

SUMMARY AND CONCLUSION

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India is the world's second largest producer of food next to China and has the potential of being the biggest industry with food and agricultural sector. Food accounts for the largest share of consumer spending. In India, majority of food consumption is still at home. Nevertheless, out of home food consumption is increasing due to increase in urbanization, breaking up the traditional joint family system, desire for quality, time which translates into an increased need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle income group had brought about changes in food habits.

Unlike olden days where man used to have his food lavishly and slowly, the present trend has changed the food habits, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Convenience foods are widely used in catering industries as well as at homes. There are varieties of convenience foods available in the market from which one can to choose from. Now-a-days they have become a part of everyday life.

As to the future of convenience foods, it seems safe to say that convenience foods will be part of our life forever. Convenience foods has become a part of the cooking methods and foods of all peoples of the world. Hence, the study entitled "Acceptability and Impact of Convenience Foods in the Selected Households in Coimbatore City" was undertaken with the following objective.

1. To assess the knowledge on the availability of the convenience foods by the selected homemakers.
2. To compare the extent of use of the convenience foods and eating habits and
3. To analyse the advancement of the convenience foods in the market and households

The methodology followed of the research was conducted in two phases and the out comes with salient features are presented in the following.

Phase I: Survey

1. Market survey
2. Households survey

Phase II: Conduct of cooking experiments using selected convenience foods.

- A) Conducting cooking experiment
- B) Evaluation of the cooked items

The study required two surveys namely market survey and household survey.

Phase I: Survey

A) Market survey

The investigator conducted the market survey in the busy area of Coimbatore city. A total number of 50 outlets representing small and large provision shops, departmental store, chain store and super markets. The investigator selected 50 shops at random and collected the information from salesmen or selected the person at their convenient time using a prepared interview schedule. The objective of the market survey was to find out the various types of convenience food products available in the market and the introduction of the new products and their demand.

- Among the selected outlets 38 percent were chain shops, 28 percent departmental stores, 24 percent provision shops, and another 10 percent were supermarkets. It was noted that a maximum of 42 percent of the shops surveyed were established within 10yrs. 22 percent within 11-20 years and 20 percent had business experience of 21-25 years.
- Regarding the type of ownership of the building 56 percent of the surveyed shops were running business in their own building and 44 percent were rented buildings.

- The number of employees in shops ranged from 5-10 members in 42 percent, 11-15 members in 32 percent and above 15 members in 26 percent.
- The educational status of the owners or managers ranged from (18 percent) to post graduate (26 percent). A maximum of 30 percent with undergraduate education and 16 percent with high school education.
- Edhiyapam 80 percent, noddles 72 percent, soups 68 percent, vegetable nuggets 60 percent, milk products 58 percent, gulab jamun 52 percent, were sold in the selected outlets. Fish (18 percent) and poori (14 percent) were also sold in the selected outlets.
- With regard to a demand among the selected outlets edhiyapam 84 percent, noodles 76 percent, soups 72 percent, vegetables 66 percent, milk products 56 percent, gulab jamun 54 percent, chappati 50 percent had very high demand in the outlets.
- A number of products are flooded with different brands of convenience foods. The popular brands available in their respective shops were MTR, Maggie, Kellogs, Everest, Nice, Sumeru, Haldirams etc.
- Majority of 86 percent of the consumers who purchased the convenience foods belonged to high income group.66 percent were belonged to upper middle income. Low income groups (36 percent) purchased the convenience foods in the outlets.
- The popular brands which move fast in the market and which has great demand were obtained by credit card (64 percent) by the customers and paying cash (52 percent). It was introducing to note that 32 percent purchased by net banking.
- A majority of 92 percent placed importance in brands, cost (86 percent), labels (78 percent), were the points given importance. Economical (64 percent), Availability (56 percent),

Taste (52 percent), Shelf life (48 percent), Nutritive value (42 percent), Frequency purchase (40percent) Price (38 percent), Packing (34 percent), Content (28 percent), Date of expiry (24 percent) and Appearance (20 percent) were the other elements given importance to the content.

