



A SEGMENTATION STUDY OF WOMEN CONSUMERS IN SALEM BASED ON THEIR CONSUMPTION PATTERN OF READY-TO-EAT FOOD

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ABSTRACT

Sustenance is something that individuals devour regularly. Without a doubt sustenance represents the biggest offer of customer spending. An intriguing element of the time-starved current Indian customer is that, they are in no state of mind to go through a hour in the kitchen getting ready nourishment, and subsequently they are presently receiving another dietary pattern to suit their way of life. Prepared To-Eat Food is a consequence of this new move. Despite the fact that these items are notable for their benefit and taste, wellbeing is certainly outweighing everything else among buyers who are making this move in the sustenance items. Portioning the market is an essential advertising procedure embraced by the advertiser and with regards to Ready-To-Eat Food, division dependent on way of life can be connected to create appropriate showcasing methodologies. In this manner the present examination means to profile the Ready-To-Eat Food buyer ways of life sections with uncommon reference to Salem, a developing metropolitan city in Tamilnadu. The investigation will investigate new features in the field of division.



Key words :

1. Consumer conduct
2. Segmentation
3. Food related way of life
4. Marketing procedure
5. Quality cognizance.

INTRODUCTION

Sustenance is something that individuals expend consistently. Without a doubt nourishment represents the biggest offer of shopper spending. With more discretionary cashflow in their pockets, individuals are more intrigued by new items and their affinity to attempt and taste distinctive things increments. Another fascinating element of the time-starved present day Indian buyer is that, they are in no state of mind to go through a hour in the kitchen getting ready sustenance, and in this way they are currently receiving another dietary pattern to suit their way of life. The cutting edge purchaser is loading up bundled and Ready-To-Eat/Cook items that not just fill the need of a delectable feast yet additionally spare the time. In this way taste and comfort wind up real prerequisites. This is the aftereffect of the busier way of

life of the cutting edge purchaser with the two accomplices working and lesser time accessible for shopping and planning nourishment at home. Along these lines Ready-To-Eat nourishment items ends up helpful to them.

RESEARCH METHODOLOGY

The research methodology adopted for the study is as follows:

Type of research:

The present investigation is Descriptive as in the examination attempts to portray the purchasing behavior of shoppers with respect to Ready-To-Eat Food Products. The level of buys and utilization of the Ready - To-Eat Food items shifts as for age, pay, proficient status, sort of family and so on of the respondents. An exploratory research is utilized to investigate the relationship, without controlling the factors. In the present investigation the components like value, quality, taste, mark, bundling, buy put, accommodation, and so on are dissected to decide the different purchaser fragments existing in the market.

Sampling design:

Examining configuration is the method for choosing an example from the entire populace of the examination. The present investigation has the populace as the ladies in Salem city. The specialist has gathered an example of 300 from different sources, for example, schools, universities, banks, healing centers, phone registries, departmental stores, Rotary Clubs, Ladies Clubs, and Associations like IMA, IDA, and BDA and so on.

Data collection tools:

The present examination is directed dependent on the information gathered from the purchasers. For this reason Schedule strategy is embraced by the specialist. Calendars containing an arrangement of inquiries identified with the investigation were taken to the respondents and the specialist actually looked for the responses to the inquiries recorded in the proforma. The specialist at that point recorded the appropriate responses given by the respondents in the space implied for them. In specific cases the timetable was given over to the respondents where they can top it off without anyone else.

Pilot study:

Prior to beginning the information accumulation, a pilot ponder was directed by the specialist. The encircled calendar was directed to 25 respondents haphazardly chose from the examining outline. The troubles looked by the respondents in noting certain inquiries were noted and the required changes were managed to outline the last timetable. The last calendar was managed to gather the essential information for the investigation.

Framework of analysis :

The gathered information is investigated utilizing SPSS and the outcomes were translated as needs be. The measurable apparatuses included numerous tests like ANOVA, Factor examination and Cluster investigation

FINDINGS

The Preferences and fulfillment of the respondents towards the buys and utilization of Ready-To-Eat Food Products are broke down with the assistance of factor examination . The different variables impacting the buys and utilization of Ready-To-Eat Food items which developed out of the pilot think about led were exhibited as Statements in the Schedule. The respondents are gotten some information about these announcements on a five point scale extending from "Unequivocally consent to firmly oppose this idea".

SEGMENTATION OF THE MARKET BASED ON THE FOOD LIFESTYLE AND CONSUMPTION PATTERN OF THE RESPONDENTS:

Bunch examination is utilized to distinguish different portions existing in the respondents as per their nourishment related way of life introductions. Such an examination comprehends the Segmentation of Salem respondents dependent on their Food related. The information gathered from the essential wellsprings of data were masterminded deliberately and successively important to the investigation. So as to bunch the respondents in the different groups dependent on the nourishment related way of life introductions and to distinguish the compelling elements in each group, the analyst has connected one of the Advance multivariate measurable strategy bunch investigation. The variables distinguished in the Factor examination are utilized as the base for the Cluster investigation. The introduction factors considered here are Quality introduction, Diverse Cuisine introduction, Economy introduction, and Convenience introduction. The assembled respondents in each bunch are isolated dependent on their statistic attributes like age, sex, word related status, instructive capability, month to month family salary and family set-up.

The most essential part in the grouping issue is choosing the factors in which the bunching is based. The analyst has chosen the four nourishment way of life introduction ; Quality introduction, Diverse cooking introduction, Economy introduction , and Convenience introduction . In the grouping strategy various leveled bunching technique have been received for the 1st organize in this strategy. Agglomerative strategies have been utilized with normal linkage between gatherings strategy.

