time which is most needed in a smart way. This study engraves the behaviour on selecting instant food by the working women at Udumalpet. It makes an attempt to find the socio economic factor and the influencing factors to choose instant food in place of traditional foods. This study reveals the Information about consumer preferences on Selected Products among the followings : Instant Dosa, Instant Pasta, Idyappam Fresh and Instant, Daily Fresh Instant Poori, Chappathi, Adai Dosa MixAdai Dosa Ready Mix Powder, Chettinadu Instant Biryani Rice, Farm Fresh Food, Rice Idli Mix, Ragi Malt, Instant Puttu Mix etc.

Key Words:Women Workers, Instant Food, Motivating Factor, Responsibilities of Working Women, Major Products of Instant Food.

INTRODUCTION

Energy is required for sustaining all forms of life on the earth and so food is the basic need of a man for his survival. The primitive man was largely dependent for his food on fruits and animals. The discovery of fire marked a turning point in the process of civilisation and man has learnt to cook food. During the course of time, the man changed his food habits according to his taste, experience, availability of food materials and changing seasons of the years. The advancement of science and technology offered the people new food processing vessels, equipments and tools but still people were 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 so the modern men and women hard pressed for time have to cook food in conventional methods so the modern men and women hard pressed for time have to yield themselves to the fast changing life style as regards cooking and food habits. The ever-changing socio domestic scenario, both men and women have to necessarily go for employment to augment the house hold income and cooking food in traditional methods which is really an ordeal for women.

The impact of liberalization, privatization and globalization creates a tremendous growth in fast food industries. The study is relevant to present day market condition which is flooded with wide varieties of products, which are open to the consumers. An attempt has been made to identify the important factors that influence the purchase of instant cooking food products.

OBJECTIVES OF THE STUDY

- To study the socio economic factors of the respondents.
- To study the influencing factors of selecting Instant food.

IMPORTANCE OF THE STUDY

Nowadays, instant food attracts people more than home-made food does. It's known as the food that you don't have to spend more time to prepare. Instant food is more common because people are always busy, and in a hurry, so they head towards instant food to save their time. On the other hand, home-made food has less attraction than instant food. A reason for this is that home-made food needs lots of time until it gets ready. For instance, people should wait for several hours in order to have a ready home-made meal. Another reason is that home-made food is less convenient than fast food.

'Women and Work' is concerned there has been a significant increases in women's participation in work force notwithstanding their contribution at the home front. As homemakers, women are expected to look after the domestic front. The additional role of employment makes women more burdened and this becomes so incompatible that both the roles cannot be performed properly.



To perform both the role in an effective way, one needs to adjust with the time at places. They look for the opportunities to minimise the works time which is most needed in a smart way. One of the major responsibilities which consumes lots of time is 'cooking for the family'. And thus, they look for the alternate that makes them to go with the instant food, which satisfies their expectations.

SCOPE OF THE STUDY

This study engraves the behaviour on selecting instant food by the working women at Udumalpet. It makes an attempt to find the socio economic factor and the influencing factors to choose instant food in place of traditional foods.

This study reveals the Information about consumer preferences on Selected Products among the followings : Instant Dosa, Instant Pasta, Idyappam Fresh and Instant, Daily Fresh Instant Poori, Chappathi, Adai Dosa Mix Adai Dosa Ready Mix Powder, Chettinadu Instant Biryani Rice, Farm Fresh Food, Rice Idli Mix, Ragi Malt, Instant Puttu Mix, Instant Garlic Rasam Paste, Lemon Rice Paste, Parrupu podi(Rice Podi), Instant Potatos, Organic Samia, Ceylon Paratha, Real Badam Feast, Puli Kolambu Paste, Tomato Rice Paste, Rava Ladoo Mix, Bajji Mix, Tomoto/ Veg Soup Mix, Vadagam, Murukku Flour, Cholam Dosa Mix, Bisi Bele Bath Mix with Rice, Instant Palada Mix, Chemba Puttu Podi, Easy Palappam Podi, Semiya Biryani with Semiya, branded and unbranded Grocery Items and their Purchasing Behaviour.

