

# User's Preference Towards Frozen Foods in Tirupur City

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## Abstract

This study aims to find origin and growth of the frozen foods in India and study extended to find users preference towards frozen foods. Out of 170, 159 frozen users were identified using random sampling method to collect the questionnaire. Simple percentage, chi-square method was used to analysis the collected primary data. Findings, resulted that age group up to 25 years were identified most of female than male user prefers frozen foods. they were mostly unmarried with college level education and working as professional having nuclear family with average income between Rs.25,001-Rs.50,000. They spend Rs.500 for buying frozen food. user somewhat know about frozen foods but they prefer branded and won't check the temperature of the frozen foods. Most of the user prefers peas for cooking continues with sweet corn, panner, French fries, etc.,

**Keywords:** Preference, Frozen Foods, Spending of Frozen, Type of Food

## Introduction

Frozen foods have become increasingly popular in India over the past few years. Frozen foods are a convenient way to get a variety of healthy and tasty meals. They are convenient, affordable, easy to store, and can be cooked quickly. Frozen foods include a variety of fruits and vegetables, as well as frozen meals such as pizzas, pastas, and curries. Frozen foods are an ideal option for busy people who don't have time to shop for fresh ingredients or prepare meals from scratch. They are also a good choice for those living in areas with limited food access. Frozen meals can be cooked in minutes, with minimal effort. Frozen foods in India are becoming increasingly popular due to their convenience and affordability. A large variety of frozen foods are available in supermarkets, and online shopping has made it even easier to purchase them. Prices for frozen foods tend to be lower than for fresh foods, making them an attractive option for those on a budget. Frozen foods can be a healthy choice, as long as they are not processed. Fresh fruits and vegetables, as well as frozen meals with minimal added ingredients, are the best options. It is important to read the labels to check for added sugar, salt, and preservatives. Growth of frozen foods is a phenomenon that has been seen in recent years in many parts of the world. This growth is largely due to the convenience and availability of frozen food products. Frozen foods are foods that have been frozen for preservation, and can be stored for a longer time than fresh foods. One of the primary advantages of frozen foods is that they offer a much longer shelf life than fresh foods. This makes them ideal for people who are on the go, or who want to stock up on a particular product and save money. Frozen foods also offer more variety than traditional fresh foods, as they can be found in a multitude of flavors and sizes. The convenience of frozen foods has also made them more popular. Many people enjoy being able to prepare meals quickly and easily, and frozen foods offer just that. Frozen

foods can also be cooked quickly, making them ideal for busy households. In addition to convenience, frozen foods also have a number of health benefits. They are often lower in calories than fresh foods, and can be a healthier option for those trying to lose weight. They also contain fewer preservatives, which can help reduce the risk of food-borne illnesses. Finally, the growth of frozen foods has been driven by the fact that they are often cheaper than fresh foods. This has made them more accessible to a wider range of people, and has helped to make them more popular.

Frozen foods are an important part of the Indian diet, providing a convenient and healthy way to get a variety of foods. Frozen foods offer a wide range of benefits, including convenience, extended shelf life, improved nutrition, and environmental sustainability. They are especially important for those who have limited access to fresh, healthy produce. Frozen foods provide a quick, easy, and healthy way to get a variety of foods. For example, frozen vegetables provide a wide range of nutrients such as vitamins, minerals, and fiber, and can be cooked quickly and easily. Frozen fruits and vegetables are also a great way to get a variety of fruits and vegetables into your diet without having to buy and prepare fresh produce. Frozen foods also have a longer shelf life than fresh foods. This means that you can stock up on frozen items and keep them in your freezer for longer periods of time so you always have a supply of healthy food on hand. Finally, frozen foods are often more environmentally sustainable than fresh foods. Because they don't need to be transported long distances and stored in temperature-controlled facilities, they require less energy and resources to get to your table. Additionally, frozen foods can be produced with fewer pesticides and fertilizers than fresh produce, making them a more sustainable choice.

Statement of the problem:

Similar to other countries, India is seeing an increase in the demand for frozen meals. The major causes of the rise in frozen food consumption in India are either an increase in population density or an advertising effort. In addition to this, a changing way of life and the influence of western culture encourage drinking who they are. The following are the issues that compelled research on the aforementioned subject:

1. How are frozen foods consumed in relation to age, sex, occupation, seasons, and special occasions?
2. Why do customers select frozen foods?
3. What can be found in frozen foods?

**Objectives of the study:**

- I. Origin and growth of the frozen foods in India.
- II. To study the user's preference towards frozen foods in Tirupur city.

