

# **Use of Convenience Food in the Selected Households**

*By*

**Chaimila Leisan  
(11PIR01)**

**A thesis submitted to the  
Avinashilingam Institute for Home Science and  
Higher Education for Women  
Coimbatore - 641 043.**

**In Partial Fulfilment of the requirements for the Degree of  
Master of Science in Interior Design and  
Resource Management**

**May 2013**

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**Certified as Bonafide Research Work**

**Signature of the  
Head of the Department**

**Signature of the  
Guide**

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## INTRODUCTION

Today women have discarded their homely image and are making a meaningful contribution to the progress of the nation. They work in the labor industry equal with men by doing hard work. In the early days women were seen only as wives who were intended to cook, clean, and take care of the kids. Soon it was felt that women should have a bigger role than what other people thought women should have. Gradually, over a period of many years, the roles of women have changed in areas, such as employment, whereby women are increasingly becoming employed therefore affecting the division of housework. She has broken the chains of bondage and inferiority complex and will never return to her former status of a painted doll, a kitchen drudge, a child bearing machine or a mere hanger on.

Women today is equipped with proper education and training and is trying to become economically independent by taking up jobs outside and also discharging her duties as a homemaker as well, Young (2012). Premavathy Seetharaman (2005) state that women who also hold jobs outside home face many demands on their time. In order to carry out the work at home and outside, time and energy are the two important resources to be managed effectively as they are limited both in quantity and quality. Since the amount of energy possessed by each person is different while performing the household work, one should be very careful to plan it in such a way so that more work is achieved within the limited amount of available time and energy. Work simplification is the most important and useful tool for a homemaker and especially for a gainfully employed homemaker who has to make use of the simplest easiest and quickest method of doing work.

Managing both work and family make it necessary for working women to use certain changes in their decision making process, also especially decision on food acceptability, preparation and consumption for their own families Kok (2003).

According to Margaret (2002) meal preparation is one of the most times consuming among the various daily tasks performed. Deacon and Firebaugh (1975) inform that cooking and cleanup continues to consume a major portion of household work time. Nickel (1995) also reiterates that homemakers use more time in food preparation activities than in any other kind of work and try to keep food costs within the family budget which takes additional time and thought. It is possible to prepare nutritious and appetizing meals quickly with little manipulation skill.

Today there are many partially prepared, ready to serve foods and convenience foods in the market to help homemakers streamline meal preparation. The term convenience foods cover all foods where some preparation has been done ahead of the actual mealtime preparation. Home makers who have heavy demands on their time and energy during the day and those in paid employment find the only way they can prepare satisfactory meals for their families is by using various convenience foods. Those who have more free time usually prefer to combine home prepared foods with some of the partially prepared ready to serve foods or convenience foods.

Convenience foods help to control time and energy costs of feeding the family in a number of ways. Through their use it is possible to eliminate some of the routine tasks, shorten cooking time, reduce dishwashing and shopping trips and besides widen menu possibilities.

Medved (1990) indicate that food which contain a considerable amount of cooking preparation as convenience foods. It helps to make daily cooking easier and more convenient for consumers. These products are often prepared food stuffs that can be sold as hot, ready-to-eat dishes, at room temperature, shelf-stable products, or as refrigerated or frozen products requiring minimal preparation (the practice of peeling raw materials) such as just heating and consuming immediately.

Hughes(1994)referred thatthe time spent for food preparation in the home has declined from 2.5 hours in1974 to 15minutes in 1994 and by 2010, he expected the time to decline to eight minutes. This implies substantial growth in the market for prepared and semi prepared food and increasing expenditure on food. In this respect, convenience is also associated with eating “on the run”; products that do not make a mess; and products that can be eaten in one hand Martech(2005).

Kowtaluk (2000) opines that Convenience food is ready to eat or ready to cook processed food that require minimum preparation before eating –just cut open the packet, heat it preferably in a microwave . The product branded as convenience food are sold in portion – controlled, single serve packaging ,designed for portability for “on the go” or later eating. Convenience foods are generally traditional foods prepared and packed by a manufacturer that need little or no further cooking before being consumed. They can be used at any time, quickly and easily with or without heating. They can be stored and conveniently opened as the need arises.

According to David (1998) it is better to consume the entire content of convenience food in one go, once the packet is opened.. Though convenient and inexpensive for a busy lifestyle, they are too dangerous as they are typically high in calories, fat, saturated fat, sugar, salt and trans-fats. The fact is that they have no control over their production as in home-cooked food. The manufacturer uses oil, masalas and other ingredients of his choice and liking. The foods are tasty and generally wholesome and the range of foods available in the market fulfills the family's needs instantly. They are useful during emergencies- when someone falls sick and family members do not find time to work in the kitchen, when guests land uninformed. One can also taste different foods as one may not be good at cooking all kind of foods at home.

The traditional Indian society believed in cooking family meals daily and serving it fresh and hot. However, when both husband and wifeare working in offices, it is becoming a compelling need to switch over to

convenience to save time and energy. And for others this time can be used for some other constructive and innovative work. Beumer (2005) also inform that consumers today in India are turning to convenience foods, at rates lower than the rest of the developed world. They combine the speed in food preparation to maintain quality and nutritional value, People when they are very busy with their work and do not find time to cook on a daily basis, skip their meals or have a quick bite at fast food joints, which may affect their health at times. These convenience food items are a blessing for these people, who need not skip their food now.

According to Data monitor (2006) the basic cooking knowledge and skills have eroded from generation to generation. Culinary skills are not being passed down from one generation to the next because young people today are not involved in the cooking process from an early age and do not have the opportunity to learn through participation. As a result, some younger consumers view cooking skills as a status symbol. Consumers are technology literate and opt for advanced appliances (particularly microwaves) to facilitate meal production. They use the Internet to seek guidance on food production and to source recipes, but are unfamiliar with basic cooking terminology and how to properly use many common kitchen items

The consumers of today who do not have the time or skills to prepare complex meals still want nutritious options. There is an ongoing market for products and services that cater to this consumer segment. Buckley (2007) addsthat families coming home from work or school are hungry and want to eat immediately. Mealtimes are also further complicated by families making multiple meals due to different food demands by children and parents, and will opt for fully and partly-prepared meal solutions of convenience foods.

Shelly(2008)express thattoday convenience foods means more than single-serve, easy-to-prepare, and easy-to-take-away products, consumers also want it with additional attributes, such as foods that are healthy, ethical, and comforting. He feels that the changing food habits, higher income, increasing

number of working couples, lack of time for cooking at home, and the increasing number of senior citizens without family help, have increased the demand for convenience foods. It saves time, back-breaking effort and fuel. It is often confused with Fast Food. Where consumers buy it and eat it on the spot or at their workplace as they are in a hurry and are on the move.

Convenience foods are driven heavily by the trend towards more convenient food preparation and consumption, which is a result of busy lifestyles and aging population. Convenience foods must be tasty and high quality, while meeting consumer expectations in terms of ease of use, safety, variety, packaging, nutritional value and product appeal. Consumers are attracted to them by their relatively low cost and complexity, ease of use, variety, availability despite the season, and food safety Antil (1987). When convenience foods were first introduced, consumers were willing to accept a lower quality and poorer taste for the ability to prepare a meal in a short period of time. But today, consumer's requirements for convenience foods are more sophisticated than ease and speed of preparation. Today, convenience foods must also include ease in purchasing and clean –up, nutrition, flavor and perceived value.

Mark(2013) inform that convenience foods besides saving time in the kitchen, reduce costs due to spoilage, and reduce costs using economies of scale. These foods are packed for a long shelf life with little loss of flavor and nutrients over time. They were developed specifically to preserve the oversupply of agricultural products available at the time of harvest in order to stabilize the food markets in developed countries.

According to Pepper(2001)Convenience is one of the big trends in today's food business. The demand for convenience food products is steadily increasing; therefore, understanding convenience food consumption is an important issue. Despite of being vital properties of convenience food, saving time and effort, ithave not been very successful for predicting convenience food consumption by the producers and manufactures .

Through the market is flooded with convenience food products that do not require much time and energy for preparation its consumption is not up to the expectation of the producers.Hence entitled the study was use of Convenience Food in the selected Household of Coimbatore Citywas under taken with the following objectives:

- 1.To find out the availability of convenience foods in the market.
2. To elicit information on the extent of use of convenience foods in theselected households.
3. To compare the time money and effort required, and taste of the selected foods prepared by conventional method and by using convenience foods.

It is hoped that the study will unveil certain facts regarding the availability , consumption pattern and its quality in terms of taste and cost.

## II REVIEW OF LITERATURE

The review of literature pertaining to the study on **“Use of Convenience Foods in Selected Households”**, is reviewed and presented under the following topics,

- A. Work simplification for women in present day
- B. Need for convenience foods
- C. Concepts of convenience foods
- D. Advantages and disadvantages of convenience food
- E. Present trend in the consumption of convenience foods

### **A. WORK SIMPLIFICATION FOR WOMEN IN PRESENT DAY**

In modern time medical experts believe that women suffer more from fatigue than men do. The reasons are traced to their biological functioning and reproductive systems. There are socio, psychological reasons too, stemming from the stress women are constantly placed under.

Social factor such as stress and tension generally matters. The factors which affects women much more than the men, is environmental factor such as toxic substances finding their way into bodies such as pesticides sprayed farm produce, the use of various insecticides in the homes, the intake of unsafe and unfiltered water, exposure to vehicular smoke of drug etc, cause adverse effects on body. Environmental and indoor pollution has also reached such height , now a days that all automatically suffer from chemical abuse.Hence tiredness and fatigue are felt without any physiological strain. Thus social and environmental factors are more of a concern to be dealt with in solving the problem of stress and fatigue Premavathy (2005).

Nickel (1995) stresses the fact besides the busy homemakers who works to free more energy for certain activities , the employed home maker who needs to lighten her home work load and the disabled homemaker who must learn to conserve her energy can use the principles and techniques of work simplification to attain these goals.

Gross and Crandal (1994) informs that work simplification aims at accomplishing more work with in a given amount of time and energy or at reducing the amount of either or both to accomplish a given amount of work. Margaret (2002) states that motion and time studies showed that improvement in methods of work not only eliminated useless motion but also saved the time and energy spent on the work. Work simplification is the conscious seeking of the simplest, easiest and quickest method of doing work. Motion mindedness is an awareness of the motions involved in doing a task and the possible ways of reducing them. Improvement in the performance which may be more convenient in performing a task can be carried out by following Mundell's Classes of Change. It is given below:

1. Changes in Hand and Body Motion : In doing any activity many motions of body are not at all needed. Focusing attention on how and which motions of the body can be eliminated is essential for proper and economic use of each part of body is important.
2. Changes in Equipment and Work Arrangement : Change in equipment may be sometimes expensive. The equipment may not suit every pocket. But changing of simple tools in cooking help in saving time as well as hand motion.
3. Change in Production Sequence: Finding the best order to work on the easier method of doing a task and putting it into practice , save both the steps and motions.
4. Change in Finished Product: The worker might have to change some of her standards or expectations about how the finished product should be in appearances , taste , shape, size etc to simplify the work.
5. Change in Raw Material: Change in material refers to the raw ingredients used in a product , keeping the final product the same, using ready to use mixes available on market (ex) gulabjamun mixes , noodles or even buying ready to eat product such as cereals ., pulses and fried product and so on( Varghese(1994).

Amer (2000) In recent years technological advances have brought into the market many new materials designed to simplify work in the home. The use of new materials frequently means the acceptance of different standards, although this may not always be true. The advantage of many of these materials is that they bring an enormous reduction in time and energy.

