

REVIEW OF LITERATURE

II REVIEW OF LITERATURE

The review of literature pertaining to the study on “**Acceptability and Impact of Convenience Foods in Selected Households in Coimbatore City**” is reviewed under the following headings.

- A) Convenience Foods: Present Scenario
- B) Impact on Purchasing of Convenience Foods
- C) Recent Trends and Technology in Convenience Foods
- D) Special Needs of Convenience Foods

A) Convenience Foods: Present Scenario

According to Belk (2010) Convenience foods are those, which have some or all of their preparation done in advance. Many eliminate the need for peeling, dicing, chopping, squeezing, or measuring. They help to avoid wash of many used up dishes. Convenience foods save time and efforts in preparation and clean up. Widely available, and because of contemporary lifestyles, today cooking tends to rely a great deal on convenience foods. Ziegler (2007), expresses that Convenience foods are used for variety of heterogeneous group of product, which vary in composition, shape, size, method of preparation and processing and even with regard to their function in the diet. These literally range from the simple fried to roasted nuts, to ready mixes to canned and frozen foods to sophisticated warm and serve type dinners. Convenience food product in which all or significant portion of their preparation has been transferred from the consumers kitchen to the processing plant and it is significant that it provides adequate saving in time and labour in the consumer's kitchen.

Coblin (2009) points out that Convenience foods require less preparation time than the same product prepared from raw materials. Many of the raw ingredients today would have been considered convenience foods by our great grandmothers. Convenience foods generally require less skill and often creativity than the same product prepared from the raw ingredients. They should be real time savers in meal preparation because less effort is required for a successful product. Use of creative efforts can develop unusual

food combination and decorative touches. This food gives more opportunities for family hospitality and leisure activities. They should increase confidence and inspire to cook and make them last longer than fresh foods or to make them easier to use. Specific additives are often incorporated to prevent or slow down the deterioration of the food. Sugar, salt and other preservative are commonly used for this purpose. Some additives are used to add flavor, colour or sweetness and to maintain a consistent texture.

The high-speed and time-constrained lifestyle of many Western countries has led to the rise of the food convenience industry and its significant impact on society's food consumption behavior says Kline, (2009). Convenience foods can be defined as a food product which is beneficial to the customer during any of the meal preparation and consumption stages: planning, purchasing, storing, preparation, eating and disposal and cleaning up. This means a product which can be easily obtained, prepared, stored, served, or eaten, thus proving to be convenient by saving time, physical energy or mental energy. With the high availability of frozen prepared meals, grocery prepared meals, fast take-out and sit-down restaurants, many households are now eating less home prepared meals and more of convenience foods.

Douglas (2009) justified the advantages and disadvantages of convenience foods.

Advantages

- Modern production techniques and preservation methods minimize nutritional loss of precooked products.
- Frozen vegetables take less time to prepare but often have the same nutritional value as fresh products frozen immediately after harvesting. In most cases, the nutrients and vitamins are preserved.
- Nutrition information is easily accessed by the nutrition label.
- Planning Nutrition diet, provide a well balanced food and helps in building good food habits.
- Foods are easy to fix in a short time.
- They may be less expensive when relevant costs are considered.

- Inventory, purchasing, receiving, and clean up are made easier.
- Product consistency is guaranteed.
- Precise serving costs, based on exact food costs and portion size per container or case, are easily determined.
- These foods provide easy expansion of the menu without the added increase of ingredients, storage facilities, cost of control, and employee's skill levels to produce.
- Convenience items are available immediately, on demand as needed by the caterer.
- Food safety packaging and processing techniques, such as canning, freezing and irradiation, reduce spoilage and the presence of bacteria in the consumed products and are kept under check and control.
- Labour and bulk reduction in acquisition and logistic activities are possible.
- These meals are liked by most of the consumers, and more companies are getting into this business.
- People who are frequently traveling find these meals a convenient method of storing, packing and consuming nutrient rich food.
- Foods like pre-cut vegetables and meat are quality convenience foods for busy people and for those who can't visit a faraway market to buy vegetables and meat.
- Consumption of natural whole foods can help level out moods, sustain energy levels and leave a feeling of contentment and relaxed.