Considering the co-efficient values the quantity of bunches have been chosen as 4. At that point non-various leveled k-implies (brisk grouping) bunching strategy has been utilized to discover the sustenance introduction compelling in each bunch. The yield of introductory bunch focuses, last group focuses and ANOVA tables are translated to choose the factors in each group. Table 10 demonstrates the underlying bunch developments for factors chose with their mean scores.

TABLE 10 Initial Cluster Centers

Lifestyle orientation	Cluster			
	1	2	3	4
Quality orientation	5	1	5	1
Diverse cuisine orientation	1	1	5	1
Economy orientation	5	1	2	1
Convenience orientation	5	1	2	5

The last bunch focuses Table No 11 contains the mean qualities for every factor in each group. From the table the factors in each group are distinguished for the three bunch fragments. The factors for which the mean qualities more noteworthy than 3 are being chosen in each group which is identical to the moderate dimension of introduction factors in the nourishment related way of life of the respondents.

TABLE 11 Final Cluster Centers

Lifestyle orientation	Cluster			
	1	2	3	4
Quality orientation	4.03	2.13	4.28	2.44
Diverse cuisine orientation	4.00	2.58	4.40	2.72
Economy orientation	4.26	1.66	2.65	3.90
Convenience orientation	4.38	1.85	2.51	3.63

So in group I the different nourishment related way of life introductions about the Ready-To-Eat Food are chosen as the mean scores are more than 3 .In bunch 2, no introduction happens as mean qualities are lesser than 3. The factors Quality and Diverse cooking are conspicuous in the III group with the mean

esteem more noteworthy than 3. The factors Economy and Convenience are overwhelming in the IV group with the mean esteem more noteworthy than 3.

The factors in each group fragment are distinguished dependent on the mean qualities in the last bunch focus table. The quantity of respondents in each bunch are additionally found and given in Table 12

TABLE 12 Numbers of respondents in each Cluster

Cluster	N
1	171
2	71
3	204
4	154
Total	600

Table No. 12 demonstrates the quantity of respondents in each group out of the 600 respondents. The I bunch is assembled by 171 respondents (28.5 %) Cluster II by 71 respondents (11.83 %), Cluster III by 204 respondents (34 %) and Cluster IV by 154 respondents (25.67 %).

Table No 13 demonstrates the purchaser division that has developed out of the investigation.

TABLE 13 Cluster Formations with Variables and Mean Values

Cluster			
1	2	3	4
Quality orientation		Quality orientation	
Diverse cuisine orientation		Diverse cuisine orientation	
Economy orientation			Economy orientation
Convenience orientation			Convenience orientation

From Table 13 it is surmised that every one of the factors of the nourishment way of life are powerful in the primary bunch of respondents. These respondents are the ones who are keen on the Ready-To-Eat sustenance. They are most disposed towards obtaining and expending Ready-To-Eat nourishment. They are quality cognizant and are taste arranged. However they trust that the Ready-To-Eat sustenance items are great incentive for cash. They feel that the Ready-To-Eat nourishment is a comfort item and take pride in utilizing and serving these items. The respondents in this bunch can be named as "Prepared Foodie".

Group II does not have any of these variables noticeable in them. This group contains the respondents who are either against the Ready-To-Eat nourishment items or are not interested in the idea. They are not inspired by inventive items and they don't believe that Ready-To-Eat sustenance is of good quality. They have solid convictions about the sustenance way of life and properties of nourishment. Because of this conviction their buys are probably going to be inadvertent or on motivation. This bunch can be named as "The Traditional Foodie".

Group III comprises of respondents who are quality cognizant and in the meantime are arranged towards assorted food. This bunch might be classified "Quality Seekers" who are constantly behind nature of the sustenance. They are dependably vigilant for quality nourishment, and think about purchasing just unrivaled quality sustenance. They likewise look for nourishment that fulfills their taste buds. They are more brave and are prepared to attempt new and delicious products. They are great admirers of scrumptious and quality nourishment. In this endeavor these respondents are tolerating the Ready-To-Eat nourishment which is a creative idea.

The last, Cluster IV is comprehensive of those respondents who are utilizing the Ready-To-Eat Food for the comfort viewpoint. They are designated "comfort searchers". The principle persuading factor for the buys of Ready-To-Eat sustenance for this group is Convenience. They are cost cognizant too and are probably

going to go to the least expensive alternative. They are not extremely mark cognizant and are probably going to purchase any item on the off chance that it gives them accommodation in buy and utilization. As a comfort item the respondents in this section welcome the Ready-To-Eat Food items.

CONCLUSION:

Purchaser Behavior towards RTE nourishment items is experiencing an ocean change and it is currently obvious that buyers are moving towards these creative items. In spite of the fact that these items fulfill the prompt need of time cognizant customer, there is a delay on their part because of wellbeing and quality perspectives. Advertisers can make utilization of this viewpoint to enhance the nourishing parts of these items and accordingly to expand the repurchase of the items. Advertisers likewise need to impart this angle to customers. The discoveries of this examination likewise fortifies the helpfulness of the socio-statistic highlights and nourishment related introductions to have a nearby comprehension of the utilization example of the Ready-To-Eat Food items and in this manner to section the market dependent on this factor. The promoting procedures can be engaged to these fragments with the goal that the advertiser can fulfill the distinctive needs of various sections.

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