

Effect Of Socio-Economic Factors On Purchasing Pattern Of Instant Mixes Among Working And Non-Working Women In Central India

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ABSTRACT

Introduction: Out-of-home food consumption is increasing in India due to increase in urbanization, breaking up of the traditional joint family system, desire for quality time which translates into an increased need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle-income group had brought about changes in food habits. **Materials and methods:** About 200 working and 200 non-working women were selected by simple random sampling method from Central India, Maharashtra, India and the data was collected using interview cum questionnaire method. Purchasing pattern of four instant mix products viz., *Idli mix*, *Dosa mix*, *Dhokla mix* and *Gulab Jamun mix* were studied with respect to age group, qualification, family size, number of earning members and family monthly income of the working and non-working women. **Results:** *Gulab Jamun* was found to be the most consumed instant mix product among both working (32%) and non-working (34.5%) women category followed by *Idli mix* (working 21% and non-working 17.5% women), *Dhokla mix* (working 17%, non-working 18%) and *Dosa mix* (working 12%, non-working 14.5%). Significant associations were observed between the purchasing pattern of *Gulab Jamun* mix ($p=0.003$), *Idli* mix ($p=0.000$), *Dosa* mix ($p=0.000$) and *Dhokla* mix ($p=0.002$) with the educational status of women. **Conclusion:** The age group, family size, number of earning members and monthly income of working and non-working women did not show any association with the purchasing pattern of instant mix products.

1. INTRODUCTION

India is experiencing enormous growth in the fast-food sector. The number of people opting to eat out is creating great opportunities to the various international brands. The growth in fast-food consumption is considered as co-ordination with urbanization, which shows modernization India is on its way in food industry (Chitnis,2019). Consumer attitudes, consumer values, self-identity, and trust in the government have a direct and significant relationship with consumerism practices (Dol *et al.* 2021).

Majority of food consumption in India is still at home. Nevertheless, out-of-home food consumption is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality time which translates into an increased need for convenience

(Shibi and Varghese, 2018, Srinivasan and Nirmala, 2014). The food habits in India have changed due to western influence and usage of instant foods (Mayakkannan 2018). In case of food products, the consumers are switching from traditional foods to instant food products. Most commonly available and used instant food products in the study area are jamun mix, sambar masala, pickles, coriander powder, turmeric powder, various mixes, noodles and vermicelli (Unika and Jaffar, 2014).

The term 'Instant Food Mix' denotes that some of the ingredients are premixed. It is simple, easy and fast to prepare. Instant food mixes provide an easy and readily available homemade options. Instant food mixes can be used for preparation of various snack foods & sweets (Lohekar and Arya, 2014). Increasing number of working women, better employment opportunities (Dave 2012), rise in per capita income, changing lifestyles and increasing level of affluence in the middle-income group have brought about changes in food habits (Swamy *et.al*, 2012). Housewives are the major decision makers as 'chief purchasing officer' and controlling 85% of buying decisions on consumption of Instant Food Products (Gisha and Ramya, 2016). The average monthly expenditure on Instant Food Products is highest in higher income groups (Jit 2013, Swamy *et.al*, 2012). These new products are aimed at making cooking easier and tastier and also tries to help housewives to make their cooking comfortable to the exotic dishes prepared in Five Star Hotels (Dr. Vijayakumar, 2019). From college students to bachelors to people at the workplace, ready-to-eat food is easy to make and preferred as a quick fix to hunger (Goindi *et.al*, 2020).

The instant mix food products provide hygienic products of standard and uniform quality with good shelf life (Gokulram and Daniel, 2019). Interaction between company and customers through blogs, portals, advertisements and apps attracts customers thus influencing them to buy products. (Bharadi, 2018). Brand elements construct a foundation in consumers' mind regarding a brand and develop sustained commitments with the product (Huq and Sarker, 2020). Societal influence, product preference, attitude, trustworthiness, variety availability, and convenience have a positive impact on the consumer's online purchase intention. (Maity and Sandhu, 2021, Jusoh *et al.*2021).

The objectives of the study were described below.

2. OBJECTIVES

- 2.1 To study the socio-economic conditions of working and non-working women in Nagpur city.
- 2.2 To study the awareness of branded products and usage of Instant Mixes among working and non-working women of Nagpur city.
- 2.3 To assess the purchasing pattern of Instant Mixes of working and non-working women of Nagpur city.

