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Original Research Article

Purchasing Pattern of Branded and Non-Branded Processed Foods among Working and Non-Working Women

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Abstract: The present study was undertaken to assess the purchasing pattern of branded and non-branded processed food products. About 200 working and non-working women each were selected by judgmental sampling method from Nagpur City, Maharashtra, India. The purchasing pattern of nine types of processed food products was studied viz., bakery products, extruded products, breakfast cereals, instant mixes, *Papads*, potato chips, pickles, sauces and ready to eat products. The results of the study showed that the average age of working women was 39.39 ± 6.15 years and non-working women was 38.36 ± 5.7 years. The average monthly income of working and non-working women was Rs.38, 125 ± 19,550 and Rs. 40,625 ± 20,825 respectively. Among branded food products, bread from Haldiram, biscuits from Parle, Maggie noodles from extruded food product, Kellogs Cornflakes from breakfast cereal and *Gulab jamun* instant mix from Chitale were the most popular brands in both working and non-working women. *Moong papad* was the most consumed papad from Lijjat in non-working women. Potato chips from Layz, Mango pickle from Pravin, Tomato sauce from Maggi were the most consumed products in non-working women than working women. The most consumed ready-to eat product was paneer and its` products from Rasoi magic in non-working than working women. A significant association was observed between non-working women and purchasing of *Dosa mix* (χ^2=14.332, p=0.026) and Jam (χ^2=16.971, p=0.005). In non-branded food products purchasing of *idli mix* was more in working women whereas the consumption of bread, cake, puff, *dosa mix, dhokla mix, Upma mix, anarsa undi, rice papad,* and *banana chips* was more in non-working women. It can be concluded from the study that the consumption of branded and non-branded foods among the working and non-working women do not differ significantly except for branded dosa instant mix and jam.
Keywords: processed food, branded, non-branded, working women, non-working women.

INTRODUCTION

Quality is an important factor that draws consumers towards branded products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing a brand. A child's insistence affects family's buying behavior. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product [1]. Consumers had single or multi-brand loyalty based on the nature of product, like necessities or luxuries. Brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability [2]. However, there are negligible studies carried out in Central India on purchasing pattern of branded and non-branded processed food products, particularly with reference to working and non-working women. Hence the present study was proposed to be carried out on purchasing pattern of branded and non-branded processed food products of working and non-working women in Nagpur city.

OBJECTIVES

1. To study the socio-demographic status of working and non-working women in Nagpur city.

2. To assess the purchasing pattern of branded and non-branded processed food products by working and non-working women of Nagpur city.

METHODOLOGY

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-demographic conditions and purchasing pattern of nine different categories of processed foods viz., bakery products, extruded products, breakfast cereals, instant mixes, *Papads*, potato chips, pickles, sauces and ready to eat products. Data was tabulated according to branded and non-branded products and analyzed statistically using SPSS version 17. Frequency, Mean, Standard Deviation were calculated for number of women purchasing branded and non-branded processed products. The association between branded and non-branded processed food products and working and non-working women were computed using Chi square test. The Confidence Interval was 95%.

RESULTS AND DISCUSSION

The results of the study are discussed below.

Demographic profile

The demographic profile of working and non-working women under study is presented in Table 1 and discussed below.

Table 1: Demographic Profile of working and nonworking women

Demographic Parameters	Category	Number of Consumers		
		Working (N= 200)	**Non-working(N =200)**	**Total**
Age(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
Mean Age 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 member	146(73.0)	47(23.5)	193
	above2 members	37(18.5)	36(18.0)	73
Monthly Income(Rs)	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 (Rs)	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 (Rs)	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 indicates percent cases.)

The data from Table 1 shows the 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 (χ^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 (χ^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 (χ^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±19,550 and non-working women were Rs. 40,625±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.

Brand-Wise Consumption of Processed Food Products

On the basis of consumer perception a consumer would take the purchase decision and a particular brand was getting priority over other brands. They also observed that the marketers realized the importance of consumer perception and attempted to create a unique image for their products, which enable to achieve an advantage over their competitors' products [3].

Brand-wise consumption of bakery products

Bakery industry is growing due to demand for ready-to-eat products which is influenced by increased urbanization, increased per capita income and increased population etc. Bakery products are the readymade food items made of various ingredients available anytime when demanded. The main bakery products are bread, biscuits, cakes, and pastries. People due to shortage of time prefer these bakery products. Many bakery products are nutritive and have become important part of diet of the people. Bread and biscuits have become most popular breakfast of most of the families not only in India but all over the world. India has a large market for the bakery products [4]. Brand-wise consumption of bakery products among working and non-working women in the current investigation is presented in Table 2.

