Working Women’s Perception towards usage of Ready to Cook Food Products: a Study with Reference to Thane City

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Abstract: Diet is a vital part of any living being. Food is the constituent consumed to provide nutritive value and sustenance to all the living being. In the present-day scenario, one can see women perception has changed drastically being job well-being or health. With an upsurge of urbanization, shifting from joint families to nuclear families, shifting nature of jobs and businesses, lack of time, expediency and change in lifestyle, have led women's preferences move from fresh and healthy nutrition to the food which is ready to cook food products. Ready to cook food requires less time and energy to cook in comparison to traditional method. Ready to cook food products are prepared and packed in such a way that there is a very little or no need for preparations before consumption. Therefore, it can be used straightforwardly at any time as per ease. This paper provides an insight about the working women's Perception towards using the Ready to cook products in thane city. It also encompasses the factors which influence the women buying and usage decision of ready to cook products.

Keywords: Perception, Ready to cook products, Usage, Working women

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