B) Household survey

Household survey was conducted to identify the consumption of commonly consumed convenience foods among the selected homemakers. The purpose of household survey was conducted in Coimbatore city. In order to find out the consumption of convenience foods among the population three hundred sample were selected for the household survey. The interview schedule was framed to collect necessary information from the homemakers. For household survey the needed data were collected from the selected homemakers by the investigator using a well structured interview schedule.

- Among the selected families, 45 percent belonged to nuclear family and 33 percent belonged to joint family and 22 percent comprised of extended family.
- Regarding the family size 37 percent were small families having 1-3 members
- Regarding the food habits 44 percent were vegetarians,29 percent were non –vegetarians while the rest 27 percent belonged to the category ova vegetarian, who consumed both vegetarian and non vegetarian food items.
- Regarding the religion a maximum of 53 percent belonged to Hindu and 24 percent were Muslims and the rest 23 percent belonged to Christian religion.
- Higher percentage of the respondent belonged to high income group with a maximum of 40 percent having an income between ₹10,000 and 50,000 and 31 percent having a month income between ₹50,001 and 1,00,000.
- With the regard to the education level, it was found that both homemakers and the heads of the family fall under Professional,

Post graduates, Under graduates and Higher secondary level of education, with a maximum of Homemakers with Post graduates (36 percent) and Under graduates education (48 percent) and nine percent having Professional qualification.

- Regarding occupation all the homemakers were employed in different category, the maximum being government employees (31 percent) and teacher (24 percent). The other occupations were clerks (13 percent), employed in private sectors (11 percent), banks (4 percent) and nurse (12 percent). Among the homemakers there were lawyers (31 percent), engineers (27 percent) and doctors (4 percent). Seven percent were engaged in the family business assisting their husbands.
- Regarding the occupation of the heads of the family a maximum of 34 percent were government employees followed by employed in private sector (25 percent), Engineers (10 percent) and teachers (21 percent). Five percent were doctors and lawyers respectively and 17 percent had their own business.
- 26percent of the home makers were responsible for cooking while in 25 percent servants helped the homemakers in cooking activities. Among 17 percent of the families daughters in law took the charge for cooking while in 16 per husbands assisted their wives and in 5 percent the daughters helped in the kitchen and cooking related activities
- Forty seven percent of the homemakers spent Rs₹1000-1500 in per month, 20 percent, and 23 percent spent ₹1501-3000 on convenience foods respectively. The rest 16 percent spent ₹3001and above per month for convenience food, which focuses the importance laid in purchase of convenience food regularly.
- Regarding the reasons for purchasing convenience foods by the selected homemakers, a majority of 37 percent express that good taste was the main reason and all the family members enjoyed the meals when convenience food was part of their regular menu. Easy and Quick to prepare (33 percent), suitable ingredients (29 percent),

economical (25 percent), easily available in the market (22 percent), helps to meet emergency situation (20 percent) handy during tired situation (24 percent), enjoyed by family members (28 percent), were the other reasons mentioned by the homemakers.

- Chappati was the most commonly preferred and preferred convenience foods by the homemakers. Noodles (31 percent), soups (29 percent), vegetable curry (26 percent) and paratha (21 percent) were the next in line of preference
- Among the selected homemakers, 36 percent consumed and enjoyed convenience foods at home. While traveling and at work place were also said by 34 percent and 30 percent respectively, as situation where convenience food play an important role.
- It was encouraging to note that all the home makers irrespective of their employment status ,were aware of convenience foods available in the market
- The main sources of information by print media on the convenience foods are advertisement boards (87 percent) and television (87 percent) are the print media mainly providing information on the new products introduced in the market. The advertisement enhances, stimulates and forces to purchase the new products, since they depict the facts in a realistic manner. While the other print media are Newspaper (58percent), magazines (50 percent), friends (61 percent), relatives (81 percent), sales men (47 percent) and door to door campaign (44 percent) are the other sources which provided information on convenience foods as reported by the selected homemakers. In addition radio (31 percent) and information booklets (14percent) also provided information on convenience food.
- Forty six percent of the homemakers had spent on an average 30-60 minutes for preparing breakfast as against 100 percent who spent 91-120 minutes for the same preparation with regard to lunch 35 percent and 43 percent had spent 30-60 minutes for the preparation of lunch and dinner using convenience.