3. METHODS

The present study was conducted in Nagpur City, Maharashtra, India. About 200 working and non-working women each were selected by judgmental sampling method. The working women were selected from schools, colleges, hospitals and different institutions. The non-working women were selected from kitty parties, temples, gardens etc. The questionnaire cum interview method was used to elicit information. A structured questionnaire was developed to assess the socio- economic conditions, purchasing pattern of instant mixes. The data was collected by personal interview cum questionnaire method. The consumption of different varieties of instant mixes viz., *Idli, Dosa, Dhokla, Upma, Chakali, Wada, Sabudana*

wada, Biryani/pulao, Paratha, bhajani, Gulab jamun, Cake, Jalebi mix and Anarsa undi were studied. Data was tabulated and was analysed statistically using SPSS version 20. Mean, Standard Deviation and Chi square test were computed and the Confidence Interval was 95%.

H₀: There is no significant association between purchasing pattern of instant mixes and socio-economic factors of working and non-working women.

4. RESULTS AND DISCUSSION

The results of the study are discussed below.

4.1 DEMOGRAPHIC PROFILE

The demographic profiles of working and non-working women under study are discussed below.

Table 4.1 Demographic Profile of working and nonworking women

Demographic Parameters	Category	Number of Consumers		
		Working N= 200	Non- working N =200	Tota l
Age (in years)	30 - 35	63(31.5)	71(35.5)	134
	36 - 40	59(29.5)	70(35.0)	129
	41 - 45	39(19.5)	30(15.0)	69
	46 - 50	39(19.5)	29(14.5)	68
	(M ± SD)	39.39 ±6.1	38.36 ± 5.7	
Qualification	Undergraduate	14(7.0)	5(2.5)	19
	Graduate	28(14.0)	68(34.0)	96
	Graduate+	54(27.0)	33(16.5)	87
	Post Graduate	38(19.0)	69(34.5)	107
	Post Graduate+	66(33.0)	25(12.5)	91
Family Type	Nuclear	99(49.5)	84(42.0)	183
	Joint	101(50.5)	116(58.0)	217
Family Size	1- 4 members	130(65.0)	105(52.5)	235
	5 -10 members	69(34.5)	91(45.5)	160
	Above 10 members	1(0.5)	4(2.0)	5
Earning Members	1 member	17(8.5)	117(58.5)	134
	2 members	146(73.0)	47(23.5)	193
	above2 members	37(18.5)	36(18.0)	73
Monthly Income (in rupees)	Up to 25,000	57(28.5)	43(21.5)	100
	25,000-50,000	77(38.5)	71(35.5)	148
	Above 50,000	66(33.0)	86(43.0)	152
(M ± SD)	38,125±19,550	40,625±20,825		

Monthly Income Spent on food (in rupees)	Up to 10,000	162(81.0)	164(82.0)	326
	11000 to 20000	35(17.5)	34(17.0)	69
	Above 20000	3(1.5)	2(1.0)	5
(M ± SD)	8465.5±5181.08		8625±4716.25	
Monthly Income Spent on Processed Foods (in rupees)	Up to 10000	149(74.5)	159(79.5)	308
	11000 to 20000	37(18.5)	28(14.0)	65
	Above 20000	14(7.0)	13(6.5)	27
(M ± SD)	1093.5±1126.94		1029±972.60	

(Numbers in parenthesis indicate percent cases.)

Table 4.1 shows distribution of working and non-working women according to their demographic profile. The average age of working women was 39.39 ± 6.15 years and that of non-working women was 38.36 ± 5.7 years. The majority of working women (33%) were post graduate with additional qualifications whereas majority non-working women were either only graduate (34%) or post-graduate (34.5%). The working women were significantly ($\chi^2=53.45$, $p =.000$) more qualified than that of non-working women. About 50.5% working and 58% non-working women were from joint families. Also, majority of both working (65%) and non-working (52.5%) women had one to four members in their families and a significant association ($\chi^2 =7.48$, $p=.024$) was also observed between the working status of women and family size. The number of earning members were significantly more ($\chi^2 =12.42$, $p= 000$) in working women’s family (73%) as compared to non-working (58.5%) women. The average monthly income of working women was Rs. $38,125 \pm 19,550$ and non-working women were Rs. $40,625 \pm 20,825$. The average income spent on food by working women was Rs. 8465.5 ± 5181.08 and non-working women was Rs. 8625 ± 4716.25 . The average monthly income spent on processed food for working and non-working women was Rs 1093.5 ± 1126.94 and Rs 1029 ± 972.60 respectively. According to Gokulram and Daniel (2019), there is preference for instant mix food products among high- and middle-income group.

4.2 USERS AND NON-USERS OF INSTANT MIXES

Today, instant food products occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of instant food products. Instant food products save time and energy (Srinivasan and Nirmala, 2014). The users and non-users of instant mixes according to distribution of women in current investigation is presented in Table 4.2.