Table 2: Distribution of women consumers according to brand-wise consumption of bakery products (Working women (W) N= 200, Non-working women (NW) N= 200)

SN	Bakery products	Bread		Bun		Cakes		Pastries		Pizza bread		Puffs	
		W	NW	W	NW	W	NW	W	NW	W	NW	W	NW
	Non Branded	1(0.5)	4(2)	-	-	-	2(1)	1(0.5)	-	-	-	-	1(0.5)
Branded Bakery Products													
1	**Haldiram**	114 (57)	124 (62)	10 (5)	23 (11.5)	20 (10)	20 (10)	14 (7)	20 (10)	27 (13.5)	35 (17.5)	7 (3.5)	3 (1.5)
2	**Ajit**	43 (21.5)	39 (19.5)	4 (2)	2 (1)	3 (1.5)	7 (3.5)	-	2(1)	1 (0.5)	2(1)	-	-
3	**Cakes n Cookies**	1 (0.5)	-	1 (0.5)	1(0.5)	-	-	1 (0.5)	-	-	-	2(1)	4(2)
4	**Brittania**	-	-	-	-	12 (6)	12(6)	-	-	-	-	-	-
5	**Parle**	-	-	-	-	-	2(1)	-	-	-	-	-	-
6	**Monginis**	-	-	-	-	3 (1.5)	3 (1.5)	-	-	-	-	-	-
7	**Palekar**	-	-	-	-	-	-	-	-	-	-	1 (0.5)	2 (1)
	Total*	158	163	15	26	38	44	15	22	28	37	10	9
	χ^2	4.280		6.125		5.803		5.158		1.607		3.600	
	P Value	0.369		0.106		0.446		0.271		0.448		0.463	

***** *includes total of only branded items. Numbers in parenthesis indicate per cent cases.*

The Table 2 shows that the consumption of non-branded bakery products viz., Bread, Cake and Puff was more in non-working women as compared to working women. Only local puff was consumed more by working women. As the study is conducted in Nagpur, a very well-known but locally originated brand i.e. Haldiram dominated the bakery products market in all categories i.e. Bread, Buns, Cakes, Pastries, Pizza-bread and Puffs. Ajit, another well known locally originated brand, was a distant second in all categories except Cakes. After Haldiram, Britannia was the second most popular brand for Cake in both working and non-working women. An insignificant association was observed between working and non-working women and purchasing of different brands of Bread (χ^2=4.280, p=0.369), Buns (χ^2=6.125, p=0.106), Cake (χ^2=5.803, p=0.446), Pastries (χ^2=5.158, p=0.271), Pizza bread (χ^2=1.607, p=0.448) and Puffs (χ^2=3.600, p=0.463). Britannia was the first brand in the bread market which offers 400 grams and 700 grams plain white sliced bread. The main reason of introducing quality bread was to bring to the consumers the concept of bread i.e. "Eat Healthy and Think Better"[5].

Brand-wise consumption of biscuits

The consumers are influenced by the demographic and socio-economic factors in making purchasing decision for biscuits. Various factors such as price, brand, product category and flavor influences the biscuit purchases. Keeping in mind the fact that a substantial percentage of Indian population lives in rural and semi-urban areas, biscuits, because of their economical pricing, become the most affordable snacks for this segment. For the high-end segment also, the affordability factor and the hygiene and convenience that biscuits offer, become a driving force [6]. Brand-wise consumption of biscuits among working and non-working women in the current investigation is presented in Table 3.

Table 3: Distribution of women consumers according to brand-wise consumption of biscuits

SN	Biscuit Brands	**Working** N=200	**Non-Working** N=200
1	**Parle**	76(23.9)	75(25.5)
2	**Monaco**	20(6.8)	18(6.1)
3	**Bourbon**	8(2.7)	8(2.7)
4	**Good Day**	7(2.4)	5(1.7)
5	**Marie**	59(20.1)	56(19.0)
6	**Hide n Seek**	18(6.1)	21(7.1)
7	**Chunkies**	2(0.7)	4(1.4)
8	**Coconut**	3(1.0)	-
9	**Britannia**	11(3.7)	12(4.1)
10	**Crack-Jack**	7(2.4)	3(1.0)
11	**Patanjali**	3(1.0)	5(1.7)
12	**50-50**	3(1.0)	-
13	**Chocos**	-	2(0.7)
14	**Brisk Farm**	-	2(0.7)
15	**Little Hearts**	1(0.3)	-
16	**Sun Feast**	-	2(0.7)
	Total	153(52.0)	141(48.0)
	χ^2	1.484	
	P Value	0.174	

(Numbers in parenthesis indicate per cent cases.)

The data from Table 3 shows that Parle was the most popular biscuit brand for both working and non-working women. Marie was the next popular biscuit brand followed by Monaco, Hide n Seek, Britannia, Bourbon, Good Day, Crack-Jack and Patanjali. Very few respondents consumed Coconut, 50-50, Chocos, Brisk Farm, Chunkies, Little Hearts and Sunfeast among both working and non-working women categories. The study shows widespread consumption of biscuits among both working and non-working women. The consumption of non-branded biscuits was not observed in this study. An insignificant association was observed between working and non-working women and purchasing of different brands of biscuits (χ^2=1.484, p=0.174).

Britannia Industries Limited (BIL) is a major player in the Indian Foods market with leadership position in Bakery category. Its brand portfolio includes Tiger, Marie Gold, Good Day, 50:50 and Treat [5].

Brand-wise consumption of extruded products

Brand-wise consumption of extruded products among working and non-working women in the present investigation is presented in Table 4.

