

AN ANALYTICAL STUDY OF KNOWLEDGE ABOUT CONVENIENCE FOOD AMONG WORKING AND NON WORKING WOMEN

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Abstract

Convenience food or tertiary processed food is commercially prepared food designed for ease of consumption. 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. The present study was carried out on 100 women (50 working & 50 non working). A self designed interview schedule including demographic data and knowledge about convenience food was used to collect the data. The study reveals that 52% working and 60% non working women prefer to make food at home. While 48% working and 40% non-working women prefer convenience food for saving time due to their changing life style. The result also revealed that convenience foods are popular among children of all the age group. The overall result shows that 70% working and 88% non-working women knows that convenience food is not nutritious.

Keyword: Convenience food, Working Women, Non-Working Women

Introduction

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 (food science & nutrition by sunetra roday,oxford university). 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 computing to work places, make convenience foods a necessity in every home.

The ever-increasing market for convenience foods is tinned, canned, chilled, frozen, or preserved, presents a whole array of complex operations in food processing. This weaning away from the traditional fare of yesteryears provides tremendous and urgent challenges to the food industry: serving safe, attractive, and nutritious food that is wholesome and bacteriologically safe and conforms to quality

standards. (food science & nutrition by sunetra roday,oxford university).

Convenience foods are the results of modern technological advances in the field of food processing, preservation techniques and the invention of various newer food additives . 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. Keeping this view in mind the present study was carried out on women to find their inclination towards convenience food.

Materials & Methodology

Selection of area- The current study was a pilot study which was conducted on working and non-working women from Raipur city.

Selection of sample- This study was conducted on 100 Women (50 working & 50 non- working) between the age group of 25 to above 60 years. All the samples were selected randomly from the various areas of Raipur city. Raipur city was categorised in 5 zones i.e. East, West, North, South and Central zone. Care was taken while selecting samples. It was ensured that samples should be selected in equal no from each zone.

Data Collection

The study was conducted between April and May 2013. The samples were heterogeneous group from different occupation and economic status. The criteria for selecting samples for participating were willing to share their own experiences. Based on the preliminary discussion with the women, a structured interview schedule was developed. Participants provided written consent before starting interview. If participants agreed to take part in research; a schedule was distributed to them. The pre-tested interview schedule has **50** questions comprising open and closed ended questions and it was administered to the students to assess their knowledge levels regarding convenience food. The **50** open and closed ended questions covered main themes viz., 1) demographic details, 2) knowledge about convenience food.

The demographic profile contains all the general information about Women such as age, type of family, education, income and occupation.

Statistical Analysis- All the results were statistically analysed by using percentage, Frequency and cumulative frequency.

Results & Discussion

All the results were focused on four main themes that emerged from the data: 1) **demographic details**, 2) **knowledge about convenience Food**

Theme no-1 Demographic profile

Table no-1 indicates the demographic profile of all women. Out of 100, 36% working women & 40% non working women were between the age group of 25-35 years. 38% working women & 50% non working women were from the age group of 36-50 years. Similarly 22% working women & 10% non working women are from the age group of 51-60 years. Only 4% working women were above the age of 60. The overall age distribution shows that most of the women were between the age group of 36-50 years of age.

The result of educational status of working and non -working women shows that only 2% working and non working women had their primary level of education, whereas 12% working and 14% non working women were middle school education. 12% working and 30% non working women had their high school. While 26% working and 36% non working women were found graduate and 48% working women were post graduate and only 18% non working women were post graduate. We did not find any illiterate women in our study.

While analysing results as per caste, it was observed that 48% working and 38% non- working women were belonging to general category. While 30% working & 40% non -working women were from OBC. similarly 10% working and 6% non working women were belonging to S.C. category, and only 12% working and 16% non working women were S.T. 32% women were having their own monthly income up to 2,000-10,000. While 36% women were having their income up to 11,000-20,000. similarly 16% women were having their income up to 21,000-30,000. And only 16% women were having their income above 30,000.

While analysing type of family it was observed that 16% working & 18% non- working women were belonging to

Joint family. 84% working & 82% non working women were having Nuclear family. The changing pattern of family living can be one of the major causes of inclination towards convenience food among women.

