



AWARENESS LEVEL OF VEGETARIAN FROZEN FOOD IN TIRUPUR CITY

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Abstract:

Frozen Food is becoming increasingly popular in India, and Tirupur city is no exception. Vegetarian Frozen Food is especially popular, as it is a convenient and affordable way to enjoy a healthy meal. However, there is a lack of research on the awareness level of vegetarian Frozen Food among respondents in Tirupur city. This study aims to assess the awareness level of vegetarian Frozen Food in Tirupur city. A survey of 100 respondents was conducted to collect data on the awareness of vegetarian Frozen Food, the reasons for preferences for different types of Frozen Food. The study also found that respondents were more likely to purchase vegetarian Frozen Food if it was restaurant style, convenient, and healthy. Respondents were also more likely to purchase vegetarian Frozen Food from brands that they trusted.

Key Words: Frozen Food, Vegetarian, Awareness, Brand, Reason

Introduction:

Frozen Food is any food that has been frozen to a temperature below freezing (32 degrees Fahrenheit or 0 degrees Celsius). This process helps to preserve the food's quality and nutritional value. Frozen Food can be stored for a longer period of time than fresh food, which makes it a convenient option for busy people. Vegetarian Frozen Food is any type of Frozen Food that does not contain meat, poultry, or fish. This includes a wide variety of foods, such as:

- Frozen vegetables and fruits
- Frozen vegetarian meats and meat substitutes
- Frozen vegetarian ready-to-eat meals
- Frozen vegetarian pizzas, burritos, and other snacks

Vegetarian Frozen Food is a convenient and affordable way to enjoy a healthy meal. It is also a good option for people who are short on time or who do not have access to fresh ingredients. Some of the benefits of vegetarian Frozen Food include:

- Convenience: Vegetarian Frozen Food is typically quick and easy to prepare. It can be a great option for busy people who do not have time to cook a meal from scratch.
- Affordability: Vegetarian Frozen Food is often more affordable than fresh produce. It can be a good option for people on a budget.
- Nutrition: Vegetarian Frozen Food can be a nutritious part of diet. Many frozen vegetables and fruits are just as nutritious as fresh produce. Frozen vegetarian meats and meat substitutes can also be a good source of protein and other nutrients.

The process of frozen food begins with the selection and harvesting of fresh, high-quality ingredients. The ingredients are then washed, sorted, and prepared for freezing. This may involve blanching (briefly boiling in water or steam) to preserve color and flavor, or cutting the ingredients into smaller pieces to facilitate freezing and cooking. Once the ingredients are prepared, they are placed on a conveyor belt and exposed to a blast of cold air (-30°C to -40°C). This rapidly freezes the food, forming small ice crystals. The ice crystals damage the cell walls of the food, which helps to preserve nutrients and texture. Once the food is frozen, it is packaged and placed in storage. Frozen food can be stored for several months or even years without losing quality.

When choosing vegetarian Frozen Food, it is important to read the nutrition label carefully. Some Frozen Foods may be high in unhealthy fats, sugar, and sodium. It is also important to choose foods that are low in processed ingredients. Here are some tips for choosing and preparing vegetarian Frozen Food:

- Look for foods that are low in unhealthy fats, sugar, and sodium.
- Choose foods that are low in processed ingredients.
- Avoid foods that contain artificial flavors, colors, and preservatives.
- When preparing Frozen Food, follow the package directions carefully.
- Do not overcook Frozen Food, as this can make it tough and dry.

Vegetarian Frozen Food can be a healthy and convenient part of diet. By choosing healthy options and preparing them properly, can make the most of vegetarian Frozen Food.

The advantages of frozen food:

- A busy working parent can quickly and easily heat up a frozen meal for dinner, saving them time and energy.
- A family can save money by buying frozen fruits and vegetables in bulk, rather than buying fresh produce that may go to waste.
- Someone with a dietary restriction can find a variety of frozen food options that meet their needs, such as gluten-free or vegan meals.
- A person who lives in a remote area may not have access to fresh produce, but they can still eat a healthy diet by eating frozen fruits and vegetables.

Review of Literature:

Vishal Kumar had a study to find the reason to recognize the purchasing conduct of buying frozen food regarding Chennai people, The irregular inspecting strategy has been utilized to gather the information. In this study it has presumed that individuals in the Chennai locale are have an positive attitude towards the frozen food items, for example, vegetables, meat related items and so on, and furthermore they expressed that essence of the frozen meat items isn't excessively great yet for the time utilization they are liking.

