ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS READY TO EAT PRODUCTS IN INDIA WITH SPECIAL REFERENCE TO MCCAIN FOODS INDIA

Research Project Submitted in Partial Fulfillment of the Requirements for the Degree of

BCOM Honours

by

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to the

DEPARTMENT OF COMMERCE

BHOPAL SCHOOL OF SOCIAL SCIENCES

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Submitted by | Guided by

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CERTIFICATE

*This is to certify that **PRANJAL JAIN** is a regular student of THE BHOPAL SCHOOL OF SOCIAL SCIENCES.. She has conducted an authentic research on the topic ANALYSIS OF CONSUMERBUYING BEHAVIOUR ON READY TO EAT PRODUCTS IN INDIA (WITH SPECIAL REFERENCE TO MCCAIN FOODS INDIA" and has completed her research methodology report successfully under the able guidance of MRS **RASMEET KAUR MALHI** (RESEARCH GUIDE).The report is being prepared for honors papers of B.Com honoursfor examination XXXXXX and is being submitted thereof.*

Signature of Supervisor: …………….

Name: **Mrs Rasmeet Kaur Malhi**

Department: Commerce

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April, 2021

DECLARATION

I PRANJAL JAIN hereby declare that the project entitl " ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS READY TO EAT PRODUCTS IN INDIA (WITH SPECIAL REFERENCE TO MCCAIN FOODS INDIA)" submitted to 'The Bhopal School Of Social Sciences.' It is a record of original work done by me under the guidance of Mrs.rashmeetkaurmalhi(Department of commerce).

Any inferences, research or similarity is purely coincidental.

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ACKNOWLEDGEMENT

I would like to take this opportunity to thank (Director, THE BHOPAL SCHOOL OF SOCIAL SCIENCES, Bhopal), (Head of commerce department) and ***Mrs.*** *(Teacher guide) to have provided me with such a great opportunity to work on this research project. I am grateful to all the respondents of the questionnaires for being so much co-operative and patient to fill in all the required answer in the questionnaires. The project would not have been such a success without their contribution.*

Lastly, I would like to thank my family, friends and all those who helped me in some way or the others in the successful completion of this research project.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

1.1 RATIONAL OF THE STUDY

The aim of this study is to understand more about consumer buying habits in the ready-to-eat food products in Bhopal Mp . The key goal was to determine how ready-to-eat food items were consumed.

To learn more about the factors that influence the demand for these goods. To arrive at a conclusion, factors such as people's attitudes, income spending levels, lifestyle changes, and product availability are considered. The primary goal of this research is to look at the market potential for ready-to-eat products, as well as the major factors that influence its growth and future prospects.Market research would reveal the segment's long-term potential as well as people's preferences for such goods. In our world, people's consumption patterns have changed rapidly over the last ten years. The abundance of options available to them, as well as the emergence of micro entrepreneurs, will be driving factors for this product category.Aside from convenience, this market is influenced by a number of hidden and emerging powers. However, since this segment must continue to expand and evolve, there are no clear boundaries for this sector. Rather than relying on the availability of western eatables, we have packed our own goods for sale in this market. This research will shed light on the market's boundaries and the future of ready-to-eat foods.

1.2 INTRODUCTION OF THE INDUSTRY

In the world of marketing is necessary to judge the consumer behavior for the success of the product. Market segmentation based on food-related lifestyles may be used to create effective marketing strategies for ready-toeat foods.Due to the intense battle, customer loyalty is critical not just to survive but also to develop.(sharma, research paper on ready to eats products , 2011).

Make progress in the marketplace Today's economy is much more complicated. To live from now on The company competes in the industry. To practiced today in the market, a company must not only optimise profit, but also satisfy its customers, and then build on that basis. The happiness of customers is the most crucial component Any business concern's ultimate goal. Selling the product should not be the only aim.the identified business target More specifically, they must focus on how to please customers in all fields.(sharma, resaearch paper on ready to eat products , 2011).

Without understanding what customers want and need, no sales will be effective. Consumers must have as much detail as possible about their tastes and desires for various goods, which manufacturers must obtain. They have the opportunity to design and produce goods that meet customer standards. The increase in popularity of ready-to-eat prepared food is no longer a one-time thing. People are looking for consistency and variety in exchange for their time and resources. The food processing industry is one of India's most important industries, ranking fifth in terms of production.Consumption, exports, and anticipated growth are indeed things to consider. (sharma, resaearch paper on ready to eat products , 2011)

Ready meals have a shelf life of a few months to three years and are fully prepared and ready to eat. In developed and developing countries, they are one of the fastest growing sectors of the food industry. The demand for ready-to-eat meals is constantly rising.everywhere mostly on the earth Spite of the fact that the global demand for ready meals is growing market, the supply is still inadequate. (sharma, research paper on ready to eat products , 2011)

The main aim of this study is to explore customer attitudes and behaviours toward ready-to-eat of mccain foods india as well as to assess growth opportunities by examining the various factors that contribute to their growth.

According to research, the marketer's approach in the ready-to-eat of food industry is to inform and educate consumers.consumers' concerns about the lack of preservatives in their food reduction in price maintaining consistency and increasing the range of ready-to-eat meals while also increasing the quantity for unique taste .(sharma, resaearch paper on ready to eat products , 2011)

1.3 INTRODUCTION TO THE COMPANY

McCain Foods was co-founded in 1957 by brothers Harrison McCain and Wallace McCain with the help of their two older brothers. The company employed 30 workers and made over $150,000 in revenue in their first year of service.The company grew into additional prepared food markets, such as frozen pizza and vegetables, from the 1970s to the 1990s.The company, itself employs over 20,000 people and manages 47 manufacturing facilities across six continents, is the world's largest manufacturer of frozen potato products as of 2017. The company's annual revenue is more than C$8.5 billion.According to The Globe and Mail's Report on Industry, it is Canada's 19th largest private company based on 2014 revenue. Nancy McCain is a married member of the McCain family. (htt2)

Mccain food purpose

We recognise the value of food in people's lives and its ability to bring people, families, and communities together. That is why our mission is to celebrate genuine connections through delicious, environmentally friendly food. We do this by working together with our teams, business partners, and community partners all over the world to achieve success, because we know that when we work and develop together, we thrive together. (htt)

