

An Empirical Study on Consumer Consumption towards Readymade Food in Real Scenario

Dr Leena Jenefa¹, Dr Kanchana², Dr Ebenezer³

¹Associate Professor, Tecnia Insitute of Advanced Studies, Rohini, Delhi.

²Head of the Department, Department of Commerce, Sarah Tucker College, Tirunelveli.

³Associate Professor, Department of Commerce, Sarah Tucker College, Tirunelveli.

Abstract

Now-a-days due to globalization, technology innovation and life style and consumption pattern, busy working schedule makes the individual to buy the product through online. Digital marketing has been considered a new form of marketing and providing lot of advantages to the consumer directly with variety of products at lesser price. At the same time consumer unable to prepare the food in the house instead they preferred to buy the instant food can be prepared at any time at any place. The main objectives of the study are to analyze the consumer's level of satisfaction on using instant food products and consumption pattern. The data for the study has been collected in primary nature through issue of questionnaire using sample size of 160 respondents. The statistical tools namely simple percentage and Chi-Square test are employed to analyse the data using SPSS 20. The study concludes that the educational qualification, occupation and type of family of using instant food products are associated with consumers level of satisfaction on instant food products.

Keywords: Customer Satisfaction, Digital Marketing And Instant Food.

Introduction

The invention of the internet has significantly changed the consumer to a great extent with regards to purchase of goods. Now-a-days due to globalization, technology innovation and life style and consumption pattern, busy

working schedule makes the individual to buy the product through online. Digital marketing has been considered a new form of marketing and providing lot of advantages to the consumer directly with variety of products at

lesser price. At the same time consumer unable to prepare the food in the house instead they preferred to buy the instant food can be prepared at any time at any place. The main objectives of the study are to analyze the consumers level of satisfaction on using instant food products and consumption pattern.

Review of Literature

Bala swamy et al (2012) in their study on the awareness towards instant food mentioned that the main factors that influenced the consumers income groups, quality, ready availability and convenience.

Delafooz et al., (2010), mentioned that the relationships between the factors and

consumer's online buying behaviour have been found to be positive in a number of studies which include convenience, web page information, security levels, product variety, and price.

Research Methodology

This research is based on descriptive study using survey method, as the questionnaire was distributed to gather data from the public for the research about the empirical study on consumer consumption in real scenario. 160 responses were gathered from the distribution of the google forms survey. Secondary data were collected from journal, food articles from the previous researchers. Moreover, the data for this research was analysed through IBM SPSS statistics software 20.

Analysis

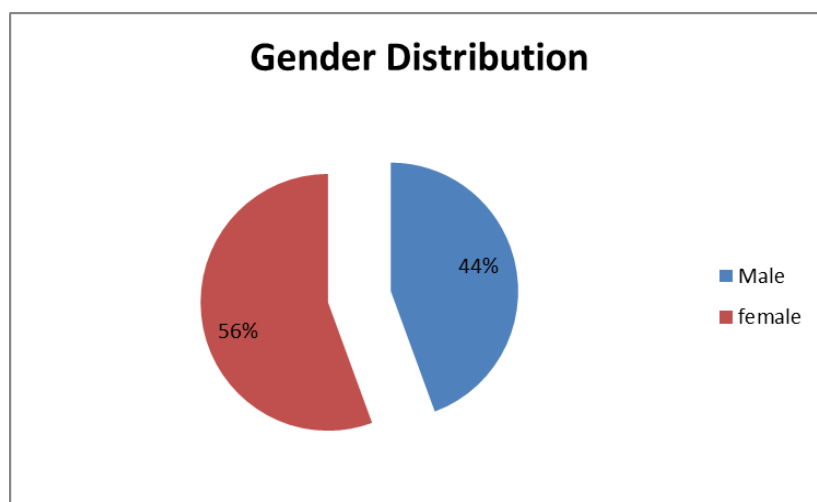


Fig 1

Gender Distribution

Among 160 samples 71 (44%) respondents are male and 89 (56%) respondents are female.

