

A Study on Consumer Behaviour of Instant Food Products with Special Reference to Tiruchirappalli City

¹Dr. V. Selvarani, M.Com, M.Phil, B.Ed, MBA, PhD, ²Prof. A. Zeenath Amman, M.Com, M.Phil, MBA,

¹Assistant Professor and Research Advisor, PG and Research Department of Commerce, Government Art and Science College, Tiruchirappalli- 20

²Assistant Professor, Department of Commerce, National College, (Autonomous), Tiruchirappalli -01

Abstract

With globalization and modernization, the modern competitive business is based on understanding the best products and services that he wants. Considering the truth that the consumer is the king, every organization wants to increase market share and profit. The competitors are also following the same strategy. It involves the psychological processes that consumers got through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans and implement those plans by engaging in comparison shopping or actually purchasing a product. Consumer behaviour is one of the stimulating and challenging areas in marketing studies being a human activity focused on the products and services. Understanding the behaviour of the consumers is a great challenge. Tiruchirappalli city were selected based on population as high, medium and low population. The sample size is 85 and the samples selected based on the simple random sampling method. It was found that 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.

Keywords: instant products, consumer behaviour, retail outlets.

I. INTRODUCTION

The word 'food' refers to the chemical substances consumed by individuals in order to keep their body in a healthy and active condition. The human body requires food for growth, repair and replacement of its worn-out tissues. Hence, food has to provide the required raw material, energy and other substances, like vitamins and for the smooth functioning of the body, besides meeting the calorific requirements like carbohydrates, proteins, fats, etc., India is the world's second largest producer of food next to China and deemed to be potential of being

biggest industry with food and agricultural sector contributing 32 per cent to Indian GDP.

Today, in our kitchen has got important place by instant food products. It occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of instant food products. Instant food products save time and energy. Parents can send the children to school to school early, go to office in time and get more time to involve in other activities. Urban modern women seek to empower themselves in the society as they have higher education, better employment opportunities and good exposure environment that increase the needs at a faster rate. Instant food products make them to cook any time with less labour, time and energy.

In India, majority of food consumption is still at home. Homemade food products get special attention from customers. Nevertheless, out-of-home food consumption is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality, time which translates into an increased need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle income group had brought about changes in food habits.

II. REVIEW OF LITERATURE

Banumathy and Hemameena, M (2006) discussed in their study on brand preference of soft drinks in rural Tamil Nadu that using Garrets ranking technique, to rank factors influencing the soft drinks preferred by rural consumer. They found that, the product quality was ranked as first, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers of a particular brand of a product.

Indumathi et al.(2007) 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 masalsa, while small number of consumers prefers 100 gm packets.

Ranjith kumar (2007) concluded that the advertisement influences product purchase for a non-durable 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.

Saritha Bahl (2012) 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 analysed

Statement of the Problem

With liberalization, privatization, globalization and modernization, the modern competitive business is based on understanding the best products and services that he wants. Considering the truth that the consumer is the king, every organization wants to increase market share and profit . The competitors are also following the same strategy. It involves the psychological processes that consumers got through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans and implement those plans by engaging in comparison shopping or actually purchasing a product. Consumer behaviour is one of the stimulating and challenging areas in marketing studies being a human activity focused on the products and services. Understanding the behaviour of the consumers is a great challenge.

III. OBJECTIVES OF THE STUDY

The following objectives coined by the researcher

1. To study the awareness about instant food products in Tiruchirappalli District
2. To analyze the consumer purchasing frequency of instant food products.
3. To find out the influencing factors on instant food products.
4. To give suitable suggestion to improve sales volume of the instant food products

IV. SCOPE OF THE STUDY

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:

V. SAMPLING DESIGN AND DATA COLLECTION

A. Selection of Instant Food Products

Based on less cost and frequent use of instant food products, the products such as dosa/idli mix, pickles, jomun mix, chicken masala and sambar masala were selected after discussion with the local consumers of the study area about the consumption of instant food products, which are either home made or purchased from the market and the marketers as well as about the brands available and preferred in the study area. The particular products were selected in such a way as to represent one product from each group like cereals, fruits and vegetable and spice based categories.

B. Sample Selection

To study the buying behaviour of consumers towards instant food products, simple random sampling technique was adopted. In the initial stage, Tiruchirappalli city was selected to the researcher. Tiruchirappalli city were selected based on population as high, medium and low population. The sample size is 85 and the samples selected based on the simple random sampling method.