UNIVERSE AND SAMPLES

In the present study, the geographical area selected for the investigation was Udumalpet, Thiruppur District, Tamilnadu. The aggregate of the married women working in Central and State Government offices, Colleges, Schools, Hospitals and various other private undertakings in Udumalpet City constitute the universe of the study for which inferences are to be drawn on the basis of a sample selected, so as to represent the whole universe.

Poor Man's Ooty, as it is called, the Udumalpet town is one of the famous summer resorts of Tamil Nadu, surrounded by Mountains on three sides. The city was previously under Coimbatore district but was moved under the newly formed Thiruppur district in October 2008.as per census 2011 the municipal town has a population of about 61150 with 29,963 males and 31,187 females. Males constitute 49% of the population and females 51%. Male literacy is 51% and female literacy is 77%.

For selecting the respondents, information about the working women were collected in selected occupational groups. On the basis of employee records, a list was prepared of married working women. Among the list, 150 has taken as sample size on snowball method of non-random sampling method.

REVIEWS OF LITERATURE

- Fisher (1980)¹ has reported in his article that "man feeds not only on protein, fat, carbohydrate but also on symbols, myths etc". He argues that the cultural pattern have overridden man's natural ability to balance his diet and his calories expenditure in most beneficial way.he concluded the study by stating that homemade foods not only nourish individuals living conditions, but also follow the culture.
- Ilmonen (1990)² outlined in his study "Food Choice in Modern Society", "that today's lifestyle food choice is a complex process and it involved in different stages. The most general level was the cultural categories concerning food. The next level of of his study consists of mechanism in materialising food choice. The last level of study was rested with the actual choice which occurs according to the relation between income and choice. He concluded that price and time were the means and cultural categories and other mechanism as the ends of purchase behaviour of a consumer.
- Dr.D.Kamalaveni and Ms. M. Nirmala (2000)³, in their paper entitled, 'Consumer behaviour in instant food products' discussed the various aspects like buying pattern of main food items and side dishes, purchase pattern of juice concentrates and instant coffee, consumer awareness towards quality and quantity of instant products. They stated that the price of the products is very high and that is the main prohibition factor. If the instant food products are reasonably priced, sales would shoot up.

¹ Fisher.C, " *Food habits: Social changes and the natural culture dilemma*", *Social Science Information*, 1980,Vol.19(6)pp 937-953.

² Ilmonen K, " *Food choice in modern society*", *Nutritional adaption to new life style, bibl.Nutr. Dieta Basel: Kerge (1990), Vol.45 Issue 6*

³ Dr.D.Kamalaveni and Ms. M. Nirmala, " *Consumer behaviour in instant food products*", *Indian Journal of Marketing*, May-June 2000, Vol XXX, pp 5-7

- Dr. K.Ramasamy et.al. (2005)⁴, in their study entitled, ‘Consumer behaviour towards instant food products’, highlighted that preparing food with instant mixes has become a way of life and no doubt they are going to be an integral part of food habit in future. They stated that consumer expect the cognitive dissonance caused by certain deficiencies of products and irritants are bound to be removed with emerging new food processing techniques.