**Review of literature:**

- **Pamela A. Heinrichs, M.S. & Brenna Ellison, (2016)**, Understanding consumer preferences and willingness to pay for frozen and fresh vegetables was the main aim of the study. It also aimed to find out whether providing accurate nutritional information on fresh and frozen veggies had an impact on consumers' plans to buy them. 500 shoppers were identified in us for primary data to match age and income of US population. However, understanding varied throughout sociodemographic groups. The majority of customers steam their vegetables, and nutrition information helps individuals feel less opposed to frozen vegetables. These populations may be more inclined to purchase frozen vegetables if they have a better grasp of nutrition.
- **Jimoh, W. A., Popoola, et al. (2013)** The study investigated the factors influencing consumers' preferences for fresh and frozen fish in the Ibadan Metropolitan Area in order to develop a useful fish

processing strategy. Utilising a random sampling technique, 150 customers provided the data, which were then collected and analysed using chi-square and descriptive statistics. The current study's findings show that consumers' preferences for eating fresh or frozen fish differ depending on the fish's flavour, packaging, price, and availability, as well as their degree of education, line of work, and expenses.

- **Kiran, et al. (2018)** undertook a study in order to comprehend customer perceptions of the quality, safety, regulation, and toxicity of meat and meat products as well as consumer purchasing behaviour. Primary data were collected from 260 consumers as sample from questionnaire. Gravy type meal was the most popular, followed by dry type and briyani type items. Future meat product sales have a lot of potential because consumers are more aware of and willing to buy frozen goods. Nobody noticed any poisoning caused by eating frozen meat. There is a wide range in opinions about processed meat, meat preferences, and meat quality.
- **Shubhendu Shekher Shukla et al.** conducted a study to determine consumer awareness of and preference for branded instant noodles in Uttar Pradesh and to identify the different brands of noodles that were offered. Using the convenience sample method, a mail-in survey of 200 customers was conducted in the Uttar Pradesh districts of Hardoi, Lucknow, Sitapur, Lakhimpur Unnao, and Kanpur. Finally, it was discovered that brand loyalty encourages people to favour a specific brand and necessitates greater understanding of details regarding new brands. The primary factor in choosing a certain brand is taste.
- **GISHA, RAMYA** conducted a study in the Palakkad district, to determine the attitudes, levels of awareness, and sources that influence and favour brands among women consumers. In the district of Palakkad, 205 women consumers were selected using a convenience sample. The results of a simple percentage analysis showed that women have full knowledge of instant food brands. Women consumers frequently like Eastern brands, and television advertisements are a good source for knowledge about those products.
- **Piritta Lampila & Liisa Lahteenmaki, (2007)** The goal of this study is to ascertain whether consumers will accept a revolutionary high pressure freezing procedure for preparing food when there are a number of advantages to the method. Despite the fact that the majority of clients weren't aware of high-temperature freezing, reactions were usually neutral. After understanding more about the use of high-pressure freezing, consumers thought that this method should be used, especially if it had favourable benefits on the product. The processing method in and of itself was determined to be less relevant than pricing or environmental impact when the relative value of selection factors was explored with conjoint analysis.

#### Methodology:

- **Sampling technique:** Random sampling
- **Data collection:** Through questionnaire primary data were collected and Magazines, Journals, Websites etc., are used for collecting the secondary data.
- **Sample size:** 159 respondents from Tirupur city
- **Tools used:** Primary data had been analyzed with
  - ❖ Simple Percentage
  - ❖ Chi-square

#### LIMITATIONS OF STUDY

For the sample took 160 respondents from Tirupur city. The result is reliable to the user's response on data collection time.

**DATA ANALYSIS**

**Table 1  
Demographic profile of the Respondents**

Demographic profile		Frequency	Percent
Age	Up To 25 Years	93	58.50
	26 To 40 Years	45	28.30
	41 To 60 Years	16	10.10
	Above 60 Years	5	3.10
Gender	Male	66	41.50
	Female	93	58.50
Marital status	Unmarried	85	53.50
	Married	74	46.50
Educational qualification	No Formal Education	5	3.10
	School Level	14	8.80
	College Level	93	58.50
	Professional	47	29.60
Occupation	Salaried	30	18.90
	Professionals	41	25.80
	Housewives	16	10.10
	Business	18	11.30
	Other	54	34.00
Type of family	Joint Family	63	39.60
	Nuclear Family	96	60.40
Family income	Up to Rs25000	41	25.80
	Rs.25001 -50000	71	44.70
	Rs.50001-100000	37	23.30
	Above 100001	10	6.30

Source: Primary data evaluated with SPSS software

Table1 above shows out of the respondents 58.5% are up to 25 years age group, 28.3% are between 26 to 40 years age group. The majority 58.5% of the users are female and 41.5% are male users. 53.5% of the users are unmarried and 46.5% are married. The majority 58.5% of the users are having college level education and 29.6% of the users are professionals. 60.4% of the respondents living as a nuclear family and 39.6% of the users living as a Joint family. With 44.7% of the user having between Rs.25,001 -Rs.50,000 as a family income and 25.8% of the users having up to Rs.25,000 as a family income.