Analysis and Interpretations Customer Satisfaction Instant food products

Factors influencing consumer behaviour

Idlee / Dhosa mix					
	Product quality	Attracted package	Reasonable price	Availability of retail stores	Advertisement and Promotions
Highly Dissatisfied	12 (14.1%)	24 (28.2%)	06 (7.2%)	13 (15.3%)	27 (31.7%)
Dissatisfied	18 (21.2%)	23 (27.1%)	09 (10.5%)	17 (20%)	14 (16.5%)
No opinion	16	13	11	12	17

	(18.8%)	(15.3%)	(12.9%)	(14.1%)	(20%)
satisfied	19 (22.4%)	14 (16.5%)	23 (27.1%)	24 (28.2%)	19 (22.4%)
highly satisfied	20 (23.5%)	19 (22.4%)	36 (42.3%)	19 (22.4%)	8 (9.4%)
Total	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)

Source: primary data

The above table shows that 55.9% of the respondents are satisfied the product quality of idlee / dhosa mix. 55.3% of the respondents are dissatisfied the attracted package of idlee / dhosa mix. 69.4% of the respondents are satisfied the reasonable price of

idlee /dhosa mix. 50.6% of the respondents are satisfied the availability of retail stores of idlee / dhosa mix. 48.2% of the respondents are dissatisfied the advertisements and promotions of idlee / dhosa mix.

Jamun mix					
	Product quality	Attracted package	Reasonable price	Availability of retail stores	Advertisement and Promotions
Highly Dissatisfied	3 (3.5%)	4 (4.7%)	8 (9.4%)	11 (12.9%)	5 (5.9%)
Dissatisfied	8 (9.4%)	10 (11.7%)	24 (28.2%)	14 (16.5%)	4 (4.7%)
No opinion	11 (12.9%)	14 (16.5%)	13 (15.3%)	17 (20.1%)	9 (10.5%)
satisfied	38 (44.8%)	32 (37.6%)	23 (27.1%)	31 (36.4%)	39 (45.9%)
highly satisfied	25 (29.4%)	25 (29.4%)	17 (20%)	12 (14.1%)	28 (32.9%)
Total	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)

Source: primary data

The above table shows that 74.2% of the respondents are satisfied product quality of the jamun mix. 67% of the respondents are satisfied that attractive package of jamun mix. 47.1% of the respondents are satisfied the reasonable price of the

jamun mix. 50.5% of the respondents are satisfied the availability of retail stores of jamun mix. 78.7% of the respondents are satisfied the advertisement and promotions of the jamun mix.

Chicken masala mix					
	Product quality	Attracted package	Reasonable price	Availability of retail stores	Advertisement and Promotions
Highly Dissatisfied	01 (1.1%)	3 (3.5%)	4 (4.7%)	01 (1.1%)	8 (9.4%)
Dissatisfied	6 (7.2%)	14 (16.5%)	13 (15.3%)	9 (10.5%)	17 (20%)
No opinion	13 (15.3%)	17 (20%)	19 (22.3%)	6 (7.2%)	14 (16.5%)
satisfied	44 (51.7%)	38 (44.7%)	37 (43.6)	47 (55.3%)	29 (34.1%)
highly satisfied	21 (24.7%)	13 (15.3%)	12 (14.1%)	22 (25.9%)	17 (20%)

Total	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)
-------	----------------	----------------	----------------	----------------	----------------

Source: primary data

The above table shows that 76.4% of the respondents are satisfied the product quality of chicken masala mix. 60% of the respondents are satisfied the attractive package of the chicken masala mix. 57.7% of the respondents are satisfied the

reasonable price of the chicken masala mix. 81.2% of the respondents are satisfied the availability of retail stores of chicken masala mix. 54.1% of the respondents are satisfied the advertisements and promotions of the chicken masala mix.

