



## A STUDY ON THE BUYING BEHAVIOUR OF THE INDIVIDUALS ON THE READY TO EAT PRODUCTS

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### ABSTRACT :

The present study was made to assess the intake and preference of ready to eat food by single living male and female in Bangalore town. The examination was led in chosen territories in Bangalore town. reference. The developed questionnaire was used to collect the data. The data were analyzed by using chi- square, significant level. The result of the study showed that majority of single living male and female used different type of ready to eat food due to their own reason.



**KEYWORDS :** single living male and female, ready to eat food, widow.

### INTRODUCTION

This study is focused upon intake of ready to food by single living male and female. The single living male and female come under these classes for example unmarried, divorced person, widowed and isolated. The food pattern of single living male and female may change in comparison to the male and female who live with their family. The cause of change of food pattern of single living persons may be work load, no interest in taking food and mainly tension with some other causes in life etc. Due to their improper food pattern, the health may be affected. Such people are not taking balanced diet, they may face the deficiency of nutrients and this may cause many diseases. The personality of single living person is entirely different from others. Depending on conditions, single living persons either take food more than normal or in a lesser quantity.

Ready-to-eat (RTE) foods are foods intended to be consumed as they are. These foods do not require additional cooking and are usually stored in refrigeration or at room. "Ready-to-eat food" means food that is in a form that is edible without additional preparation. Ready-to-eat foods are foods that will not be cooked or reheated before serving. These include salads, cooked meats such as ham, desserts, sandwiches, cheese and foods that you have cooked in advance to serve cold. Taste the combined benefits of convenience, health and variety. only with MTR Foods' Ready-To-Eat range. Our scope of items spread wide scope of tasty North Indian and South Indian formulas, to give you a sample of nourishment which taste simply like crisp home prepared sustenance. It is your prepared help in kitchen for legitimate taste, assortment of decisions in various Indian foods and high on accommodation. The range of currently includes Soups, Vegetable curries, Paneer flavors and different rice things. Every thing of Ready-to-eat menu is common, additive free and 100% veggie lover. The brand of ready to eat food which are available in market i.e. amul, heritage food, mother dairy etc. Since 1990's, the number of marriages that end in divorce in the Netherlands as well as in other western

societies has strongly increased. In the period between 1990 and 1995, the number of divorces in the Netherlands rose from 6,000 to 34000 a year. Recent estimates indicate that one in four of today's marriages will end in divorce. To copy with the insecurity and stress involved in a divorce, people usually seek support in relationships. The presence of a network of relationships and the support exchanged there in are there by important for adjusting success fully to the psychosocial effects of a divorce (Amato, 2000), after a divorce the personal network becomes smaller, and undergoes fluctuations, consolidating in a different composition, with different patterns of connections and interactions. They have successful carrier and high salaries; they are in metropolitan cities and come from upper class or at least higher middle class background. For most of these women, single hood is not forever, nor do single profession have it all that easy, there are extra burden and stresses to "going it alone" (Anjali Roy, 2004). Terhell (2004) explained in his study the differences in changes in the network of personal relationships over the long term after divorce. The study includes a comparison of network changes in the short and long term afterdivorce.

**RESEARCHMETHODS**

The information were gathered with the assistance of survey cum talk with system. The present investigation featured the single living male and female were taking prepared to eat nourishment. A meeting calendar to inspire the data of the respondents was mentioned to fill the performa with full affirmation about his secretly and namelessness of his/her data.

**RESEARCH FINDING ANDDISCUSSION**

The findings obtained from the present study have been presented and discussed under the following subheads:

- **General information regarding therespondents:**

It was found from table 1 that every one of the 300 single living male and female who took part in this examination.

Age group (years)	Male		Female		Total	
	No.	%	No.	%	No.	%
25-30	10	8.20	6	3.37	16	5.33
30-35	35	28.69	46	25.84	81	27.00
35-40	29	23.77	50	28.09	79	26.33
40-45	48	39.34	76	42.70	124	41.34
<b>Total</b>	<b>122</b>	<b>40.67</b>	<b>178</b>	<b>59.33</b>	<b>300</b>	<b>100.00</b>

Statistically, no significant difference was observed regarding the age groups between single living male and female. 4.083, df = 3, p>0.05).