Muhammad Ali Salim, this study featured the job of information about frozen food sources and zeroed in on what qualities will change customers' aims toward frozen food buys. Information about frozen food varieties and change looking for attributes were found huge in anticipating frozen food buy aims straightforwardly and through intercession. Furthermore, family structure was viewed as a huge mediator of the guessed way between demeanor towards frozen food and frozen food buy expectations. This study is the only one of its sorts and assists with demystifying frozen food buy conduct of purchasers in a non-industrial nation like Pakistan, particularly, considering a changing social peculiarity, or at least, moving of joint family frameworks to family unit structures.

Unnati Saini, et.al In this study it was taken up with the possibility patterns saw in the changing Indian ways of life, dietetic admission plans, what's more, the need for comfort in Lucknow locale of Uttar Pradesh. The inclination of frozen food is towards Taste and brand in Lucknow The rising working populace is finding frozen food reasonable and more appropriate to their necessities and are subsequently more drawn towards it. The rising working populace is finding frozen food reasonable and more appropriate to their necessities and are consequently more drawn towards it. The principal element of purchasing frozen food varieties in Lucknow is Efficient trailed by helpful and taste. To summarize the market for transient food sources is developing at an extremely quick rate and being farming based country India can be its chief.

Statement of the problem

Many consumers are not aware of the benefits of Frozen Food, or they have misconceptions about its quality and nutrition. This can lead to people choosing less healthy food options, or to wasting food because they do not know how to properly store and prepare Frozen Food. Many people think of Frozen Food as being unhealthy or processed, but there are now a wide variety of high-quality Frozen Foods available, including vegetables, fruits, meats, and ready-to-eat meals. The lack of awareness about Frozen Food in order to improve people's health and well-being, and to reduce food waste. How they known about Frozen Food? reasons for preference? Etc. to find those result.

Objective of the Study:

This study aims

- To find source of awareness for vegetarian type Frozen Food.
- To known awareness level and source of awareness.

Research Methodology:

- Convenient sampling was used.
- The primary data collected from 100 Frozen Food users.
- The secondary data from websites, journal and other article resource.
- Simple percentage, chi-square, ANOVA, correlation co-efficient tools was used.

Analysis:

Below table represent the analysis of questionnaire issued and analysed with various tools like chi-square, simple percentage, ANOVA and co-efficient correlation.

Table 1: Age

Age	Respondents	Percent
Below 20 Years	29	29.0
21- 27 Years	38	38.0
27-35 Years	24	24.0

Above 35 Years	9	9.0
Total	100	100.0

Out of 100 respondents, the above table represent that 29% of the respondents is below 20 years old followed by 38% of the respondents is between 21 and 27 years old, 24% of the respondents is between 27 and 35 years old, 9% of the respondents is above 35 years old. The majority of the respondents is below 35 years old, with the largest age group being between 21 and 27 years old.

Table 2: Gender

Gender	Respondents	Percent
Male	72	72.0
Female	28	28.0
Total	100	100.0

The gender distribution in the given table that, the majority of the respondents is male, with 72% of people identifying as male and remaining 28% of the respondents identifies as female.

Table 3: Marital Status

Marital status	Respondents	Percent
Married	35	35.0
Unmarried	65	65.0
Total	100	100.0

The marital status distribution in the given table that 35% of the respondents is married and 65% of the respondents is unmarried. This means that there are more unmarried people in the respondents than married people.

Table 4: Educational Qualification

Educational qualification	Respondents	Percent
Upto HSC	10	10.0
UG level	49	49.0
PG level	32	32.0
Professional	9	9.0
Total	100	100.0

The educational qualification distribution table 4 that, the majority of people (49%) have an undergraduate degree. This is followed by people with a postgraduate degree (32%), a professional degree (9%), and people with high school education or lower (10%). The table shows that the majority of people have a university degree, with the most common degree being an undergraduate degree.

Table 5: Occupation

Occupation	Respondents	Percent
Still Studying	25	25.0
Salaried	35	35.0
Professionals	16	16.0
Business People	4	4.0
Others	20	20.0
Total	100	100.0

The occupation distribution table 4 that the majority of the respondents is salaried (35%), followed by students (25%), professionals (16%), business people (4%), and others (20%). The table shows that the majority of people are salaried employees, followed by students, professionals, and business people.

Table 6: Family Type

Family type	Respondents	Percent
Joint family	44	44.0
Nuclear family	56	56.0
Total	100	100.0

The family type distribution that the above table 6 shows 44% of the respondents lives in joint families, while 56% lives in nuclear families. The more than half of the respondents lives in nuclear families.