Sambar mix					
	Product quality	Attracted package	Reasonable price	Availability of retail stores	Advertisement and Promotions
Highly Dissatisfied	3 (3.5%)	5 (5.9%)	0 (0.0%)	2 (2.3%)	9 (10.6%)
Dissatisfied	01 (1.1%)	7 (8.2%)	4 (4.7%)	5 (5.9%)	8 (9.4%)
No opinion	6 (7.2%)	9 (10.6%)	11 (12.9%)	14 (16.4%)	13 (15.3%)
satisfied	28 (32.9%)	31 (36.5%)	36 (42.3%)	33 (38.8%)	34 (40%)
highly satisfied	47 (55.3%)	33 (38.8%)	34 (40%)	31 (36.5%)	21 (24.7%)
Total	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)

Source: primary data

The above table reveals that 88.7% of the respondents are satisfied the product quality of the sambar mix. 75.3% of the respondents are satisfied the attractive package of sambar masala mix. 82.3% of the respondents are satisfied the reasonable price

of sambar mix. 75.3% of the respondents are satisfied the availability of all the stores of sambar mix. 64.7% of the respondents are satisfied the advertisements and promotions of the sambar mix.

Pickles					
	Product quality	Attracted package	Reasonable price	Availability of retail stores	Advertisement and Promotions
Highly Dissatisfied	07 (8.2%)	4 (4.7%)	24 (28.2%)	8 (9.4)	12 (14.1%)
Dissatisfied	5 (5.2%)	9 (10.6%)	23 (27.1%)	7 (8.5%)	11 (12.9%)
No opinion	13 (15.2%)	8 (9.4%)	13 (15.3%)	6 (8%)	16 (18.8%)
Satisfied	36 (42.3%)	32 (37.6%)	14 (16.5%)	37 (41.3%)	26 (30.6%)
highly satisfied	24 (28.2%)	30 (35.3%)	19 (22.4%)	27 (31.8%)	20 (23.5%)
Total	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)	85 (100.0%)

Source: primary data

The above table shows that 70.5% of the respondents are satisfied that product quality of the

instant pickles. 72.9% of the respondents are satisfied that attractive package of the pickles. 55.3% of the

respondents are dissatisfied the reasonable price of the pickles. 73.1% of the respondents are satisfied that availability of the retail stores of the pickles.

50.6% of the respondents are satisfied that advertisement and promotions of the pickles.

One-way ANOVA Test

	Mean	Std. deviation	SS	Df	MS	statistical inference
Idlee / dhosa mix						
Between groups			46.987	3	15.662	F =302 0.824 > 0.05 Not significant
Up to school	17.17	7.359				
graduates/ diploma	15.23	7.151				
Post graduates / BE	15.68	7.448				
Professional	16.11	6.764				
With in groups			4207.718	81	51.947	
Jamun mix						
Between groups						F =0.23 0.995 > 0.05 Not significant
Up to school	16.74	7.168	3.623	3	1.208	
graduates/ diploma	16.59	7.136				
Post graduates / BE	16.36	7.429				
Professional	16.94	7.304				
With in groups			4265.788	81	52.664	
Chicken masala mix						
Between groups			64.837	3	21.612	F = 0.422 0.738 > 0.05 Not significant
Up to school	17.39	7.050				
graduates/ diploma	17.05	6.842				
Post graduates / BE	16.59	7.301				
Professional	15.00	7.475				
With in groups			4145.751	81	51.182	
Sambar mix						
Between groups			17.541	3	5.847	F = 0.117 0.950 > 0.05 Not significant
Up to school	18.26	6.326				
graduates/ diploma	17.27	7.827				
Post graduates / BE	17.27	6.311				
Professional	18.06	7.885				
With in groups			4060.106	81	50.125	

Pickles						
Between groups			115.861	3	38.620	F = 0.790 0.503 > 0.05 Not significant
Up to school	17.61	6.192				
graduates/ diploma	15.68	6.417				
Post graduates / BE	18.86	5.759				
Professional	16.94	9.570				
With in groups			3961.786	81	48.911	
Overall consumer behaviour of instant food products						
Between groups			3423.899	3	1141.300	F = 1.077 0.363 > 0.05 Not significant
Up to school	76.09	33.267				
graduates/ diploma	93.18	36.337				
Post graduates / BE	86.36	28.585				
Professional	87.50	31.213				
With in groups			85796.690	81	1059.218	

Source: primary data

Research hypothesis

There is a significant difference between educational qualification of the respondents and their overall opinion about consumer behaviour of instant food products.

Null Hypothesis

There is no significant difference between educational qualification of the respondents and their overall opinion about consumer behaviour of instant food products.

Statistical tools

One-way ANOVA is used in the above table

Findings:

The above table shows that there is no significant difference between educational qualification of the respondents and their overall opinion about consumer behaviour of instant food products. The calculated value is greater than table value ($P > 0.05$). so the research hypothesis is rejected and null hypothesis is accepted.