SOCIO- ECONOMIC CONDITIONS

Chart: 1 Classification on the basis of Age of the Respondents

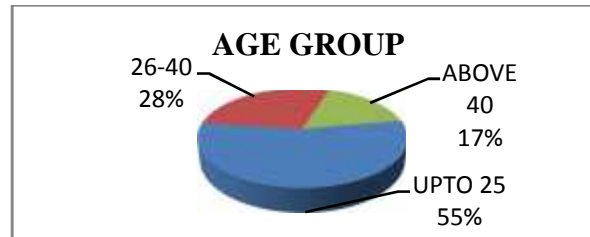


Chart: 2 Classification on the basis of Type of Family

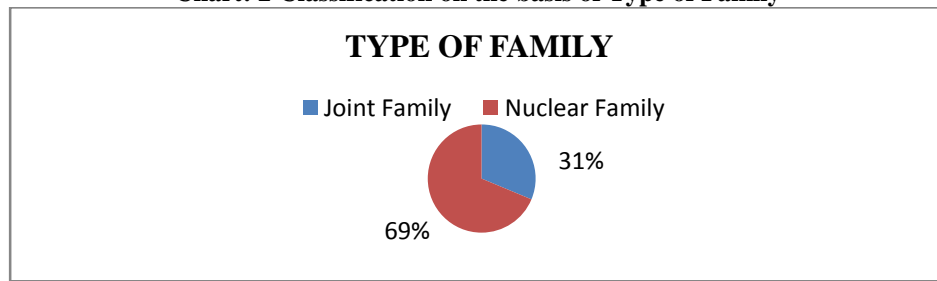


Chart: 3 Classification on the basis of size of the family

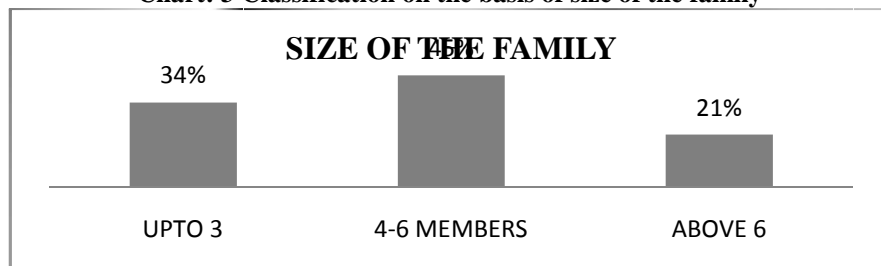
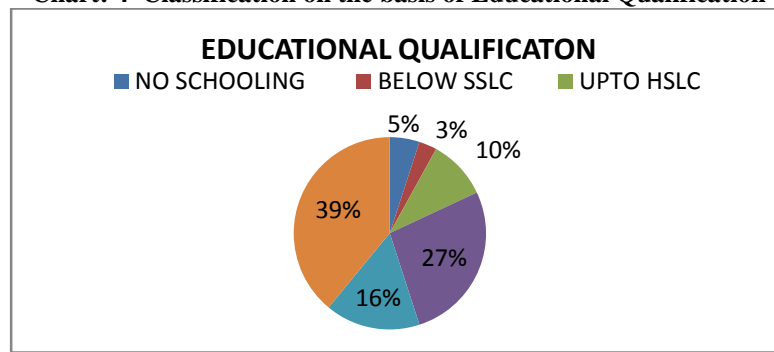


Chart: 4 Classification on the basis of Educational Qualification



⁴ Dr. K.Ramasamy, Dr.G.Kalaivanan and S.Sukumar, “Consumer behaviour towards instant food products”, Indian Journal of Marketing, June-2005, Vol. XXXV, No.6

Chart 5: Classification on the basis of Occupation

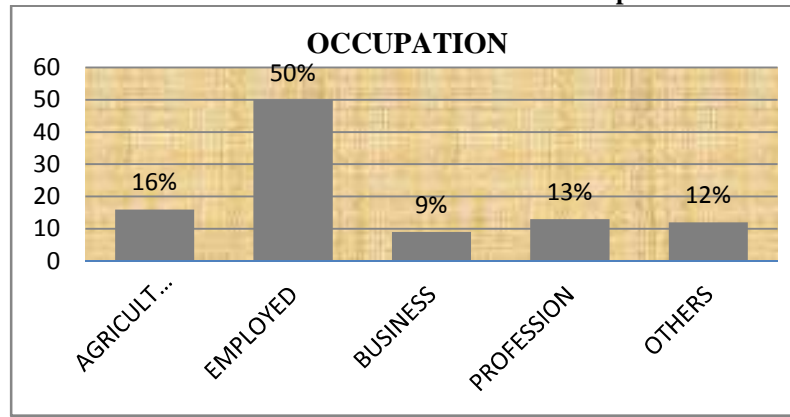
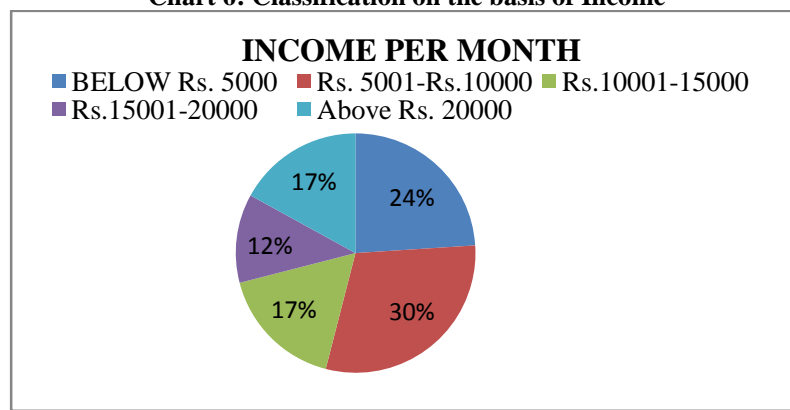


