



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS (WITH REFERENCE TO MASALA PRODUCTS IN COIMBATORE CITY)

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ABSTRACT

A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or service primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities. Consumer is the king in the kingdom of the market. To understand this behaviour is very necessary for the marketing man. The consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the market.

The consumers buy the goods to satisfy a number of needs and drives. Human wants are unlimited and varying time to time; from place to place and man to man. Consumer satisfaction is defined as a measurement that determines how happy consumers are with a company's products, services, and capabilities. According to Philip Kotler, consumer satisfaction is defined as, "personal feeling of pleasure resulting from comparing a product's pursued performance in relation to his /her expectations".

The consumers' relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed. With the changing lifestyles of the consumers, quick and easy to prepare food has become more of a necessity than a luxury. Hence, the processed and convenient packaged food products Industry has become one of the major sectors in India.

Key words Instant product ,Masala products , Attracting the product , Awareness to customer

INTRODUCTION

A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or service primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities. Consumer is the king in the kingdom of the market. To understand this behaviour is very necessary for the marketing man. The consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the market.

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List of instant foods products

- Instant noodle
- Instant gravy- bistro (is a brand of powdered instant gravy that has been produced and consumed in Great Britain in 1908)
- Instant coffee
- Instant Powered milk
- Instant idly, dosa powder
- Instant biryani masala
- Instant masala products (Sakthi, aachi, Annapoorna, jb,777, rich masala, rayappas)

STATEMENT OF THE PROBLEM

- Increasing per capita income of people are family have changed the life style of the people
- Nowadays people are seen very busy and feel lazy to cook food.
- Sometimes, they order the food from outside or they use instant foods products which means ready to cook, cook by adding hot water or just boiling.
- The increasing consumption of instant food products among people have gained a momentum which thereby goes with more adding of varieties and many new instant food producers are coming into the market with their own new varieties.
- Old age people hate eating outside food so they try restaurant style taste at home by using instant food

SCOPE OF THE STUDY

“Nothing is stable except change” in the modern days, life is changing fast time is very valuable to every person. Instant food products play a vital role in every human in his day –to-day life. The present study gives an insight into important factors creating awareness and purchasing frequency of the product. It is based on a questionnaire method confined to only the users of instant food products.

The study has been restricted to be following selected popular instant food product:

- Sambar / rasam mix
- Puliogare mix
- Jamun mix
- payasam mix

OBJECTIVES OF THE STUDY

- To know the consumer satisfaction towards instant food products
- To understand the factors influencing buying behaviour
- To study the importance given for instant food products
- To know the taste and preferences towards brands

LIMITATIONS OF THE STUDY

- The study was carried out within a period of 4 months
- The study area was confined to Coimbatore city
- The responded size is limited to 175
- The result of the study cannot be applied for entire population in Coimbatore because the study was carried out with a sample size of 175

RESEARCH METHODOLOGY:

Research design:

A research design is purely and simply the frame work of plan for a study that guides the Collection and analysis of data. It is descriptive in nature.

Area of the study:

The study is undertaken in Coimbatore city.

Sample size:

The sample size for the study is 175 respondents.

Sampling techniques:

Convenience sampling technique is used for the study.

Period of the study:

- The period for the study is 4 months i.e. January to April2023

Methods of data collection:

Questionnaire method is used to collect the data from the respondents

STATISTICAL TOOLS USED FOR DATA ANALYSIS:

The rules of statistics in research are to function as a tool in designing research, analysing the data, drawing its conclusion from most research studies result in large volume of raw data that must be suitable reduced so that the same can be read easily and can be used for future analysis. The tools used are

- Simple percentage Analysis
- CHI-SQUARE
- Weighted Average
- Rank Analysis

REVIEW OF LITERATURE

1. **Indhumathi et al (2019)** in their study have revealed that occupation of the women, income of the family and saving time while cooking are the most influencing factors of spicy products. The authors say that most of the consumers have purchase 200 gm pack of powders and masala, while small numbers of consumers prefer 100 gm packets.
2. **Kamala Reni and Nirmala (2020)** in their study have portrayed that most of the instant food products. Most of the consumers regularly purchase at least three varieties of food items and they suggest that the door-to-door distribution of free sample is used as a main tool of sales promotion by the instant food product manufactures.
3. **Ranjith Kumar (2017)** concluded that the advertisement influences product purchase for a nondurable product like masala powder, the main factor is the quality. Consumers get more awareness and influence from the advertisements. As there is an option for home-made preparation of masala powder, the marketers should be highly competitive without sacrificing the quality of the product.
4. **Saritha Bahl (2018)** has develop a model to understand the determinants of consumer behaviour regarding buying decision. The frequency of consumer's shopping for food products has been analysed among different occupations. Efforts have been taken to know the attitude of the consumers towards food product labels and their perception about food safety which has also analyse