Table 4: Distribution of women consumers according to brand-wise consumption of extruded products, Working women (W) N= 200, Non-working women (NW) N= 200)

SN	Extruded products	Noodles		Macaroni		Vermicelli		Pasta	
		W	NW	W	NW	W	NW	W	NW
1	Maggie	81(40.5)	90(45)	-	-	-	-	3(1.5)	2(1)
2	Chings	1(0.5)	3(1.5)	-	-	-	-	-	-
3	Yippee	5(2.5)	5(2.5)	-	-	-	-	1(0.5)	3(1.5)
4	Top Ramon	-	2(1)	-	-	-	-	-	-
5	Patanjali	6(3)	5(2.5)	-	-	-	1(0.5)	-	-
6	Hakka Noodles	3(1.5)	-	-	-	-	-	-	-
7	Bombino	-	-	-	2(1)	9(4.5)	10(5)	-	1(0.5)
8	MTR	-	-	8(4)	5(2.5)	2(1)	1(0.5)	2(1)	3(1.5)
9	Pilsbury	-	-	-	1(0.5)	-	-	-	-
10	Haldiram	-	-	-	-	3(1.5)	2(1)	-	-
11	Nilons	-	-	-	-	1(0.5)	1(0.5)	-	1(0.5)
12	Del Monte	-	-	-	-	-	-	7(3.5)	3(1.5)
13	Sun Feast	-	-	-	-	-	-	11(5.5)	13(6.5)
14	Borges	-	-	-	-	-	-	-	1(0.5)
	Total	96	105	8	8	15	15	24	27
	χ^2	6.972		3.692		1.586		6.192	
	P Value	0.323		0.297		0.903		0.626	

(Numbers in parenthesis indicate per cent cases.)

Table 4 shows that instant noodles were the most popular extruded food product among both working and non-working women. Among instant noodles, Maggie was the most popular brand but its consumption was found to be more in non-working women thank in working women. In Macaroni, MTR was the most popular brand in working as well as non-working women. Bombino was the popular brand for vermicelli in both working and non-working women and Sun Feast was the most popular brand for pasta in working and non-working women. The results showed that the overall consumption of branded extruded food products was more in non-working women as compared to working women. An insignificant association was observed between working and non-working women and purchasing of different brands of Noodles (χ^2=6.972, p=0.323), Macaroni (χ^2=3.692, p=0.297), Vermicelli (χ^2=1.586, p=0.903) and Pasta (χ^2=6.192, p=0.626).

Maggie in Indian market is considered to be conservative and typical about food consumption. It's appropriate realization of target segment, effective positioning and effective promotion and sales made Maggie to Noodles in India as Xerox is to photocopier [7]. Maggi was the highest Indian spender in the Sales Promotion department in the Noodles Category. However, in recent times Maggi has been seeing a flurry of activity with new entrants stocking the shelves. Be it GlaxoSmithKline's Horlicks Foodles, Hindustan Unilever's Knorr Soupy Noodles, or ITC's Sunfeast Yippee, each is out to grab a share of the consumer's palate and wallet [8].

Brand-wise consumption of breakfast cereals

Brand-wise consumption of breakfast cereals among working and non-working women in the current investigation is presented in Table 5.

Table 5: Distribution of women consumers according to brand-wise consumption of breakfast cereals, Working women (W) N= 200, Non-working women (NW) N= 200)

SN	Breakfast cereals	Cornflakes		Honey Loops		Chocos		Oats		Museli	
		W	NW	W	NW	W	NW	W	NW	W	NW
1	**Kellogs**	51(25.5)	59(29.5)	14(7)	13(7.5)	36(18)	51(25.5)	-	-	4(2)	12(6)
2	**Patanjali**	5(2.5)	-	1(0.5)	1(0.5)	3(1.5)	1(0.5)	2(2)	4(2)	1(0.5)	-
3	**Bakers**	-	-	-	-	-	-	-	1(0.5)	-	-
4	**Marico**	-	-	-	-	-	-	-	1(0.5)	-	-
5	**Oatkers**	-	-	-	-	-	-	7(3.5)	3(1.5)	-	-
6	**Quacker**	-	-	-	-	-	-	1(0.5)	5(2.5)	-	-
7	**Suffola**	-	-	-	-	-	-	31(15.5)	36(18)	-	1(0.5)
	Total	56	59	15	14	39	52	41	50	5	13
	χ^2	5.613		0.040		4.133		7.569		6.168	
	P Value	0.060		0.980		0.127		0.271		0.104	

(Numbers in parenthesis indicate per cent cases.)

According to Table 5 cornflakes was the most consumed breakfast cereal from Kellogs brand in both working and non-working women. Chocos was the next popular breakfast cereal from Kellogs followed by oats from Saffola, honey loops from Kellogs and Museli from Kellogs in both working and non-working women. An insignificant association was observed between working and non-working women and purchasing of different brands of Cornflakes (χ^2=5.613, p=0.060), Honey loops (χ^2=0.040, p=0.980), Chocos (χ^2=4.133, p=0.127), oats (χ^2=7.569, p=0.271) and Museli (χ^2=6.168, p=0.104).

There are clearly nutritional benefits from including breakfast cereals in a breakfast meal. A recently proposed Breakfast Quality Index has the inclusion of breakfast cereals as a key factor to improve the overall breakfast meal score [9]. Breakfast cereals are relatively inexpensive, nutrient-dense, and convenient foods, which can be recommended to form part of a healthy balanced diet. Their regular consumption can help ensure an adequate nutrient intake and may assist in reducing the risks of being overweight or of developing CVD or diabetes [10].