Table 4.2: Distribution of women consumers according to users and non-users of instant mixes

S N	Instant Mixes	Working N= 200		Non-Working N=200		χ^2	P Value
		User	Non-User	User	Non-User		

1	<i>Idli Mix</i>	42(21)	158(79)	35(17.5)	165(82.5)	0.788	0.375
2	<i>Dosa Mix</i>	24(12)	176(88)	29(14.5)	171(85.5)	0.544	0.461
3	<i>Dhokla Mix</i>	34(17)	166(83)	36(18)	164(82)	0.069	0.792
4	<i>Upma Mix</i>	3(1.5)	197(98.5)	10(5.0)	190(95)	3.896	0.048
5	<i>Chakali Mix</i>	4(2.0)	196(98)	4(2.0)	196(98)	0.000	1.000
6	<i>Wada Mix</i>	3(1.5)	197(98.5)	5(2.5)	195(97.5)	0.510	0.475
7	<i>Sabudana Wada Mix</i>	0(0)	200(100)	1(0.5)	199(99.5)	1.003	0.317
8	<i>Biryani / Pulao Mix</i>	4(2.0)	196(98)	4(2)	196(98)	0.000	1.000
9	<i>Paratha Mix</i>	0(0)	200(100)	1(0.5)	199(99.5)	1.003	0.317
10	<i>Bhajani Mix</i>	5(2.5)	195(97.5)	4(2)	196(98)	0.114	0.736
11	<i>Gulab Jamun Mix</i>	64(32)	136(68)	69(34.5)	131(65.5)	0.282	0.596
12	<i>Cake Mix</i>	3(1.5)	197(98.5)	6(3)	194(97)	1.023	0.312
13	<i>Jalebi Mix</i>	1(0.5)	199(99.5)	3(1.5)	197(98.5)	1.010	0.315
14	<i>Anarsa Undi</i>	1(0.5)	199(99.5)	1(0.5)	199(99.5)	0.000	1.000

(Numbers in parenthesis indicate per cent cases)

Table 4.2 shows that *gulab jamun* was the most popular instant mix food product in both working (32%) and non-working (34.5%) women category. The next popular instant mix food product was *idli mix* for both working (21%) and non-working (17.5%) women and was closely followed by *dhokla mix* (working 17%, non-working 18%), *dosa mix* (working 12%, non-working 14.5%) and *upma mix* (working 1.5%, non-working 5%). Very negligible consumption of instant mixes was found in *chakali mix*, *wada mix*, *sabudana wada mix*, *biryani/pulao mix*, *bhajani mix*, *cake mix*, *jalebi mix* and *anarsa mix*.

The significant association was observed between the working and non-working women with respect to consumption of *upma mix* ($\chi^2=3.896$, $p=0.048$) where as an insignificant association was observed in *idli mix* ($\chi^2=0.788$, $p=0.375$), *dosa mix* ($\chi^2=0.544$, $p=0.461$), *dhokla mix* ($\chi^2=0.069$, $p=0.792$), *wada mix* ($\chi^2=0.510$, $p=0.475$) *sabudana wada mix* ($\chi^2=1.003$, $p=0.317$), *paratha mix* ($\chi^2=1.003$, $p=0.317$), *bhajani mix* ($\chi^2=0.114$, $p=0.736$), *gulab jamun mix* ($\chi^2=0.282$, $p=0.596$), *cake mix* ($\chi^2=1.023$, $p=0.312$) *Chakali mix* ($\chi^2=0.000$, $p=1.000$), *biryani/pulao mix* ($\chi^2=0.000$, $p=1.000$) and *anarsa undi* ($\chi^2=0.000$, $p=1.000$) and *jalebi mix* ($\chi^2=1.010$, $p=0.315$). Only *idli mix* was mainly consumed by working women as it is an easily prepared and required very less time. Non-working women were the major consumer of remaining instant mix products as compared to working women.

4.3 BRAND-WISE CONSUMPTION OF INSTANT MIXES

According to Jit (2013), the retailers' influence played very important role in the purchasing of instant food products and retail shops are the important source for the purchase of these products by consumers. Retailers should be given training and incentives to promote sales. There was a general perception among the consumers that Instant Food Products are expensive than home made products, efforts must be made to overcome this perception by propaganda and publicity.