5. **M.Balaswamy et al (2019)** in their study have revealed that to analyze the existing buying behaviour of Instant Food Products by individual Akila & Ramesh 345 households and to predict the demand for Instant Food Products of Hyderabad city in Andhra Pradesh. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households. High price and poor taste were the reasons for not purchasing particular brand whereas best quality, retailers influence and ready availability were considered for preferring particular brand of products by the consumers.

S.No.	Gender	No.of respondents	Percentage (%)
1	Male	100	57
2	Female	75	43
	Total	175	100

SOURCE: Primary Data

INTERPRETATION:

It is observed from the above table 57% of them are belongs to male and remaining 43% of them are Female.

INFERENCE:

Majority 57% of the respondents are belonging to male.

TABLE 4.1.1
GENDER OF THE RESPONDENTS

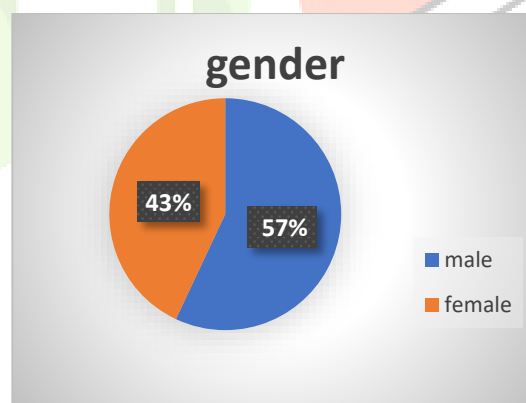


TABLE 4.2.1
RANKING FACTOR

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
PRICE	53	31	43	26	22	175	I
	265	124	129	52	22	592	
QUANLITY	27	48	47	35	18	175	V
	135	192	141	70	18	556	
QUANTITY	33	44	46	37	15	175	II
	165	176	138	74	15	568	
PACKAGING	35	38	50	34	18	175	III
	175	152	150	68	18	563	
LEAKAGE	41	36	36	39	23	175	IV
	205	144	108	78	23	558	

INTERPRETATION:

From ranking analysis, it is found that Price (rank I), which comes next followed by quantity (rank II), packaging (rank III), leakage (rank IV), quantity (rank V)

INFERENCE:

Majority of the respondents use instant foods products as its is affordable and it stands first in ranking

CHAPTER V

FINDINGS , SUGGESTIONS AND CONCLUSION

FINDINGS

SIMPLE PERCENTAGE

Majority 57% of the respondents are belonging to male.
Majority 43% of the respondents are belonging to student
Majority 55% of the respondents are belonging to unmarried
Majority 63% of the respondents are belonging to nuclear family

SUGGESTION:

Packaged food products are consumed more by lower age groups. Hence, manufacturers should make their products to taste like home cooked meals and also focus on other health aspects by attaching nutritive value to the products.

Consumers nowadays prefer to purchase packaged food products mostly from retail outlets as they have wider choices for product selection. So, the display of the products on shelves of the stores is an area of focus in the marketing strategy of the packaged food manufacturers.

The high price was an important reason for not purchasing certain categories of packaged food products as stated by the majority of the respondents. So manufacturers must strive to reduce the price to make it affordable for all the categories of the consumers.

CONCLUSION:

The consumers' relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed. With the changing lifestyles of the consumers, quick and easy to prepare food has become more of a necessity than a luxury. Hence, the processed and convenient packaged food products Industry has become one of the major sectors in India. Convenience is one of the big trends in the food business. It is and will remain an irreplaceable option in today's world since, most importantly, they help to create time. Thus, the demand for convenience packaged food products is steadily increasing. So, companies can capitalize on the convenience trend by building the confidence of the consumers in the kitchen and serve as a trusted helper. They can also target on the differing comfort needs of consumers and their preference for traditional/home cooked dishes. Therefore, the packaged food products companies have a bright future provided they serve their customers with improved products, incorporate changes whenever required to suit the consumers' expectations. Thus, in today's world packaged food products play an essential role in the daily lives of people

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