One of the main advantage of using convenience foods is the saving of time and energy at mealtime, thus making possible the production of quick meals. Most homemakers are aware of the spectacular developments in kinds and quantities of convenience foods in recent years.

## **B.NEED FOR CONVENIENCE FOODS**

Today convenience also means assistance. Products may not be fast, but may remove steps in the meal preparation process, making it easier for novice cooks or time pressure parents to make healthy meals(2009).

Convenience foods save time because the selection and measuring of many ingredients has already been done. Convenience foods, however do not completely eliminate the need to understand scientific principles and correct techniques. It understand basic principles and the reasoning behind certain techniques, the preparation directions will make more sense and likelihood of making mistakes is decreased ([http:// www.uen.org/lessonplan/preview.cgi](http://www.uen.org/lessonplan/preview.cgi)).

Ahlgren (2009) states that thechanging life styles and the modified eating habits of India's growing population have propelled its processed food industry. Convenience foods hadcrept into Indian middle class kitchens along with social changes, Increasingly nuclear families, increased women employment and living away from home on work or education are reported to have boosted the food industry. Many leading branches were flourishing in the food market.

Convenience can be described as having a positive attitude to time and energy-saving aspects of household meal production. The concept has been defined and developed most clearly by who developed a one-dimensional

convenience orientation scale containing such items as “the less physical energy need to prepare a meal, the better”, “the ideal meal can be prepared with little effort” and preferably, spend as little time as possible on meal preparation Candel(2001).

Becker (1999) inform that when household income increases, or time becomes more limited due to an increase in working-hours, households will substitute products with an increased degree of convenience for time. But while the household production function can explain the increasing importance of convenience due to rising incomes and the increased participation of the woman in the labour force, it does not explain why households living under similar economic and time constraints differ in their use of convenience products/services. This led to a suggestion to measure both real time shortages and consumers' perceptions of time shortage, since time perception may be quite individual. Furthermore, convenience foods can be bought for other reasons than for saving time.

Pushapa (2007) List various factors which affect purchase of food as follows:

**Income:** Income is a major factor which affects the quality and quantity of goods and services that a family buys. With rising income family can satisfy more and more of their wants..

**Advertisement :**Consumers get information regarding the availability of goods through advertisement. Present day advertisement are so aggressive that they create demand among consumers for goods and services. Advertisement is done through various media such as radio, TV, bill boards, bus tickets, cinema, printed media such as newspaper, magazines, periodicals etc.

**Habits:** Most human activity is more habitual than deliberate. Especially in the area of consuming food, habit play a dominant role .

**Customs:** A custom is a powerful social force influencing consumer behavior. While a habit refers to individual behavior, a custom refers to collective behavior. The custom followed in preparing the items in a week is still followed in many families in spite of time constraint.

**Fashion:** The phenomenon of fashion rests on the fact that man has a natural tendency to imitate. Keeping up with changes in the consumption of food, fashion lead to unwise choice and waste of money.

**Social acceptance:** The desire to impress others in order to gain social acceptance may lead to purchase of expensive goods, denoting status symbols. This again leads to conspicuous consumption.

**Impulse buying:** A consumer might purchase items impulsively because at that moment, the product has appealed to his psychological instincts. In such cases impulsive buying of food takes place.

### **C .CONCEPTS OF CONVENIENCE FOODS**

Convenience foods have not been the most healthful choices and often have been much costlier than home-cooked food. But it doesn't have to be that way. It is to replace the traditional concept of convenience foods with healthful foods that are convenient Webb ( 2011).

Schlosser (2001) inform that convenience food producers tend to improve sanitary conditions at workplaces and establish training courses to support for workers to enhance their horizons, skills and effective working methods.

Convenience food enterprises prefer to make their products healthier to meet the demand of consumers and create safe working environment for employees.

Convenience food reduce preparation of time. These include fruits juices, soups, meat fish, vegetables. breads and baked goods, cereals, desert and entire meals. The convenience value of these foods cannot be over emphasized. Less actual preparation is needed. there are fewer ingredients to measure and the cooking times has been either materially reduced or eliminated. During meal

preparation energy can be saved if certain tasks such as the cleaning and paring of vegetable or the mixing other items are done sitting down.

#### **D. ADVANTAGE AND DISADVANTAGE OF USING CONVENIENCE FOODS**

The Advantages of using convenience foods as perceived by Lendal (2002) and Jaeger (2004)

- Available at any time in the market. These foods can be preserved even for a year
- Many companies are manufacturing processed foods because it is becoming increasingly popular with people
- The food products are prepared under clean and hygienic conditions and the consumers don't have to worry about the same as the companies are bound to follow rules made by Government. Convenience food also products include frozen vegetables etc., which can be carried anywhere easily.
- It is less expensive considering product cost along with labor, fuel and other costs. The overall costs may be lower.
- Less skill required since the food has all its preparation incorporated in it. Less supervisory time may also be needed.
- Ordering inventory, size and work, receiving storage, cleanup and other items may be lessened and simplified .
- Record keeping may be reduced and easier to purchase
- Equipment and space needs may be lessened
- It is easy to expand menu offerings without increasing labour or physical facilities
- It is good to have on hand when there is a run out or when there is a sudden influx of unexpected patrons who must be served
- They are convenient to use ready at hand , and no evolved preparation, no mess, no fuss or guessing

- The home maker may feel more secure in making convenience product
- Convenience foods have a long shelf life
- These food are available all through the year and so is a great advantage for the many people who are used to eating these foods. These foods never run out
- The foods are that ready made or in the packed form are very useful to many people in various situations
- It is safe and useful method of storing , packing and consuming.
- These food is helpful for those who are sick as they do not need to worry about making food
- Convenience foods isn't as expensive as eating out, it is still more expensive than cooking at home
- Convenience foods give the opportunity to serve a home-cooked dinner to family each night. Nightly family gatherings at the dinner table become a time for family members to talk about their day.

### **Disadvantage**

- Typically they are manufactured from almost in edible agriculture products
- They are high in dietary fat, sodium and kilojoules content
- The reduced time and nutritional content associate with these food
- Sometimes an irradiation processed is used
- Preservatives are always used
- Convenience foods are normally more expensive than unprocessed foods
- They can be higher in fat than scratch prepared. cannot control the ingredient
- Cost per serving may be higher than homemade
- They cost more since you pay for the labor used in product preparation
- Cooking time is sometimes increased for thawing or longer baking time if frozen ([www.healthandage.org](http://www.healthandage.org)).

## **E. PRESENT TREND IN THE CONSUMPTION OF CONVENIENCE FOODS**

Lifestyles have become busier; there has been an increasing demand for quick and easy foods from the grocery store. Higher incomes, particularly in lower- and middle-income households, are having an impact on food demand in India because these groups tend to spend a relatively large share of their income on food consumption. Middle-income and urban consumers are also likely to spend more of their income on upgrading and diversifying, eating out more often and eating more processed and convenience foods. While it would be ideal to make all of own snacks and meals from scratch everyday, the plain and simple truth is that most of us simply do not have that kind of time. This is one where we turn to convenience foods to meet dietary and weight loss needs. However, the right convenience foods in the right amount can easily be integrated into almost any diet. Buzby (2006) opines that the increases in the demands for convenience foods show the influence of a rise on time demands in the households.

Demand for convenience foods has increased in the last few years as lifestyles become more time pressured, and consumers are increasingly seeking quick and easy meals. However, despite the emphasis on convenient foods, consumers are not willing to sacrifice taste or nutrition. To satisfy demanding consumer tastes, manufacturers of convenience foods introduce innovative, healthy, convenient, tasty foods, and are also launch many new products every year to maintain consumer interest Jonq-Ying Lee (2013)

The enhanced demands for convenience foods sustained by the development and introduction of convenience attributes is referred to as the opportunity cost of time effects. Consumers can obtain food preparation time and effort saving benefits from the purchase of convenience foods. For instance, the introduction of ready-to-prepare, ready-to-cook, heat-and-serve and ready-to-eat products provides time and effort saving benefits to households with high opportunity cost of time in labour market.

As household income increases, demand for other attributes, such as convenience, increase. Consequently a larger share of food expenditures goes to foods prepared outside the home and less time is spent in activities related to food preparation. Much of the growth in the availability of convenient foods has been attributed to increased labor force participation among women. It has been shown that as women's hours in paid work increases, their time in food preparation decreases Zick (1996).

**Bansback (2003)** feels today's consumers are seeking solutions that allow them to maximize their free time and disposable income and spend more time doing the things they value. The convenience trend is driven by this desire to create more leisure time. The study conducted by Yankelovich in 2008 discovered 70% of Americans aged 16 years or older feel that they do not have the time to do all the things they need to do. In addition, 50% of Americans believe the lack of time is a bigger problem than money. This trend is having a dramatic influence on food preparation and consumption

#### **Value trend**

- **Fresh Foods:** Consumers are switching to fresh foods for they equate "fresh" with better taste, health and nutrition.
- **Physical and Emotional Energy:** Stressed out consumers that are seeking energy, power and performance from food are turning to sports drinks, energy bars and snacks.
- **Private Label:** Traditionally, private label has been seen as lower quality and generally less desirable than national brands. However, in recent years, private label has changed dramatically. Stores are starting to introduce premium private label products. Store brands lower price attracts customers while the improved packaging and quality is retaining them and developing brand loyalty (<http://www.ukessays.com>).

### III METHODOLOGY

Convenience foods products are items that help people to save on time and energy devoted to the performance of meal planning and preparation. Now a day's convenience foods are designed to save consumers time and energy spent in the kitchen,(Boer 2006).

The study entitled “**Use of Convenience Foods in the Selected Households of Coimbatore City**” consisted of two phases

#### **A. SURVEY**

1. Market Survey to Find Out the Availability of Convenience Foods in the Selected Shops
2. Household Survey to Obtain Information on the Consumption of Convenience Food in Selected Households .

**B. Conduct of the experiment to compare the time and money involved in preparing selected items of convenience foods.**

**A. Survey:** A survey is a method for collecting information or data as reported by individuals. This is a type of data collection known as self-report data, which means that individuals complete the survey (or provide the information) themselves. <http://www.alleydog.com/glossary/>.

Survey is the field that studies the sampling of individual from a population with a view towards working statistical interferences about the population using the samples Grove (2009). The survey has particular method of data and analysis. Nayah (2003) inform that survey are useful in formulating point of view. The function of survey depends on the purpose for which it is required and how much of information is already know about the problem. It is a technique of investigation and it refers to direct observation of a phenomenon and collection of information through personal interview, questionnaire etc. They provide casual and meaningful explanations.

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

### **1. Market Survey to find out the availability of Convenience Foods in the Selected Shops**

A market survey was the tool used to gather information about the spending characteristic and purchasing power of the consumer within the business and geographic area of operation ([www.chow.com](http://www.chow.com)). Hence in order to obtain information on availability of convenience foods in the market, a survey was conducted following the steps given below:

1. Selection of area
2. Selection of sample
3. Collection of data
4. Identification of convenience foods and
5. Consolidation of collected data

#### **1. Selection of Area:**

Coimbatore, also known as Kovai, is a major industrial city in India and the second largest city in the state of Tamil Nadu, and one of the fastest growing cities in India located at the foothills of Nilgris in the Western Ghats of Tamil Nadu and located at an altitude of 432 meters above the mean sea level. It is also called a **poor man's Ooty**. The city is situated on the banks of rivers Noyyal a tributary of river Cauvery. It is a blessed with a wonderful climate and water. Coimbatore city is strategically located at the junction of the three states of Tamil Nadu, Kerala and Karnataka with proximity to many important cities of Southern India.