Figure no-1

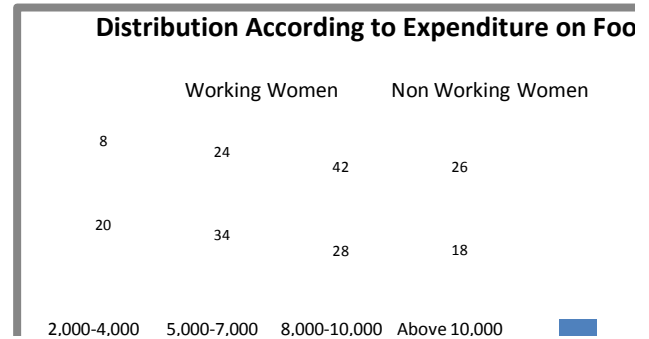


figure no-1 depicts the expenditure on food by working and non working women. 20% working & 8% non working women were having their monthly expenditure up to 2,000-4,000 on food. while 34% working and 24% non working women were having their monthly expenditure up to 5,000-7,000 on food. Similarly 28% working and 42% non working women were having their monthly expenditure up to 8,000-10,000 on food, and 18% working and 26% non working women were having their expenditure above 10,000 on food.

Figure no 2

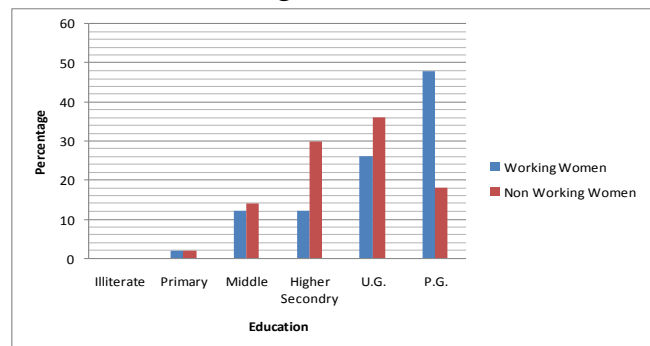


Figure .No.2 depicts the educational status of working and non working women. The Result of present study reveals that only 2% working and non working women had their primary level of education, whereas 12% working and 14% non working women were middle school education. 12% working and 30% non working women had their high school. While 26% working and 36% non working women were found graduate and 48% working women were post

graduate and only 18% non working women were post graduate. We did not find any illiterate women in our study.

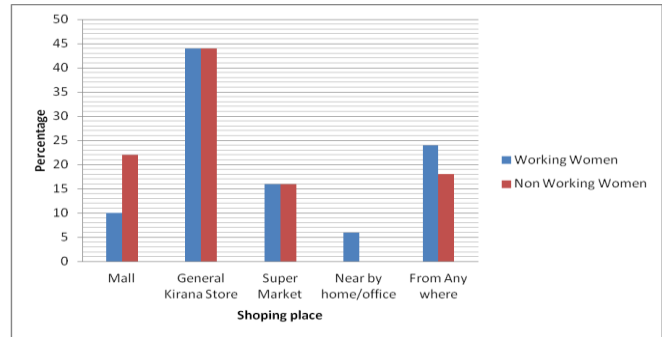
Theme -2

Table No-2

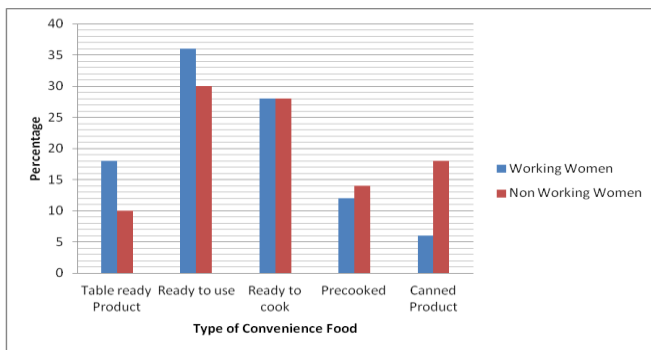
Knowledge about convenience food among women

S.No.	Working Women			Non Working Women		
	Frequency	Percentage	Cumulative Frequency	Frequency	Percentage	Cumulative Frequency
1.	9	18	9	5	10	5
2.	18	36	27	15	30	20
3.	14	28	41	14	28	34
4.	6	12	47	7	14	41
5.	3	6	50	9	18	50

2.	22	44	27	22	44	33
3.	8	16	35	8	16	41
4.	3	6	38	0	0	41
5.	12	24	50	9	18	50



This table represents the percentage of women from where they buy their food items. 10% working and 22% non working women were buying their food items from mall. While 44% working and non working women were buying their food items from general kirana stores. 16% working and non working women were buying their food items from near their home or office. 24% working and 18% non working women were buying their food items any where. This shows that most of the women prefer kirana store because it is convenient and they think that it is reliable.