Values

McCain Foods is proud to be a family-owned and operated business with strong values. Our ideals are ingrained in our society, influencing how we function, collaborate, and make decisions. They are an integral part of what identifies us.Learn about the values that guide our business. (htt1)

Our global footprints

McCain Foods has grown from modest beginnings in the rural city of Florenceville, Canada, to a global enterprise! We operate on six continents, with manufacturing sites and offices in Canada, the United States, Argentina, Colombia, the United Kingdom, Ireland, France, Belgium, the Netherlands, Poland, Australia, New Zealand, South Africa, India, Japan, Malaysia, China...and more! (htt3)

Innovation

We are continually creating new delicious offerings to meet the changing needs and preferences of consumers and customers, thanks to our passion for food. Whether it's designing unique product experiences, offerings for new occasions, or products and planning strategies that make people's lives easier, the possibilities are endless.However, our commitment to creativity does not end there. We bring innovativ ideas from our entrepreneurial roots.(htt4)

1.4 JUSTIFICATION OF THE TOPIC

In the world filled with marketing it is necessary to know the consumer buying behavior for the success of the product. So basically I take this topic "analysis of consumer buying behavior towards ready to eat products with special reference to mccain foods india" to know the consumer preferences there buying behavior and many more factors.

Mccain foods ltd is one of the worlds largest producer of French fries and potato specialities .tasty and conveninent food products are served in restrurants and sold in retail stores adding nutrition and flavor to family meals time after time. There is a wider source of study to do research and to fulfill the objectives .

CHAPTER 2

REVIEW OF LITRATUR

REVIEW OF LITRATURE

- In India, the ready-to-eat (RTE) market is worth at Rs. 128 crore (2006).According to a Tata Consultancy Services report, the market is expected to rise to Rs. 2,900 crore by 2015.Group for Strategic Management (TSMG). According to TSMG's report, the factors Changes such as chilled and frozen production, disintermediation, and automation will all contribute to the growth (M, 2012)
- Due to factors such as consumers' desire for freshness, low affordability, and the Indian housewife's preference for home-cooked food, the RTE market in India has remained inadequately, according to the study. According to the reports, packaged foods have risen at a pace of about 7% in India. Between 2000 and 2005, RTE foods grew at the fastest rate, with a CAGR of 73% .The canned/preserved segment of the Indian RTE food market is the most common, accounting for about a quarter of the market.90% of the sector, with a 63 percent compound annual growth rate (CAGR). (DR.N.SUNDARAM, 2012)
- There was a major untapped consumer potential emerging due to rapid demographic changes between 2001 and 2006, while the chilled and dried ready meal segments was nonexistent. In India, there are differences in wages, urbanization, and the proportion of urban working women. The company should focus on expanding the market and growing penetration among Indians. (M* & DR.N.SUNDARAM*, 2012)
- After independence, India has made substantial progress in the agriculture and food sectors. Production, yields, and processing all increased. It has undergone a green revolution and a white revolution. A red revolution, a yellow revolution, and a blue revolution have all occurred. India is now the world's largest producer of the world's second largest manufacturer of maize, milk, fruits, cashew nuts, coconuts, and tea, and the world's second largest manufacturer of milk, fruits, coconuts, and tea. Sugar and fish and the third largest manufacturer of rice. (M* & DR.N.SUNDARAM, research paper on ready to eat products , 2012)

- Now is the time to develop food processing and marketing infrastructure for Indian industries so that they can serve high-quality, nutritious processed foods such as ready-to-eat foods. It is opening a new window in the world scenario in terms of taste and acceptance. As a result, Indian More infrastructure is being provided by the government for this industry. On these things, the excise duty is now ZERO percent.RTE and a tax deduction of 100% for new units, there is a ten-year tax break. This helps manufacturers to lower their costs while still spreading their flavors around the world. (DR.N.SUNDARAM M. M., 2012)

- “Food shopping and preparation: psychographic variations of working wives and housewives,” by Jackson and McDaniel (1985), discusses different psychographic features displayed by working wives as opposed to housewives in food shopping and preparation.246 working wives and 181 housewives were surveyed on their shopping and food preparation habits. Several food shopping and preparation-related psychographic comments were made by housewives. Working wives have a greater aversion for grocery shopping and cooking, as well as a tendency to be less worried about the impact of their food, according to the findings. Some family members' shopping and planning habits on non-working wife. (MR.VIJAYABASKAR., 2012)

- Life-style variables were used as predictors of food shopping behavior by Roberts and Wortzel (1979) in their study titled "New Life-style Determinants of Women's Food Shopping Behavior." The conclusion has been drawn that women's involvement in the labor force has increased Changes in lifestyles and consumption habits have received a lot of attention. In their study, McEachern (2005) found that, titled “Ready-to-eats and ethical market value: an emphasis on the United States, “on McDonald's and KFC” attempts to look at the impact of corporate social responsibility communication. Responsibility (CSR) campaigns targeted at young people in the UK who purchase fast food it was concluded by referring to McDonald's and Kentuchy Fried Chicken (KFC). According to the writers, ready-to-eat foods are seen as convenient yet unhealthy, and therefore ready-to-eat companies can no longer depend on convenience as a USP unless the health consequences of the same are given equal weigh (M* & DR.N.SUNDARAM, research paper on ready to eat products , 2012)

- In a study titled "Return to traditional values?" Jones&Sheers, Hillier, Comfort, and Lowell (2003) wrote, " A case study of slow food" describes the origins of slow food and the difficulties of blaming the global obesity epidemic on the deeply ingrained Ready-to-Eat industry. According to the study "The Evolving Face of Eating Habits" from the Euro monitor International IMIS database, with evolving food and eating patterns, obesity has become a major global issue, and a movement toward vegetarianism and organic food has emerged. Countries in the west Ethical consumerism have become a subject of debate in developing countries as a result of the global financial crisis. Exploitation, food safety, and environmental issues are becoming increasingly common in the media. (M* & DR.N.SUNDARAM, research paper on ready to eat products , 2012)