It was revealed that the consumption of non-branded *Idli mix* was more in working women (2%) whereas the consumption of *Dosa mix* (2%), *Dhokla mix* (1.5%), *Upma mix* (1%), and *Anarsa undi* (0.5%) was more in non-working women. Among branded instant mixes *Gulab*

jamun (23%) was the most popular instant mix from Chitale in non-working women as compared to working women. *Idli* mix was the next popular instant mix from Gits in working women (7.5%) as compared to non-working women (2%). *Dhokla* mix was also popular instant mix from Chitale (7%) in working women as compared to non-working women (6.5%). *Dosa mixes* from MTR was popular and the consumption was more in non-working women (7%) as compared to working women (3%) . The consumption of *Upma mix*, *Chakali mix*, *Wada mix*, *Biryani/Pulao mix*, *Bhajani mix* and *Cake mix* was less among both working and non-working women. Very negligible consumption of *Sabudana wada mix*, *Paratha mix*, *Jalebi mix* and *Anarsa undi* was found in both working and non-working women. Non-working women were found to be purchasing significantly more branded *Dosa mixes* than working women ($\chi^2=14.332$, $p=0.026$). An insignificant association was observed between working and non-working women and purchasing of different brands of *Idli mix* ($\chi^2=13.278$, $p=0.066$), *Dhokla mix* ($\chi^2=8.954$, $p=0.256$), *Upma mix* ($\chi^2=7.260$, $p=0.202$), *Chakli mix* ($\chi^2=5.333$, $p=0.377$), *Wada mix* ($\chi^2=4.180$, $p=0.186$), *Sabudana wada mix* ($\chi^2=1.003$, $p=0.317$), *Biryani/Pulao mix* ($\chi^2=2.000$, $p=0.572$), *Paratha mix* ($\chi^2=1.003$, $p=0.317$), *Bhajani mix* ($\chi^2=5.003$, $p=0.287$), *Gulab jamun mix* ($\chi^2=2.327$, $p=0.676$), *Cake mix* ($\chi^2=1.523$, $p=0.467$), *Jalebi mix* ($\chi^2=1.010$, $p=0.315$) and *Anarsa undi* ($\chi^2=2.000$, $p=0.368$).

4.4 PURCHASING PATTERN OF INSTANT MIXES

Today, instant food products occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to a greater number of Indian companies enter the market with varieties of instant food products. The ready availability, and saving time are the reasons for consuming instant food products. Food zones and supermarkets are the major source for purchasing of instant food products. The consumer’s relationship with food and other every day goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed (Srinivasan and Nirmala, 2014). The consumption of different varieties of instant mixes viz., *Idli*, *Dosa*, *Dhokla*, *Upma*, *Chakali*, *Wada*, *Sabudana wada*, *Biryani/pulao*, *Paratha*, *bhajani*, *Gulab jamun*, *Cake*, *Jalebi mix* and *Anarsa undi* were studied. Since the users of *Upma mix*, *Chakali mix*, *Wada mix*, *Sabudana wada mix*, *Biryani/pulao mix*, *Paratha mix*, *bhajani mix*, *Cake mix*, *Jalebi mix* and *Anarsa undi* were very few hence for further statistical analysis, only four products were selected viz., *Idli mix*, *Dosa mix*, *Dhokla mix* and *gulab jamun mix*.

The purchasing pattern of instant mixes by the working and non-working women is presented in Table 4.4.1.

Table 4.4.1: Distribution of women consumers according to purchasing pattern of instant mixes

SN	Categories	Women Consumer			Chi Square and p Value
		Working	Non-Working	Total	
1	<i>Idli Mix</i>	42(21)	35(17.5)	77	$\chi^2=1.278$ $p= 0.734$
2	<i>Dosa Mix</i>	24(12)	29(14.5)	53	
3	<i>Dhokla Mix</i>	34(17)	36(18)	70	
s4	<i>Gulabjamun Mix</i>	64(32)	69(34.5)	133	

(Numbers in parenthesis indicate per cent cases.)