**Table 2: Marital Status of single living male and female.**

Category	Male		Female		Total	
	No.	%	No.	%	No.	%
Unmarried	70	57.38	69	38.76	139	46.33
Widow	14	11.47	45	25.29	59	19.67
Divorcee	32	26.23	62	34.83	94	31.33
Separated	6	4.92	2	1.12	8	2.67
<b>Total</b>	<b>122</b>	<b>40.67</b>	<b>178</b>	<b>59.33</b>	<b>300</b>	<b>100.00</b>

Table 2 shows the distribution of all three hundred single living male and female respondents according to their status and marital category. All male and female respondents were divided into two category i.e. unmarried and married. The married category was further divided into widowed, divorcee and separated sub categories. Out of 122 single living male respondents 57.38% were unmarried. In

married category of male respondents, 11.47% were widow, 26.23% were divorcee and 4.92% were separated. In 178 single living female respondents of this study, 38.76% were of unmarried category. 25.29% widowed, 34.83% divorcee and 1.12% separated female respondents were of married class. 46.33% unmarried male and female respondents participated in this study while 19.67% widowed, 31.33% divorcee and 2.67% separated male and female of married class were included for study. Statistically, significant difference was observed regarding the marital status between single living male and female ( $\chi^2 = 18.851, df = 3, p < 0.05$ ).

### Preference given ready to eat food

Table 3 shows the preference for ready to eat food by single living male and female. Out of 300 single living respondents, 25.34% respondents did not use any ready to eat food, 8.34% respondents used ready to eat food vegetable pulav and idli. 7.34% respondents preferred ready to eat shahi paneer, 6.34% respondents used dalmakhni and palak paneer. 8.00% and 7.00% respondents used upma and dosa respectively. 5.00% respondents preferred methialoo and chhole, 5.34% respondents used vegetable mix curry, 7.67% respondents preferred soup.

**Table 3: Preference given by Single living male and female for taking ready to eat food.**

Ready to eat food	Male		Female		Total	
	No	%	No	%	No	%
Vegetable pulav	10	8.19	15	8.43	25	8.34
Shahi paneer	8	6.56	14	7.86	22	7.34
Dalmakhni	7	5.74	12	6.74	19	6.34
Upma	9	7.48	15	8.43	24	8.00
Idli	8	6.56	17	9.55	25	8.34
Dosa	7	5.74	14	7.86	21	7.00
Methialoo	5	4.09	10	5.62	15	5.00
Palak paneer	8	6.56	11	6.18	19	6.34
Vegetable mix curry	7	5.74	9	5.05	16	5.34
Chhole	6	4.91	9	5.05	15	5.00
Soup	11	9.01	12	6.74	23	7.67
None	36	29.50	40	22.57	76	25.34
<b>Total</b>	<b>122</b>	<b>40.67</b>	<b>178</b>	<b>59.33</b>	<b>300</b>	<b>100.00</b>

Out of 122 single living males, 29.50% males did not use ready to eat food, 8.19% males preferred vegetable pulav, 6.56% males used shahi paneer, idli and palak paneer. 5.74% males used dalmakhani, dosa and vegetable mix curry. 7.48% male respondents preferred upma, 4.09% males used methialoo, 4.91% and 9.01% male respondents preferred ready to eat food chhole and soup respectively. Out of 178 single living female respondents, 22.57% females did not use ready to eat food, 8.43% female respondents preferred in ready to eat food vegetable pulav and upma, 7.86% females used shahi paneer and dosa, 6.74% females used / dalmakhani, 9.55% females used idli, 5.62% and 6.18% female respondents preferred methialoo and palak paneer respectively. 5.05% female respondents used vegetable mix curry and chhole. 6.76% females preferred soup.

### CONCLUSION

The present study was restricted only to the single living males and females in Bangalore town. As regard the preferences given by single living male and female for taking ready to eat food, the result showed that majority of respondents 23.34% preferred upma, idli and dosa, followed by 22.02% liked vegetable pulao, shahi paneer and dalmakhani. 16.68% respondents preferred methialoo, palak paneer, vegetable mix curry. 12.67% respondents used chhole and soup. Now a day, the importance of ready to

eat food or processed food is increasing because working class people do not want to spend more time on food preparations. Higher percentage of female respondents (25.85%) than male (19.78%) for upma, idli etc showed that low fat ready to eat south Indian food were preferred by females. Chhole, shahi paneer etc. were given more preference by male than female because they were careless for fat consumption. More females than males liked pulav, upma and soup etc because it was considered as light Indian food.

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