Disadvantages

- Convenience foods may be higher in fat, making their energy content (calories) high.
- Convenience foods are often higher in sodium because it is a cheap flavor.
- The cook cannot control the ingredients of the product; therefore it is harder to control the sugar, fat, and salt content.
- Convenience foods allow little recipe modification.
- Convenience foods are often processed. www.healthandage.org
- The cost of the item may be higher than the cost of preparing from scratch.

- Nutritional value may be elevated. Many convenience foods have higher levels of sodium and monosodium glutamate than scratch prepared foods.
- Storage facilities may not be adequate to store convenience foods.
- Risk of contamination is possible, if food is repeatedly thawed and frozen.
- Speed appliance are required for storage to prevent texture lost, cost of storage may be high.
- Some colour changes leading to loss of natural texture is possible. Hence salt or sugar is usually added.
- Frequent intake of processed foods can make people become angry and irritable.
- Besides food processing removes some of the nutrients, vitamins and fiber present in the food reports Jardine (2000).

According to Stanton (2007) the time pressure also referred to as being time poor, time scarcity, time famine and crunch, refers people's perception or feeling of not having enough time to do in a day. Gofton (2000) says that consumers behavior illustrates women's participation in the labour force significantly. In most families in the developed countries as well as in developing countries, there is critical time pressure and role overload among working women as they are expected to perform at work and be mothers at home. Time pressure on working women are enormous. They not only work in the labour force but continue to work at home, particularly shopping and food preparation. As working women are involved with longer hours spent in employments, there is a likelihood that they will use convenience foods reports Madill et al., (2003).

Women who are single parents, or live alone or have to cope with a large family and as full time employed have specific demands placed on them with regard to food for themselves and their families. As the value of women's time increases, according to their circumstances, use of convenience foods rises, and amount of fast food and food eaten away from home proportionally increase. It was surprising that the households studied or employed did not get dinner on the table any faster than in households that favoured convenience foods. Meal preparation in those households took average of 52

minutes in total time. Convenience foods saved an average of 10 to 20 minutes over households compared to households with more limited reliance on convenience foods. Convenience foods are less profitable than segmenting along perceived time pressure dimensions, (<http://www.ats-sea.agr.gc>).

B) Impact on Purchasing of Convenience Foods

Today's women have greater affluences, independence and self confidence than in the past by creating a substantial change in women purchasing role. As women purchasing power has increased, they have flexed more muscle in just about every product category, leaving almost no enclave for a male to preserve anymore. Women increasing independence suggest a desire for an identity beyond a traditional home king role, with over 60 percent of wives working full time. Most women combine job and homemaking throughout their lives (Arsal 2005). According to Pace (2008), lifestyle changes are happening at a fast pace. Working women and those with higher income have become increasingly influential in determining food production trends. Working women and those with higher income have become increasingly influential in determining food production trends.

Every year new convenience foods and invented, introduced and are being sold. In most cases the shopper does not have enough information about the new product to make wise choice. This is one area in which all consumers need more education. It is an area in which business can do more to help the consumers. Labels and advertisements contain information to aid in selection and use of convenience food products. The store itself also has many sources of information such as charts, fliers, product samples, and advice from salesmen. In order to buy convenience foods wisely, it is important to know the difference in price and how to determine what is involved in buying and preparing the food product. The real cost of the product is determined by the quantity of the product, the price paid to the farmers and others related works, the amount of preparation involved, the type of store where it is sold, the size and type of packaging, the cost of transportation, and different media used for the advertising. Even the season

of the year is a factor that influences the selling price or packaging as well as fresh foods (Heslin, 2005).

The form of convenience foods buying is influenced by their use, the preferences of family, and the amount of time, energy, and money available to supply the finished product. The wise cook will choose the product that best meets the needs of her own family for each of the different situation it faces. With advanced food technologies allowing for the manipulation of foods to improve their looks, taste, shelf life and general appeal, along with the macro changes in the ways people lived their urbanization; travel a growing interest in the purchase of convenience foods. The supermarkets and the fast food firms were once most able to capitalize. The industrialization both of agriculture and processed foods sector also had important impacts, allowing the cost of foods relative to other family purchase to fall. This fuelled the growth in demand for all varieties of novel foodstuffs. The impact of changing consumer lifestyle is most evident in food markets. In high income countries with significant female participation in the workforce, solution to time and energy deficit are sought and new food lifestyle emerge (Crisler, 2003).