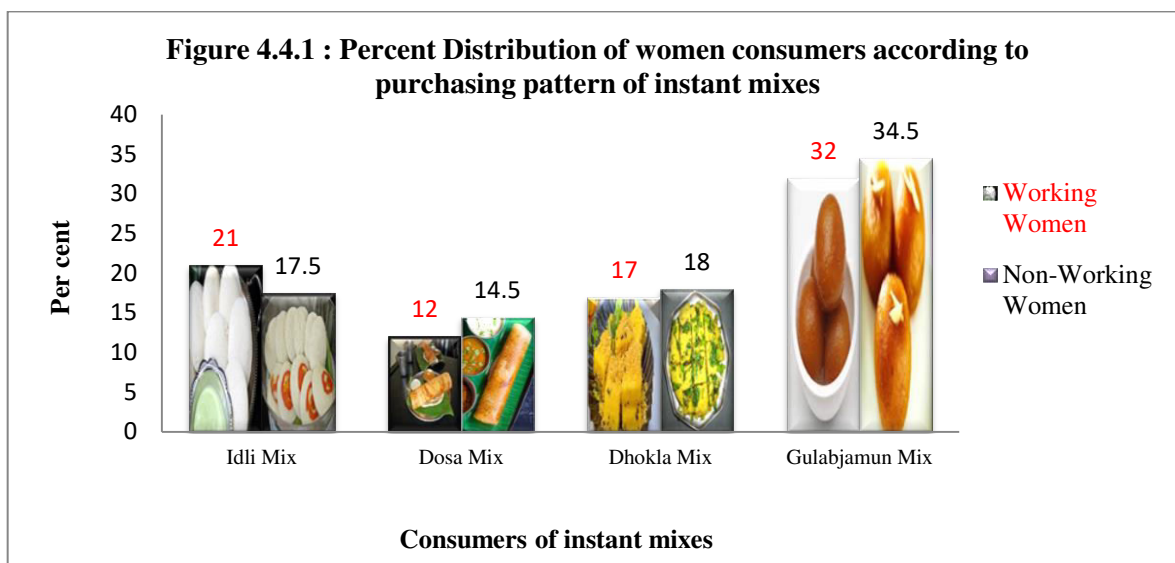


Table 4.4.1 and Figure 4.4.1 demonstrates that *Gulab jamun mix* was the most consumed instant mix among both types of families (32% working and 34.5% non-working) followed by *Idli mix* (21% working and 17.5% non-working). The purchasing of *Dosa mix* and *Dhokla mix* among working women were 12%, and 17% whereas among non-working families it was 14.5% and 18.5% respectively. Though an insignificant association was observed between the working status of women and purchasing pattern of instant mixes ($p=0.734$).

4.4.2 Consumption of *Idli mix*

Idli is a traditional breakfast in South Indian households. *Idli* is a savory cake that is popular throughout India and neighboring countries like Sri Lanka. The cakes are made by steaming a batter consisting of fermented black lentils (de-husked) and rice. The fermentation process breaks down the starches so that they are more readily metabolized by the body (<https://en.wikipedia.org/wiki/Idli>). The purchasing pattern of *Idli mix* by the working and non-working women is presented in Table 4.4.2.

Table 4.4.2: Distribution of women consumers according to purchasing pattern of *Idli mix*

SN	Demographic Parameter	Women Consumer			Chi Square and p Value
		Working N= 42	Non-Working N= 35	Total	
1	Age (in years)				
	30 – 35	13(6.5)	19(9.5)	32	$\chi^2=5.017$ $p=0.171$
	36 – 40	14(7)	9(4.5)	23	
	40 – 45	6(3)	4(2)	10	
	46 – 50	9(4.5)	3(1.5)	12	
2	Qualification				
	Undergraduate	4(2)	2(1)	6	$\chi^2=23.172$ $p=0.000$
	Graduate	5(2.5)	15(7.5)	20	
	Graduate+	12(6)	2(1)	14	

	Post Graduate	9(4.5)	15(7.5)	24	
	Post Graduate+	12(6)	1(0.5)	13	
3	Family Size				
	1 to 4 Members	29(14.5)	22(11)	51	$\chi^2=0.327$ p=0.567
	5 to 10 Members	13(6.5)	13(6.5)	26	
	11 and Above Members	0(0)	0(0)	0	
4	Earning Members				
	1 to 2 Members	37(18.5)	29(14.5)	66	$\chi^2=0.428$ p=0.513
	3 to 4 Members	5(2.5)	6(3)	11	
	5 or More Members	0(0)	0(0)	0	
5	Monthly Income (in rupees)				
	<25000	10(5)	10(5)	20	$\chi^2=0.426$ p=0.808
	25000 To 50000	16(8)	14(7)	30	
	>50000	16(8)	11(5.5)	27	

(Numbers in parenthesis indicate per cent cases.)

Table 4.4.2 demonstrates that the purchasing of *Idli mix* was highest in 30-35 years of age group for both working women (6.5%) and non-working (9.5%) women. An insignificant association ($\chi^2=5.017$, p=0.171) was observed between the age group of women and purchasing pattern of *Idli mix* in the family. Swamy *et.al* (2012), observed that the other factors considered while using *Dosa/Idli mix* were the preferences of their family members and availability of quality products by 75 per cent of the respondents in Ameerpet and Khairathabad areas respectively.

According to qualification, the usage of *Idli mix* was found more in graduate and post graduate non-working (7.5%) as well as graduate with additional qualification and post graduate with additional qualification in working (12%) women. The purchasing of *Idli mix* was significantly associated ($\chi^2=23.172$, p=0.000) with educational status of women.

It was further observed that the purchasing of *Idli mix* was highest in families with one to four members in both categories (14.5% working women and 11% non-working women). With the increase in number of family members, a decrease in purchasing of *Idli mix* was observed. However, no significant association ($\chi^2=0.327$, p=0.567) was observed between the number of family members and purchasing pattern of *Idli mix*.

