A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT COOKING FOOD PRODUCTS IN SIVAKASI

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ABSTRACT

In the fast moving world, the human beings do not take nutritious food; they eat the food which is ready to cook. Unlike olden days where man used to have his food lavishly and slowly, the present trend changed the habits to foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. 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. To analyse the data collected, statistical tools like percentage and factor analysis were employed. The study reveals that influence of global trade, cheap and economical price of fast food and emergence of nuclear family are the main reasons that make the respondents to prefer instant food.

KEY WORDS: Fast food, Instant cooking food, Influencing factor and Nutritious value.