Coimbatore district has a population of about 4272 lakhs (census in 2011). It is known for its peaceful atmosphere, cosmopolitan outlook and private enterprise. The rich black soil of the region has contributed to flourishing agriculture industry and it is in fact the reason for successful growth of cotton which in turn served as a foundation for the establishment of its famous textile industry. The city provide home for more than 25,000 small,

medium ,large and tiny industries and textile mills , hosiery units and engineering industries .No wonder it is rightly called the “Manchester of South India.”

High standard of education facilities blossoming of numerous industries and large number of career opportunities are some reasons for people migrating in this study. The investigator conducted the market survey in the busy area of Coimbatore city such as Saibaba colony, R.Spuram, Gandhipuram, Kavumdampalayam and Race course as these area have lots of small and large Provision shops, Departmental store , Chain store and Super market.

## **2. Selection of Sample:**

Sample is a set of observations drawn from a population by a defined procedure. Nangia (2008) refers it as a representative part or a single item from a larger whole or group especially when presented for inspection or shown as evidence of quality. Sample is a subset from the population and the size of a sample is the number of elements in it (Ramchandran2009).

Grove (2009) view that sample is the group in which measurement will be sought in many cases. The sample will be only a very small fraction of the sampling frame and to get the population. The investigator selected 25 shops at random and collected the information at their convenient time using a prepared interview schedule. A random sample is a sample of size  $n$  drawn from a population of size  $N$  in such a way that every possible sample of size  $n$  has the same chance of being selected. ([http://www.cnr.uidaho.edu/population\\_random\\_sampling.htm](http://www.cnr.uidaho.edu/population_random_sampling.htm)). Sharma (2004) express that an interview schedule is a pro form containing a set of question which is very useful in gathering information. Bhojama (2007) states that an interview schedule is an interview with pre-coded question to produce quick, cheap and easy quantitative data which is high in reliability but low in validity. The interview schedule was pretested among three shopkeepers. Based on the information and suggestion given by them the interview schedule was modified. The final interview schedule is given in Appendix I.

### **3. Collection of Data**

Data collection is how information is gathered. There are various methods of data collection such as personal interviewing, telephone, mail and the Internet. Depending on the survey design, these methods can be used separately or combine <http://www.ons.gov.uk/ons/guide-method/method-quality/general-methodology/data-collection-methodology>. The investigator approached the shops owners to get an in depth information for the study with regard to the convenience foods available in the shops. The investigator went from shop to shop and interviewed the individual personally with the help of an interview schedule. The question were asked informally and necessary information were gathered for the study Plate -I. The collection of data was carried out in 25 selected shops.

### **4. Identification of the Convenience Foods**

Convenience foods are dumped in the market. The objective of the market survey was to find out the various types of convenience food products available in the market. A simple interview schedule was developed to ascertain the general information of the shop on the type of convenience foods sold, cost of the product type of people who purchase, percentage of profit etc. The factor considered for the identification of convenience foods products were based on the ease of preparation and extent of time and energy saved.

### **5. Consolidation of Data**

According to Jain (2000) the purpose of a table is to simplify the presentation for feasible comparison. After collecting the data, the consolidation are to be taken up. Depending on the nature of the data and information required to fulfill the objective, the researchers should analyze the data and subject to the appropriate statistical analysis besides tabulation Kumar(2001). The data were thus collected and consolidated and tabulated. After the transcription of data is over they were summarized and arranged in compact form for further analysis. The results of the data were analyzed and discussed Result and Discussion.



## **2. Households Survey to Obtain Information on the Consumption of Convenience Foods**

Household survey was conducted to identify the consumption of commonly consumed convenience foods among the selected homemakers . The investigator visited the subjects personally and collected the information using an interview schedule. Interview is a conversation between interviewer and respondent for the purpose of finding some data and information from the respondent. . A schedule is a structured set of a question which are usually asked orally and recorded in writing by the interviewer, (Sajeevan 2009).

The research study was carried out following steps given below:

1. Selection of area for the study
2. Selection of sample
3. Selection of tools
4. Collection of data
5. Interpretation of the collected data.

### **1. Selection of area for the study**

The study was carried out in Coimbatore City as the investigator was familiar with this area and was able to establish good rapport with the people in the selected study area .For the purpose of household survey in Coimbatore city, places like Saibaba colony, R.S Puram, Gandhipuram were selected.

### **2. Selection of Sample**

Sampling is the process of obtaining information about an entire population by examining only a part of it(Kothari 2007).It is the process of learning about population on the basis of sample drawn from it. Sample is the reflection of universe and bears all the characteristic of the universe (Wilkinson and Bhandarkar 2003). It is implied in smaller representation of a large whole, in other words, a section of the population selected from the latter in such a way that they are representative of the universe (Kulbir 2006).A total of hundred homemakers were selected for the sample, using purposive sampling

(Sampath 2001). Purposive sampling method is a technique where a sample is selected with some definite purpose in view. The selected homemakers were of different age group, but they were belong to upper middle income and high income group. The investigator used her judgment in the choice and included only those items of the universe in the sample which are considered are most typical of the universe (Savavanavel 1998). Since the convenience foods is spread widely in this city, in order to find out the consumption of convenience foods among the population, hundred samples were selected for the household survey

### **3.Selection of Tools:**

Borse (2005) define an interview as a conversation between two or more people where question are asked by the interviewer to draw out a response from the interviewee. The interview schedule was framed to collect necessary information from the homemakers on the general information, like age, education, occupation, food habits, family income, and monthly expenditure on convenience foods in general and extent of use of convenience foods products in particular and specific information regarding the purchasing behavior, brand awareness, time and energy saved, place of purchase, preparation and awareness of convenience foods were also obtained. The Interview schedule was pretested among 10 homemakers. Based on the feed back the schedule was modified. The modified schedule is presented in Appendix II.

### **4.Collection of Data**

Collection of data is a piece of information that represent the qualitative or quantitative attributes of a variable ([www.en Wikipedia org.](http://www.en.wikipedia.org)). Data are the basic input to any decision making process in a business. The processing of data gives statistical importance to the study and it can be classified into primary and secondary data (Brown2005). For household survey the needed data were collected from the selected homemakers by the investigator using a well structured interview scheduled. The investigator visited the individuals and

explained the purpose of the study to the homemakers. She developed a good rapport with the homemakers after which the questions were put forth one by one and the answers were recorded carefully by the investigator (Plate II). The information was collected through the prepared interview schedule.

## **5. Interpretation of data**

After the transcription of data is over, the data should be summarized and arranged in concept form for further analysis; this is called tabulation (Krishna swami 1999). Interpretation of collected data is not only necessary but unavoidable in research. Reddy (2004) opines that the interpretation depends on the judgment and skill of the researcher. It is the studying of tabulated material in order to determine inherent factors or meaning. It involves breaking down of complex factors into simple ones and putting the parts in new arrangement for purposes of interpretation (Cauvery 2003). The data thus collected by using the interview schedule were checked for its ambiguity and then it was consolidated, tabulated and analyzed. The findings are discussed in Chapter IV.



## **B. Conduct of the Experiment to Compare the Time and Money Involved in Preparing Selected Items Of Convenience foods.**

The experiment was conducted to find out the time and money involved in preparing selected items using convenience foods and Convenience methods. The experiment was based on the following steps:

1. Selection of convenience foods
2. Selection of venue
3. Selection of panel for evaluating the prepared items
4. Presentation of the prepared items to the panel for sensory analysis
5. Evaluation of the prepared items.

### **1. Selection of Convenience Foods**

From the shopping and household survey the investigator found out the convenience foods and brand used by the selected samples. The items which were sold maximum in the shops were also recorded. The investigator finalized the foods and brand used by them through the shopping and household survey.

### **2. Selection of Venue**

The investigator with the help of a person experienced in cooking, prepared the selected items in the Resource Management Department Lab of Avinashilingam Institute of Home Science and Higher Education for Women o Coimbatore . The preparation was done thrice and was evaluated by a panel of judges. The plate 3 time required for preparation, cost involved, effort taken for preparation and cleaning was also recorded Plate 4 .The prepared items were represented in Plate 5.

### **3. Selection Panel for Evaluating the Prepared items**

The panel for evaluation should be more or less of same sex and have a similar taste with adequate knowledge in cooking. This is essential for an appropriate evaluation of items. A panel of five teachers and five students were selected as judges to evaluate the prepared items. All of them were good cook and also had more or less same taste.







#### **4. Presentation of the Prepared Items to the Panel for Sensory Analysis:**

According to Joseph (2001) Sensory evaluation consists of judging the quality of food by a set of panel members. The evaluation is done by measuring, analyzing and interpreting the qualities of food. A score card was used to find out rating of each product prepared.

The sensory analysis of a food was determined by a five point scale for attributes like appearance, color, flavor, texture and, taste. Each item was prepared thrice. So as to avoid any possible error in the experiment. The panel was given an analysis form by the investigator to find out the quality based on the various attributes so that the degree of acceptability of the product can be judged. Plate 6 shows the judge analyzing the food. Water was given during the sensory analysis for the removal of any after taste carried over from one item to the other.

Kharkar (2007) informs appearance factors include such as size, shape, wholeness, different form of damage, transparency, colour and consistency. Texture refers to those qualities of food that we can feel either with the fingers, the tongue, the palate, or the teeth. Taste is the deciding index for likes and dislikes of a food, as it is natural response of people to taste foods that are pleasing to the eyes and smell good. Colour is used as an index to judge the quality of number of foods. In addition to giving pleasure, the colour of food is associated with other attributes. Flavour is estimated by smelling the products in the mouth. Thus the foods prepared were subjected to sensory analysis.

#### **5. Evaluation of the prepared items:**

The score of the panel were consolidated from the score cards and acceptability of the items was found out. The consolidated scores of each items is prepared and discussed under Chapter IV, Results and Discussion. The score obtained for each trial for the selected convenience foods is given in Appendix III.



## IV. RESULTS AND DISCUSSION

The results and discussion of the study on “Use of Convenience Food in the Selected Households” are discussed under the following major headings

- A. Results of the market survey
- B. Results of the household survey
- C. Results of the experimental study .

### A. Results of the market survey

The results of the survey is discussed under the following heads

- 1. General information about the shops surveyed
- 2. Details on convenience foods sold in the shops
- 3. Specific details on selling pattern of convenience food
- 4. Personal opinion of the shop keepers regarding convenience foods.
- 5. Percentage of profit gained by the shop keepers through selling convenience food.

### 1. General information about the shops surveyed

This part of the study discusses the information on type of shop, years of experience in the business, floor area of the shop, approximate monthly turn over, number of people working in the shop, educational status of the shop owner and type of ownership. Table I presents general information of the shop surveyed.

**TABLE I**

**GENERAL INFORMATION ABOUT THE SHOPS SURVEYED**

<b>SL.No</b>	<b>General Information</b>	<b>N0:Of shops ( N-25)</b>	<b>Percentage</b>
1	<b>Type of shops</b>		
	Departmental store	12	48
	Chain shop	7	28
	Super market	3	12
	Provision shop	3	12
2	<b>Years of experience( Yrs)</b>		
	0-10	12	48
	10-20	6	24
	20-30	4	16
	30-40	3	12
3	<b>Type of ownership</b>		
	Own building	15	60
	Rented building	10	40
4	<b>No. of people working</b>		
	1-5	6	24
	5-10	10	40
	10-15	4	16
	Above 15	5	20

The table reveals that among the shops selected 48 percent were departmental stores, 28 percent were chain stores, 12 percent were super markets , and another 12 percent were provision shops.

