

A STUDY ON WORKING WOMEN ATTITUDE TOWARDS USAGE OF CONVENIENCE FOOD

Dr.S.Geetha¹ & B.Preethi²

¹Assistant Professor, Department of B.Com(CA) & M.Com., PSGR Krishnammal College for Women, Coimbatore.

²PSGR Krishnammal College for Women, Coimbatore.

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ABSTRACT: *Most of the women's are employed and they want to save time in cooking and yet maintain natural taste. In this modern era, convenience food products play a vital role in satisfying the attitude of working women. The main objective of the study is to find out the attitude towards environmental oriented of the working women. Data was collected through framed questionnaire. Thus the study makes an attempt to examining the health consciousness and environmental concern to economic lifestyle of working women.*

Key Words:

INTRODUCTION

Changes in the lifestyle of people across the world have increased the demand for convenience in meal preparation. The consumers have been working longer hours, spending more time in the traffic, and longing to maximize their leisure time, which is more and more limited; they therefore require products and services that support and make their hectic lives easier. The factors influencing the attitudes of working women towards convenience food products indicate that 'convenience' in meal preparation is the major factor which influences the attitudes of working women towards these food products. The working women do not have time or inclination to follow the traditional recipes and would rather pick up packed, clean, and reasonably priced meals rather than returns home from work and do domestic chores. Convenience foods are that requires little labour and time to prepare. The present study aimed to assess women's knowledge regarding convenience food.

In the modern days, where the life is at fast pace with the time very valuable to every person, "Readymade foods" play an important role in everyone's day-to-day life. The term Readymade food" means simple, fast and convenient food, which is easy and fast to prepare besides being hygienic, free from microbial contamination and also convenient to eat. Preparing food with instant mixes has become a way of life and no doubt they are going to be an integral part of food habit in future. Keeping in view the working women and changing preferences towards convenience foods, this study has its focus to understand the benefits these working women would obtain through utilization of convenience foods.

OBJECTIVES OF THE STUDY

- To examine the demographic profile of working women towards the usage of convenience food.
- To analyse the attitude of working women towards environmental orientation on the usage of convenience food.

REVIEW OF LITERATURE

Banerjee (2013) "An analytical study of knowledge about convenience food among working women" examine that the working women do not have time to follow the traditional recipes and would rather pick up packed, clean, and reasonably priced meals rather than returns home from work. Convenience foods are that requires little labour and time to prepare. The present study aimed to assess women's knowledge regarding convenience food. These foods are less time consuming, easy to cook, easy to handle, easily available at all shopping areas and are as per consumer's choice. The working woman wants to prefer convenience food for saving time, effort and energy.

Srinivasan (2014) "A Study on Consumer Behaviour towards Instant Food Products (With Special References to Kanchipuram Town)"The key aim of study was to examine the instant food products how they occupy a legitimate shelf space in the stores. New and high quality of instant food products have changed the life style of working people with varieties of instant food products .Instant food products save

time and energy. Urban modern working women seek to empower themselves in the society as they have higher education , better employment opportunities and good exposure environment that increase the needs at a faster rate. Instant food products make them to cook any time with less labour, time and energy.

RESEARCH METHODOLOGY

- **Area of the study** - Coimbatore city.
- **Sources of Information** - Both primary and secondary data through questionnaire.
- **Sample Size** - 200 Respondents.
- **Sampling Technique** - Purposive Sampling.
- **Tools and Techniques** - Percentage Analysis and ANOVA.

ANALYSIS AND INTERPRETATION

The table depicts the demographic profile-wise classification of the respondents by means of simple percentage which was used to convert qualitative information to quantitative data.