While analysing the data based on earning members in a family, it was found that most of the consumers were from the families having one to two earning members in both working (18.5%) and non-working (14.5%) women. Further it was found that with the increase in number of earning members in a family, the purchasing of *Idli mix* decreased however, an insignificant association ($\chi^2=0.428$, p=0.513) was observed between the number of earning members and purchasing of *Idli mix*.

The maximum purchasing of *Idli mix* based on income groups was found to be in Rs. 25,000-50,000 and Rs.>50,000 for working women (8%) and Rs.25.000-50,000 for non-working (7%) women. An insignificant association ($\chi^2=0.426$, p=0.808) was observed between the monthly income and consumption of *Idli mix*. Swamy *et.al* (2012), stated that reasons for not preferring particular brand of the product by respondents was due to the factors such as high

price followed by poor taste, poor quality and poor storage quality. Housewives were the major decision makers (56.41% in Ameerpet, 86.67% in Khairathabad and 71.42% in Dilshuknagar) in all the income groups as the housewives set the consumption pattern of food products in the family. Selvarani and Amman (2016) found that the average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant Food Products had a positive relationship with income of households.

4.4.3 Consumption of Dosa mix

Dosa is a type of pancake made from a fermented batter. It is somewhat similar to a crepe but its main ingredients are rice and black gram Dosa is a typical part of the South Indian diet and popular all over the Indian subcontinent. Traditionally, Dosa is served hot along with sambar, stuffing of potatoes or paneer and chutney (<https://en.wikipedia.org/wiki/Dosa>). The purchasing pattern of Dosa mix by the working and non-working women is presented in Table 4.4.3.

Table 4.4.3: Distribution of women consumers according to purchasing pattern of Dosa mix

SN	Demographic Parameters	Women Consumer			Chi Square and p Value
		Working N= 24	Non-Working N= 29	Total	
1	Age (in years)				$\chi^2=2.109$ p = 0.550
	30 – 35	7(3.5)	13(6.5)	20	
	36 – 40	6(3)	8(4)	14	
	40 – 45	4(2)	3(1.5)	7	
	46 – 50	7(3.5)	5(2.5)	12	
2	Qualification				$\chi^2=23.413$ p=0.000
	Undergraduate	0(0)	2(1)	2	
	Graduate	3(1.5)	11(5.5)	14	
	Graduate+	9(4.5)	1(0.5)	10	
	Post Graduate	3(1.5)	13(6.5)	16	
	Post Graduate+	9(4.5)	2(1)	11	
3	Family Size				$\chi^2=0.236$ p=0.627
	1 to 4 Members	18(9)	20(10)	38	
	5 to 10 Members	6(3)	9(4.5)	15	
	11 and Above Members	0(0)	0	0	
4	Earning Members				$\chi^2=0.061$ p=0.805
	1 to 2 Members	21(10.5)	26(13)	47	
	3 to 4 Members	3(1.5)	3(1.5)	6	
	5 or More Members	0(0)	0(0)	0	
5	Monthly Income (in rupees)				$\chi^2=1.817$ p=0.403
	<25000	3(1.5)	8(4)	11	
	25000 To 50000	12(6)	12(6)	24	
	>50000	9(4.5)	9(4.5)	18	

(Numbers in parenthesis indicate per cent cases.)

According to data presented in Table 4.4.3, the purchasing of *Dosa mix* was found to be highest in 30-35 and 46-50 years of age group for working women (3.5%) and 30-35 years of age group for non-working (6.5%) women. An insignificant association ($\chi^2=2.109$, $p=0.550$) was observed between the age group of women and purchasing pattern of *Dosa mix* in the family. According to Amitha (1998), there is complete agreement between ranking given by the housewives and working women regarding the reasons prompting them to buy Instant food products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant food products.

With respect to qualification, the usage of *Dosa mix* was found more in graduate with additional qualification and post graduate with additional qualification for working (4.5%) women as well as post graduate for non-working (6.5%) women. The purchasing of *Dosa mix* was significantly associated ($\chi^2=23.413$, $p=0.000$) with educational status of women.

It was further observed that the purchasing of *Dosa mix* was highest in families with one to four members in both categories (9% working women and 19% non-working women). With the increase in number of family members, a decrease in purchasing of *Dosa mix* was observed. However, no significant association ($\chi^2=0.236$, $p=0.627$) was observed between the number of family members and purchasing pattern of *Dosa mix*.

While analysing the data based on earning members in a family, it was found that most of the consumers were from the families having one to two earning members in both working (10.5%) and non-working (13%) women. Further it was found that with the increase in number of earning members in a family, the purchasing of *Dosa mix* decreased however, an insignificant association ($\chi^2=0.061$, $p=0.805$) was observed between the number of earning members and purchasing of *Dosa mix*.