It is interesting to note that maximum of 48 percent of the shops surveyed had only 0-10 years of experience in the business. Twenty four percent revealed that they had an experience of 10-20 yrs , 16 percent had an experience of 20-30 yrs and the rest had an experience of 30-40 yrs in the business . This could be seen in the table, were within past 10 yrs many shops were started. As the population increases in the city, the number of shops also increased considerably. Generally super markets, the departmental stores and chain stores were run in a larger area . The floor area ranged between 8000 sq

ft and 25,000 sqft . However the area covered by provision shops ranged only between 1500 and 4000 sq ft.

Regarding the type of ownership of the building Sixty percent of the surveyed shops were running their business in their own building while 40 percent were running in rented buildings.

The number of people working in the shops varied according to the size of the shops In 24 percent of the shops 1-5 people were assisting in the sales. In 16 percent of the shops 10-15 members were working . However in big chain store even above 15 people were working to attend to the needs of customers and to the stores carry out the routine activities of the stores.

With regard to the educational status of the owners/ managers it could be noticed that the chain stores were managed by well qualified (post graduate) personnel. Though the provision shop were managed by people of different educational status, all of them had an experience in the field for more than 25yrs. Regarding the super markets and departmental stores only 20 percent were supervised by the owners with educational status of higher secondary level. The rest were lead by people with good educational background.

## **2. Details on Convenience Foods Sold in the Shops**

Though convenience foods are not new to the market all the shops expressed that day by day new variety of convenience food are introduced in the market. Therefore they revealed that the market is flooded with different brands of convenience foods. The popular brands available in their respective shops were MTR. In that brand more than 30 different variety of convenience foods were available in the shops, Maggi noddles and soups were commonly available in all shops. Krishna brand seem to be famous for breakfast items were they had introduced around 20-25 items in the market , Kannan ready mix (convenience) foods seem to available only in their chain stores . They had specialized in different variety of dosa with millets and grain. Premium brand

also had introduced more than five type of convenience foods. Priya brand seem to be popular for its idiyapam, sevai, puttu, appam etc. Many, other local brands such as Nice were also available were they market partially cooked chapatti, parota,batura and poori.

The cost of the convenience foods varied with the brand content quantity and quality of ingredients used. Hence it could not be compared.

All the shops surveyed disclosed that majority of 80 percent of the consumers who purchased the convenience foods belonged to high income group. Especially working women bought mostly the breakfast items and partially cooked foods. Gulab jamun mix seem to be still famous among low income group. Especially during festival seasons and during celebrations they purchased this mix. Besides during festival season murukhu mix,kozhekattai mix are purchased by 70-80 per cent of their consumers. Since the food pattern vary in different states it was observed except common items other specific items were introduced by local brands only. Generally soft drinks are purchased by mostly middle and high income group people. Cornflakes of different brand were also available in all the surveyed shops.

All the shop owners/ managers could give only a general data of the items available and sold by men since they expressed it is very difficult to give specific information regarding the above mentioned information.

However all the owners/managers of the selected shops revealed that the availability of convenience foods have considerably increased within past ,four to five years . They also stated that to their knowledge, gulab jamun mix was the most popular convenience food that is available in the market for the past 10-15 years.

### 3. Specific Details on Selling Pattern of Convenience Foods

In the present day the importance of convenience foods are gaining importance. Considerably the availability in the shops is also in the increase. Specific details on selling pattern of convenience foods is given in Table II.

**TABLE II**  
**SPECIFIC DETAILS ON SELLING PATTERN OF CONVENIENCE**  
**FOODS**

Sl, No	Details	Number of Shops (N-25)	Percentage
1	<b>Number of racks displaying</b>		
	5-10	5	20
	15-20	12	48
	20 above	8	32
2	<b>Type of people who purchased convenience foods</b>		
	Employed home maker	24	96
	Fulltime homemaker	18	72
	Students	2	8
	Working women and men	8	32
3	<b>Place of procuring the item</b>		
	Industry	13	52
	Whole sale	25	100
	Representatives	18	72
4	<b>Method of encouraging sales</b>		
	Offers	17	68
	Giving discount	16	64
	Providing free gifts	12	48
5	<b>Mode of purchase</b>		
	Cash	19	76
	Credit	14	56
	Net banking	12	48
6	<b>Trying before selling the product</b>		
	Yes	23	92
	No	2	8

\* Multiple response.

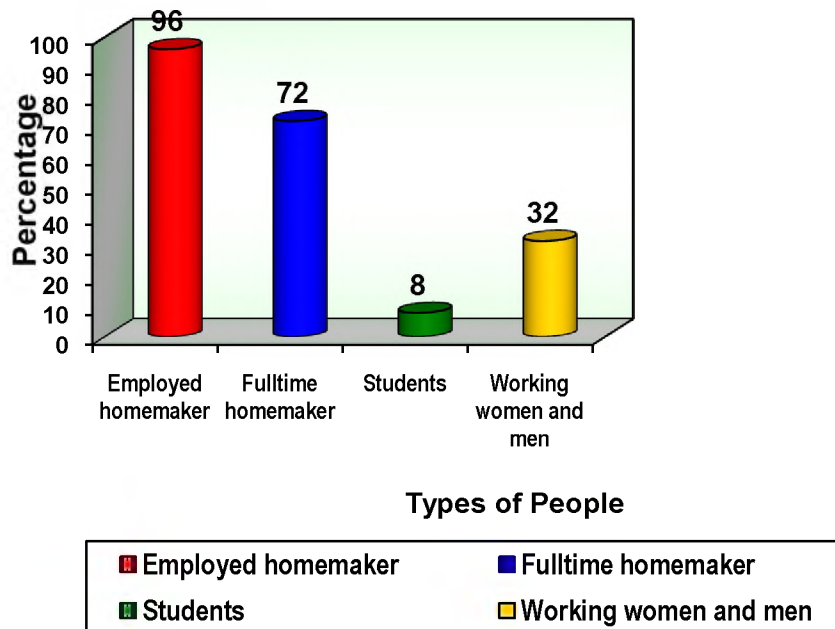
As many convenience foods are newly introduced in the market every day the surveyed shop owners/ managers informed that the number of racks allotted for these type of foods are also on the increase.

Maximum 48 per cent of the shops surveyed had provided 15-20 racks to display the convenience foods sold in their shop. Small provision shops (20 per cent) allotted 5-10 ,racks while big departmental and chain stores had displayed the convenience foods in more than 20 racks. Display of convenience foods in the rack is seen in Plate 7.





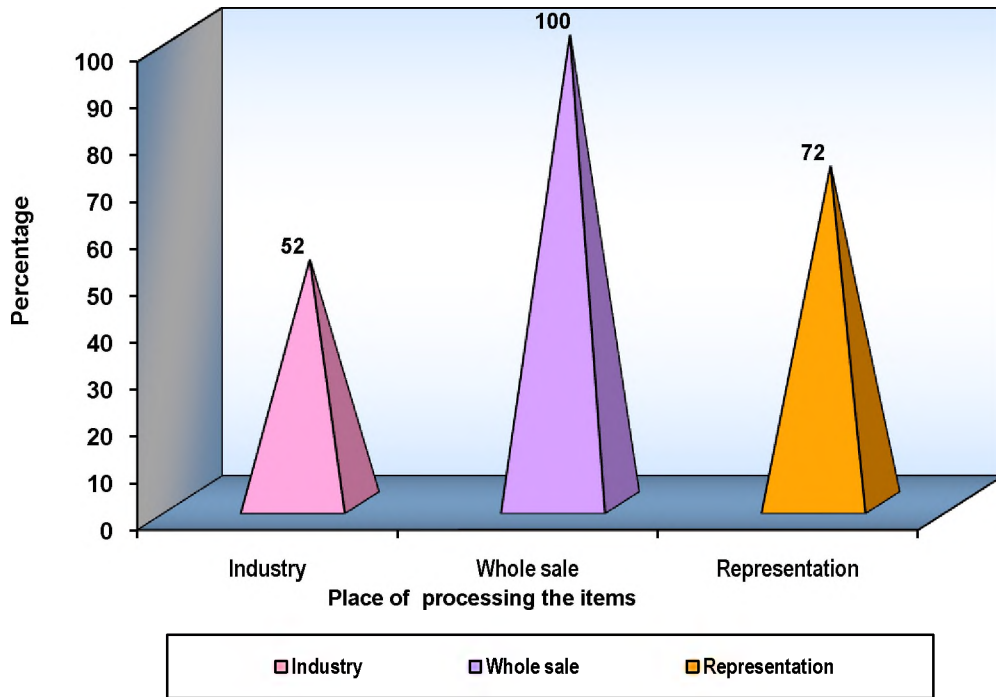
From the Table II and figure 1 it could be understood that employed women (96 per cent) and working men and women who are staying alone for sake of their job away from their own families( 32 per cent) purchased convenience foods from the shops . Seventy two percent of full time home makers also purchased the convenience foods as revealed by the shops surveyed.



## TYPES OF PEOPLE WHO PURCHASED CONVENIENCE FOODS

FIGURE 1

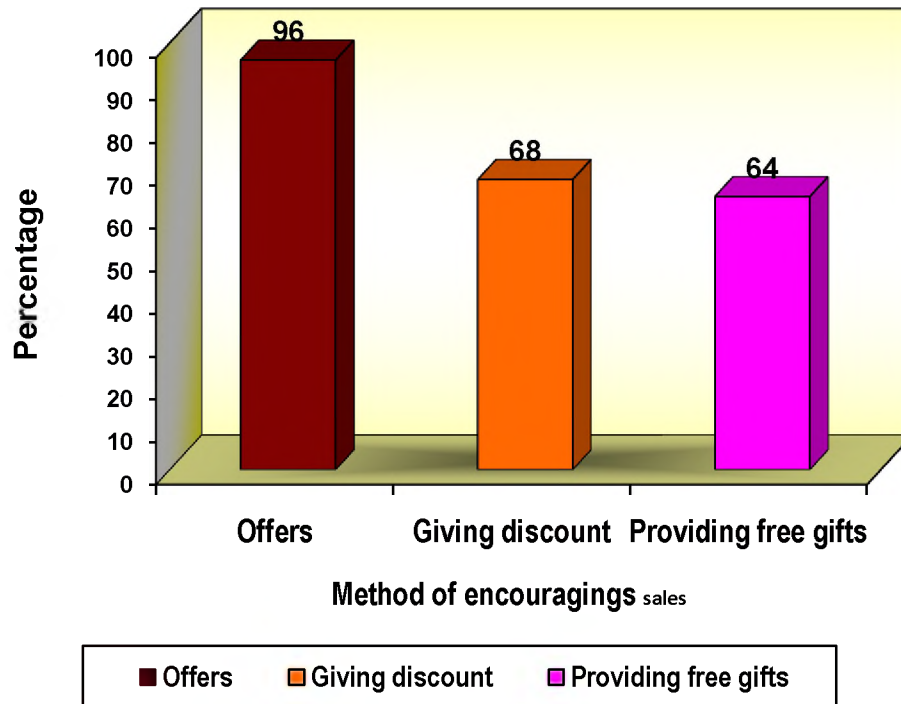
All the branded convenience foods were purchased from the whole sale dealers by the shop owners/ managers. Some of the local brands were distributed by the representatives of the company to 72 per cent of the surveyed shops and some of the local products like were seva, idli, batter directly procured from the industry among 52 per cent of shops. This is represented in Figure 2.