- As a result of urbanization, shifts in preferences and lifestyles would have a direct effect on food demand and consumption habits. Goal and Singh (2007) published a report titled "Consumer Perceptions regarding Ready-to-Eat in India: An Exploratory Study" in their research paper. Have discovered that while young Indian consumers enjoy visiting Ready-to-Eat outlets for variety and fun, they believe that home-cooked food is superior to convenience Ready-to-Eat their assumptions have revealed that market acceptance of ready-to-eat food would be measured in the future. Only by the nature of the food and the manner in which it is prepared. (M* & DR.N.SUNDARAM, research paper on ready to products , 2012)

- According to the World Health Organization, India is the world's Diabetic Capital, with 37 million diabetics out of 150 million worldwide. In his study "Food in a Globalized World," Raghavan (2003) found that food is a means of survival, but it is also a means of death. For companies, it's become a big investment. Despite obesity being almost epidemic in metropolitan cities such as Delhi, Mumbai, Bangalore, and Kolkata, and increasingly rising in other city environments, there is a large gap in food and fitness research in the Case of India. It is my attempt to examine the determinants and consequences of consumers' food choices in the Indian context, with a focus on ready-to-eat foods, as well as policy implications. the same (M* & DR.N.SUNDARAM, research paper on ready to eat products , 2012)

- Rees (1992) conducted a survey of the respondents and came to the conclusion that the most important factors are taste, presentation, and advertising. Customers' choices are influenced. It was stated in his article. technological advances such as the introduction of microwaves, women's shifting work cultures, and single women people who are living away from their homes Some of the most significant factors are the growth of supermarkets and consumer knowledge of food safety and hygiene. Influencing the use of convenience and processed foods. (Ashish Raina, 2019)

- According to Hans et al. (1996), Variety, motivations, interest, and cost, purchasing behavior and brand loyalty of ready-to-eat food consumers. (Ashish Raina, research paper on ready to eat products , 2019)

- Srinivasan (2000) discovered that consumer purchasing behavior is influenced by their level of education. High-income consumers, according to Srinivasan, prefer fresh fruits. As well as fruits and vegetables, as well as ready-to-eat fast foods. The paper also claimed that a rise of more than five percent would be considered important. Price increases of

5% or more can result in the discontinuation of ready-to-eat foods. Things made from food. (Ashish Raina, research paper on ready to eat products , 2019)

- Brown et al. (2000) emphasized the intake of fast food and ready-to-eat foods, claiming that there is a clear need for nutritional education among the youth of today. His is a good example. According to study, young people's eating habits are changing. Direct to fast food, deny the reality that this generation is well aware of it. Eating habits that are safe. (Ashish Raina, research paper on ready to eat products , 2019)

- White (2001) looked at what drives people to eat fast food in the United States, and found that 56.6 percent of the total was spent on food. Local fast foods are purchased by 39 percent of respondents. % of respondents buys fast food on the internet as if it were a daily occurrence. It isn't accessible in any of the towns. Price was also taken into account. As a less motivating factor in purchasing fast food. (Ashish Raina, research paper on ready to eat products , 2019)

- Customers' preferences were studied by Foret (2006).when purchasing alcoholic drinks Customers' personal information Customers recommend customers prefer to purchase beverages from well-known stores, suggesting Customers' appreciation of the value of eating well. (Ashish Raina, research paper on ready to eat products , 2019)

- Renuka (2008) states that 94 percent of the overall sample size (200 respondents) consumes ready-to-eat foods in an effort to examine purchasing behavior. In today's way of life Taste and health consciousness were also important factors. Concluded as the most important factor affecting purchasing behavior. It was also discovered that high-income consumers used more ready-to-eat items, and that brand loyalty is higher. When it comes to purchasing such items, the percentage of younger people is higher. (Ashish Raina, research paper on ready to eat products , 2019)

- In their study of consumer purchasing behavior against biscuits, Venkateshwaralu et al. (1987) found that customers prefer to buy packed biscuits over unpackaged biscuits. Biscuits that have not been packed Furthermore, it was discovered that 76% At least once a week, the majority of respondents purchase biscuits. And the children have a major impact on the decision brand of preference. (Ashish Raina, research paper on ready to eat products , 2019)

CHAPTER3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

A mix of primary and secondary research methods will be used.

- Primary data- structural questionnaire.
- Secondary data- literature review of research papers, online sites and articles.

3.1OBJECTIVE OF THE STUDY

- To know the attributes for purchasing mccain products.
- To know which mccain products arepreferred the most by consumer.
- To know the satisfaction level of consumer by preferring mccain products.
- To know the frequency of consuming mccain products.
- To know the preferable price range.

3.2 RESEARCH HYPOTHESIS

This analysis has been done to know the hypothasis that how people of different age groups use ready to eat products what is their perception towards it and how much they are satisfied with the products of mccain foods india.

NULL HYPOTHESIS

Consumers are not satisfied with the ready to eat products .

ALTERNATIVEHYPOTHESIS

More and more consumers are satisfied with the products of maccain foods india in cpomparision to any other food products .

3.3 SCOPE OF THE STUDY

This study is taken out to know the consumer buying behavior towards ready to products with special reference to mccain food products like French fries,smiles crispy yummiez cheese friengers, yummies potato cheese bites, alootikki, mini samosas etc .at what prices people mostly like to prefer the products. On what basis people like to prefer the products like weekly monthly yearly etc and more factors are considered there. This research covers the Bhopal in the state of Madhya Pradesh, because of the presence of various religious and ethnic groups it has also concluded that it’s seen a good marketeering center for beginning new products particularly for young age group. The sample of 135 people and data is collected through prima data collection method or through primary source by circulating questionnaire on random basis.

There is more scope for the marketing of the products by expanding distribution network and improving availability of mccain products throughoutIndia. The Indian costumers are getting familiar with mccain products and frozen foods I have done extensive research to grow the best quality potatoes for our products we will try to offer a variety of vegetarian products to satisfy our customers.

3.4 RESEARCH DESIGN:

- GEOGRAPHICAL AREA: Data will be collected from the people of Bhopal

- DURATION OF STUDY: duration of the study is 2 months

- SAMPLING TECHNIQUE: Simple Random Sampling Technique will be used.

- SAMPLE SELECTION:
  Inclusion criteria- people of age 10 to above 50

- DATA COLLECTION PROCEDURE: data will be collected through questionnaire from approximately 135 respondents.

- DATA ANALYSIS PROCEDURE: Qualitative data will be used using descriptive statistics.

