

# A Study on Consumer's Opinion towards Packaged Instant Food Products in Madurai City

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**J. Duraichamy**

*Assistant Professor & Head, Department of Commerce & Research Centre  
Sourashtra College (Autonomous), Madurai, Tamil Nadu, India*

**T.T. Karthik**

*Assistant Professor, Department of Commerce & Research Centre  
Sourashtra College (Autonomous), Madurai, Tamil Nadu, India*

## Abstract

*In developing countries like India both men and women are working for survival; in this tight schedule, packaged instant foods make their cooking process easy and saves time. Packaged instant food products simplify the cooking process and speed up the cooking. Nowadays, every supermarket shelf is filled with instant food products. As customers are willing to buy more, so it is important to analyze their opinion regarding packed instant food. In a study, an attempt ah been made to analyze the customer's level of opinion towards packaged instant food. The objective of the study is to analyze the opinion of the customers towards packaged instant food products. A sample survey was conducted in Madurai city; the sample size is 45. The questionnaire has been used to collect primary data from the respondents. SPSS software is used to analyze the data statistics.*

**Keywords:** Food products, Cooking, Instant food, Online order, Social status

## Introduction

Food is a part of Indian culture, spices and flavors are the main identities of the Indian food system; over the period India has been started adopting western culture, it takes into the consumption of instant food that is ready to eat packaged food which needs small steps to complete the cooking process. In this study, an attempt has been made to analyze the customer's opinion towards packaged instant food products in Madurai city.

## Objective of the Study

- To analyze the social status of the respondent.
- To identify customers' opinions towards packaged instant food available in the market in Madurai city.
- To compare the social status of the respondent and the opinion level towards instant food available in the market.

## Research Methodology

This study descriptive in nature. Data has been collected through primary and secondary data. Primary data was collected using a structured interview schedule; secondary data was collected from books, journals, newspapers, other published sources, and websites.