## PLACE OF PROCCURING THE ITEMS

**FIGURE 2**

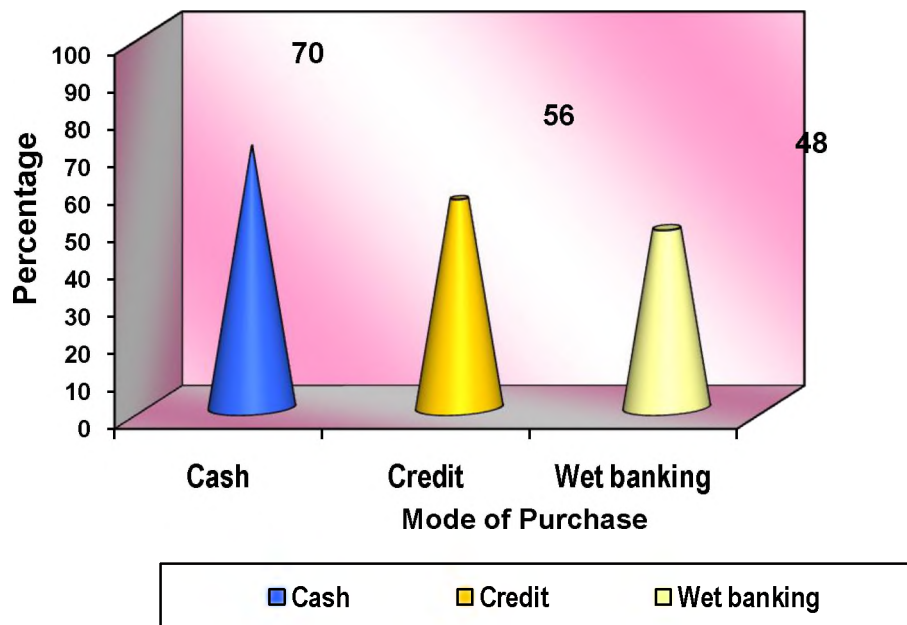
In order to encourage the sales of convenience foods introduced newly in the market, the producer himself gives offers to the shops (68 per cent) so as to encourage sales of their products. Discounts were also given during festival seasons (64 per cent) while free gifts (48 per cent) are provided for some product to promote sales as shown in Figure 3.



### METHOD OF ENCOURAGING SALES

**FIGURE 3**

The mode of purchase also varied depending on the products placed for order. All the popular brands which move fast in the market and which has great demand were obtained by paying ready cash (76 per cent) or through net banking (48 per cent). All the newly introduced local brands were purchased by the shops on credit basis,( 58 per cent).This is shown in figure 4.



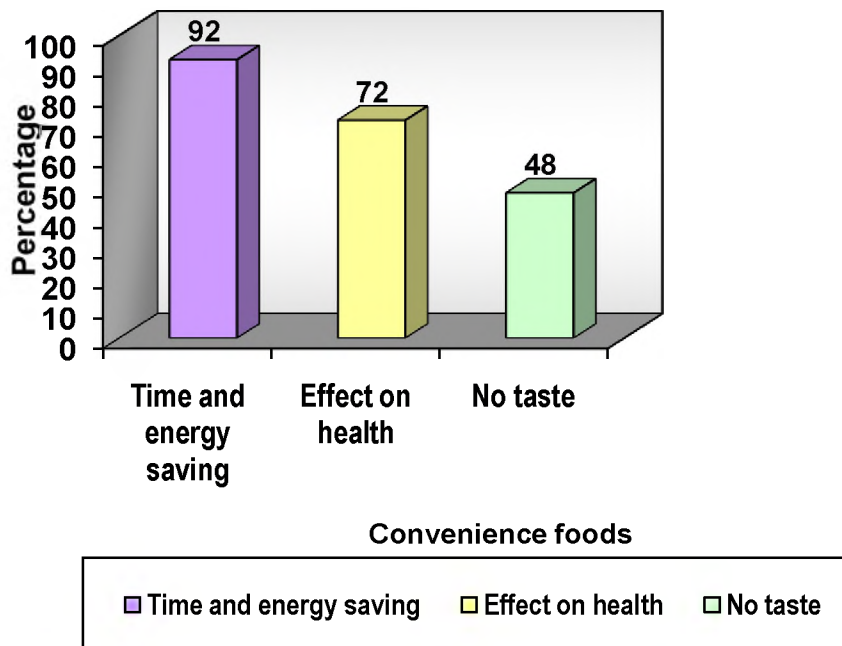
#### MODE OF PURCHASE

FIGURE 4

When a new product is introduced in the market 92 per cent of shop owners informed that they will try it personally before selling the product. Once when they are satisfied they accept to sell the products in their shops.

#### 4. Personal Opinion of Shop keepers Regarding Convenience Foods :

Though the shop owners/ managers sold different types of products (convenience food) in their shop, majority of 92 per cent felt that the convenience foods saves time and energy, 72 per cent revealed that regular consumption of convenience foods may affect the health. Forty eight per cent mentioned that the convenience foods are expensive while another 48 per cent were of the opinion that some of the foods are not tasty, up to their expectation. Figure 5 inform the opinion of shopkeepers regarding convenience foods.



**OPINION OF SHOPKEEPER  
REGARDING CONVENIENCE FOODS**

**FIGURE 5**

**5. Percentage of Profit Gained by the Shop keepers Through Selling Convenience Foods**

The percentage of profit gained by the shop owners by the sale of convenience foods varied with different products. The popular brands which had great demand were given less profit margin( less than 5 per cent) while for the newly introduced product the profit margin ranged between 10-20 percent. This encouraged the shops to sell the newly introduced Convenience foods.

**B. Results of the Household Survey to collect Information on Consumption of Convenience Foods**

The results of this part of the study is discussed under.

1. Socio economic profile of selected homemakers

2. Information on person responsible and time approximately spent on food preparation
3. General awareness on convenience foods among selected homemakers
4. Specific information on convenience foods prepared by selected homemaker.

#### 1. Socio Economic Profile of the Selected Homemakers

Family is the smallest basic unit of the society . Among the selected families majority 72 percent of them belonged to nuclear family, while the rest were living as joint family.

Regarding the size of the families in maximum 63 percent of the families only 2-4 members were living . Six percent of the homemakers revealed that in their family there were more than seven members. Among the surveyed homemakers 44,percent belonged to upper middle income families while the rest belonged to high income group.

Regarding the food habits 54 per cent were vegetarians,33 per cent were non –vegetarians while rest 11 per cent belonged to the category ova vegetarian.

With regard to the age group of selected homemakers maximum 40 per cent belonged to the age group of 55-60yrs followed by 30 to 40 yrs (25 per cent) 45-55 yrs (20 per cent) and 25-30 yrs (15 per cent). Fifty per cent of the homemakers who were employed were working as teachers, (26 per cent) as lectures and professor (20 per cent) doctors (14 per cent) bank employees ( 8 percent)lawyers ( 6 per cent) and engineers (4 percent). . In almost all the families (96 per cent of employed and 84 per cent of the full time home makers) the breakfast along with lunch was prepared in the morning . Only among four percent of the families of employed home makers and 16 per cent of the families of full time home makers lunch was prepared fresh and hot in the afternoon.

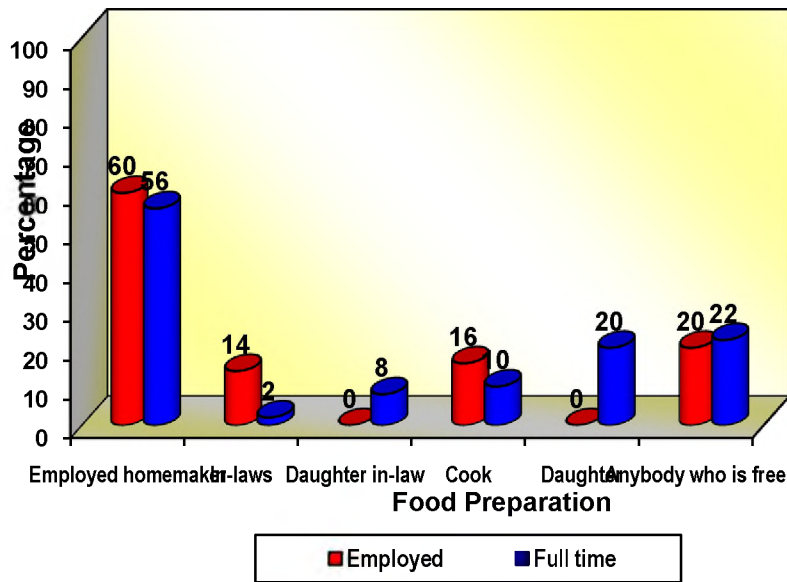
In a nuclear family generally the homemakers take the responsibilities of food preparation . In Joint families the homemakers or the daughter or in laws cook the food. In some families who could afford the ,employed a cook.

**2. Table III and Figure 6 Information on Person Responsible and Time Approximate spent for Food preparation**

**TABLE III**

**PERSON RESPONSIBLE FOR FOOD PREPARATION**

Sl. No.	Person responsible for Cooking	No: of Homemakers			
		Employed homemaker (No- 50)		Full time home makers (No-50)	
		No	Percentage	No	Percentage
1	Home makers	30	60	28	56
2	In Laws	7	14	1	2
3	Daughter in -law	--	-	4	8
4	Cook	8	16	5	10
5	Daughter	-	-	1	2
6	Any body who is free	5	10	11	22



## PERSON RESPONSIBLE FOR FOOD PREPARATION

FIGURE 6

As cooking is generally considered as time consuming activity the responsibility is either shared or totally shouldered by the home makers. Except 22 percent among employed home makers, maximum 60 percent were doing the cooking while among 14 per cent the in laws were performing the job. Cook was responsible for cooking among 16 percent of the families of employed homemakers. Ten per cent of the employed homemakers who were living in joint families informed that whoever is free will do the cooking.

Regarding the families of full time homemakers in 56 percent of the families the homemakers took the responsibility of cooking, in two per cent the families in laws were doing the job, in eight per cent of the families daughter in law was in charge for cooking, and in 10 percent of the families cook were employed, Twenty two per cent of the full time home makers who is not employed informed that any body in the family who is free does the cooking.

Number of meals prepared a day varied in different families depending upon the work pattern and habits. Table IV and Figure 6 informs about the frequency of food prepared in the selected households.