Findings of the study

- 55.9% of the respondents are satisfied the product quality of idlee / dhosa mix.
- 55.3% of the respondents are dissatisfied the attracted package of idlee / dhosa mix.
- 69.4% of the respondents are satisfied the reasonable price of idlee / dhosa mix.
- 50.6% of the respondents are satisfied the availability of retail stores of idlee / dhosa mix. 48.2% of the respondents are dissatisfied the

advertisements and promotions of idlee / dhosa mix.

- 76.4% of the respondents are satisfied the product quality of chicken masala mix.
- 60% of the respondents are satisfied the attractive package of the chicken masala mix.
- 57.7% of the respondents are satisfied the reasonable price of the chicken masala mix.
- 81.2% of the respondents are satisfied the availability of retail stores of chicken masala mix. 54.1% of the respondents are satisfied the advertisements and promotions of the chicken masala mix.
- 88.7% of the respondents are satisfied the product quality of the sambar mix.
- 75.3% of the respondents are satisfied the attractive package of sambar masala mix.
- 82.3% of the respondents are satisfied the reasonable price of sambar mix.
- 75.3% of the respondents are satisfied the availability of all the stores of sambar mix.
- 64.7% of the respondents are satisfied the advertisements and promotions of the sambar mix.
- 70.5% of the respondents are satisfied that product quality of the instant pickles.
- 72.9% of the respondents are satisfied that attractive package of the pickles.
- 55.3% of the respondents are dissatisfied the reasonable price of the pickles.
- 73.1% of the respondents are satisfied that availability of the retail stores of the pickles.

50.6% of the respondents are satisfied that advertisement and promotions of the pickles.

VI. SUGGESTIONS

Reasons for not preferring particular brand of the product by respondents was due to the factors such as high price followed by poor taste, poor quality and less keeping quantity. So the marketer takes necessary steps to increase quality and taste. The factors that influenced brand preference of the selected instant food products were best quality; it is followed by retailer's influence, ready availability and convenience.

Housewives were the major decision makers on consumption of Instant Food Products. Most of the Dosa/Idli mix consumers found to be medium loyal and majority of pickles and sambar masala consumers belonged to higher loyalty group.

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. Distribution of free sample would increase the sales promotion of instant food products. Most of the respondents have felt that the price of the instant food products is very high and if the products are reasonably priced, sales would shoot up. Television advertisements significantly influence the consumers of instant food products. Hence, more and more TV advertisements will lead to an increase in the sales of products.

VII. CONCLUSION

Consumer behaviour is a stimulating sphere consisting of the consumers themselves. Consumption of increase of instant food products is due to increase in urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyles and increasing level of affluence in the middle income group. Pickles are found today in the kitchen shelves of every Indian household. All the respondents are aware of various instant food products. The ready availability and saving of the time are the reasons for consuming instant food products. Food zones and supermarkets are the major source of purchase of instant food products. The consumer's 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.

REFERENCES

- [1] D.Kamalaveni and M.Nirmala (1996), consumer behaviour in instant food products. Indian journal of marketing. PP 12-8.

- [2] Dr.Sarita Bahl. Consumer behaviour towards food retailing system a journal of economics and managements vol.1 issue 4,july 2012.
- [3] Gopal Das.Dr. Rohit Vishal Kumar. 2009, impact of store amenities on Buyer;s behaviour. Indian journal of Marketing September. 2009.
- [4] Indumathi.V.M S.D.Sivakumar, N.Raveendaran, P.Balaji-consumer buying behaviour of processed spice products-indian journal of marketing august(2007).PP 52-55.
- [5] Kumar, K.Ambarish, Jordan, B.B. and Barker Tansu,A.(1987) made in india, what is means to indian consumers? Indian journal of marketing 17(a):26-34.
- [6] R.Renjith Kumar, An evaluation of television advertisements of masala powder in pollachi(tamil nadu). Indian journal of marketing. April , 2007. PP 13-99.
- [7] Ramasamy,K., Kalaivanan, G., and Sukumar, S., 2005, consumer behaviour towards instant food products. Indian journal of marketing. 35(6):PP 24-25.
- [8] Schiffman, Leon G. And Kanuk, Lesile L., consumer behaviour, 6/e (New delhi :prentice hall of india Pvt.Ltd.1995):7.