

**A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS
PACKAGED FOOD PRODUCTS
(WITH REFERENCE TO CHENNAI CITY)**

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ABSTRACT

Understanding Consumer behavior is one of the stimulating and challenging phenomena for the market players. The purpose of this study is to examine the relationship between packaged food products and consumer behavior in Chennai city. Primary data using questionnaire was collected from 150 respondents to examine the importance of packaged food products on consumer behavior in three stages of the purchase decision. Correlation analysis, Regression and Factor analysis were applied to assess the consumers' preference for food and grocery products and market attributes.

KEYWORDS: *Consumer behaviour, Packaged food products, time and place utility, ready-to cook*