Brand-wise consumption of instant mixes

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 [11]. The brand-wise consumption of instant mixes among working and non-working women in the current investigation is presented in Table 6

It is revealed from Table 6 that the consumption of non-branded *Idli mix* was more in working women whereas the consumption of *Dosa mix, Dhokla mix, Upma mix* and *Anarsa undi* was more in non-working women. Among branded instant mixes *Gulab jamun* was the most popular instant mix from Chitale in both working and non-working women. *Idli* mix was the next popular instant mix from Chitale and Gits in both working and non-working women. *Dhokla* mix was also popular instant mix from Chitale followed by MTR and Suruchi in working and non-working women. *Dosa mix* from MTR followed by Gits was popular for both working and non-working women. 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 (χ^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* (χ^2=13.278, p=0.066), *Dhokla mix* (χ^2=8.954, p=0.256), *Upma mix* (χ^2=7.260, p=0.202), *Chakli mix* (χ^2=5.333, p=0.377), *Wada mix* (χ^2=4.180, p=0.186), *Sabudana wada mix* (χ^2=1.003, p=0.317) , *Biryani/Pulao mix* (χ^2=2.000, p=0.572), *Paratha mix* (χ^2=1.003, p=0.317), *Bhajani mix* (χ^2=5.003, p=0.287), *Gulab jamun mix* (χ^2=2.327, p=0.676), *Cake mix* (χ^2=1.523, p=0.467), *Jalebi mix* (χ^2=1.010, p=0.315) *and Anarsa undi* (χ^2=2.000, p=0.368).

Table 6: Distribution of women consumers according to brand-wise consumption of instant mixes, (Working women (W) N= 200, Non-working women (NW) N= 200)

Branded Instant Mixes	*Idli mix*		*Dosa mix*		*Dhokla mix*		*Upma mix*		*Chakali mix*		*Wada mix*		*Sabudana wada mix*		*Biryani/ Pulao mix*		*Paratha mix*		*Bhajani mix*		*Gulab Jamun mix*		*Cake mix*		*Jalebi mix*		*Anarsa undi*	
	W	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**	**W**	**NW**
Non Branded	4 (2.0)	3 (1.5)	2 (1.0)	4 (2.0)	-	3 (1.5)	-	2 (1.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (0.5)	1 (0.5)
Branded Instant mixes																												
Bedekar	1 (0.5)	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chitale	10 (5)	5 (2.5)	3 (1.5)	4 (2)	13 (6.5)	14 (7)	-	2 (1)	-	1 (0.5)	-	1 (0.5)	-	1 (0.5)	-	-	-	-	-	-	37 (18.5)	46 (23)	-	-	-	-	-	-
Gits	15 (7.5)	4 (2)	13 (6.5)	3 (1.5)	10 (5)	4 (2)	2 (1)	1 (0.5)	1 (0.5)	-	2 (1)	-	-	-	3 (1.5)	3 (1.5)	-	1 (0.5)	-	1 (0.5)	19 (9.5)	16 (8)	-	-	1 (0.5)	3 (1.5)	-	-
Mother's Receipe	-	1 (0.5)	-	1 (0.5)	-	1 (0.5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MTR	8 (4)	15 (7.5)	6 (3)	14 (7)	4 (2)	8 (4)	1 (0.5)	4 (2)	-	-	1 (0.5)	4 (2)	-	-	1 (0.5)	-	-	-	-	-	1 (0.5)	-	-	-	-	-	-	-
Suruchi	4 (2)	7 (3.5)	-	3 (1.5)	6 (3)	6 (3)	-	1 (0.5)	-	-	-	-	-	-	-	-	-	-	-	-	7 (3.5)	7 (3.5)	-	-	-	-	-	-
Balaji	-	-	-	-	-	-	-	-	1 (0.5)	-	-	-	-	-	-	-	-	-	2 (1)	2 (1)	-	-	-	-	-	-	-	-
Kepra	-	-	-	-	-	-	-	-	2 (1)	1 (0.5)	-	-	-	-	-	-	-	-	3 (1.5)	-	-	-	-	-	-	-	-	-
Ram Bandhu	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suhana	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (0.5)	-	-	-	-	-	-	-	-	-	-	-	-
Kelkar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (0.5)	-	-	-	-	-	-	-	-
Betty Cracker	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (0.5)	-	-	-	-
Pilsbury	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 (1.5)	5 (2.5)	-	-	-	-
Pandit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (0.5)
Total*	38	32	22	25	34	33	3	8	4	4	3	5	-	1	4	4	-	1	5	4	64	69	3	6	1	3	-	1
χ^2	13.278		14.332		8.954		7.260		5.333		4.810		1.003		2.000		1.003		5.003		2.327		1.523		1.010		2.000	
P Value	0.066		0.026		0.256		0.202		0.377		0.186		0.317		0.572		0.317		0.287		0.676		0.467		0.315		0.368	

***** *includes total of only branded items, Numbers in parenthesis indicate per cent cases.*

Brand-wise consumption of *papad*

Market of *papad* is steadily growing and there are national brands like *Lijjat* and *MTR* and also local brands of *papad* are available. Black gram dhal *papad* is the most commonly available *papad* in the local market [12]. *Lijjat papad* is the largest selling brand in Indian as well as foreign market [13]. The brand-wise consumption of *papad* among working and non-working women in the current investigation is presented in Table 7.