Packaging is part of a coordinated system that starts from the preparation of goods for shipments and includes distribution, storage and merchandising at the optimum cost compatible with the requirements of the product. It can be considered as a combination of art, science and technology that is used in the transportation and selling of foods. The appeal of convenience foods makes them one of the fastest growing segments of the food industry due to changing socio economic conditions increasing number of working couples and a resulting shortage of free time to prepare meals, growing urbanization and changing eating habits justifies (Loudon, 2001).

According to Aziz et al(2005), packaging is an important aspect in modern life and has become a revolutionary trend that plays a dominant role in the promotion of marketing of various fresh and processed food product. Without appropriate packaging no food is acceptable and even in the common household food packaging is being practiced in its own way to render food safety and convenience for various culinary operation. Therefore food

packaging needs to be considered as an essential element of food processing and marketing and it is one of the key areas in the food technology making rapid strides in research and development. Packaging is a major indicator of economic growth in a country and there is a direct correlation between a country and consumption of packaging materials.

India is a major producer of agricultural products processing and packaging and output. Packaging is at the heart of the marketing strategy in terms of functionality, shelf appeal and convenience. Packaging is becoming an essential part of the value chain analysis, regarding food safety, organoleptic characteristic, ergonomics and flexibility says Ryan (2004). Traditional meals that “grandmothers cooked” are going out of fashion and people are encouraged opting for packed products. Convenience appears to be the single biggest driver in the ready meal market. Hence, packaging has become a great importance in the choice of consumers, making it directly involving convenience, appeal, information and branding. In the present era of consumerism, supermarkets and electronic media, packaging has assumed a multifunctional role by serving as a symbol of value addition : an assurance on quality and quantity, a conveyer of convenience and ultimately a marketing food. Food packaging is a co-ordinate system of food for ensuring safe delivery to the consumers in sound condition through techno- economic functions at minimum cost opines Fazio (2000). The packaging are efficiently handled by the appropriate mechanical or other means (Khatkar, 2007).

Function of packaging

- Packaging serves as a material handling food containing the desired unit amount of food within a single container and facilitates the assembling of several such units into aggregates.
- The package serves as a processing aid. Severing not only as a protective function but assures safety.
- A package is a convenience item for the consumer. A cold drink bottle serves as the drinking utensil as well as process, storage and distribution container.
- The package is a marketing food that provides product identification.

- Packaging can be cost saving device, having economic benefits such as prevention of spills and contamination ease of transporting and reduction of labour cost etc.
- Effective packaging provides protection to the food against physical and chemical damage such as, water vapour, oxidation, light in addition to protection from insects and rodents.
- Labeling is an essential feature of food packaging which helps in product identification and instructions with regards to use composition and beneficial effects in terms of nutrition.
- Aesthetic appeal is one of the foremost function of food packaging and modern marketing gives abundant importance to this aspect in promoting the sales.

Environmental concerns of packaging

Da-WenSun (2011) says that packaging is a burning problems across the globe and could be a limiting factor in the minimization of pollution on the planet. Burning of fossil fuel and disposal of chemical effluents into air and water bodies are generally seen as major concerns. Darian (2006) says that growing economic standards in the developing countries is ultimately resulting in increase in the per capita utilization of packaging and any extent of wastage of disposal strategy may be inadequate to check the growing menace. The latest report indicates formation of islands comprising of packaging waste especially plastics as the principle packaging material in the ocean closer to large cities. The posses are gigantic problem. Many countries do not have enough implementation of the laws to minimize the accumulation of packaging waste. Resulting in clogging of drainage and mere banning of packaging films below specific thickness has not yet yielded appreciable results. Consumers and world business council for sustainable development have emphasized upon sustainability agenda and has no doubt gone up with improvement resulting in enhancement of the environmental concern on packaging.

Chiellini (2004) expresses that the consumerism and extreme competition in packaging revolution and cost of packaging is always increasing continuously. There are products where the packaging cost is more

than the product cost and it is being felt that a good product in poor packaging may not be as sellable as a bad product in good packaging. Life cycle assessment of various packaged foods is drawing greater attention to assess the packaging with regards to the environmental concerns. More environmental regulation and enforcement are coming into picture and the judiciary is playing a major role in banning plastic based packaging for certain products. Environmental activists are protesting in a big way and the administration is being forced to come out with better laws and enforcement to control the problem. Banks and insurance agencies are also seeing the environmental liabilities of packaging products before offering their services. Investment is also getting focused towards environmentally responsible firms.