Table - 1.1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS - SIMPLE PERCENTAGE ANALYSIS

Demographic Profile	Particulars	Frequency	Percentage
Age (years)	Less than 30	133	88.7
	Between 30-60	11	7.3
	Above 60	6	4.0
	Total	150	100.0
Education Qualification	No formal education	2	1.3
	Up to School level	14	9.3
	Under Graduate	92	61.3
	Post-Graduation	25	16.8
	Professional	17	11.3
	Total	150	100.0
Marital status	Married	116	46.4
	Unmarried	100	53.6
	Total	150	100.0
Occupational status	Employee	28	18.7
	Professional	51	34.0
	Self employed	71	47.3
	Total	150	100.0
Type of the family	Nuclear Family	114	76.0
	Joint Family	36	24.0
	Total	150	100.0
Name of members in the family	Below 3	26	17.3
	Four	66	44.0
	Above 5	58	38.7
	Total	150	100.0
Family monthly income (Rs.)	Below20,000	26	17.3
	20,000-40,000	66	32.0
	40,000-60,000	56	35.7
	Above60,000	24	15.0
	Total	150	100.0
Residential area	Urban	55	36.7
	Semi urban	60	40.0
	Rural	35	23.3
	Total	150	100.0

Source: Primary data

Table no 1.1 describes the personal profile of the respondents taken for the study. Out of 150 working women’s who were taken for the study: it has been identified that most (88.7%) of the respondents are in the age group of less than 30 years,(61.3%)of the respondents are under graduate,(46.4%) of respondents are married,(47.3%) of the respondents are self-employed,(44.0%) of the respondents are earning Rs20,000-Rs40,000 and (40.0%) of the respondents are from semi-urban areas.

Table - 1.2 DEMOGRAPHIC FACTORS AND THE ATTITUDE OF WORKING WOMEN TOWARDS ENVIRONMENTAL ORIENTED ON THE USAGE OF CONVENIENCE FOOD

H_0 : "There is no significant association between demographic variables and attitude of the working women towards environmental orientation on the usage of convenience food.

Variables	Source	Mean	S.D	No.	T-value	F-Value	Sig
Age	Below 30 years	3.6602	.49756	133	-	.785	.458
	30-60 years	3.4727	.38753	11			
	Above 60 years	3.6000	.26833	6			
	Total	3.6440	.48404	150			
Educational qualification	No formal education	2.9000	.00000	2	-	2.995	.021
	Up to school level	3.9143	.36132	14			
	Undergraduate	3.6554	.52338	92			
	Postgraduate	3.5000	.34641	25			
	Professionals	3.6588	.41391	17			
Total	3.6440	.48404	150				
Marital status	Married	3.3281	.57556	24	.114	2.528	0.23
	Unmarried	3.2708	.56164	126			
	Total	6.5989	1.1372	150			
Occupational status	Employee	3.4321	.40739	28		10.805	.16
	Professional	3.5098	.38171	51			
	Self employed	3.8239	.51643	71			
	Total	3.6440	.48404	150			
Type of the family	Nuclear family	3.6404	.68431	114	.670	-	.41
	Joint Family	3.2828	.44999	36			
	Total			150			
Number of members in the family	Below 3	3.4135	.49088	26	-	10.945	.24
	4	3.2557	.47806	66			
	Above 5	3.2478	.67069	58			
	Total	3.2800	.56232	150			
Family monthly income	Below Rs 20000	3.4088	.62960	37	-	7.658	.31
	Rs 20000-40000	3.4621	.56118	33			
	Rs 40000-60000	3.1362	.52347	56			
	Above Rs 60000	3.1667	.44335	24			
	Total	3.2800	.56232	150			
Residential area	Urban	3.4864	.58909	55	-	14.176	.43
	Semi urban	3.1958	.60074	60			
	Rural	3.1000	.30589	35			
	Total	3.2800	.56232	150			

Table 1.2 depicts the association between selected demographic and the attitude towards environmental oriented of the working women. It is clear that, the significant value for the entire demographic variable is higher than 0.05 except educational qualification. Hence the hypothesis is accepted for the entire demographic variable except educational qualification.

CONCLUSION

This study provides a better understanding of the working women's attitude towards economic orientation towards usage of convenience food products. The results in this study indicate that the working women's concerns about economic life style and health consciousness are the determinants for a working woman's to form a positive attitude towards convenience food products. Since a healthy food related lifestyle is the strongest predictor of working women's attitude towards convenience food products. The results of the study shows that there exists no association between demographic and the attitude towards

environmental oriented of the working women except education qualification. The study reveals that the working women attitude towards environmental orientation and their education qualification helps them in usage of convenient food.

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