DATA COLLECTION INSTRUMENT: Questionnaire will be circulated among respondents through Google forms.

3.5 LIMITATION OF THE STUDY

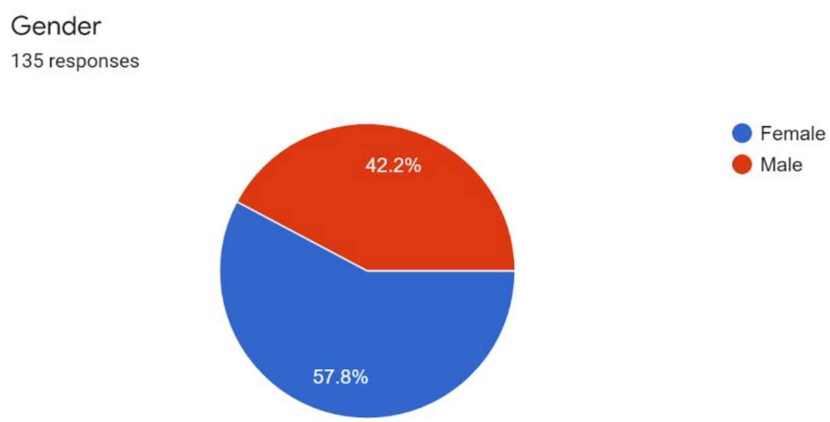
- This study was conducted in a limited geographical area that is Bhopal .
- The no of questions in questionare is less.

Chapter 4

Data representation and analysis

Data representation and analysis

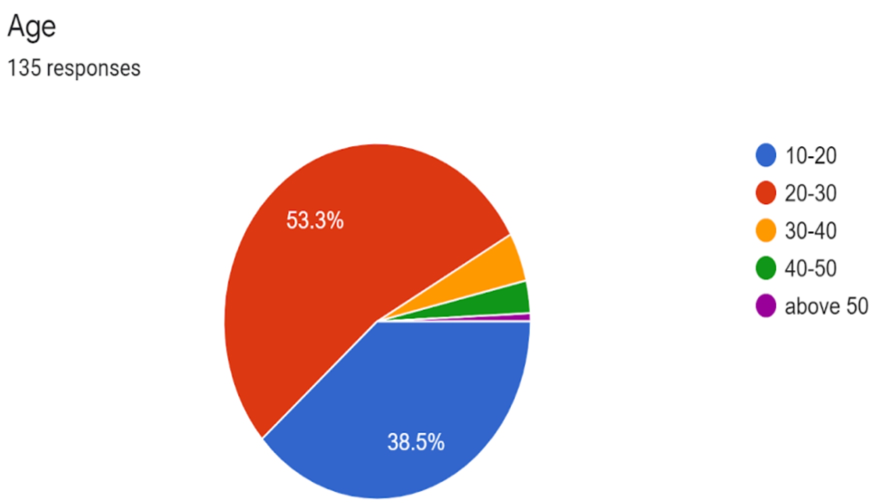
4.1 DATA REPRESENTATION AND INTERPRETATION



RESPONSES	NUMBER OF RESPONSES
MALE	78
FEMALE	57
GRAND TOTAL	13

INTERPRETATION

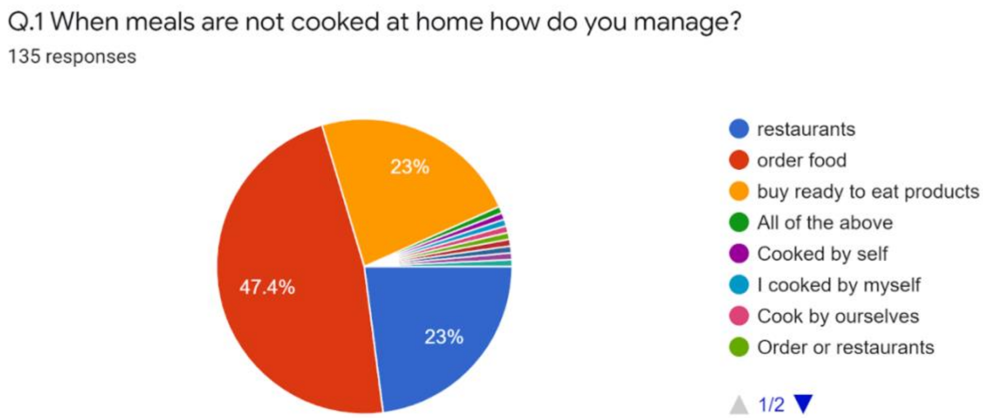
From the above pie chart it can be concluded that there were 78 male respondents and 57 female respondents.



RESPONSES	NUMBER OF RESPONDENTS
10-20	52
20-30	72
30-40	6
40-50	4
ABOVE 50	1
GRAND TOTAL	135

INTERPRETATION

From the above pie chart it can be concluded that the age group belongs to 20 – 30 respond more which is 72(53.3%) then age group belongs to 10-20 that is 52 (38.5%) then age group belongs to 30-40 that is 6(4.4%) and then age belong to 40-50 that is 4(3%) and above 50 it is 1(

