

APPENDICES

APPENDIX I

**AN INTERVIEW SCHEDULE TO ELICIT INFORMATION ON THE
AVAILABILITY AND SALE OF CONVENIENCE FOODS IN THE
SELECTED SHOPS IN COIMBATORE CITY**

1. Name of the enterprise : _____
Address : _____
2. Name of the owner : _____
3. Location of the shop : _____
4. Education : _____
5. Year of starting the shop : _____
6. Years of experience in business _____
7. Type of building ownership: Owned Rented
8. Plinth area of the shop: _____
9. Floor in which the enterprise is located: _____
10. Type of shops:
 - Chain shop Super market Departmental store
 - Provision shop Any other specify
11. Type of convenience foods sold in the shops:-

Sl.No.	Convenience foods	Type of food	Brands available	Cost	Demand		
					high	middle	low
1.							
2.							
3.							
4.							

12. Number of racks allotted for displaying convenience foods:-
 - 5- 10 11-20 21 and above

13. Income group of people who purchase convenience foods:-

Middle income High income Low income

14. Type of people who purchase convenience foods:-

Fulltime homemaker Employee Students
 Working women Working men Any other specify

15. Place of purchase of convenience foods:-

From the industry From whole sale dealer
 From the representatives Any other specify

16. Do you encourage selling of new products (convenience foods) If so ,how:

Providing free gifts Giving discount
 Other offer Any other specify

17. Mode of purchase:-

Cash Credit
 Net banking Any other specify

18. Do you try the convenience foods at home before selling the products .

Yes No

19. What is your opinion on convenience foods:-

Brand Cost Availability
 Label Taste Packing
 Date of expiry Any other specify

20. Do you get profit in selling the convenience foods

Yes No

21. Percentage of profit gained:

5% 10% 15% 25%

22. Are you aware of the information of the convenience food sold in your shop?

Yes No

APPENDIX II

AN INTERVIEW SCHEDULE TO ELICIT INFORMATION ON“ACCEPTABILITY AND IMPACT OF CONVENIENCE FOODS IN THE SELECTED HOUSEHOLDS IN COIMBATORE CITY”

I General information:

1. Name of the respondent: _____

Address : _____

2. Name of the area : _____

3. Age : _____

4. Occupation : _____

5. Type of family:

Nuclear family Joint family Extended

6. Family size:-

Small family (1-3 members) Medium family (4-7 members)

Large family (above 7 members)

7. Food habits:-

Vegetarian Non vegetarian Ova vegetarian

8. Religion:

Hindu Christian Muslim Any other

II Details of family backgrounds:

Sl. No	Number of family	Age/ sex	Education						Occupation	Years	Income (₹)
			(1)	(2)	(3)	(4)	(5)	(6)			

(i) High school (ii) Higher secondary (iii) Under Graduate (iv) Post graduate

(v) Professional (vi) any other

III.DETAILS OF CONVENIENCE FOODS

1. Who does the cooking at home?

- Home maker Daughter Daughter in law
 Servant Husband Family members

2. What do you look for when choosing convenience foods?

- Taste of food Quick to prepared Ingredients suitable
 Economical Easily available Helps to meet emergency
 Handy during tired situation Well enjoyed by family members
 variety Appetizing

3. How much time on an average do you spend on food preparation per day?

Breakfast	Lunch	Dinner

4. How much do you spend for prepared food approximately per month in Rs

- 1000-1500 1501-2000 2501-3000 3001 and above

5. Why to prefer ready to eat products?

- Taste Nutrition Convenience Any other

6. Would you prefer a sugar free version of the sweet products

- Yes No

8. What is your frequency of buying convenience foods products?

- Weekly Monthly Fortnightly Rarely

9. Usual place of consumption of convenience foods products

- Home Workplace Travel Any Other

10. Are the current price of convenience foods products

- Yes No

11. Do you prefer to buy products of offer(like discount, of free gifts)

- Never At times A lot Always

12. Sources of information

- Advertisement boards Television Relative Newspaper
 Magazines Door to door campaign Information booklets
 Salesmen Radio

13. What are the convenience food commonly prepare at home?

Sl. No	Products	Frequency of preparation				Amount of time saved	Do you feel it, is energy saving	
		daily	weekly	monthly	Fort night when required		Yes	No

14. Do you have the habit of taking prepared food outside

If yes:

How often:

15. How often do you prepare food made out of convenience foods?

- Everyday Weekly Monthly Rarely whenever do I feel like

16. When you will cook the convenience foods?

- Prepare only when required When time permits
 Immediately after purchase During guest surprise visit
 Unexpected event emergency Urgent to leave work Any other specify

17. From where do you buy the convenience foods

- Super market Pick and pay Departmental Store Whole sale shops
 Provision shop Door to door campaign Any other specify

18. Do you include Convenience foods in your monthly list?

- Yes No

19. Do you think convenience foods are

- Expensive Reasonable Economical Genuine Tasty
 Reasonable Nutritious Any other Specify

20. Do you have the habit of buying newly introduced product (convenience food) in the market.

- Yes No

21. While purchasing convenience foods what are the information you notice

- Ingredients Procedure for preparation Price
 Brand Date of manufacture Name of the product
 Date of expiry Date of manufacture Returned if not satisfied
 Any other specify

22. Do you prefer preparing convenience foods at home than buying prepared items from shops?

- Yes No

APPENDIX III

SCORE CARD TO EVALUTE THE COOKED ITEMS

NAME.....

NAME OF THE PRODUCTS.....

DATE.....

ITEMS	FLAOUR	TEXTURE	TASTE	APPEARANCE	COLOR	TOTAL ACCEPTABILITY	SIGNATURE				
SCORE RATING-		EXCELLENT-5		VERYGOOD-4		GOOD-3		FAIR-2		POOR-1	

RATING SCALE

RANK	SCORE
EXCELLENT	5
VERY GOOD	4
GOOD	3
FAIR	2
POOR	1