**Table2**  
**Spending for Frozen food products**

Spending for frozen	Frequency	Percent
Up to Rs.500	82	51.6
Rs.501- 800	56	35.2
Above Rs.801	21	13.2
Total	159	100.0

Source: Primary data evaluated with SPSS software

Table 2 shows that users spending 51.6% of the user spending up to Rs.500/- for purchasing Frozen foods and 35.2% of the users spending Rs.501 -Rs.800 to purchase Frozen Foods.

**Table 3**  
**Source of Awareness**

Source of awareness	Frequency	Percent
Self	19	11.9
Family Members	28	17.6
Friends	28	17.6
Relatives	34	21.4
Advertisements	33	20.8
Social Media	7	4.4
Shop Keepers	4	2.5
Others	6	3.8
Total	159	100.0

Source: Primary data evaluated with SPSS software

Table 3 shows that 21.4% of the users aware about the frozen food through relatives, 20.8% of the users aware through advertisement. Followed by 17.6% of the user through friends and family members, 11.9% of the users known about frozen by their own self. Other least 4.4%of the users through social media, 3.8% of the user through others like manufacturer, retailers, etc., 2.5% of the users through Shopkeepers.

**Table 4**  
**Recommendation Level**

Recommendation level	Frequency	Percent
Extremely Recommend	25	15.7
Recommend	89	56.0
Not at all	45	28.3
Total	159	100.0

Source: Primary data evaluated with SPSS software

From the table 4, it revealed that 56.0% of the user recommend the Frozen food to others, 28.3 of the user not at all recommending Frozen food to other but 15.7% of the users extremely recommending frozen foods to others.

**Table5**  
**Level of knowledge on frozen foods**

Knowledge level	Frequency	Percent
Know it very well	58	36.5
Somewhat I Know	89	56.0
Not at all	12	7.5
Total	159	100.0

Source: Primary data evaluated with SPSS software

Table 5 showing, 56% of the users somewhat know about frozen foods, 26.5% of the users know very well about frozen foods and least 7.5% of the user not at all known about frozen foods.

**Table 6**  
**Type of food**

Types of food	Frequency	Percent
Vegetables	32	20.1
Snacks	63	39.6
Tiffin Varieties	32	20.1
Non-vegetarian Varieties	32	20.1
Total	159	100.0

Source: Primary data evaluated with SPSS software

Result revealed from table 6 is 39.6% of the users prefers snacks type food, and other 20.1% of the users prefer 3 types of food, they are vegetables, tiffin varieties, non-vegetarian varieties.

**Table 7**  
**Importance for brand**

Importance for brand	Frequency	Percent
Yes	102	64.2
No	20	12.6
Maybe	37	23.3
Total	159	100.0

Source: Primary data evaluated with SPSS software

Table7 shows the result that 64.2% of the users give importance for brand, 23.6% of the users sometimes may give and may not give importance to brand and finally, 12.6% of the users not giving importance to brand.

**Table 8**  
**Checking of Temperature**

Checking for Temperature	Frequency	Percent
Yes	55	34.6
No	63	39.6
Maybe	41	25.8
Total	159	100.0

Source: Primary data evaluated with SPSS software

Table 8 revealed that 39.6% of the users will not check about Temperature, 34.6% of the users will check about temperature, and 25.8% of the users may or may not check about temperature.

**Table 9**  
**Testing Hypothesis**

Demographic profile	F	Sig.
Education	1.793	.170
Occupation	2.727	.069
Spending on Frozen Food	.328	.721

Source:

Primary data evaluated with SPSS software

Table 9 revealed that there is no significance between education and occupation with spending on frozen foods. so, the null hypothesis is accepted.

**Table10**  
**Testing hypothesis with correlation**

Variables		Knowledge	Spending on Frozen Food
Knowledge	Pearson Correlation	1	.005
	Sig. (2-tailed)		.948
	N	159	159
Spending on Frozen Food	Pearson Correlation	.005	1
	Sig. (2-tailed)	.948	
	N	159	159

Source: Primary data evaluated with SPSS software

There is a correlation between knowledge and spending on frozen foods, the correlation between 0.9 to 1.0 it said to be a perfect correlation.

