

# **A Study on consumer buying behaviour towards ready to - cook food products in urban areas of Visakhapatnam**

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## **ABSTRACT**

The present study, entitled “Consumer buying behaviour towards Ready-to-cook food products in urban areas of Visakhapatnam,” was conducted in 2024 to explore the buying pattern of consumers regarding ready-to-cook food products. The study was purposively carried out in the Visakhapatnam district, Andhra Pradesh, India. A total of 140 participants were randomly selected from four major retail stores in the city. Primary data was collected through a pre- structured interview schedule to assess consumer purchase behavior related of ready-to-cook (RTC) food products. Statistical tools such as mean, frequency analysis and chi-square test were employed to analyze the data. A significant portion (39.29%) of consumers reported purchasing RTC food products more than twice a month, with a similar percentage spending Rs.500 – Rs. 1000 monthly on them. The chi-square test revealed a statistically significant association between income and expenditure at the 1% level. The findings show that 42.14% have been purchasing RTC products for 4–6 years, primarily from departmental stores like D-mart, Reliance Fresh, and Spencer’s (64.29%). Convenience was a critical motivator, with statements like “saves time,” “easier for limited cooking skills,” and “easily available” resonating strongly. Over half (52.86%) of consumers reported making purchase decisions independently. Overall consumers appreciated RTC products for their convenience, long shelf life, and availability, with convenience being the most influential buying factor, scoring a mean of 69.01.

**Key words:** *Buying behaviour, Purchase pattern and Ready-to-cook.*