A STUDY ON BUYING BEHAVIOUR OF WORKING WOMEN TOWARDS READY-TO-EAT FOOD PRODUCTS IN THANJAVUR DISTRICT

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ABSTRACT
The present study attempts to know the buying behaviour of working women towards ready-to-eat food products. The main objective of this research is to identify the factors influencing the buying behaviour of ready-to-eat food products. The researcher had also analyzed the brand loyalty of ready-to-eat food products. For selection of samples, the stratified proportionate sampling used for the study. To analyze the data, the researcher used chi-square test, ranking techniques and percentage analysis. Primary and secondary data used for the study. Sample of 400 respondents those who use ready-to-eat food products for their day to day life purposes had been used for the study. Based on the findings of the study there is a significant relationship between monthly income and frequency of purchase. There is also a significant relationship between educational qualification and factors influencing to prefer a particular brand. High price is an important reason for non-consumption of ready-to-eat food products. Thus, efforts may be made to reduce the price of these products so as to increase its sales. If there is a reduction in price the working women will be able to buy more products. Working women more positively inclined towards ready-to-eat food products and this is mainly due to the convenience factor and changes in the lifestyle of the people.

KEY WORDS: Buying behaviour, brand awareness, brand preference, brand loyalty.