Table 7: Distribution of women consumer according to brand-wise consumption of *papad*, Working women (W) N= 200, Non-working women (NW) N= 200)

S N	*Papad*	*Moong*		*Udad*		*Sabudana*		Rice		*Potato and sago papad*	
		W	NW	W	NW	W	NW	W	NW	W	NW
	Non-branded	2(1)	4(2)	1(0.5)	2(1)	2(1)	5(2.5)	3(1.5)	8(4.0)	-	4(2.0)
Branded *Papad*											
1	Agrawal	-	1(0.5)	-	-	-	-	-	-	-	-
2	Haldiram	14(7)	12(6)	6(3)	11(5.5)	-	-	-	-	-	-
3	Lijjat	75(37.5)	81(40.5)	67(33.5)	54(27)	-	-	-	-	-	-
4	Mother's Receipe	3(1.5)	2(1)	2(1)	1(0.5)	-	-	-	-	-	-
5	Suruchi	25(12.5)	25(12.5)	12(6)	11(5.5)	-	-	-	-	-	-
6	Kelkar	-	-	2(1)	-	-	-	-	-	-	-
7	Nilons	-	-	-	-	1(0.5)	-	-	-	1(0.5)	-
	Total *	117	121	89	77	1	-	-	-	1	-
	χ^2	2.482		6.101		2.296		2.337		5.023	
	P Value	0.870		0.412		0.317		0.126		0.170	

***** *includes total of only branded items. Numbers in parenthesis indicate per cent cases.*

Table 7 demonstrates that the consumption of non-branded Rice *papad* was more in non-working women as compared to working women. Rice *papad* was closely followed in consumption by *Moong papad*, *Udad papad*, *Sabudana papad* and Potato and sago *papad* in non-working women as compared to working women. Among branded *papads*, *Moong* was the most consumed *papad* from Lijjat followed by Suruchi and Haldiram in both working and non-working women whereas *Udad papad* was the next most consumed *papad* from Lijjat again followed by Suruchi and Haldiram in both working and non-working women. Only working women consumed *Sabudana* and Potato *papad* from Nilons maybe because lack of time to prepare these products at home. An insignificant association was observed between working and non-working women and purchasing of different brands of *Moong papad* (χ^2=2.482, p=0.870), *Udad papad* (χ^2=6.101, p=0.412), *Sabudana papad* (χ^2=2.296, p=0.317), *Rice papad* (χ^2=2.337, p=0.126) and *Potao and sago papad* (χ^2=5.023, p=0.170). Higher income group of respondents were more likely to agree that branded *Papads* are manufactured in more hygienic environment than the local *Papad* [14].

Brand-wise consumption of chips

The market for branded chips has been growing at a fast pace. Heavy promotions by branded chipmakers (like offering free gifts, toys, etc. with these products), has led to a major shift from unbranded to branded products. Currently Uncle Chips, ITC Potato Chips and Fritolays are the market leaders. Rest of the market is divided among the local players. These products are marketed in small pack sizes, as a lower unit price makes the product appear affordable. In salty snacks and chips business the major players are – Fritolay's India Ltd (of Pepsico foods), with its Ruffles, Cheetos and Hostess brands and Uncle Chips Company Ltd with its uncle chips brands. Lately, players like Haldiram, Bikanerwala, and Aggarwal are making their presence felt nationally. Lays are attracting most of the eye balls as compared to the other branded chips. Indian consumer buys it only if its catches his eye at the outlet or its accompanied by a child who finds potato chips a fun snack. So, leading players have stressed on attractive packaging and promotions targeted at kids to increase consumption. *Kurkure* is the popular brand of Frito-Lay groups [15]. The brand-wise consumption of chips among working and non-working women in the current investigation is presented in Table 8

Table 8: Distribution of women consumers according to brand-wise consumption of chips, Working women (W) N= 200, Non-working women (NW) N= 200)

SN	Chips	Potato		Banana		Karela		Kurkure	
		W	NW	W	NW	W	NW	W	NW
	Non-branded	-	2(1)	2(1)	5(2.5)	2(1)	-	-	-
Branded Chips									
1	**Balaji**	1(0.5)	-	-	4(2)	-	-	-	-
2	**Haldiram**	37(18.5)	43(21.5)	-	-	-	-	-	-
3	**Hot Chips**	9(4.5)	10(5)	16(8)	16(8)	5(2.5)	9(4.9)	-	-
4	**Lays**	43(21.5)	43(21.5)	-	-	-	-	-	-
5	**Uncle Chips**	3(1.5)	2(1)	-	-	-	-	-	-
6	**Kurkure**	-	-	-	-	-	-	19(9.5)	14(7)
	Total*	93	98	16	20	5	9	19	14
	χ^2	3.939		5.423		3.153		0.826	
	P Value	0.685		0.143		0.207		0.364	

***** *includes total of only branded items. Numbers in parenthesis indicate per cent cases.*

It was observed from Table 8 that the consumption of non-branded Banana chip and Potato chips was more in non-working women as compared to working women whereas the consumption of *Karela* chips was more in working women. Potato chips was the most consumed branded chips from Lays followed by Haldiram in both working and non-working women. Banana chips were the next consumed chips from Hot Chips in non-working women as compared to working women. *Kurkure* was more famous in working women as compared to non-working women. *A Karela chip from Hot Chips was* consumed mainly by non-working women as compared to working women. An insignificant association was observed between working and non-working women and purchasing of different brands of Potato chips (χ^2=3.939, p=0.685), Banana chips (χ^2=5.423, p=0.143), *Karela* chips (χ^2=3.153, p=0.207) and *Kurkure* (χ^2=0.826, p=0.364). Consumer buys potato chips only if it catches his or her eye or as fun snack consumed by school children and collegiate during intervals of their convenience or enjoyment [15].