Development of packaging is dependent on factors such as product requirements, regulations, marketing and distribution requirements . However, in the advent of departmental store marketing, where consumers come across thousands of products and the decision of the consumers is usually made after a split second observation of each packaged product, making the corporate to go for highly attractive packaging in terms of visual appeal. In fact, a sort of trendiness as in the case of textiles has come into packaging and thereby making the packaging more vulnerable to environmental concerns due to lower priority on the same (Keith 2007).

The purpose of the National Labelling is to tell the consumers in a correct manner about the content of the foods inside the package of the container. The consumer wants to know what a package contains, to be sure that they are not paying for an unknown quality and quantity of the food in the package. It leads to the necessity of enumerating on the label, the ingredients net contents and other essential points about the food in the package. It is also equally important that the declaration and claims made on the label are true and reflect the product packed (Kelly, 1999).

Nutritional labeling has come in conjunction with food labeling a recent fame to give more information to the consumer. It helps the consumer to meet the exact foods needs with specific nutrients. Nutritional labeling upgrades the nutritional quality of the food supply. The food industry has increased

responsibility to determine what nutrients are actually contained in the food they are selling and to reveal the facts plainly. The importance of nutritional labeling can be observed in convenience foods, therapeutic food etc. Labeling of marketed food products is necessary to increase the sales. Apart from attractive designs, name and colours, the label has to indicate details of the products for the benefits of customers. The respective organization permits the use of Agmark or ISI mark on the label when the manufacturers prepare the product according to the specifications laid down by the organization. Stamping the FPO (Food Product Organization) mark, ISI mark or Agmark, ensure product is of standard quality (Carthy, 2005).

Significance of Nutritional labeling

Kjelkevik (2011) justifies that convenience foods form a significant part of the food supplies which are purchased both for home or commercial foods. They not only save consumers time in the kitchen and reduce costs due to spoilage, but have been developed specifically to preserve the oversupply of agricultural products so as to stabilize the food markets in developed countries. Due to advancement in food preparation technology these foods have a longer shelf life and attractive appearance. They are at premium among people with little cooking experience, the elderly, single people, and professional women who do not have the time for elaborate preparation and cooking. Today, even food service establishments depend on convenience foods for quicker service with minimum processing space. Since these foods are being frequently used, it is necessary that a part from the net weight and cost of the pack, the consumer is aware of the nutritive value of the product and the percentage of requirement diet allowance (RDA) received by consuming the product. This is of special importance to people on a weight reduction diet. People who are sensitive or allergic to certain foods or additive it makes possible to study the labels very carefully (<http://en.wikipedia.org/wiki/>).

Meiselman (2004) refers price as a major practical determinant of what is effectively available since, convenience foods are regularly cited as an important factor in determining food choice and presumably amount eaten.

Making wise food choices is particularly important for families on limited incomes. Today's supermarket has thousands of foods to choose from. Penny-wise shoppers consider many factors when selecting groceries. While the deciding factor could and perhaps should be nutrition, more often it is price and convenience. Higher prices do not mean extra nutrition. Today's cook often juggles home, family and work responsibilities. After working all day, the cook may be tired, and pressed for time. Convenience is important. Most grocery stores now include unit pricing on the prices listed on the shelves. In large print, the tags list the overall price of the container of a product, says Eileen Milligan (2012).

Almost everything influences food choice, at one time and place or another," says Rozin (1999). According to Parkin (2001) advertisements were kept simple, and the only real methods of advertising in the early times were through newspaper publications and over the radio. Today, we have numerous ways for advertisers to spread awareness of their products and promote sales to their consumers, but not limited to magazine ads, television commercials, movie ads, billboards, newspapers, radio, etc. Advertisements in the past few decades have become much more clever in "luring" people into buying products, and are designed to target specific demographics that would be most likely to buy the product in question.

The consumer's perception of the product begins with the implementation of the advertisements that are formed around marketing research, and shown on television channels that are guaranteed to be viewed by the target market that the product is being sold opines Heckman (2010).