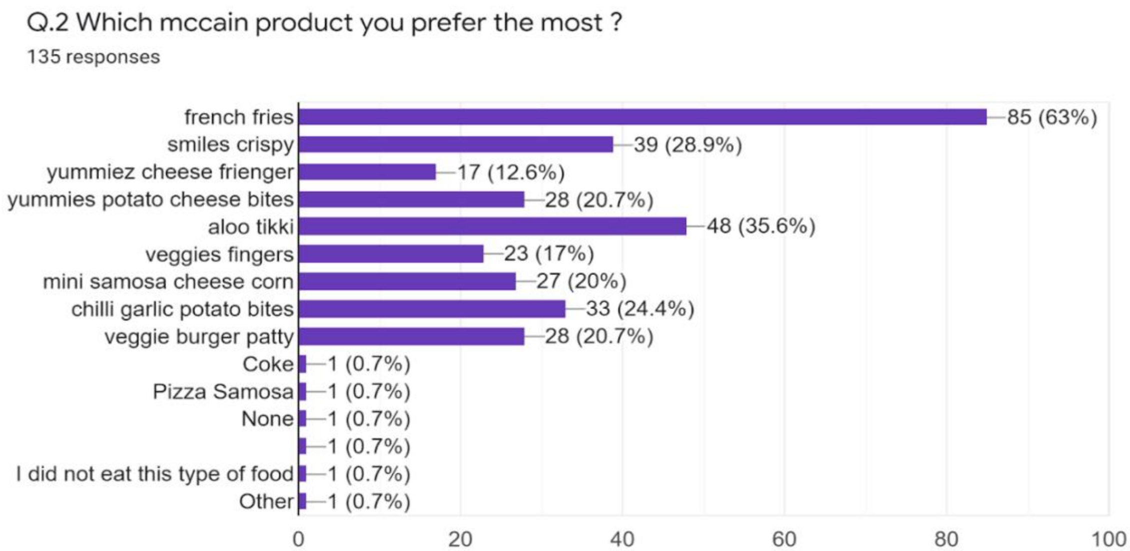


RESPONSES	NUMBER OF RESPONDENTS
RESTAURANTS	31
ORDER FOOD	*64*
BUY READY TO EAT PRODUCTS	*31*
ALL OF THE ABOVE	*1*
COOKED BY SELF	*1*
I COOKES BY MYSELF	*1*

COOKED BY OVERSELFS	*1*
ORDER OR RESTRURANTS	*1*
ORDER FOOD DEPENDS	*1*
FRUITS AND VEGITABLES	*1*
PREPARE OUR OWN	*1*
PREPARE FOOD AT HOME	*1*
GRAND TOTAL	*135*

INTERPRETATION

From the above pie chart it can be concluded that the people prefer to order food that is 64 (47.4% of the respondents) then people prefer restaurants which is 31 (23% of the respondents) then buy ready to eat products that is also 31 (23% of the respondents)then all others prefer 1% to create (COOKED BY SELF, I COOKES BY MYSELF, *COOKED BY OVERSELFS,* ORDER OR RESTRURANTS, ORDER FOOD DEPENDS, FRUITS AND VEGITABLES, PREPARE OUR OWN)

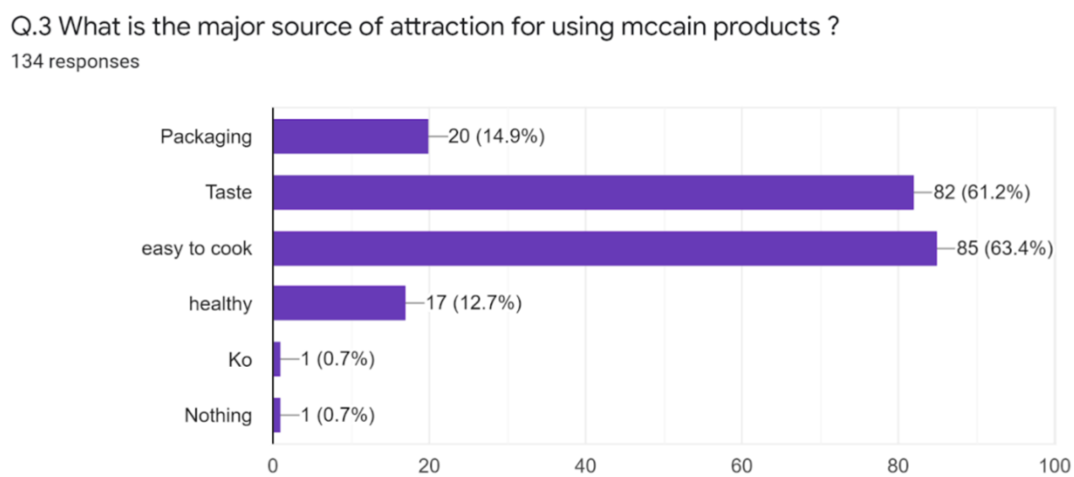


RESPONSES	NUMBER OF RESPONDENTS
FRENCH FRIES	85
SMILES CRISPY	39
YUMMIES CHEESE FRIENGERS	17
YUMMIES POTATO CHEESE BITES	28

ALOO TIKKI	48
VEGGIES FINGERS	23
MINI SAMOSA CHEESE CORN	27
CHILLI GARLIC POTATO BITES	33
VEGGIES BURGER PATTY	28
OTHER	1
COKE	1
PIZZA SAMOSA	1
NONE	1
PUDHINA SMILES AND MASALA FRENCH FRIES	1
I DID NOT EAT THIS TYPE OF FOOD	1
GRAND TOTAL	135

INTERPRETATION

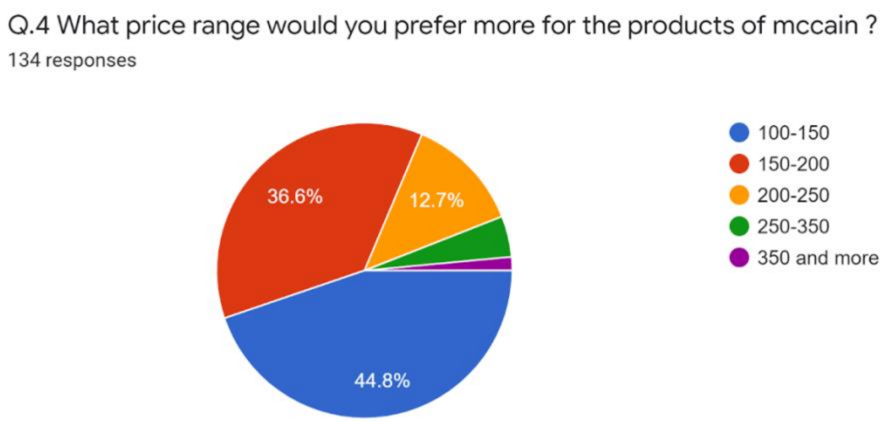
From the above pie chart it can be concluded that people prefer or like the French fries more which is 85 (63% of the respondents)then SMILES CRISPY that is 39 (28% of the respondents)then YUMMIES CHEESE FRIENGERS that is 17 (12.6% of the respondents) then YUMMIES POTATO CHEESE BITES that is 28 (20.7% of the respondents) then ALOO TIKKI that is 48 (35.6% of the respondents)then MINI SAMOSA CHEESE CORN that is 27(20% of the respondents) then CHILLI GARLIC POTATO BITES that is 33 (24.4% of the respondents)then VEGGIES BURGER PATTY that is 28 (20.7%% of the respondents) then OTHER that is 1(0.7% of the respondents) and then all are 1each COKE, PIZZA SAMOSA, NONE, PUDHINA SMILES AND MASALA FRENCH FRIES, I DID NOT EAT THIS TYPE OF FOOD(0.7% each of the respondents).