Table 7: Family Size

Family size	Respondents	Percent
2-4	54	54.0
4-6	26	26.0
above 6	20	20.0
Total	100	100.0

The family size distribution table 7 shows that the majority of families (26%) have 4-6 members. This is followed by families with 2-4 members (54%) and families with more than 6 members (20%).

Table 8: Family Income

Family income	Respondents	Percent
Below Rs.10,000	14	14.0
Rs. 10,001-25,000	30	30.0
Rs.25,001- Rs.50,000	27	27.0
Above Rs.50,001	29	29.0
Total	100	100.0

The family income distribution table that the majority (30%) of families having income as RS.10,001 – 25,001. This is followed by families with an income of an income above Rs.50,001(29%), Rs.25,001-50,000 (27%), and below Rs.10,000 (14%).

Table 9: Source of Awareness

Source of awareness	Respondents	Percent
Advertisement From Tv/Newspaper	18	18.0
Combo Offer	17	17.0
Searching for New Try	16	16.0
Display in Retail	30	30.0
Influencer from Social Media	15	15.0
Suggestions from Friends/ Relatives	4	4.0
Total	100	100.0

The source of awareness for new products that the respondents are most likely to become aware of new products by seeing them displayed in retail stores (30%), followed by advertisements on TV/newspapers (18%) and influencer recommendations on social media (15%).

Table 10: Type of Frozen Food

Type of food	Respondents	Percent
Processed food	9	9.0
semi-processed food	20	20.0
diary product	19	19.0
Liquid type food	48	48.0
Snacks	4	4.0
Total	100	100.0

The type of food distribution table 10 that the majority of people (48%) consume liquid-type food, followed by semi-processed food (20%), dairy products (19%), processed food (9%), and snacks (4%). From above majority are choosing liquid-type foods and snacks.

Table 11: Spending Amount

Spending amount	Respondents	Percent
Below Rs.100	23	23.0
Rs. 100-250	42	42.0
Rs.251- Rs.500	16	16.0
Above Rs.501	19	19.0
Total	100	100.0

The spending amount distribution table that the majority of people (42%) spend Rs.100-250 on food per month, followed by people who spend below Rs.100 (23%), Rs.251-500 (16%), and above Rs.501 (19%).

Table 12: Health Risk

Health risk	Respondents	Percent
Yes	47	47.0
No	54	54.0
Total	100	100.0

The above table 12 shows that 47% of the respondents reported having a health risk. This means that the majority of respondents (53%) do not have a health risk. However, it is important to note that even a small percentage of people with a health risk can have a significant impact on public health.

Table 13: Reason for using Frozen Food

Reasons	Respondents	Percent
Restaurant Style	40	40.0
Convenient Usage	12	12.0
Time Saving	31	31.0
Most Recommendation	17	17.0
Total	100	100.0

The reasons for buying Frozen Food that the top reason for buying ready-to-eat food is restaurant style (40%), followed by time saving (31%), most recommendation (17%), and convenient usage (12%).

Table 14: Verification on label

Particular	Respondents	Percent
Ingredients	4	4.0
Nutritional Information	7	7.0
Quantity	20	20.0
Expiry date	26	26.0
Flavour	8	8.0
Price	17	17.0
Manufacturing date	13	13.0
Storage details	5	5.0
Total	100	100.0

The factors considered when buying food that the top 3 factors considered when buying food are expiry date (26%), quantity (20%), and price (17%) followed respondents are most concerned with the safety, freshness, and value of the food they buy. Other factors, such as ingredients, nutritional information, flavor, manufacturing date, and storage details, are also considered, but to a lesser extent.

Table 15: Frozen Food Brand

Frozen Food Brand	Rank
Safal	1
ITC master chef	3
Krishna	2
Buffet	4
Mothers choice	5

The above table 15 shows that the brands were identified with respondents' responses. Safal identified as highly using product, followed by Krishna, ITC master chef, Buffet and Mothers choice.

Table 16: Satisfaction level

Satisfaction level	Respondents	Percent
Satisfied	50	50.0
Neutral	16	16.0
Not satisfied	34	34.0
Total	100	100.0

The Frozen Food satisfaction level distribution table that Half of the respondents (50%) are satisfied with Frozen Food, while 16% are neutral and 34% are not satisfied.

Table 17: Using Period time

Usage Period time	Respondents	Percent
Frequently	26	26.0
Rarely	18	18.0
Monthly	12	12.0
Occasionally	44	44.0
Total	100	100.0

The Frozen Food usage time distribution table that the majority of people (44%) use Frozen Food occasionally, followed by those who use it frequently (26%), rarely (18%), and monthly (12%).