- On analysing it was observed that the use of convenience foods was responsible for time reduction in meal preparation and relieved the homemakers from the strenuous effort of standing for a long time in food preparation.
- The frequency of eating food outside by the family members was taken into consideration, 31percent of the home makers informed that once or twice a week they had the habit of taking outside food (either breakfast, lunch or dinner).
- The 37 percent of the homemakers stored and 32 percent prepared convenience foods, only when required,31percent mentioned convenience food takes very limited time to prepare and 30 percent said that they prepared immediately after purchase.
- The 33 percent were buying convenience foods from the supermarkets, 29 percent from pick and pay outlets, 25 percent from Departmental store, and 20 percent from the whole sale shops. Only 19 percent were buying the convenience foods from the provisional store.
- Genuinity was expressed as the best opinion established by 64 percent of the homemakers with regards to convenience foods.
- About 46, 40 and 39 percent of the homemakers expressed that the convenience foods though expensive, are safe to eat and healthy. However nutritious (37 percent), reasonable (33 percent), tasty (28 percent), and economical (25 percent), were the other reasons reported the opinion established on convenience foods by the homemakers.
- The average time spent in cooking between the convenience foods and traditional food. It was found that about 22 percent and 37 percent spent 30-60 minutes in cooking being the minimum spent on cooking.
- The observation revealed that use of convenience food definitely helped in conserving time on cooking when compared to traditional cooking

- The 23 percent of the homemakers purchased the convenience foods for reasonable price and it was found that, there was not much difference between the cost of convenience food and the cost of ingredients purchased for convenience foods.

Phase II: Conduct of cooking experiments using selected convenience foods

- A) Conducting cooking experiment
- B) Evaluation of the cooked items

A. Conducting cooking experiment:

The experiment was conducted to find out the time and cost involved in preparing selected items of convenience foods and traditional method. The findings are discussed in Chapter IV. From the shopping and household survey the investigator found out the convenience foods and brand used by the selected samples.

- The investigator with the help of a person experienced in cooking, prepared the selected items in selected households. The preparation was done thrice and was evaluated by a panel of judges. The foods prepared were subjected to sensory analysis. The score of the panel were consolidated from the score cards and acceptability of the items was found out and discussed under Results and Discussion.
- Time taken for preparing selected items by traditional method was more when compared to convenience food.
- The cost of preparing the selected item using traditional method was less when compared to the cost of preparing the same items using convenience foods.

B) Evaluation of the cooked items:

- Sensory evaluation consisted of judging the quality of preparation items by a panel of judges in terms of flavor, texture, taste, appearance and color.

- Among the prepared items, Jamun preparation scored the highest on 5 points for both methods, gaining the recognition as excellent for appearance, texture, colour, taste and flavor.
- Among the traditional preparation, chicken nuggets scored 4.8 and vegetable nuggets scored 4.8 and 4.6 respectively, followed by Aloo paratha and soup which scored 4.4 respectively. With regard to convenience foods, vegetable nuggets and soup scored 4.8 respectively. Aloo Paratha scored 4.6 and chicken nuggets 4.4.
- The scores obtained did not exhibit vast difference. Both preparation had appreciation by the judges.
- Among the preparation for the traditional method deep frying, steaming and surface cooking was adopted.
- Traditional preparations are more time consuming than convenience foods.
- The time factor makes the convenience food to be recognized, appreciated and used often in the households.
- The cost of the convenience food is comparatively higher when compared with the cost of preparation of the selected food item when prepared by traditional method.

Conclusion

As a result is widely believed that the convenience foods is still on increase, in many countries and the changing demographics have driven this to our country at present. However, studies suggest that a further trend towards increased convenience depends not only on the future development of demographics, but also on the structural relationships between objective and perceived resources, which are psycho-socially embedded. The research presented here shows clearly that these relationships are much more complex as well as considerably smaller in size than commonly expected. The foods are slowly becoming part and parcel of cooking in the families without their knowledge. Though the foods are not considered economically viable at present, it is hoped that in future it will occupy a major share in all the shops and households.