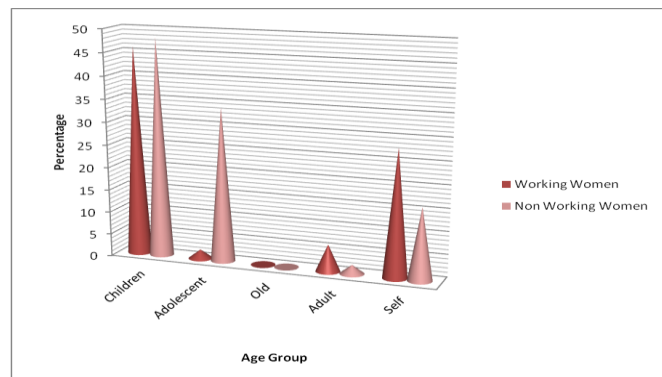
Above table shows the knowledge of convenience food in women. 18% working & 10% non working women said that table ready product is convenience food. While 36% working and 30% non working women were said that ready to use product is convenience food. where as 28% working and non working women were said that ready to cook product is convenience food. Similarly 12% working and 14% non working women were said precooked product is convenience food. Only 6% working and 18% non working women were said that canned product is convenience food. It is concluded that most of the women said Ready to use and Ready to cook food is convenient food because it save time and energy.

From Where Women Purchase Food Items

S.N o.	Working Women			Non Working Women		
	Frequency	Percentage	Cumulative Frequency	Frequency	Percentage	Cumulative Frequency
1.	5	10	5	11	22	11

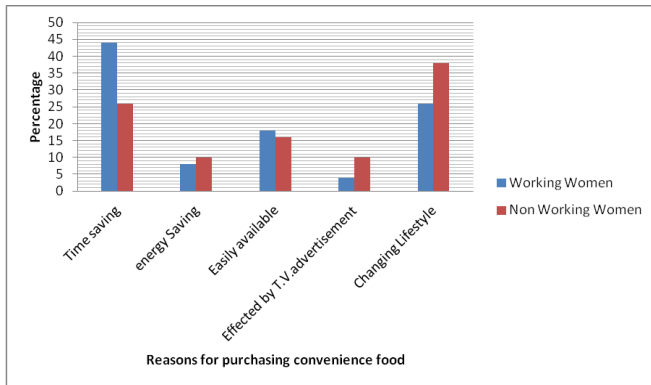
Consumption of Ready to eat food by different age group

S.N o.	Working Women			Non Working Women		
	Frequency	Percentage	Cumulative frequency	Frequency	Percentage	Cumulative frequency
1.	23	46	23	24	48	24
2.	10	2	33	17	34	41
3.	0	0	33	0	0	41
4.	3	6	36	1	2	42
5.	14	28	50	8	16	50



This table shows the percentages of age group that consuming convenience food. 46% working and 48% non working women were said that convenience food is generally used by children.2% working and 34% non working women were said that convenience food is used by adolescent. 6% working and 2% non working women were said that convenience food is used by adults.28% working and 16% non working women were said that convenience food is used by self. This data shows that convenience food is mostly used by children and working women also used this because of limitation of time and she wants to save energy. Adolescent group also consumed convenience food because of its taste. Reasons for purchasing Convenience foods

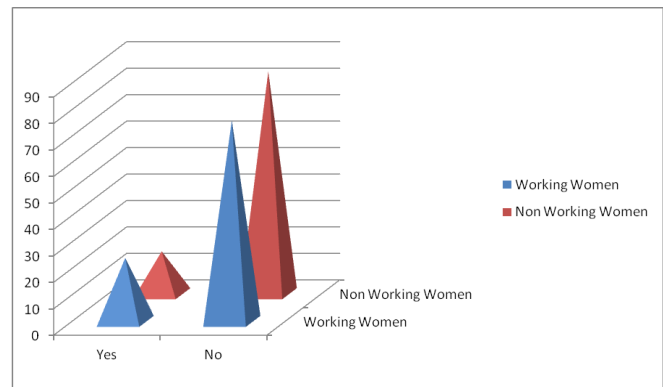
S.No.	Working Women			Non Working Women		
	Fre-quency	Percen-tage	Cumula-tive frequen-cy	Fre-quency	Percen-tage	Cumula-tive frequen-cy
1.	22	44	22	13	26	13
2.	4	8	26	5	10	18
3.	9	18	35	8	16	26
4.	2	4	37	5	10	31
5.	13	26	50	19	38	50