**TABLE IV**  
**FREQUENCY OF FOOD PREPARATION**

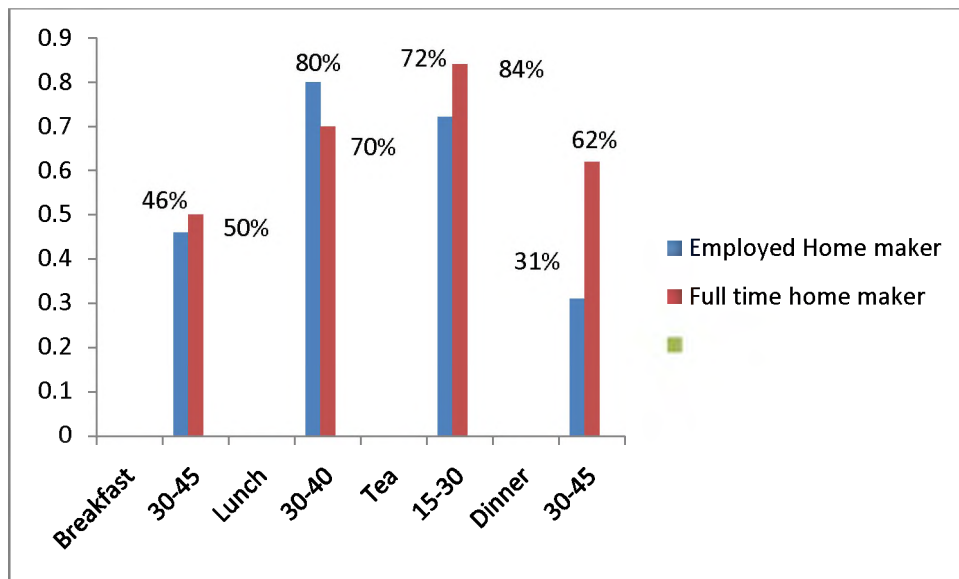
Sl.No	Details	No: Home makers			
		Employed home makers		Full time home maker	
		No	Percentage	No	Percentage
1	Breakfast	2	4	8	16
2	Breakfast and lunch	45	96	42	84
3	Lunch	2	4	8	16
4	Tea	50	100	50	100
5	Dinner	50	100	50	100

Regarding the time spent for food preparation the home makers expressed that there is no fixed time spent as, they revealed that the time taken for preparation, varied in different occasions. However all of them informed that the time taken for cooking during holidays was comparatively more when compared to working days. On special days during celebrations, functions or when they have some guest at home the time consumed for cooking was more. Though in majority of surveyed families dove tailing of meal preparation (Breakfast and lunch) takes place. However tea and dinner were prepared separately by all the homemakers. Approximate time required for preparation of each meal is given in Table V and figure 7.

**TABLE V**

**APPROXIMATE TIME SPENT FOR FOOD PREPARATION**

Sl.No	Details	Home makers			
		Employed		Full time home makers	
		No	%	No	%
1	Breakfast	22	44	13	26
	15- 30 minutes				
	30- 45 minutes	23	46	25	50
	45minutes – 1 hours	5	10	12	24
2	Lunch	40	80	35	70
	30- 40 minutes				
	45minutes- 1 hours	10	20	5	10
	1 hours-	-	-	10	20
3	Tea	36	72	6	12
	Less than 15 minutes				
	15- 30 minutes	14	28	42	84
	More than 30 minutes	-	-	2	4
4	Dinner	18	36	10	20
	15-30 minutes				
	30- 45 minutes	32	64	31	62
	45 minutes - hours	-	-	9	18



**FIGURE – 7**

**APPROXIMATE TIME SPENT FOR FOOD PREPARATION**

Irrespective of their employment status majority of 96 per cent of the employed home makers and 76 per cent of full time home makers spent up to 45 minutes for break fast, 30 minutes to 1 hour for lunch ( 100 percent of employed and 80 per cent of full time makers ) up to 30 minutes for preparing tea ( 100 per cent employed home makers and 96 per cent of full time home makers) and upto 45 minutes for dinner( 100 per cent of employed home makers and 82 per cent of full time home makers) . It is clear from the table that full time home makers take slightly more time for food preparation than employed homemakers .

Irrespective of the employment status of homemakers , today's family have the trend to consume food outside during holidays , or during special days.

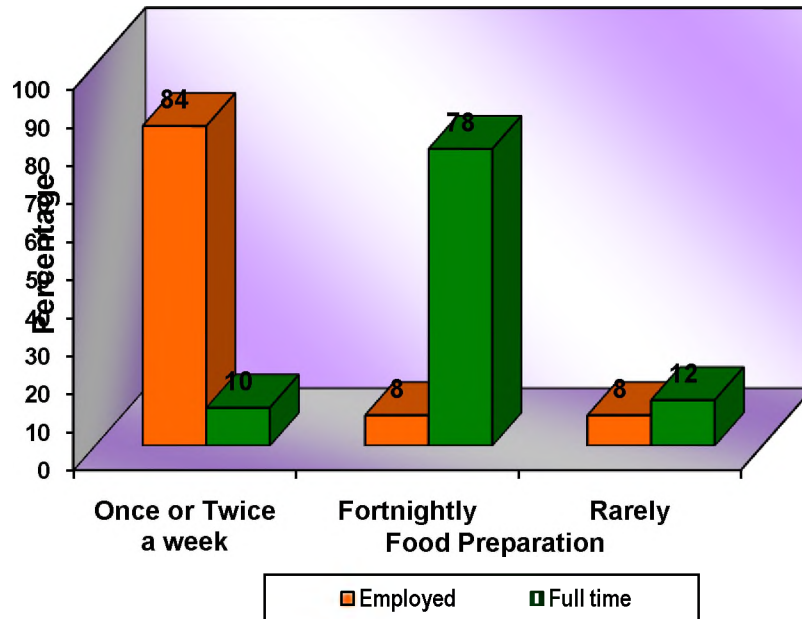
Table VI inform about the frequency of consuming food from outsides.

**TABLE VI**  
**FREQUENCY OF CONSUMING FOOD FROM OUTSIDE**

Sl.No.	Frequency	No: of Home makers			
		Employed		Full time home makers	
		No	Percentage	No	Percentage
1	Once or twice a week	42	84	5	10
2	Fort nightly	4	8	39	78
3	Rarely	4	8	6	12

Though the frequency of consuming food outside for individuals in the families varied, the frequency of eating food outside by the total family only was taken into consideration. Eighty four per cent of the employed home makers informed that once or twice a week they had the habit of taking food outside (either breakfast , lunch or dinner). Majority of 78 per cent of the full time home makers informed that at least once in a fortnight they consume food from outside. Irrespective of employment status all of them revealed

that they buy snacks for tea from outside frequently. This is represented in Figure 8.



### FREQUENCY OF CONSUMING FOOD FROM OUTSIDE

FIGURE 8

### 3. General awareness on Convenience Foods Among Selected Homemakers.

Information on general awareness on Convenience Foods and Sources of Information are discussed under this topic

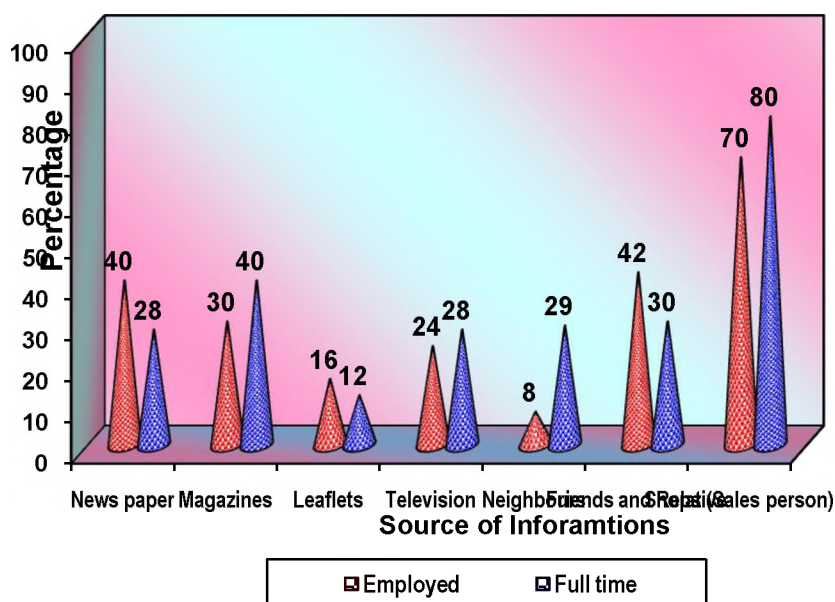
It is encouraging to note that all the home makers irrespective of their employment status, were aware of convenience foods available in the market. All the home makers were purchasing the food commodities from the market/shop. All the home makers informed that they were aware of gulab jamun mix, halwa mix, payasam mix, bajji bonda mix. Instant Idiyapam, noodles, soups, cornflakes, precooked chapatti, paratha and sevai. Other than the convenience foods mentioned above they were also aware of all the instant food mixes commonly available in the market.

Sources of Information on Convenience Food is discussed in Table VI and Figure 9.

**TABLE VII**  
**SOURCES OF INFORMATION ON CONVENIENCE FOODS BY**  
**SELECTED HOMEMAKERS**

Sl.No	Source of information	No: of homemakers			
		Employed homemakers		Full time homemakers	
		No	Percentage	No	percentage
1	Newspaper	20	40	14	28
2	Magazines	15	30	20	40
3	Leaflets	8	16	6	12
4	Television	12	24	14	28
5	Neighbors	4	8	12	24
6	Friends and Relatives	24	42	15	30
7	Shops (sales person)	35	70	40	80

\*Total exceeds hundred due to multiple response



**SOURCE OF INFORMATION ON COVENIENCE FOODS BY**  
**SELECTED HOMEMAKERS**

**FIGURE 9**

As new products of convenience foods are made available in the market ever day the main sources of information on the food obtained was from the sales person in the shops who sell the product. This information was revealed by majority of 70 per cent of the employed and 80 per cent of the full time home makers . Friends and relatives had influenced 42 per cent and 30 per cent of the employed and full time home makers respectively . Other sources of Information for the selected homemakers were newspaper and magazines (40 per cent and 30 per cent of employed homemakers and 25 per cent and 40 per cent full time home makers ) . Leaflets television and neighbors also informed them on the convenience foods.

#### **4. Specific Information on Convenience Foods Prepared by Selected Homemakers.**

Use of Convenience foods are slowly creeping into the Kitchen of today's home makers. The markets is flooded with Convenience foods . The home makers consume the foods without realizing the fact it is a convenience food. The most commonly used Convenience food by almost all homemakers either daily or frequently is idly/ dosa appam or adai batter and sevai. These are readily available in even petty shops ,both in the morning and evening daily . Curd was also available available in this shop which were purchased whenever required . The Semi cooked chapatti , parota, minced were parota and batura were available in the provision and departmental stores were also prepared by the home makers. They frequently Whereas snacks like Baji bonda using mix were prepared frequently by all the home makers . Gulab Jamun amd payasam were prepared using ready mixes during celebration by all the surveyed home makers. Noodles a favorite item for children was prepared frequently for the sake of children. Soups were prepared only by 62 per cent of the home makers when they feel like consuming it. Rice mixes, like tamarind rice, tomato rice , lime rice and chutney powder were preferred sometimes by 74 per cent of the home makers, Cornflakes were opted by 76 per cent of the employed homemakers.

Rava dosa mixes were used for preparation rarely by 46 per cent of the home makers and other dosa mixes were tried out by 28 per cent of the home makers. Rava idly, puttu, Idiyapam were some of the common popular breakfast items which the homemakers revealed that they prepared when they feel like consuming it or when any one of the family members demanded it. Paneer Mutter Masala, Gobi Manchurian were some of the Convenience foods which were prepared rarely by 65 per cent of the home makers surveyed. There are many more such foods which are used by the home makers without identifying it as a convenience foods. All these foods were used by both employed and full time home makers.

Regarding the place of purchase of convenience foods all the home makers revealed that idly batter, sevai and curd were purchased from nearby petty shop,. whenever required by the home makers. The other types of convenience foods were purchased from Super markets (45 per cent), Departmental stores, (66 per cent) and Provision shops(57 per cent).