The maximum purchasing of *Dosa mix* based on income groups was found to be in Rs. 25,000-50,000 for both working (6%) and non-working (6%) women. An insignificant association ($\chi^2=1.817$, $p=0.403$) was observed between the monthly income and consumption of *Dosa mix*.

4.4.4 Consumption of *Dhokla mix*

Dhokla is a vegetarian food item that is made with a fermented batter derived from rice or semolina and chickpea. *Dhokla* can be eaten for breakfast, as a main course, as a side dish or as a snack and is usually tangy and slightly sweet in taste (Lohekar and Arya, 2014). The purchasing pattern of *Dhokla mix* by the working and non-working women is presented in Table 4.4.4.

Table 4.4.4: Distribution of women consumers according to purchasing pattern of *Dhokla mix*

SN	Demographic Parameter	Consumer			Chi Square and p Value
		Working N= 34	Non-working N= 36	Total	
1	Age (in years)				
	30 – 35	12(6)	14(7)	26	$\chi^2=2.714$

	36 – 40	8(4)	13(6.5)	21	p=0.438
	40 – 45	6(3)	5(2.5)	11	
	46 – 50	8(4)	4(2)	12	
2	Qualification				
	Undergraduate	1(0.5)	1(0.5)	2	$\chi^2=16.454$ p=0.002
	Graduate	4(2)	13(6.5)	17	
	Graduate+	9(4.5)	4(2)	13	
	Post Graduate	8(4)	16(8)	24	
	Post Graduate+	12(6)	2(1)	14	
3	Family Size				
	1 To 4 Members	26(13)	20(10)	46	$\chi^2=3.395$ p=0.065
	5 To 10 Members	8(4)	16(8)	24	
	11 And Above Members	0(0)	0(0)	0	
4	Earning Members				
	1 To 2 Members	27(13.5)	31(15.5)	58	$\chi^2=2.039$ p=0.361
	3 To 4 Members	7(3.5)	4(2)	11	
	5 Or More Members	0(0)	1(0.5)	1	
5	Monthly Income (in rupees)				
	<25000	6(3)	6(3)	12	$\chi^2=0.288$ p=0.866
	25000 To 50000	13(6.5)	16(8)	29	
	>50000	15(7.5)	14(7)	29	

(Numbers in parenthesis indicate per cent cases.)

Table 4.4.4 illustrates that the purchasing of *Dhokla mix* was found to be highest in 30-35 years of age group for both working (6%) and non-working (6.5%) women. An insignificant association ($\chi^2=2.714$, $p=0.438$) was observed between the age group of women and purchasing pattern of *Dhokla mix* in the family. Lohekar and Arya, (2014), stated that *Dhokla* is liked by all age groups, is soft in texture and therefore is suitable even for old people and children.

According to qualification, the usage of *Dhokla mix* was found more in post graduate with additional qualification for working (6%) women as well as post graduate for non-working (8%) women. The purchasing of *Dhokla mix* was significantly associated ($\chi^2=16.454$, $p=0.002$) with educational status of women.

It was further observed that the purchasing of *Dhokla mix* was highest in families with one to four members in both categories (13% working and 10% non-working women). With the increase in number of family members, a decrease in purchasing of *Dhokla mix* was observed. However, no significant association ($\chi^2=3.395$, $p=0.065$) was observed between the number of family members and purchasing pattern of *Dhokla mix*.

While analysing the data based on earning members in a family, it was found that most of the consumers were from the families having one to two earning members in both working (13.5%) and non-working (15.5%) women. Further it was found that with the increase in number of earning members in a family, the purchasing of *Dhokla mix* decreased however, an

insignificant association ($\chi^2=2.039$, $p=0.361$) was observed between the number of earning members and purchasing of *Dhokla mix*.

The maximum purchasing of *Dhokla mix* based on income groups was found to be in Rs. >50,000 for working women (7.5%) and Rs.25,000-50,000 for non-working (8%) women. An insignificant association ($\chi^2=0.288$, $p=0.866$) was observed between the monthly income and consumption of *Dhokla mix*.

4.4.5 Consumption of *Gulab jamun mix*

Gulab jamun refers to an indigenous dairy product. Almost all the states of the country use *Gulab jamun* as one of the essential and most commonly consumed sweet. Different states use different shapes and size of *Gulab jamun* viz; cylindrical, oval and spherical, but most commonly found shape is spherical. There is large variation in the sensory quality of *Gulab jamun*, the most liked product should have brown colour, spherical shape, soft and slightly spongy body free from lumps and hard central core, uniform granular texture, mildly cooked and oily flavour, free from doughy feel and fully succulent with sugar syrup. It shall have optimum sweetness. The gross chemical composition of *Gulab jamun* varies widely depending on numerous factors such as composition and quality of *khoa*, proportion of ingredients, sugar syrup concentration, etc. (<http://shodhganga.inflibnet.ac.in/bitstream/10603/>). The purchasing pattern of *Gulab jamun mix* by the working and non-working women is presented in Table 4.4.5.