Advertising is most important to a product or food item when it is first being put on the supermarket shelves or on a restaurant menu. Companies must put effort into finding the best ways to attract attention to their products and spread awareness among the consumers in the target market, trying to prove that they need and want to buy their product. Packaging and labeling are two aspects of advertising that should be paid special attention, because it visually attracts a customer before they even know anything about the product. Grunert (2006) states that, "Convenience, not only in preparation, but

also in buying, storing, eating and disposing of, is a quality aspect, the importance of which has been rising”.

C) Recent Trends and Technology in Convenience Foods

Buisson (2008) reports that worldwide for many working women, the available shopping and cooking time has been substantially reduced, suggesting time is a critical dimension in the shopping and cooking cycles of major consumers goods. Women require food products with substantially reduced cooking cycle i.e. those with an in-built convenience component. Demand for convenience foods has increased in the last few years as lifestyles have 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 and tasty foods, and also launch new products every year to maintain consumer interest says, Lee (2013).

Meena (2000) expresses that different methods of preserving seasonal foods have always been used and practiced traditionally. Formerly, it was common for women to preserve food in their own homes. Preserving foods was more a matter of survival than convenience. The usual methods used were canning, drying, smoking, pickling, brining, and making jam, jellies, and preserve. No doubt the meal planner was aware that these preserved foods made meal preparation much easier; called “convenience foods”. As time passed, however, and progress was made the use of convenience food mainly for survival was eliminated, since fresh and preserved foods could be bought in stores. Some homemakers chose to stop preserving and storing seasonal foods in favor of buying fresh from store and continued to prepare their own convenience foods.

With the development of new or better methods of transportation, food production, and preservation, changes came in family living patterns. The amount of time available for planning, shopping, preparing, and serving meals decreased. Families had more money for meeting food needs and wants. As a result the food industry responded by providing a variety of

convenience foods for different occasions. Family meals, entertainment lunches, snacks, and persons with special dietary needs have all been considered. The less time a homemaker has for homemaking activities, the more likely she is to include convenience foods in her menus. Convenience foods are available in many forms, or stages of preparation. It can buy foods that are ready to eat, dehydrated, partially cooked, partially prepared, precooked and frozen (Blunch, 2001).

As households income increased, the demand for other attributes, including convenience foods and also increased. Consequently a larger share of food expenditure 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).

Van Duyn (2000) says that over the years certain convenience foods have become available in all the super market. The prices of these items depend upon the product itself and on the amount of preparation done to it. A week's shopping list might include ready to eat cereals, enriched flour, macroni, pasteurized milk evaporated and condensed milk, canned ham frozen, salad, oil and sugar. Certain terms, used to describe the amount of preparation done to the food before it is available in the market, will help in choosing convenience foods best suitable for the occasion.

- Ready to eat foods can be eaten as they are added to other foods. Cold meat cuts, cereals, bakery goods, cheese and non dairy coffee cream.
- Dehydrated foods require addition of water. Soups, instant and frozen-dried and mashed potatoes.
- Partially cooked foods require further cooking. Frozen dinners, side dishes, and dessert, brown and serve rolls, instant, quick cook cooking cereals.
- Precooked foods can be eaten as such or may be heated before being served. Canned meat, fruits and most vegetables.
- Frozen foods needs only heating.

Moons (2009) reports that more and more people use convenience foods to save time and energy in the preparation of meals. The nutritive values of these foods need not be lessened as a result of freezing, packaging, or canning. In fact, the nutritive value of processed foods is likely to be even greater than that of home prepared food. Sometimes, commercially prepared foods will have less expensive ingredients that might have shortage of vitamins A and C, iron, calcium and protein. Convenience foods also save on the quantity of food to be stored. Supplies for making all foods "from scratch" would require additional storage and might even become stale before being used. The cost of convenience foods might be lower than made from raw ingredients obtained in season or available as surplus foods. Processing in large volume also helps to reduce the cost (Weiberg, 1999).

Convenience foods are adaptable and can add variety to a meal with a minimum of time and energy. They make instant cook of anyone who is able to follow the direction on the product container, because high standard product result time after time. They give confidence to the inexperienced person, encourage the making of products which otherwise might have been considered too difficult. Breads, cakes made "from scratch" use essentially the same ingredients as those listed on the packaging mixes for the same products. There is no waste with the use of convenience foods. Individuals and families get the exact amount and kind of food they need. Large packages can be separated into smaller serving before cooking; some food even come packaged already divided into smaller portions. Occasionally the size of the packaged serving is smaller than expected.