**Table 11**  
**Foods Preferred**

Foods	Always preferred		Once in a week		Once in a month		When needed		Not yet preferred	
	F	%	F	%	F	%	F	%	F	%
Pea's	39	24.5	37	23.3	39	24.5	26	16.4	18	11.3
Sweet corn	16	10.1	56	35.2	37	23.3	42	26.4	8	5.0
Mushrooms	25	15.7	31	19.5	72	45.3	27	17.0	4	2.5
Panner	14	8.8	47	29.6	35	22.0	40	25.2	23	14.5
Cheese	21	13.2	42	26.4	46	28.9	2	17.6	22	13.8
French fries	14	8.8	50	31.4	40	25.2	40	25.2	15	9.4
Potato Bites	17	10.7	43	27.0	35	22.0	39	24.5	25	15.7
Wedges	24	15.1	44	27.7	42	26.4	37	23.3	12	7.5
Samosa	19	11.9	31	19.5	44	27.7	38	23.9	27	17.0
Veg fingers	22	13.8	38	23.9	48	30.2	39	24.5	12	7.5
Spring rolls	20	12.6	38	23.9	52	32.7	31	19.5	18	11.3
Tikki	29	18.2	44	27.7	38	23.9	37	23.3	11	6.9
Momo's	27	17.0	50	31.4	32	20.1	35	22.0	15	9.4
Chapathi	17	10.7	39	24.5	36	22.6	43	27.0	24	15.1
Parotta	14	8.8	25	15.7	59	37.1	40	25.2	21	13.2
Naan	17	10.7	32	20.1	50	31.4	36	22.6	21	15.1
Smiles	25	15.7	33	20.8	54	34.0	34	21.4	13	8.2
Cutlet	18	11.3	44	27.7	35	22.0	45	28.3	17	10.7
Chicken	22	13.8	26	16.4	44]	27.7	39	24.5	28	17.6
Fish	29	18.2	29	18.2	39	24.5	42	26.4	20	12.6
Mutton	31	19.5	26	16.4	43	27.0	39	24.5	20	12.6
Other	34	21.4	35	22	36	22.0	39	18.2	25	15.7

From this table, concluded that mostly frozen food users brought peas always. Product like Sweet Corn, Panner, French fries, Potato bites, Wedges, Tikki, Momo's, Naan, Cutlet were purchasing once in a week. Products like Mushroom, Cheese, Samosa, Veg-fingers, Spring Roll, Parotta, Smiles, Chicken, Mutton are purchasing Once in a Month. Fish and Chappathi and other frozen foods were purchasing according to their needs.



## Findings

- Majority 58.5% are up to 25 years age group
- 58.5% of the users are female
- 53.5% of the users are unmarried
- 58.5% of the users are having college level
- 60.4% of the respondents living as a nuclear family
- 44.7% of the user having between Rs.25,001 -Rs.50,000 as a family income
- 51.6% of the user spending up to Rs.500/- for purchasing Frozen foods
- 21.4% of the users aware about the frozen food through relatives
- 56.0% of the user recommend the Frozen food to others
- 56% of the users somewhat know about frozen foods.
- 39.6% of the users prefers snacks type food.
- 64.2% of the users give importance for brand.
- 39.6% of the users will not check about Temperature.
- Mostly frozen food users brought peas always. Product like Sweet Corn, Panner, French fries, Potato bites, Wedges, Tikki, Momo's, Naan, Cutlet were purchasing once in a weak

## Conclusion:

Frozen foods have become increasingly popular in India over the past few years. Frozen foods are a convenient way to get a variety of healthy and tasty meals. They are convenient, affordable, easy to store, and can be cooked quickly. Frozen foods include a variety of fruits and vegetables, as well as frozen meals such as pizzas, pastas, and curries. Frozen foods are an ideal option for busy people who don't have time to shop for fresh ingredients or prepare meals from scratch. They are also a good choice for those living in areas with limited food access. Findings, resulted that age group up to 25 years were identified most of female than male user prefers frozen foods. they were mostly unmarried with college level education and working as professional having nuclear family with average income between Rs.25,001-Rs.50,000. They spend Rs.500 for buying frozen food. user somewhat know about frozen foods but they prefer branded and won't check the temperature of the frozen foods. Most of the user prefers peas for cooking continues with sweet corn, panner, French fries, etc., Also, people suggested that using frozen foods best for emergency purpose.

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