RESPONSES	NUMBER OF RESPONDENTS
PACKAGING	20
TASTE	83
EASY TO COOK	86
HEALTHY	17
KO	1
NOTHING	1
GRAND TOTAL	209

INTERPRETATION

From the above pie chart it can be concluded that the major source of attraction for using the mccain products is that it is EASY TO COOK that is 86 (63.4% of the respondents)then its taste that is 83 (61.2% of the respondents)then PACKAGING that is 20 (14.9% of the respondents)then HEALTHY 17 (12.7% of the respondents)then ko 1(0.7% % of the respondents) then NOTHING is 1 (0.1% of the respondents).

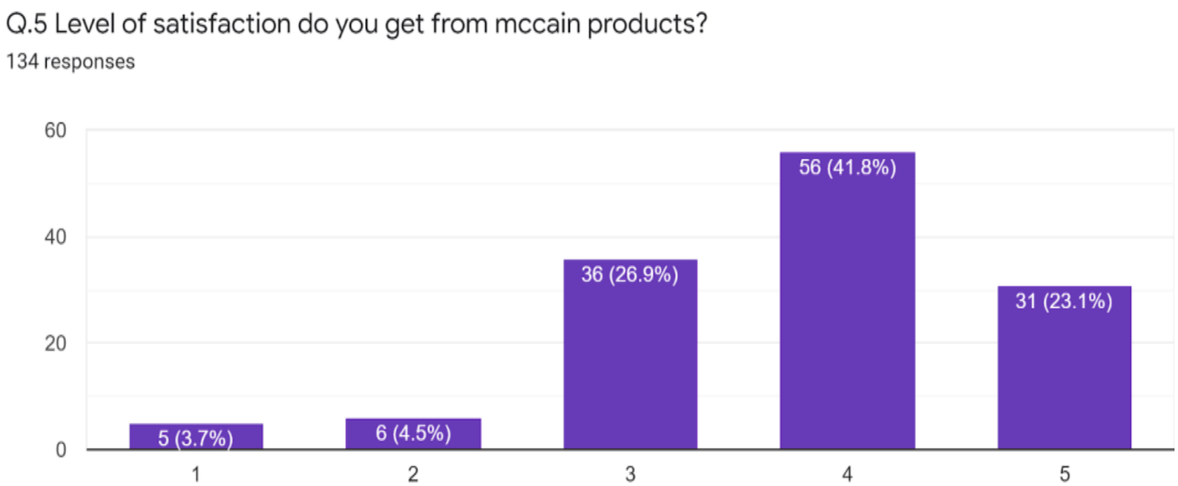


RESPONSES	NUMBER OF RESPONDENTS

100-150	61
150-200	49
200-250	17
250-300	6
300 AND MORE	2
GRAND TOTAL	135

INTERPRETATION

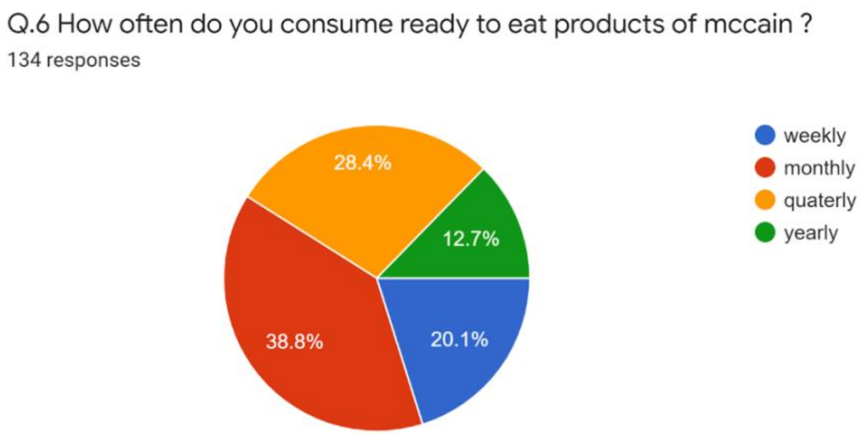
From the above pie chart it can be concluded that out of 135 people 61 spend rupees in between 100-150 that is (44.8%of the respondents) then people who spend 150-200 are 49 (36.6% of the respondents).) then people who spend 200-250 are 17 (12.7% of the respondents).) then people who spend 250-300 are 6(4.4% of the respondents) then people who spend 300above are 2 (1.5% of the respondents).



RESPONSES	NUMBER OF RESPONDENTS
1	5
2	6
3	36
4	57
5	31
GRAND TOTAL	135

INTERPRETATION

From the above pie chart it can be concluded that more 57 people are satisfied at the level 4 which is (41.8% of the respondents) then 36people are satisfied at the level 3 which is (26.9% of the respondents) then 31 people are satisfied at the level 5 which is (23.1 of the respondents) then 6people are less satisfied at the level 2 which is (4.5 of the respondents) then 5people are less satisfied at the level 1 which is (3.7% of the respondents).