Table 4.4.5: Distribution of women consumers according to purchasing pattern of *Gulab jamun mix*

SN	Demographic Parameter	Women Consumer			Chi Square and p Value
		Working N= 64	Non-Working N= 69	Total	
1	Age (in years)				
	30 – 35	24(12)	26(13)	50	$\chi^2=2.989$ $p=0.393$
	36 – 40	20(10)	27(13.5)	47	
	40 – 45	7(3.5)	9(4.5)	16	
	46 – 50	13(6.5)	7(3.5)	20	
2	Qualification				
	Undergraduate	8(4)	2(1)	10	$\chi^2=16.071$ $p=0.003$
	Graduate	13(6.5)	28(14)	41	
	Graduate+	14(7)	7(3.5)	21	
	Post Graduate	11(6.5)	21(10.5)	32	
	Post Graduate+	18(9)	11(5.5)	29	
3	Family Size				
	1 to 4 Members	43(21.5)	35(17.5)	78	$\chi^2=4.305$ $p=0.116$
	5 to 10 Members	21(10.5)	33(16.5)	54	
	11 and Above Members	0(0)	1(0.5)	1	
4	Earning Members				
	1 to 2 Members	54(27)	57(28.5)	111	$\chi^2=0.701$ $p=0.704$
	3 to 4 Members	8(4)	11(5.5)	19	
	5 or More Members	2(1)	1(0.5)	3	

5	Monthly Income (in rupees)				
	<25000	24(12)	18(9)	42	$\chi^2=3.626$ p=0.163
	25000 To 50000	25(12.5)	25(12.5)	50	
	>50000	15(7.5)	26(13)	41	

(Numbers in parenthesis indicates per cent cases.)

According to data presented in Table 4.4.5, the purchasing of *Gulab jamun mix* was found to be highest in 30-35 years of age group for working women (12%) and 36-40 years of age group for non-working (13.5%) women. An insignificant association ($\chi^2=2.989$, $p=0.393$) was observed between the age group of women and purchasing pattern of *Gulab jamun mix* in the family.

Qualification-wise, the usage of *Gulab jamun mix* was found more in post graduate with additional qualification for working (9%) women as well as for non-working graduate (14%) women. The purchasing of *Gulab jamun mix* was significantly associated ($\chi^2=16.071$, $p=0.003$) with educational status of women.

It was further observed that the purchasing of *Gulab jamun mix* was highest in families with one to four members in both categories (27% working and 28.5% non-working women). With the increase in number of family members, a decrease in purchasing of *Gulab jamun mix* was observed. However, no significant association ($\chi^2=4.305$, $p=0.116$) was observed between the number of family members and purchasing pattern of *Gulab jamun mix*.

While analysing the data based on earning members in a family, it was found that most of the consumers were from the families having one to two earning members in both working (10.5%) and non-working (13%) women. Further it was found that with the increase in number of earning members in a family, the purchasing of *Gulab jamun mix* decreased however, an insignificant association ($\chi^2=0.061$, $p=0.805$) was observed between the number of earning members and purchasing of *Gulab jamun mix*.

The maximum purchasing of *Gulab Jamun mix* based on income groups was found to be in Rs. 25,000-50,000 for both working (12.5%) and non-working (12.5%) women. An insignificant association ($\chi^2=3.626$, $p=0.163$) was observed between the monthly income and consumption of *Gulab jamun mix*.

5. SUMMARY AND CONCLUSION

The present study was undertaken to assess the purchasing pattern of instant mix products viz., *galub jamun idli, dosa and dhokla mix* among working and non-working women in Nagpur city. *Gulab jamun* was found to be the most popular instant mix product followed by *idli, dosa and dhokla mix*. *Chitale* was found to be the most popular brand for all instant mix products considered for this study. The educational qualification of working and non-working women showed significant associations with the purchasing of *gulab jamun mix* ($p = 0.003$), *Idli mix* ($p = 0.000$), *Dosa mix* ($p = 0.002$) and *Dhokla mix* ($p = 0.002$). Demographic characteristics viz., age, family size, earning members and monthly income did not show any significant associations with purchasing pattern of any of the instant mix products. Non-working women were found to be purchasing significantly more branded *Dosa mixes* than working women ($p=0.026$).

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