Brand-wise consumption of pickles

The brand-wise consumption of pickles among working and non-working women in the current investigation is presented in Table 9

Table 9: Distribution of women consumers according to brand-wise consumption of pickles, Working women (W) N= 200, Non-working women (NW) N= 200)

SN	Pickles	Mango		Lemon		Chili		Garlic		Mixed	
		W	NW	W	NW	W	NW	W	NW	W	NW
1	**Bedekar**	3(1.5)	5(2.5)	1(0.5)	2(1)	1(0.5)	-	1(0.5)	1(0.5)	1(0.5)	-
2	**Kelkar**	3(1.5)	6(3)	3(1.5)	1(0.5)	2(1)	-	-	-	-	-
3	**Mother's Recipie**	1(0.5)	-	-	-	2(1)	-	-	-	-	-
4	**Nilons**	-	1(0.5)	-	1(0.5)	-	1(0.5)	-	1(0.5)	-	1(0.5)
5	**Pravin**	17(8.5)	27(13.5)	5(2.5)	5(2.5)	2(1)	1(0.5)	1(0.5)	-	5(2.5)	3(1.5)
6	**Priya**	-	3(1.5)	-	1(0.5)	-	1(0.5)	-	1(0.5)	-	1(0.5)
7	**Ramdev**	1(0.5)	-	-	-	-	-	-	-	-	-
8	**Suruchi**	21(10.5)	19(9.5)	14(7)	10(5)	5(2.5)	3(1.5)	-	2(1)	8(4)	13(6.5)
9	**K-pra**	-	-	-	-	-	-	-	-	-	1(0.5)
	Total	46	61	23	20	12	6	2	5	14	19
	χ^2	10.641		4.025		7.928		5.023		5.759	
	P Value	0.223		0.673		0.339		0.413		0.451	

(Numbers in parenthesis indicate per cent cases.)

It was found from Table 10 that Mango pickle from Pravin followed by Suruchi, Kelkar and Bedekar brands was consumed by both working and non-working women. Lemon pickle was the next popular pickle in working women mostly from Suruchi and Pravin brands. Mixed pickle from Suruchi and

Pravin brands was consumed more by non-working women as compared to working women. Very less consumption of Chili and Garlic pickle was found in both working and non-working women. An insignificant association was observed between working and non-working women and purchasing of different brands of Mango pickle (χ^2=10.641, p=0.223), Lemon pickle (χ^2=4.025, p=0.673), Chili pickle (χ^2=7.928, p=0.339), Garlic pickle (χ^2=5.023, p=0.413) and Mixed pickle (χ^2=5.759, p=0.451). Among the various players in the pickle market, national leader Mother`s Recipe covers more than half portion of the entire market whereas local players like Pravin is in second position with 22% share followed by Priya and K-pra [16].

Brand-wise consumption of chutney/sauce

The brand-wise consumption of chutney/sauce among working and non-working women in the current investigation is presented in Table 11. Table 11 shows that tomato sauce from Maggi and Kissan was the most consumed sauces in both working and non-working women. Jam from Kissan and Mala`s was the next popular product in working as well as non-working women. The consumption of chili and soya sauce from Chings was more in non-working women as compared to working women. The consumption of Maggie pichaku *imli* sauce was more in working women as compared to non-working women. Very less consumption of fruit pulp, jelly and squashes was found in both working and non-working women.

Non-working women were found to be purchasing significantly (χ^2=16.971, p=0.005) more branded jam than working women**.** An insignificant association was observed between working and non-working women and purchasing of different brands of *Imli* sauce (χ^2=1.439, p=0.487), Tomato sauce (χ^2=2.487, p=0.778), Chili sauce (χ^2=5.941, p=0.115), Soya sauce (χ^2=3.197, p=0.202) Fruit pulp (χ^2=1.003, p=0.317), Jelly (χ^2=2.010, p=0.156) and Squashes (χ^2=7.626, p=0.106). The brand loyalty and switching pattern of processed fruit and vegetable products in Bangalore city by using Markov Chain analysis. The result of study revealed that Kissan brand for Jam and Maggi brand for ketchup had a maximum brand loyalty among consumers, and less amount of brand switching occurred for these brands [17].

Table 11: Distribution of women consumers according to brand-wise consumption of chutney/sauce/fruit crush/squashes

Working women (W) N= 200, Non-working women (NW) N= 200)

SN	chutney/ sauce	Imli		Tomato		Chilli		Soya		Fruits Pulp		Jam		Jelly		Squashes	
		W	NW	W	NW	W	NW	W	NW	W	NW	W	NW	W	NW	W	NW
1	Kissan	-	1(0.5)	36(18)	39(19.5)	-	-	-	-	-	1(0.5)	40(20)	65(32.5)	-	2(1)	1(0.5)	7(3.5)
2	Maggie	12(6)	9(4.5)	87(46.5)	86 (43)	5(2.5)	1(0.5)	-	-	-	-	-	-	-	-	-	-
3	Noga	-	-	3(1.5)	1(0.5)	-	-	-	-	-	-	2(1)	-	-	-	-	-
4	Patanjali	-	-	-	1(0.5)	-	-	-	-	-	-	1(0.5)	1(0.5)	-	-	-	-
5	Suruchi	-	-	1(0.5)	2(1)	-	-	-	-	-	-	-	-	-	-	-	-
6	Chings	-	-	-	-	5(2.5)	11(5.5)	8(4)	15(7.5)	-	-	-	-	-	-	-	-
7	Weikfield	-	-	-	-	-	1(0.5)	3(1.5)	1(0.5)	-	-	-	-	-	-	-	-
8	Mala's	-	-	-	-	-	-	-	-	-	-	1(0.5)	3(1.5)	-	-	-	-
9	Mapro	-	-	-	-	-	-	-	-	-	-	4(2)	12(6)	-	-	-	-
10	Haldiram	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1(0.5)	-
11	Roohafsa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1(0.5)
12	Tropicana	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1(0.5)
	Total	12	10	127	129	10	13	11	16	-	1	48	81	-	2	2	9
	χ^2	1.439		2.487		5.941		3.197		1.003		16.971		2.010		7.626	
	P Value	0.487		0.778		0.115		0.202		0.317		0.005		0.156		0.106	