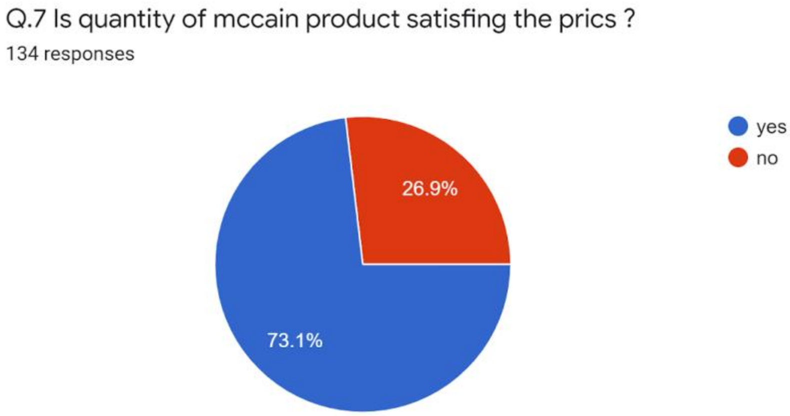


RESPONSES	NUMBER OF RESPONDENTS

WEEKLY	27
MONTHLY	53
QUATERTY	38
YEARLY	17
GRAND TOTAL	135

INTERPRETATION

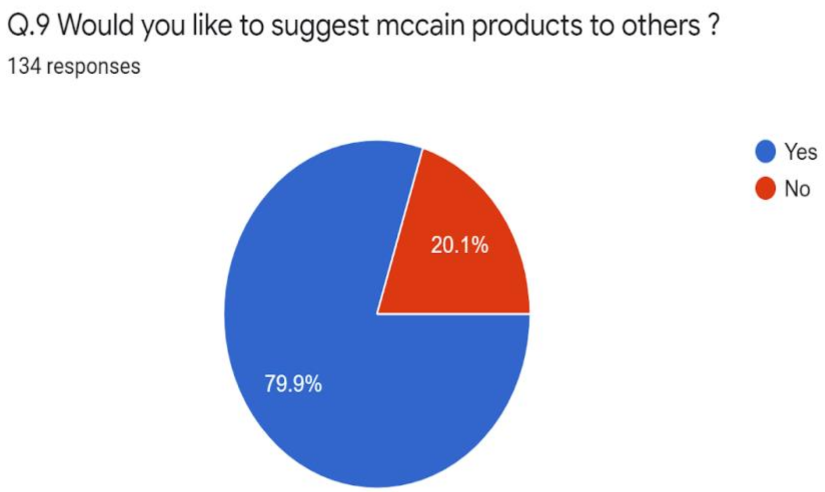
From the above pie chart it can be concluded that on weekly basis 27people prefer mccain products which is (20.1% of the respondents).then on monthly basis 53 people which is(38.8% of the respondents).then on quarterly basis 38 people which is 28.4% of the respondents).then on yearly basis 17people prefer mccain products which is (12.7% of the respondents).



RESPONSES	NUMBER OF RESPONDENTS
YES	98
NO	37
GRAND TOTAL	135

INTERPRETATION

From the above pie chart it can be concluded that 98 people says quality of the mccain products satisfied its price which is (73.1% of the respondents) and 37 people says that quality of the mccain products don’t satisfied its price which is (26.9 % of the respondents).



RESPONSES	NUMBER OF RESPONDENTS
YES	108
NO	27

GRAND TOTAL	135

INTERPRETATION

From the above pie chart it can be concluded that 80peoples says that they would like to suggest to use mccain products to other that is (79.9% of the respondents) and 27 people says they don't like to suggest mccain products to others to use them which is (21.1% of the respondents).

4.2 HYPOTHISIS TESTING

SECTION 1

QUESTION 1

1. H_0 hypothesis

since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2.P-value

p-value equals **0.00000**, (p(x≤Z) = 1.000000). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3.The statistics

The test statistic Z equals **52.816104**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=67.50, is not in the 95% accepted range: [-2.5000 : 2.5000].

The statistic S' equals 1.278 .

4. Effect size

The observed standardized effect size is **large** (4.55). That indicates that the magnitude of the difference between the average and μ0 is large.

QUESTION 2

1.H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **4.44089e-16**, (p(x≤Z) = 1.00000). This means that the chance of type1 error (rejecting a correct H_0) is small: 4.441e-16 (4.4e-14%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **9.572569**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=27.00, is not in the 95% accepted range: [-5.5300 : 5.5300].

The statistic S' equals 2.821 .

4. Effect size

The observed standardized effect size is **large** (0.82). That indicates that the magnitude of the difference between the average and μ0 is large.

SECTION 2

QUESTION 1

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **1.06999e-10**, (p(x≤Z) = 1.00000). This means that the chance of type1 error (rejecting a correct H_0) is small: 1.070e-10 (1.1e-8%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **6.456717**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=11.25, is not in the 95% accepted range: [-3.4100 : 3.4100].

The statistic S' equals 1.742 .

4. Effect size

The observed standardized effect size is **medium** (0.56). That indicates that the magnitude of the difference between the average and μ0 is medium.

QUESTION 2

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **0.00000**, ($p(x \le Z) = 1.000000$). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **17.215024**, is not in the 95% critical value accepted range: [-

1.9600 : 1.9600].

x=22.27, is not in the 95% accepted range: [-2.5400 : 2.5400].

The statistic S' equals 1.293 .

4. Effect size

The observed standardized effect size is **large** (0.94). That indicates that the magnitude of the difference between the average and μ0 is large.

QUESTION 3

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **1.11022e-15**, (p(x≤Z) = 1.00000). This means that the chance of type1 error (rejecting a correct H_0) is small: 1.110e-15 (1.1e-13%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **8.186536**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=22.27, is not in the 95% accepted range: [-5.3300 : 5.3300].

The statistic S' equals 2.720 .

4. Effect size

The observed standardized effect size is **medium** (0.57). That indicates that the magnitude of the difference between the average and μ0 is medium.

QUESTION 4

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **0.00000**, ($p(x \le Z) = 1.000000$). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **11.844502**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=27.00, is not in the 95% accepted range: [-4.4700 : 4.4700].

The statistic S' equals 2.280 .

4. Effect size

The observed standardized effect size is **large** (1.02). That indicates that the magnitude of the difference between the average and μ0 is large.

QUESTION 5

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **0.00000**, ($p(x \leq Z) = 1.000000$). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **14.311460**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=27.00, is not in the 95% accepted range: [-3.7000 : 3.7000].

The statistic S' equals 1.887 .

4. Effect size

The observed standardized effect size is **large** (1.23). That indicates that the magnitude of the difference between the average and μ0 is large.

QUESTION 6

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **0.00000**, ($p(x \le Z) = 1.000000$). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **25.405293**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=33.75, is not in the 95% accepted range: [-2.6000 : 2.6000].

The statistic S' equals 1.328 .

4. Effect size

The observed standardized effect size is **large** (2.19). That indicates that the magnitude of the difference between the average and μ0 is large.

QUESTION 7

1. H_0 hypothesis

Since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **0.00000**, (p(x≤Z) = 1.000000). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **18.182593**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=67.50, is not in the 95% accepted range: [-7.2800 : 7.2800].

