

RESEARCH PAPER

Convenience food buying behaviour of consumers in Coimbatore city

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ABSTRACT

Food purchase behaviour of consumers had significantly changed due to an increase in the per capita disposable income, awareness on health and food safety, urbanisation, changes in lifestyle and family structure. Convenience food products formed a range of food for households, being easy to use without any terminal processing. Consumer is the base for any marketer. Hence the present study aims to estimate the perception of consumers about convenience food products and also identify the factors discriminating the user and non-user of convenience food products. Coimbatore city and three convenience food products namely, Gulab jamoon mix, Payasam mix and Badham mix were purposively selected for the study. Totally 225 consumers who consumed any one of the selected three products were selected randomly. Rank Based Quotient and Discriminant analysis were used to find the factors influencing the purchase of convenience food products and the result showed that the respondents rated "saves time" was most important factor in purchasing convenience food products. Monthly income and family type were the main discriminating variables between the user and non-user of convenience food products.

KEY WORDS : Convenience food products, Discriminant analysis, Buying behaviour

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