(Numbers in parenthesis indicate per cent cases.)

Brand-wise consumption of ready-to-eat food products

For consumers, taste is the primary motivation to buy RTE foods. Though the first priority is sensory appeal, convenience has been given relatively more importance. Also, consumers are ready to spend more if the food is available at a convenient place and if it smells and tastes good. Motives of purchasing RTE foods are sensory appeal, convenience, mood and price. Apart from this, brand also plays a significant role in determining consumer behavior, the more the visibility of the brand more is the buying tendency for that particular brand [18]. The brand-wise consumption of ready-to-eat food products among working and non-working women in the current investigation is presented in Table 12.

Table 12: Distribution of women consumers according to brand-wise consumption of ready-to-eat food products Working women (W) N= 200, Non-working women (NW) N= 200)

SN	Products/ Brand		Parampara	Rasoi Magic	Suhana	Gits	MTR	Suruchi	Knorr	Chings	Total	χ^2 value
1	***Paneer and Products***	W	3(1.5)	6(3.0)	2(1.0)	-	-	-	-	-	11	χ^2 =5.180
		NW	-	11(5.5)	4(2.0)	-	-	-	-	-	15	P=0.159
2	***Pav Bhaji***	W	1(0.5)	1(0.5)	1(0.5)	-	-	-	-	-	3	χ^2 =2.010
		NW	-	1(0.5)	-	-	-	-	-	-	1	P=0.570
3	***Biryani***	W	-	3(1.5)	-	1(0.5)	-	-	-	-	4	χ^2 =2.023
		NW	-	1(0.5)	-	-	-	-	-	-	1	P=0.364
4	***Methi Mutter***	W	-	1(0.5)	2(1.0)	-	-	-	-	-	3	χ^2 =0.668
		NW	-	2(1.0)	1(0.5)	-	-	-	-	-	3	P=0.717
5	***Saoji Curry***	W	-	-	1(0.5)	-	1(0.5)	-	-	-	2	χ^2 =2.010
		NW	-	-	-	-	-	-	-	-	-	P=0.366
6	***Misal Rassa***	W	-	1(0.5)	-	-	-	-	-	-	1	χ^2 =1.003
		NW	-	-	-	-	-	-	-	-	-	P=0.317
7	***Chana Masala***	W	1(0.5)	1(0.5)	-	-	-	-	-	-	2	χ^2 =3.003
		NW	-	-	1(0.5)	-	-	-	-	-	1	p=0.391
8	***Dum Aaloo***	W	-	-	1(0.5)	-	-	1(0.5)	-	-	2	χ^2 =2.010
		NW	-	-	-	-	-	-	-	-	-	P=0.366
9	***Aaloo Mutter***	W	-	-	-	-	-	-	-	-	-	χ^2 =1.003
		NW	-	1(0.5)	-	-	-	-	-	-	1	P=0.317
10	***Malai Kofta***	W	-	1(0.5)	2(1.0)	-	-	-	-	-	3	χ^2 =2.010
		NW	-	1(0.5)	-	-	-	-	-	-	1	P=0.366
11	***Rajma Masala***	W	1(0.5)	-	-	-	-	-	-	-	1	χ^2 =2.000
		NW	-	-	1(0.5)	-	-	-	-	-	1	P=0.368
12	***Veg Kolhapuri***	W	-	2(1.0)	-	-	-	-	-	-	2	χ^2 =0.203
		NW	-	3(1.5)	-	-	-	-	-	-	3	P=0.653
13	***Dal Makhani***	W	-	1(0.5)	-	-	-	-	-	-	1	χ^2 =0.336
		NW	-	2(1.0)	-	-	-	-	-	-	2	P=0.562
14	***Dal Fry***	W	-	1(0.5)	-	-	-	-	-	-	1	χ^2 =0.336
		NW	-	2(1.0)	-	-	-	-	-	-	2	P=0.562
15	***Jeera Rice***	W	-	1(0.5)	-	-	-	-	-	-	1	χ^2 =1.003
		NW	-	-	-	-	-	-	-	-	-	P=0.317
16	***Veg Manchurian (Gravy)***	W	-	-	-	-	-	-	8(4.0)	2(1.0)	10	χ^2 =0.498
		NW	-	-	-	-	-	-	11(5.5)	2(1.0)	13	P=0.780
17	***Chinese Schezawan***	W	-	-	-	-	-	-	3(1.5)	1(0.5)	4	χ^2 =2.010
		NW	-	-	-	-	-	-	2(1.0)	4(2.0)	6	P=0.366
18	***Chinese Chilli (Gravy)***	W	-	-	-	-	-	-	3(1.5)	1(0.5)	4	χ^2 =1.023
		NW	-	-	-	-	-	-	6(3.0)	1(0.5)	7	P=0.600
19	***Sambar Mix***	W	-	-	-	-	-	-	2(1.0)	-	2	χ^2 =0.336
		NW	-	-	-	-	-	-	1(0.5)	-	1	P=0.562
20	***Soup Mix***	W	-	-	-	-	-	-	8(4.0)	-	8	χ^2 =0.842
		NW	-	-	-	-	-	-	12(6.0)	-	12	P=0.359

(Numbers in parenthesis indicate per cent cases.)