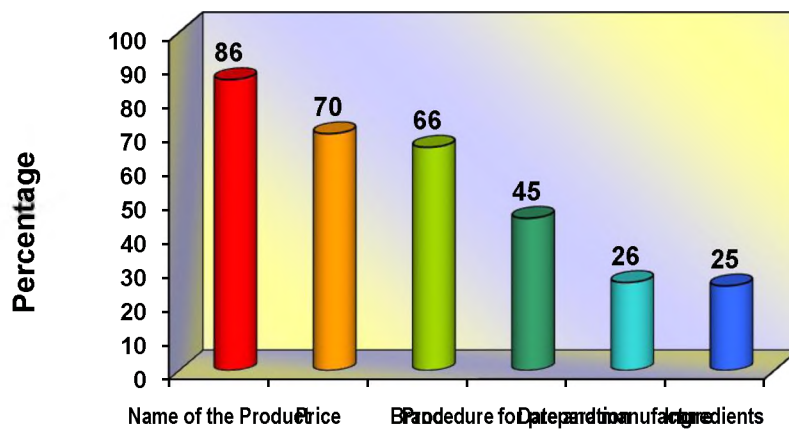
All of them revealed that they did not have any particular reason for purchasing the products in the particular shops were also considered other than availability of the product, familiarity of the shop and nearness to their residence were also considered. All of them informed that they will make an attempt to try a newly introduced convenience food in the market if it is something very interesting. Convenience foods is given in Table VIII and Figure10.

**TABLE VIII**

**FACTORS CONSIDERED WHILE PURCHASING CONVENIENCE FOODS.**

<b>Factors</b>	<b>No. of Home makers (N-100)</b>
Name of the product	86
Price	70
Brand	66
Procedure for preparation	45
Date and manufacture	26
Ingredients	25

\*Multiple Response



**Purchasing convenience foods**

■ Name of the Product	■ Price	■ Brand
■ Procedure for preparation	■ Date and manufacture	■ Ingredients

**FACTORS CONSIDERED WHILE PURCHASING CONVENIENCE FOODS**

**FIGURE 10**

The table reveals the fact that majority of 86 per cent will see the name of the product, 70 per cent informed that they will look into the price judge, whether it is economical or not. Brand was given maximum importance by 66 per cent of the home makers, followed by procedure for preparation (45 per cent) date of manufacture (26 percent) and ingredients used in the food (25 per cent).

When they found a new product of convenience foods introduced in the market, and if is not satisfied with the product 52 per cent informed that they will throw it away. If the shop is familiar 38 per cent returned the product if possible, if they could not return the product 30 per cent reported to the owners/ managers about in dissatisfaction regarding the product purchased.

If they are unhappy with a newly introduced products, all the home makers surveyed, stated that they will warn their friends and relative not to purchase the product..

All the home makers were of the opinion that convenience foods are quite expensive, when compared to home prepared foods. However they also were of the opinion that it is cheaper than the product purchased from outside.

All the surveyed home makers expressed that they were happy to see more and more products are being introduced into the market everyday. Their only appeal to the producers of convenience foods is to introduce only quality food into the market..

### **C. Results of the experimental study**

#### **Time and effort saving benefits of selected convenience foods**

An experiment was conducted so as to compare the time cost and energy involved in preparing selected items using Convenience Foods and Conventional method. The results of the experimental study is given in Table IX'



**TABLE IX**  
**TIME AND EFFORT SAVING BENEFITS OF SELECTED CONVENIENCE FOODS**

Sl.No	Items	Preparation time				Cost				No. of steps of involved				Cleaning time				Average Score	
		C.M	C.F	<	%	C.M	C.F	>	%	C.M	C.F	>	%	C.M	C.F	>	%	C.F	C.M
1	Idiyapam	13	26	13	100	20	12.50	7.50	38	9	22	11	122	4	9	5	125	20	21
2	Noodles	11	20	9	81	10	7	3	30	6	15	9	150	6	15	9	150	25	25
3	Payasam	11	29	18	163	25	17.50	7.50	30	5	14	9	180	5	11	6	120	24	24
4	Chappati	5	16	11	220	15	9	6	40	6	21	15	285	3	8	5	160	19	20
5	Parotha	10	39	29	290	36	20	16	44	8	29	21	380	4	11	7	175	18	20

C.M –Conventional Method

C.F- Using Convenience Foods

The Table reveals the fact that the time taken for preparing all the selected items by the conventional method were more when compared to convenience food. The difference in time ranged between 81 Per cent to 290 per cent. The minimum difference in time was noticed for noodles and maximum difference in time was noticed for parota.

It is well known fact that the cost of preparing an item using conventional method will be less when compared to the cost of preparing using convenience foods. The difference in the cost ranged between 30 per cent (less for noodles and payasam) and 44 per cent (less for parota)

The number of steps involved for preparing the respective foods is represented in the Table above. It revealed the fact that the number of steps taken for preparing the selected food items through conventional method were 2.4-3.6 times more than the number of steps taken to prepare using convenience foods. Its is worthy to note that chapatti and parota took 3.5times and 3.6 times more number of steps when compared to preparing the items using convenience foods.

Similarly for cleaning up of the soiled vessels the time recorded was more for convenience method. Approximately a difference of 2.2 times -2.75 times were noted for cleaning the vessels after the preparation of food. Minimum difference was noted for preparing Payasam and maximum difference was noted for preparing noodles.

However when the average score obtained by the foods for its organoleptic qualities were analysed it was noticed, that for noodles and payasam the scores given for both the methods were the same. For the other three foods namely, Idiyapam, noodles and parota there was a difference of only one to two scores for idiyapam, chappati and porata.

Though it is a general notion that the taste of Convenience foods will not be on par with foods prepared by conventional method the study proved that the difference in the taste is not very prominent. Hence it could be

concluded that in order to save time and energy one can depend on convenience foods, provided that they are prepared to spend slightly higher amount on Convenience foods.

## V. SUMMARY AND CONCLUSION

Convenience is one of the big trends in today's food business. The demand for convenience food products is steadily increasing; therefore, understanding convenience food consumption is an important issue. Hence the study entitled " Use of Convenience Foods in the Selected Households of Coimbatore City" Was undertaken with the following objective.

1. To find out the availability of convenience foods in the market.
2. To elicit information on the extent of use of convenience foods in the selected households.
3. To compare the time money and effort required, and taste of the selected foods prepared by conventional method and by using convenience foods.

The study consisted of two phases

### **A.Survey**

1. Market Survey to Find Out the Availability of Convenience Foods in the Selected Shops
2. Household Survey to Obtain Information on the Consumption of Convenience Food in Selected Households .

### **B. Conduct of the Experiment to Compare the Time and Money and effort Involved in Preparing Selected Items of Convenience Foods**

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

### **Market Survey to find out the availability of Convenience Foods in the Selected Shops**

The investigator conducted the market survey in the busy area of Coimbatore city such as Saibaba colony, R.S.Puram, Gandhipuram, Kavumdampalayam and Race course as these area have lots of small and large provision shops, departmental store , chain store and super markets. The investigator selected 25 shops at random and collected the information 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. The results of the data were analyzed and discussed under Results and Discusssion

### **Household Survey to Obtain Information on the Consumption of Convenience Food**

Household survey was conducted to identify the consumption of commonly consumed convenience foods among the selected homemakers . For the purpose of household survey in Coimbatore city, places like Saibaba colony, R.S Puram, Gandhipuram were selected. In order to find out the consumption of convenience foods among the population ,hundred samples 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 interviews schedule.

### **Conduct of the Experiment to Compare the Time and Money Involved in Preparing Selected Items Of Convenience foods.**

The experiment was conducted to find out the time and money involved in preparing selected items using convenience foods and Convenience 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 the Resource Management Lab of Avinashilingam Institute of Home Science and Higher Education of Women Coimbatore. 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.

Results of the market survey :Among the shops selected 48 percent were departmental stores, 28 percent were chain stores, 12 percent were super market , and another 12 percent were provision shops. Maximum of 48 percent of the shops surveyed had only 0-10 years of experience in the business. Sixty percent of the surveyed shops were running their business in their own building The number of people working in the shops varied according to the size of the shop. With regard to the educational status of the owners/ managers, chain store were managed by well qualified (post graduate) personnel. provision shop were managed by people of different educational status, super market and departmental stores were supervised by the owners with educational status of higher secondary level. The rest were lead by people with good educational background. The popular brands available in their respective shops were MTR Maggi brand. Krishna brand, Kannan brand, Premium brand, Priya brand and Nice brand. Besides Kelloggs cornflakes, were also prepared.

The cost of the convenience foods varied with the content , brand quantity and quality of ingredients used. All the shops surveyed disclosed that majority of 80 percent of the consumers who purchased the convenience foods belonged to high income group. Gulab jamun mix seem to be still famous among low income group. Since the food pattern vary in different states, it was observed except common items other specific items were introduced by local brands only. The owners/managers of the selected shops

revealed that the availability of convenience foods have considerably increased within past ,four to five years

As, many convenience foods are newly introduced in the market every day the surveyed shop owners/ managers informed that the number of racks allotted for these type of foods are also on the increase. Maximum 48 per cent of the shops surveyed had provided 15-20 racks to display the convenience foods .

The shopkeepers / managers informed that majority of employed women (96 per cent) purchased convenience foods from the shops. The branded convenience foods were purchased from the whole sale dealers local brands were distributed by the representatives of the company to 72 per cent of the surveyed shops and some of the products were directly procured from the industry. To encourage the sales of convenience foods the producer himself gave offers to the shops (68 per cent).Discounts were also given during festival seasons ( 64 per cent) while free gifts ( 48 per cent) are provided for some, product to promote sales .All the popular brands which move fast in the market and which has great demand were obtained by paying ready cash (76 per cent) or through net banking (48 per cent). The newly introduced local brands were purchased by the shops on credit basis,( 58 per cent). When a new product is introduced in the market 92 per cent of shop owners informed that they will try it personally before selling the product Majority of 92 per cent of shop owners/managers felt that the convenience foods saves time and energy, 72 per cent felt that convenience foods may affect the health, 48 per cent mentioned that the convenience foods are expensive

The popular brands which had great demand were given less profit margin( less than 5 per cent) while for the newly introduced product the profit margin ranged between 10-20 percent. This encouraged the shops to sell the newly introduced Convenience foods.

## **Results of the Household Survey to collect Information on Consumption of Convenience Foods.**

Maximum 63 percent of the families only 2-4 members were living . Regarding the food habits 54 per cent were vegetarians. Maximum 40 per cent of surveyed homemakers belonged to the age group of 55-60yrs . Cooking is generally considered as time consuming activity and the responsibility is either shared or totally shouldered by the home makers. Regarding the families of full time homemakers in 56 percent of the families the homemakers took the responsibility of cooking. In all most all the families the breakfast along with lunch was prepared in the morning. All of them informed that the time taken for cooking during holidays was comparatively more than working days. Majority of surveyed families dove tailed of meal preparation ( Breakfast and lunch) Majority of the homemakers spent upto 45 minutes for breakfast , 30 minutes to 1 hours for lunch. Up to 30 minutes for preparing tea and upto 45 minutes for dinner. Eighty four per cent of the employed home makers informed that once or twice a week they had the habit of taking food outside . ( Either breakfast , glunch or dinner). Majority of 78 per cent of the full time home makers informed that at least once in a fortnight they consume food from outside. Irrespective of employment status all of them revealed that they buy snacks for tea from out side.