Chart 6: Classification on the basis of Income



MOTIVATING FACTOR

Table : 1 Distribution of Motivating Factors to buy Instant Food

S.No	Motivating Factor	Frequency	Percentage
1	QUALITY	24	16
2	AVAILABILITY	13	8
3	PRICE	4	3
4	TASTE	24	16
5	LESS PREPARATION TIME	70	47
6	NO TIME TO COOK	15	10
Total		150	100

Table: 2 Distribution showing the Amount spent on Instant Food per month

S.No	Price Spent	Frequency	Percentage
1	UPTO Rs. 500	66	44
2	Rs. 500- Rs. 1000	51	34
3	Rs. 1000- Rs. 2000	19	13
4	Rs. 2000 & Above	14	9
Total		150	100

Table: 3 Distribution showing the Taste of Instant Food Vs Normal Food

S.No	Opinion	Frequency	Percentage
1	YES	113	75
2	NO	37	25
Total		150	100

Table: 4 Distribution showing opinion on cost of Instant Food

S.No	Range Of Cost	Frequency	Percentage
1	Very High	18	12
2	High	41	28
3	Normal	81	54
4	Low	8	5
5	Very Low	2	1
Total		150	100

Table: 5 Distribution showing the buying habit of Instant Food

S.No	Duration	Frequency	Percentage
1	REGULARLY	33	22
2	RARELY	32	21
3	OCCASIONALLY	61	41
4	FESTIVAL OCCASIONS	24	16
TOTAL		150	100

RESULTS

- 55% of the respondents are under the age of 25.
- Majority (69%) of the respondents are in Nuclear Family
- The average family size is varied from 4-6 members in a family and their average monthly is Rs.15000 to Rs. 20000.
- The high motivating factor is less time for preparation, as they are all working women in the family, they look for reducing the time in cooking for the family
- In order to find the relationship between size of the family and motivating factors, a chi-square test was made and the result of the test is table value 18.307 and the calculated value is 398.03 at 5% significant. And thus it is derived that there is close relationship between size of the family and the motivating factors.
- To find the relationship between income of the family and motivating factors, a chi-square test was made and the result of the test is table value 31.410 and the calculated value is 547.45 at 5% significant. And thus it is derived that there is close relationship between income of the family and the motivating factors.

CONCLUSION

Working women have no time for cooking and if they have, then also they don't want to cook because they want to come out with the traditionally defined gender roles. They do not want to continue themselves to household work and upbringing of children in the present busy world. This study finds that the important deciding factor is 'TIME' and in addition to that price and quality also plays a vital role in deciding buying of instant food.

REFERENCES

1. Fisher.C, " Food habits: Social changes and the natural culture dilemma", Social Science Information, 1980,Vol.19(6)pp 937-953.
2. Ilmonen K, "Food choice in modern society", Nutritional adaption to new life style,bibl.Nutr. Dieta Basel: Kerge (1990), Vol.45 Issue 6.
3. Dr.D.Kamalaveni and Ms. M. Nirmala, "Consumer behaviour in instant food products", Indian Journal of Marketing, May-June 2000, Vol XXX, pp 24-25.
4. Dr. K.Ramasamy,Dr.G.Kalaiivanan ans S.Sukumar, "Consumer behaviour towards instant food products", Indian Journal of Marketing, June-2005, Vol. XXXV, No.6.
5. ApoorvaPalka, " consumer preference on purchase of Ready to Eat Snacks" , Indian Journal of Marketing, Sep 2004, Vol.IX.
6. Kisan World – March 2010, pp 27-35.
7. Ms. Bandana Singh, "Working Women" Edition 2013,published by Jnanda Prakashan (P&D), New Delhi,2013, pp13-24
8. Dr. Shridhar D, Joshi, Prof. Shyama N. Pandya, "Working women and Environment" published by Shree Niwas Publications, Jaipur, 2013, pp11-15, 57.