

## CONVENIENCE FOOD (S) FOR WORKING WOMEN: AN EASY AND FAST WAY TO PREPARE FOOD

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### ABSTRACT

This study aims at finding out about the use of convenience food by working women and of their need to choose, the type of convenience food they generally prefer and what benefits they see by using such a convenient product.

The last decade and half has seen a remarkable growth in the working women segment in India and so has the manufacture of convenience food industry grown in the last decade. The working women in India who today are not only just seeking jobs but also are career oriented. Apart from their jobs, career, meetings and targets they are also a part of a family where a working woman needs to care of their meals too.

The primary data for this study has been collected through questionnaire from women of various working segments and the same has been presented in graphical form for clear understanding while the secondary data has been collected through literature review of various research papers, articles and books.

**KEYWORDS:** Convenience Food, Processed Food, Working Women.

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