Sullivam (2005) opines that the lifestyle of the consumer is moving significantly towards leisure activities. And in spite of inflation, more income is being spent on these activities. The daily-meal schedule has changed because population mobility has increased, eating patterns have become more individualistic, and more time is used for leisure activities. Since people are eating away from home more often, the traditional family gathering at the dinner table has become less frequent. Social mobility has given rise to fast-food operations, the steak and seafood restaurant, and other foodservice

establishments. With proper planning and management, convenience items may reduce purchasing time, storage facilities, and food costs. Convenience foods require more freezer space but less preparation area. The market for convenience food products will continue to grow as long as the food processors provide product variety with uniformity, and high quality items. One of the survey stated, that "It is not enough that the food service industry simply be a provider of commodities; but the industry of tomorrow must be oriented to the idea that convenience is basic to food". Faced with rising food prices, increasing wages, and lack of skilled personnel, the foodservice industry could reduce costs and increase efficiency by using convenience foods. The foodservice operator may pay a little more for convenience items, and also obtain benefits through reduced needs, types of kitchen equipment, space, and labor. As a result of the wide variety of convenience foods, the operator can augment the menu and offer customers special diet foods, such as those low in cholesterol, salt, carbohydrates, or high in protein (Harp, 2003).

It hasn't been too long since to boiling foods in bags help to eliminate clean up and preserve the flavor. Then came the "roast or baked in the bags" method. This involves a new film that can go right from the refrigerator or freezer to the oven. In the case of frozen foods, no thawing is necessary. The films allow the oven heat to enter the food while sealing the natural juices and flavor. Meat cooked this way has less shrinkage and dries out less. The meat is self-basting, and hence, eliminates one step in the cooking process. Heat and moisture are trapped within the food. At the same time the food is cooked, it browed and the cooking time reduced by 20 to 40 percent besides no spattering and so there will be no need to clean the oven. It is very important to remember having the proper facilities, help to prepare convenience foods at home, says Davies (2011). Convenience foods can be varied from simple to elaborate by the same means used, to change the basic recipe made from raw ingredients. Creative cookery starts with the imaginative use of food products and equipment. The more interest and curiosity, the more creative will be with the prepared foods that are used.

Since the main dish is often the first part of the meal planned. It is good for to begin thinking about personal touches.

According to Ruchi (2011) conservation of time and energy is necessary for the human health. The conservation is done by adopting work simplification technique, which can help to measure the consumption of resources, work made simplified and improve the efficiency of the work. Simplification help to motivate the worker to performed work in an innovative simple method. The work simplification implies a common sense of approach to make work easier. What is known as “scientific management” in the home as well as for any kind of job (Gilberth et al., 2001). “Scientific management” means application of science to management of problems. It includes the handling of machines, materials and people and it recognizes that people are the most important as they do the actual job. The use of scientific management is helpful (Joseph, 2004).

Grossl (2003) the experiment that the work simplification implies proper blending and management of two important resources namely time and human energy. It aims at “accomplishing more work with a given amount of time and energy. Ahmad, (2013) states that working homemakers want to accomplish more work within a limited amount of time that is 24 hours as reciprocal may force them to face psychological issues which affect their performance at both ends. Household tasks in most of the countries are considered as unpaid work force though they involve loads of time and energy consumption of the home makers. The simplification of work is the way of finding the simplest, the quickest as well as the easiest methods in performing tasks. It can be applied in food preparation and prepare food in a fast and convenient way. Preparing foods are not simple. This is true since this work needs knowledge and skills; for efficiency in time, effort, energy and finances management.

Work simplification presents challenges to managers of all types of activities. Home making is an important and full time job for homemakers. Women who hold job outside home face many demands on their time. Home making involves a special sort of labour known as house work, and it is

essential to run the home. The characteristic of household work show that, it is tedious, monotonous and time consume, it needs lot of patience and various types of skills. Work well done is satisfying and rewarding, but work inefficiently done without skill and under pressure, gives rise to frustration and unhappiness. A well managed home is necessary for happy family life,

Rothe (2001) reports that homemaker who performs many types of jobs at home is often interrupted, or interrupts herself in order to get another job to be done. In order to get work done she neglects her own social life or personal talents and hobbies for lack of time leading to physical fatigue, anxiety and tension due to heavy demand on her time and energy due to house chores. Using work simplification can reduce time, and can reduce number of motions and improve the type of motion on a specific task. It can reduce boredom of routine habits of work and further reduce frustration arising due to lack of effectiveness on a job. Margaret (1999) 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.