All the home makers irrespective of the their employment status ,were aware of convenience foods available in the market. They were aware of gulab jamun mix, halwa mix, Payasam mix, bajji bonda mix . Instant Idiyapam , noodles , soups, cornflakes precooked chapatti, parotha and sevai. The main source of information on the food obtained was from the sales person in the shops which sell the product. This information was revealed by majority of 70 per cent of the employed and 80 per cent of the full time home makers . The most commonly used Convenience food by almost all homemakers either daily or frequently is idly/ dosa appam or adai balter and sevai. Semi cooked chapatti , parota, minced parota and batura available in

the shops. They were also prepared by the home makers frequently. Paneer Mutter Masala, Gobi Manchurian were some of the Convenience foods which were prepared rarely by 65 per cent of the home makers surveyed. Regarding the place of purchase of convenience foods all the home makers revealed that idly batter, sevai and curd were purchased from nearby petty shops. Other types of convenience foods were purchased from Super markets (45 per cent) , Departmental stores, (66 per cent) and Provision shops(57 per cent). The factors considered while purchasing a new product were name of the product, price , brand , procedure for preparation, date of manufacture, and ingredients used in the food.

All the home makers were of the opinion that convenience foods are quite expensive , when compared to home prepared food.

### **Time and Effort Saving Benefits of Selected Convenience Foods**

Time taken for preparing selected items by conventional method were more when compared to convenience food. The cost of preparing selected item using conventional method were less when compared to the cost of preparing using convenience foods. The number of steps taken for preparing the selected food items through conventional method were 2.4-3.6 times more than the number of steps taken to prepare using convenience foods. Similarly for cleaning up of the soiled vessels the time recorded was more for convenience method. However when the average score obtained by the foods for its organoleptic qualities was noticed, there was a difference of only one to 2 two scores for idiyapam , chapatti and porota, for other items it was same.

### **Conclusion**

To conclude As a result of busy life styles, unfamiliarity with basic knowledge on cooking, lack of skills to prepare complex and fashion foods, preparation of multiple meals due to different food demands by the family members and sophistication in the preparation of food with ease and speed, ease in purchasing and clean up, all have encouraged the use of convenience

food in the families .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.

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## APPENDIX I

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

1. Name of the enterprise: \_\_\_\_\_
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 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
  - Co-operative store
  - 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

12. Number of racks allotted for displaying convenience foods:-

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;-

Expensive  Not very tasty

Time and energy saving  Not good for health

Any other specify

20 .Do you get profit in selling the convenience foods

Yes

No

21. Percentage of profit gained:

5%

10%

15%

25%

## APPENDIX II

### AN INTERVIEW SCHEDULE TO ELICIT INFORMATION IN “ THE USE OF CONVENIENCE FOODS IN THE SELECTED HOUSEHOLDS”

I General information: \_\_\_\_\_

1. Name of the respondent: \_\_\_\_\_

2 Name of the area: \_\_\_\_\_

3 Age:- \_\_\_\_\_

4. Occupation:- \_\_\_\_\_

5. Type of family:-

Nuclear family

Joint family

Extended

6 Total monthly family income:-

7 Family size:-

Small family (1-4 members)

Medium family (5-7 members)

Large family ( above 7 members)

8 Food habits:-

Vegetarian

Non vegetarian

Ova vegetarian

9 Religion :

Hindu

Christian

Muslim

Any other

II Details of family backgrounds:

1

Sl. No	Name of the family member	Age / sex	Relationship to the of the family	Education								occupation	Years of experience	Annual Income (Rs)
				1	2	3	4	5	6	7	8			

(i) illiterate (ii) Primary (iii) high school (iv) Higher secondary

(v) graduate

(vi) Post graduate (vii) professional (viii) any other

2. Employment status:-

Employed homemaker  Full time homemaker

Working from home  Business

3 Type of employment:-

Doctors  Clerks

Teacher  Bank manager

Nurse  Lawyer

Engineers  Any other specify

5. Income from subsidiary source:-

Land

Livestock

Rent

Interest

Any other specify

6. Who does the cooking at home?

Home maker (b) Daughter (c) Daughter in law

(d) Servant (e) any other

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

Taste of food  Quick to prepared

Ingredients used  Economical easy availability

8. How much time on an average do you spend on food preparation in weekdays/ weekend?

Breakfast	Lunch	tea	Dinner

9. How much do you spend for prepared food approximately per month?

200 to 400

500 to 1000

1000 to 1500

thousand above

II .DETAILS OF CONVENIENCE FOODS;-

1 What are the convenience foods you are aware of

Sl.No	Product	Knowledge gained from
1		Newspaper
2		Magazines
3		Advertising
4		Television
5		Radio
6		Friends/ relatives

2 What are the convenience food you commonly prepare at home?

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

2 (a) .Do you have the habit of taking prepared food outside

If yes:

How often:

(b) . How often do you prepare food made out of convenience foods?

everyday     weekly     monthly

rarely     Whenever I feel like

3. .when you will cook the convenience foods?

store and prepare only when required

When time permits

Immediately after purchase

4. From where do you buy the convenience foods

Supar market/ super market     Pick and pay

Departmental     Whole sale shops

Provision shop     Door to door campaign

Any other specify

5.if you are to suggest a convenience foods for your friends which are the foods you will suggest

Pulses , cereal     Milk ,milk products     Fish , Sea foods

Vegetable     Any other specify

(a).List the convenience foods and the its brand name which satisfied your expectation

Sl. No	Name of the food	Brand	Level of satisfied		
			Highly	Satisfied	Not satisfied

6. . Do you think convenience foods are

expensive       reasonable

Economical

8. .Do you have the habit of buying newly introduced product ( convenience food) in the market . Yes/ no

Give reason:

9.while purchasing convenience foods what are the information you notice

Ingredients                       Procedure for preparation

Price                                       Date of manufacture

Brand                                       Name of the product

Any other specify

10. If you are not satisfied with the product how will manage the situation:-

Return the product to the shop

Throw it away

Inform other not to buy the product

Report the shop

Any other specify

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

Yes

No

### APPENDIX III

NAME : \_\_\_\_\_

NAME OF THE PRODUCT: \_\_\_\_\_

DATE: \_\_\_\_\_

Attributes													
Sl.no	Items	Apperance		Texture		Colour		Taste		Flavour		Total	
1	Idiyapam												
2	Noodles												
3	Payasam												
4	Chapatti												
5	Parota												

SCORES : EXCELLENT -5

:VERY GOOD - 4

:GOOD -3

: FAIR - 2

: POOR - 1

# **Use of Convenience Food in the Selected Households**

*By*

**Chaimila Leisan**

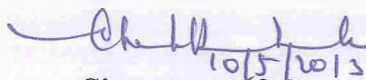
**(11PIR01)**

**A thesis submitted to the  
Avinashilingam Institute for Home Science and  
Higher Education for Women  
Coimbatore - 641 043.**

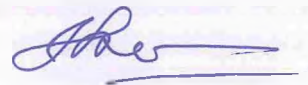
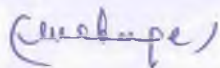
**In Partial Fulfilment of the requirements for the Degree of  
Master of Science in Interior Design and  
Resource Management**

**May 2013**

**Certified as Bonafide Research Work**



**Signature of the  
Head of the Department**



**Signature of the  
Guide**



**PLATE - I  
CONDUCT OF MARKET SURVEY BY THE  
INVESTIGATOR**



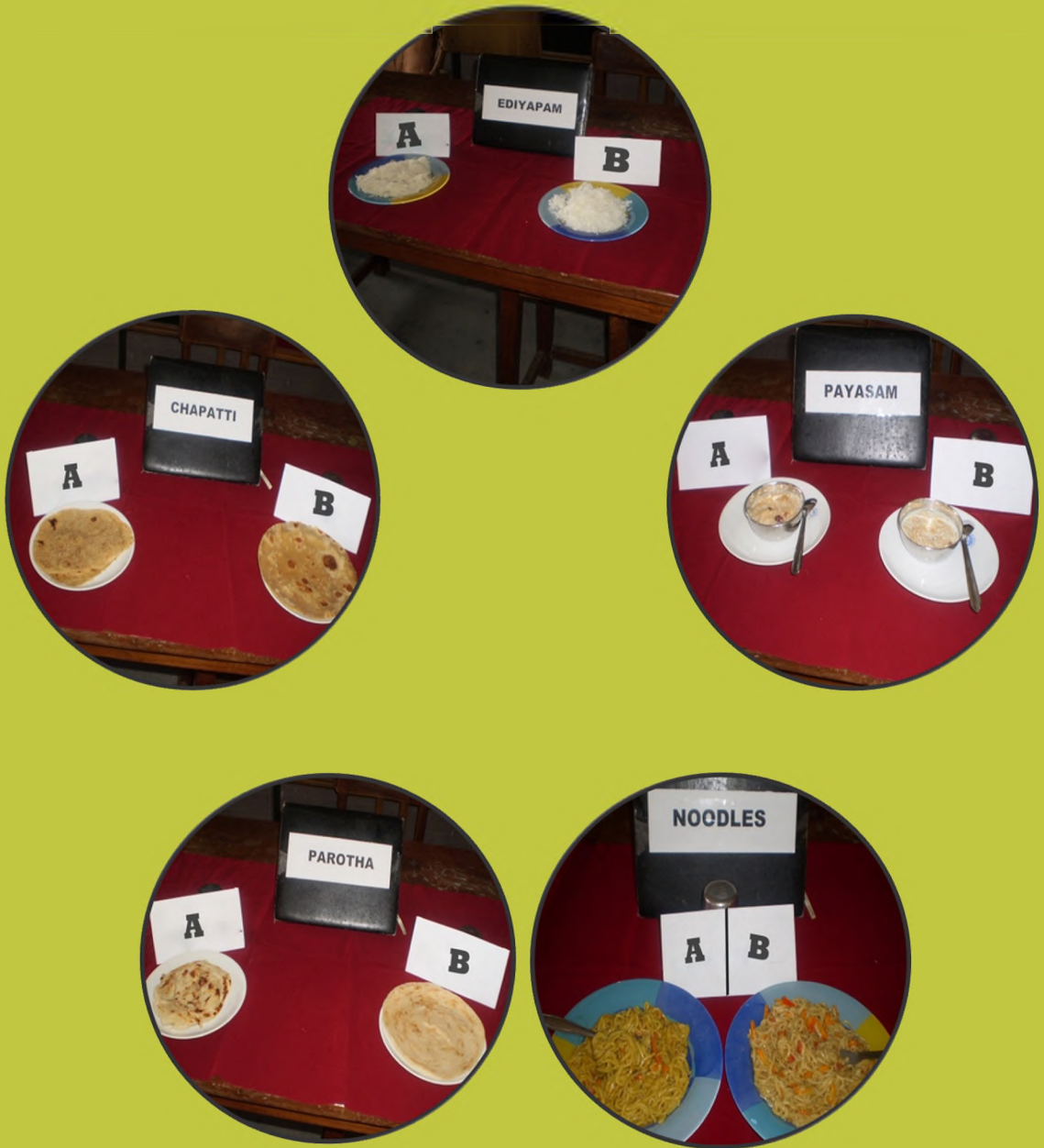
**PLATE - II**

**CONDUCT OF HOUSEHOLD SURVEY BY THE INVESTI GATOR**



**PLATE - III**

**THE INVESTIGATOR CONDUCTING THE COOKING EXPERIMENT**



**PLATE - IV**

**PREPARED FOODS READY FOR SENSORY EVALUATION**



**PLATE – V**

**SENSORY EVALUATION BY THE TASTE PANELS**



**PLATE VI**  
**CLEANING UP OF VESSEL USED FOR COOKING**





PLATE - VII

DISPLAY OF CONVENIENCE FOODS IN THE SELECTED SHOPS