Chi-Square Test:

The below table represent that the level of significance of the satisfaction with brand, label, reason and type of food

Table 18: Chi-Square Table

	Satisfaction	Brand	Label	reason	Type of food
Chi-square	17.360	13.200	35.040	19.760	72.200
Df	2	4	7	3	4
Asymp. Sig.	.000	.010	.000	.000	.000
Critical value	5.991	9.488	14.067	7.815	9.488

The chi-square statistic is a measure of how different the observed distribution of values is from the expected distribution of values under the null hypothesis of independence. The p-value is the probability of obtaining a chi-square statistic as large as or larger than the observed value, assuming that the null hypothesis is true. The results of the chi-square test show that there is a significant relationship between all of the variables listed in the table ($p < 0.05$). The chi-square test shows that there is no significant level between satisfaction and all of the other variables: brand, label, reason, and type of food ($p < 0.05$).

Anova:

The below table analysis that there is no significant difference in spending, type of food, reason, health risk, or satisfaction between groups.

Table 19: Anova Test

Particular		Sum of Squares	Df	Mean Square	F	Sig.
Spending	Between Groups	7.386	3	2.462	2.411	.072
	Within Groups	98.004	96	1.021		
	Total	105.390	99			
Type of food	Between Groups	7.335	3	2.445	2.315	.081
	Within Groups	101.415	96	1.056		
	Total	108.750	99			
Reason	Between Groups	4.864	3	1.621	1.217	.308
	Within Groups	127.886	96	1.332		
	Total	132.750	99			
Health Risk	Between Groups	.198	3	.066	.400	.753
	Within Groups	15.802	96	.165		
	Total	16.000	99			
Satisfaction	Between Groups	.982	3	.327	.391	.760
	Within Groups	80.458	96	.838		
	Total	81.440	99			

There is no significant difference in spending, type of food, reason, health risk, or satisfaction between groups. The p-value is greater than 0.05 for all factors, which means that we cannot reject the null hypothesis of no difference between groups.

The table shows the results of a one-way ANOVA test to compare the means of five different factors (spending, type of food, reason, health risk, and satisfaction) between four different groups. The p-value for each factor is greater than 0.05, which means that we cannot reject the null hypothesis of no difference between groups. In other words, the table suggests that there is no significant difference in spending, type of food,

reason, health risk, or satisfaction between the four groups. However, it is important to note that this is just a statistical test, and it is also important to consider the practical significance of the results. For example, even though the p-value for the "type of food" factor is not significant, there is still a difference in the mean values between groups. This difference may be practically significant if it is large enough to make a difference in people's decisions about what Frozen Food to buy.

Findings:

From the analysis, concluded that respondents are age between 21-27 years are above 50% are Male respondents and they are Unmarried. Respondents are completed UG level degree and working as a Salaried people. Also, came from nuclear family having 2-4members in family. Respondents having salaries between Rs.10,001-Rs.25,000 and spending Rs.100-Rs.250 per month for Frozen Food. Most of the respondents aware about the product on display in retail shop. Liquid type food is most selling product. More than 50% of the respondents are not known about health issues caused by intake of Frozen Foods. In respondents view reason for purchasing Frozen Food restaurant style taste in home. Low percentage of respondents verifying about expiry date and more respondents using safal brand, satisfied with the product usage but using occasionally. In chi-square test, there is a significant relationship between variables likes satisfaction, brand, label, reason, type of food. ANOVA there is no significant difference in spending, type of food, reason health risk and satisfaction.

Suggestion:

Suggestion Increase the availability of vegetarian Frozen Food in retail stores. Promote the benefits of vegetarian Frozen Food to consumer. Offer the vegetarian Frozen Food in affordable rate. Improve the quality and convenience of vegetarian Frozen Food. Partner with local restaurants and food vendors to offer vegetarian Frozen Food options. Organize cooking demonstrations and workshops to teach people how to prepare vegetarian Frozen Food and to frequent digital advertisement can be offered to give more awareness.

Conclusion:

Frozen food is food that has been cooled to a temperature below freezing (0 degrees Celsius or 32 degrees Fahrenheit) and kept at that temperature until it is ready to be eaten. This process preserves the food by slowing down the growth of bacteria and other microorganisms. Frozen food is useful for the current period because it is nutritious and convenient, saving time and energy, affordable and shelf-stable, reducing food waste. Diverse, offering a wide variety of options to meet dietary needs and preferences. Increasing demand for convenient and affordable food options. Growing awareness of the health benefits of frozen foods. Expanding range of frozen food products available, rising disposable incomes in developing countries.

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