The statistic S' equals 3.712 .

4. Effect size

the observed standardized effect size is **large** (1.56). That indicates that the magnitude of the difference between the average and μ0 is large.

QUESTION 9

1. H_0 hypothesis

since p-value < α, H_0 is rejected.

The average of **Group-1's** population is considered to be **not equal to** the μ0.

In other words, the difference between the average of the **Group-1** and μ0 is big enough to be statistically significant.

2. P-value

p-value equals **0.00000**, (p(x≤Z) = 1.000000). This means that the chance of type1 error (rejecting a correct H_0) is small: 0.000 (0.0%).

The smaller the p-value the more it supports H_1.

3. The statistics

The test statistic Z equals **13.693064**, is not in the 95% critical value accepted range: [-1.9600 : 1.9600].

x=67.50, is not in the 95% accepted range: [-9.6600 : 9.6600].

The statistic S' equals 4.930 .

4. Effect size

The observed standardized effect size is **large** (1.18). That indicates that the magnitude of the difference between the average and μ0 is large.

CHAPTER 5

RESULTS AND DISCUSSION

RESULTS AND DISCUSSION

5.1 MAJOR FINDINGS

Will you buy RTE food if your specific problems with it, such as high price, poor quality, and so on, are resolved? And the vast majority of them wanted to buy it.Finally, based on the preceding study, it can be concluded that people who are single and do not have children are more likely to be unmarried and the household where both the husband and wife work consume Food that has been prepared and is ready to eat. RTE food producers must continue to engage in a variety of promotional campaigns in order to raise awareness of their goods, as well as lower prices and improve quality in order to gain a share of the market. Their product's quality (Solanki, research project on ready to eat products , 2017)

5.2 DISCUSSIONS AND SUGGESTIONS

The current findings show that the ready meals market has a lot of room for development. Continue to develop. The survey gave respondents the chance to engage with the company's customers. ready-to-eat meals and gather their thoughts on the most important characteristics, which are omitted This will assist ready-meal vendors in reaping the profits of selling ready-meals. meals by remaining in the growth stage for an extended period of time. Since the majority of customers have a positive attitude about ready meals, it would be worthwhile to focus more on their recommendations or suggestions in order to stimulate consumers' interest. Purchasing habits when it comes to ready-to-eat meals. (Sharma, 2011)

I. REDUCING PRICES – by reducing prices the demand of the products can be increase.

II. PROVIDING OFFERS – by providing offers to the users can attracts costumers to prefer the mccain foods more.

III. INCREASING AVAILABILITY – by increasing availability of the products to the small retailer's shopkeepers also so that the costumers can't try to shift then to use the alternative products due to the lack of availability of the products easily.

IV. CHANGE IN INGREDIENTS – Use of less preservative and try to make products which contain low fat.

V. IMPROVE THE TASTE –By improving the taste of the products which preferred less by the costumers so that the sale of the products can be increase.

VI. INCREASE THE QUANTITY –by increasing the quantity costumers get attracted towards the products that they are getting more by spending less.

5.3 CONCLUSION

Consumer behavior is one of the most challenging fields in today's world, with The priority on the consumer. Purchasing, consuming, and employing goods and services. The main focus of today's era is on The producers focus has shifted from the product to the consumer. Now, the businesses are doing analysis. Departments are concentrating on creating a portrait of the consumer first and determining how the consumer would respond. Retaliate in the event of a future changes in products and services. In the business Consumers are still a subject of conversation in marketing conferences and board rooms. compared to products As today's customer, building a brand with a positive image is important. is more involved and spends less time making decisions As a result, the current research centered on the buying behavior of youth respondents when it comes to ready-to-eat foods. During the study it was found that most of the respondents are aware regarding the selected products. (Nandrajog, 2018)

The potential food shortcut industry is the ready-to-eat food market. People in India are being. They don't have time to cook or do dishes because they are hard workers, so they choose to go to a restaurant. restaurants or use ready-to-eat food from the supermarket. The industry hasn't fully settled until now. It is not yet, but it will be very soon. People are aware of the commodity, but for one reason or another, they are unable to buy it. They're afraid to talk to you for a number of reasons. (Solanki, 2017)

- The most preferred mccain products used by the respondents if French fries. The other products like smiles crispy,yummies cheese frienger, yummies potato cheese bites , aloo tikki , veggies fingers etc are also preferred by the respondents hence we can say that most of the respondents prefer Mccain products.

- The major source of attraction for respondents for purchasing the products is that it is easy to cook and the taste of the products.

- Quality is the most important factor which a consumer considered before buying the product of a particular brand.

- Mccain is providing satisfying to its customers.

- Most of the respondents purchase the Mccain products on monthly basis.

ANNEXURE

- **Questionnaireon** : consumer buying behavior towards ready to eat products with special reference to mccain foods india .

SECTION 1

Basic Details

- Name

- Gender

- Male
- Female

- Age
- 10-20
- 20-30
- 30-40
- 40-50
- 50 and above

SECTION 2

PREFERENCE OF MCCAIN PRODUCTS

Ques1 – When meals are not cooked at home how do you manage?

- Restaurants
- Order food
- Buy ready to eat products
- Other

Ques2- Which mccain product you prefer the most ?

- French fries
- Smiles crispy
- Yummiez cheese frienger
- yummies potato cheese bites
- aloo tikki
- veggies fingers
- mini samosa cheese corn
- chilli garlic potato bites
- veggie burger patty
- other

Ques3- What is the major source of attraction for using mccain products ?

- Packaging
- Taste
- easy to cook
- healthy
- other

Ques 4- What price range would you prefer more for the products of mccain ?

- 100-150
- 150-200
- 200-250
- 250-300
- 300-350
- 350 and above

Ques 5- Level of satisfaction do you get from mccain products?

- 1low
- 2
- 3
- 4
- 5 To high

Ques 6- How often do you consume ready to eat products of mccain ?

- Weekly
- Monthly
- Quarterly
- Yearly

Ques 7- Is quantity of mccain product satisfing the prics ?

- Yes
- No

Ques 8- Any suggestion for improvement

Ques9 - Would you like to suggest mccain products to others ?

- Yes
- No

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THANK YOU