Koshla (2012) says that Work simplification is at advantage for peak load time and eliminates unnecessary activities and can reduce the work load substantially. Time consumption in performing a task can be reduced. By using household equipment's and adopting innovative new methods to complete the work and conserve time and energy. By evaluating the physical labour and use of muscles involved in a particular task one can improvise the pace and efficiency in the work performance. Constant working in an unsuitable body position strains the muscles causing pain. Evaluation of work performance and use of the body will provide relief to the strained muscles, pressure on one type of muscle for a long time affects the blood circulation and the function of the nerves.

D) Special Needs for Convenience Foods

Rapid urbanization and changes in social and cultural practices have modified the food habits of the community. Industrial development in Indian cities has compelled labour from villages to migrate to cities in search of employment. It is estimated that within the next ten years, half the world's population will be living and working in urban areas. Increase in buying power and long hours spent away from home commuting to work place, make a convenience food a necessity in every home. The ever increasing market for convenience foods, be it tinned, canned, chilled, frozen, or preserved there is a whole array of complex operation in food processing. This weaning away from the traditional fare of yesteryears provides a tremendous and urgent challenge to the food industry: serving safe, attractive and nutritious food that is wholesome and bacteriologic ally safe and confirms with quality standards (Robert, 2003).

The urban workforce does not have the time or inclination to follow the traditional recipes and would rather pick up packed, clean and reasonably priced meals rather than return home from work in hunger. Most food consumed in developed countries are in the form of convenience foods. Convenience food are foods that require little labour and time to prepare. A packet of frozen green peas is a convenience food since it requires no shelling. A packet of whole wheat is also convenience foods as it has already been milled. Many different types of convenience foods are available in the market today. The speed and efficiency of cooking and service increases dramatically with the use of convenience foods, giving the caterer, homemaker, or working professional more time to devote to other activities. The convenience food revolution is possible because of a wide variety of chemicals which are added to food not only to preserve it but to enhance its overall quality. These numerous chemicals tested and permitted by law to be added to food are called food additives.

Sunetra (2006) express that today, convenience foods are being specially packed to cater to all needs. Manufacturers of specialized foods supply packed foods so that it fits into standard catering equipment.

The caterer can choose between smaller packs and larger packs that are economical. Convenience foods need to be handled with care because one source of infection can contaminate thousands of pre packed items. Take away meals should not be kept a long time and hygiene should be practiced in processing plant along with time and temperature control observed during storage. Leftover contents in large catering packs should not be stored in the open. Convenience foods help by saving considerable time and effort. However, the cost of convenience foods compared to home prepared foods should be considered before purchased. Some foods may not be costlier while others may work out to be expensive. For people who have to rush home from work and prepare a meal, such foods purchased on the way home or stacked in the deep freezer are not only time saving but also convenient.

Convenience foods vary widely in their palatability, nutrient content, and cost. The Consumer can choose from a bewildering display of snacks, soups, fruit and juices, dessert, meat and vegetable preparation and gravies in the ready to eat to cooked form. They need to be warmed up in a microwave before they are served. Canned foods, commercially prepared chapattis, snacks both sweet and savoury, main course, vegetable preparation, soups, gravies, breakfast cereals, baking items, deep frozen foods, dry ready mixes, etc are not only time saving but convenient to cook and store.

Becker (2000) informs that when household income increases and time becomes more limited due to an increase in working-hours, households can substitute with convenience foods products. 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. 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.

Ahlgren (2009) states that the changing life styles and the modified eating habits of India's growing population have propelled its processed food industry. Convenience foods had crept 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 are also flourishing in the food market.

Social factors such as stress and tension generally matters. The factors which affects women much more than men, is environmental factors such as toxic substances that find their way into bodies such as pesticides, sprayed farm produce, use of insecticides in the homes, intake of unsafe and unfiltered water, exposure to vehicular smoke of drug etc, cause adverse effects on body. Environmental and indoor pollution has reached such heights, that all automatically suffer from chemical abuse. Thus social and environmental factors are more of a concern to be dealt with in solving the problem of stress and fatigue (Premavathy, 2005).