

FACTORS AFFECTING CONSUMPTION OF READY TO EAT ANDREADY TO COOK PRODUCTS IN NAVSARI (GUJARAT)

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ABSTRACT

The food consumption practices are under radical changes in present area. The ready to eat andready to cook food product are getting popularity in the society. The present study was conducted to understand the ready to eat andready to cook food consumption behaviour and various factors affecting ready to eat foods. The 100 respondents were contacted by applying convenience sampling method from Navsari. The study found positive correlation between number of family members and expenditure on food items and positive correlation between number of family members and expenditure on ready to eat andready to cook foods. The positive correlationwas also found between number of children at home and expenditure on ready to eat andready to cook food. The study also found positive correlation between number of person earning and expenditure on ready to eat andready to cook foods.

KEYWORDS: Ready to Eat and Cook Food Consumption, Ready to Eat andCook Food Consumption Behaviour