According to Table 12, the data reveals that the most consumed ready-to eat product was *Paneer* and products (*Palak paneer, Paneer butter masala, Paneer makhani, Mutter paneer, Shahi paneer, Paneer tikka masala, Paneer makhanwala and Paneer bhurji*) from Rasoi magic followed by Parampara and Suhana in both working and non-working women. The next famous food items were *Veg. manchurian* and Soup mix from Knorr in non-working women as compared to working women. Very negligible consumption was found for *Pav bhaji, Biryani, Methi mutter malai, Saoji curry, Missal rassa, Chana masala, Dum aaloo, Aaloo mutter, Malai kofta, Rajma masala, Veg kolhapuri, Dal makhani, Dal fry, Jeera rice, Chinese schezwan (gravy), Chinese chili (gravy) and Sambar mix* from Parampara, Rasoi Magic, Suhana, Gits, MTR, Suruchi, Knorr and Chings in both working and non-working women. The consumption of ready-to-eat products was found to be more in non-working women as compared to working women. An insignificant association was observed between working and non-working women and purchasing of different brands of *Paneer and products* (χ^2=5.180, p=0.159), *Pav bhaji* (χ^2=2.010, p=0.570), *Biryani* (χ^2=2.023, p=0.364), *Methi mutter malai*

(χ^2=0.668, p=0.717), *Saoji curry* (χ^2=2.010, p=0.366), *Missal rassa* (χ^2=1.003, p=0.317), *Chana masala* (χ^2=3.003, p=0.391), *Dum aaloo* (χ^2=2.010, p=0.366), *Aaloo mutter* (χ^2=1.003, p=0.317), *Malai kofta* (χ^2=2.010, p=0.366), *Rajma masala* (χ^2=2.000, p=0.368), *Veg kolhapuri* (χ^2=0.203, p=0.653), *Dal makhani* (χ^2=0.336, p=0.562), *Dal fry* (χ^2=0.336, p=0.562), *Jeera rice* (χ^2=1.003, p=0.317), *Veg manchurian(gravy)* (χ^2=0.498, p=0.780, *Chinese schezwan(gravy)* (χ^2=2.010, p=0.366), *Chinese chilly(gravy)* (χ^2=1.023, p=0.600), *Sambar mix* (χ^2=0.336, p=0.562) and Soup mix (χ^2=0.842, p=0.359).

Today the ready-to-eat products produced from India are Basmati rice *Pulao, Biryani, Dal, Channa, Rajma,* Spicy Vegetable Curry, Mushroom, *Paneer*, Chicken, Broccoli, Sweets and many additional South Indian dishes [19]. Working couples with changing life style and lack of time have led to growth of RTE products in the recent times. Some of the popular products in the market include *dal makhani, palak paneer, dal tadka, rajma, navratan korma, paw bhaji,* various rice preparations and host of others. Some entrepreneurs also have regional products and there are about a dozen brands from some of the companies like ITC, MTR, Amul and Gits [18]. Consumer perception towards MTR products is very good it has created a good brand image for itself for providing good quality, packaging and taste [20].

CONCLUSION

Quality is an important factor that draws consumers towards branded products. This study was an attempt to understand the motivating factors behind the purchasing of branded processed food products among working and non-working women of Nagpur city. One of the major findings of the study was the allure of locally originated brands. Haldiram and Ajit brands are not only the market leaders nationally but home grown and very well-known Nagpur brands had most of the market share in bakery and chips products. This may be due to the perception of the products being fresh as these are locally sourced and at the same time are from a reputed brand. The categories where such locally originated brands were non-existent, as expected, nationally well-known brands such as Lijjat etc were found to be popular in *papad* category. Similarly, a national leader Mother's Recipe in pickles had a tough fight from a Maharashtra local brand called Pravin. So, in general, consumers preferred locally originated but well-known brands even though they are not market leaders at the national level.

The study showed that the consumption of processed foods was generally higher in case of non-working women as compared to working women. In particular, the consumption of all bakery products other than puffs and biscuits was higher for non-working women than working women. Consumption of vermicelli and macaroni in extruded products group was found to be same for working and non-working women. All other extruded products had higher consumption levels for non-working women than working women. Similar results were found from breakfast cereals group where the consumption was higher for non-working women than working women except honey loops. In case of instant mixes, the consumption for all except Idli and Dhokla mix was found to be higher in non-working women as compared to working women. Working women consumed more Udad papad whereas non-working women consumed more Moong papad. In chips category, all products other than kurkure had higher consumption from non-working women than working women. Non-working women consumed more mango pickle whereas working women consumed more lemon pickle. For tomato sauce, jam and all ready-to-eat products, the consumption levels were high in non-working women than working women. It can be concluded from the study that the consumption of branded and non-branded foods among the working and non-working women do not differ significantly except for branded Dosa instant mix and jam.

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