This table shows the reasons for buying the convenience food by women.44% working and 26% non working women were used this food for saving time.8% working and 10% non working women were used this food for saving energy.18% working and 16% non working women were used this food because it is easily available.4% working and 10% non working women were used this food because of fascinating advertisement on t.v.26% working and 38% non working women were used this food because of changing lifestyle. This result reveals that most women consumed this product for saving time. and the saved time they want to

spend on other work. Some women said that due to changing of lifestyle , they used.Nutrients in Convenience Food

S.No.	Working Women			Non Working Women		
	Fre-quency	Percen-tage	Cumu-lative frequen-cy	Fre-quency	Percen-tage	Cumu-lative frequen-cy
1.	12	24	12	8	16	8
2.	38	76	50	42	84	50

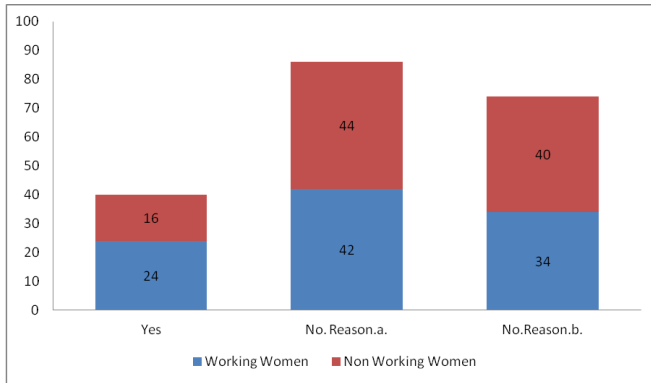


This table shows the Nutritional knowledge among women. 24% working and 16% non working women said that convenience food contain Nutrients like Protein. Whereas 76% working and 84% non working women said that convenience food doesn't contain any Nutrients.

S.No.	Working Women			Non Working Women		
	Fre-quency	Percen-tage	Cumu-lative frequen-cy	Fre-quency	Percen-tage	Cumu-lative frequen-cy
1.	12	24	12	8	16	8
2.a	21	42	33	22	44	30
b.	17	34	50	20	40	50

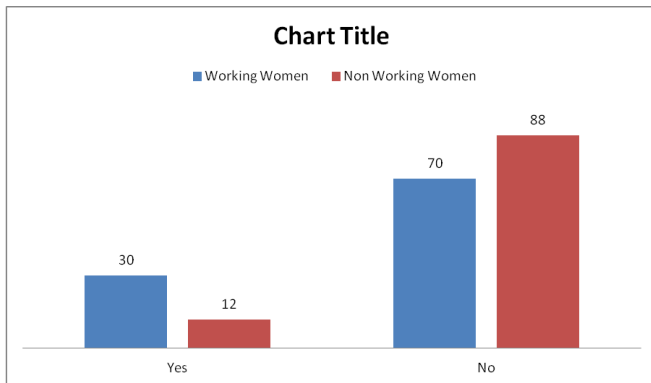
This table shows the knowledge of nutrients in convenience food among women.24% working and 16% non working women were said that convenience food contain nutrients. 42% working and 44% non working women were said that convenience food is not nutritious because during processing many Nutrients lost.34% working and 40% non working

women were said it contain no nutrients because if we open the packet of convenience food ,it is compulsory to finish at a time because once we open it, they loss all nutrients.



Ready to eat food are Nutritious

S.No.	Working Women			Non Working Women		
	Frequency	Percentage	Cumulative frequency	Frequency	Percentage	Cumulative frequency
1.	15	30	15	6	12	6
2.	35	70	50	44	88	50



This table reveals the knowledge regarding the nutritious value of ready to eat food in women.30% working and 12% non working women were thought that ready to eat food is nutritious. Where as 70% working and 88% non working women were thought that ready to eat food is not nutritious. This result shows that women are aware about the nutritious knowledge of convenience food. But due to saving energy and time they used it.

Discussion and Conclusion

Current study was aimed to explore the factors responsible for the Knowledge towards convenience food among women from Raipur city. It was concluded that the women were distributed over age 25 to above 60 years. About 74% working & 54% non working women were having their qualification graduate and above. The 36% working women were having their monthly income up to Rs.20,000 and 46% working and 68% nonworking women spend more than Rs . 8,000 on food. The 84% working & 82% non working women were belonging to nuclear family. 36% working and 30% non working women were said that ready to use product is convenience food. 52% working and 60% non working women prefer to make food in home, and the remaining women wants to prefer convenience food for saving time, effort & energy. The convenience food mostly consumed by children because of its taste. But both the working and non working women said that convenience food is not nutritious. But due to changing of life style and for saving time women consumed the convenience food. This results shows that women having knowledge of convenience food because of their educational status. Women were collected the information from TV. , newspaper, magazines, and internet.

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