Table 1.Cross Tabulation of Qualification and Consumption pattern of Instant food

Cross Tabulation		Consumption of Instant Food		Total
		1-2 times	3-4 times	
Educational Qualification	Upto HSC	25	10	35
	Diploma	4	9	13
	Under Graduate	9	15	24
	Post Graduate	41	22	63
	Professional	14	11	25
Total		93	67	160

Source: Primary Data

From above table 1, majority of 63 respondents are belongs to post graduate.

Table 2.Cross Tabulation of Qualification and Level of Satisfaction towards Instant food

Cross Tabulation		Level of Satisfaction					
		Highly Satisfied	Satisfied	N	Dissatisfied	Highly Dissatisfied	Total
Educational Qualification	Upto HSC	12	16	3	2	2	35
	Diploma	4	9	0	0	0	13
	Under Graduate	0	10	6	6	2	24
	Post Graduate	21	20	6	12	4	63
	Professional	2	20	0	1	2	25
Total		39	75	15	21	10	160

Source: Primary Data

21 Post Graduate respondents are highly satisfied towards instant food.

Table 3.Cross Tabulation of Consumption pattern of Instant food

Cross Tabulation		Consumption of Instant Food		Total
		1-2 times	3-4 times	
Occupation	Agriculture	7	5	12
	Business	14	6	20
	Student	26	23	49

	Home Maker	10	3	13
	Employee	36	30	66
Total		93	67	160
Type of Family	Joint	21	6	27
	Nuclear	72	61	133
Total		93	67	160
Earning member in the family	One	12	2	14
	Two	23	23	46
	Above	58	42	100
Total		93	67	160
Sources of information	Relatives and Friends	30	15	45
	Advertisement	27	16	43
	Retail Shop Display	31	35	66
	Observation	5	1	6
Total		93	67	160
Period of purchase through online	Daily	46	35	81
	Weekly Once	21	14	35
	Monthly Once	11	7	18
	Occasionally	9	2	11
	When need arise	6	9	15
Total		93	67	160
Preferred place to use instant food	During Travel	20	21	41
	At work place	26	16	42
	Function Time	18	8	26
	At Home	29	22	51
Total		93	67	160
Time of consuming the product	As a Snacks	21	26	47
	Breakfast	19	22	41
	Lunch	20	13	33
	Evening	19	4	23
	Dinner	14	2	16
Total		93	67	160

Source: Primary Data

From above table, among 160 respondents, 49 respondents are students, 133 respondents living in nuclear family, 46 respondents having more than two earning member in the family, 45 respondents came to know about the instant food from Relatives and Friends

,81 respondents are consuming the instant food daily, 51 respondents are preparing the instant food in home rather than travel or in working place and 47 respondents are consuming the instant food as snacks.

Table 4. Cross Tabulation of Level of Satisfaction towards Instant food

Cross Tabulation		Respondents Rating Opinion					Total
		Highly Satisfied	Satisfied	N	Dissatisfied	Highly Dissatisfied	
Occupation	Agriculture	1	8	3	0	0	12
	Business	0	12	3	4	1	20
	Student	17	18	4	4	6	49
	Home Maker	6	7	0	0	0	13
	Employee	15	30	5	13	3	66
Total		39	75	15	21	10	160
Type of Family	Joint	15	8	0	2	2	27
	Nuclear	24	67	15	19	8	133
Total		39	75	15	21	10	160
Earning member in the family	One	9	5	0	0	0	14
	Two	15	12	6	9	4	46
	Above two members	15	58	9	12	6	100
Total		39	75	15	21	10	160
Sources of information	Relatives and Friends	8	27	3	2	5	45
	Advertisement	10	16	5	4	8	43
	Retail Shop Display	21	26	7	4	8	66
	Observation	0	6	0	0	0	6
Total		39	75	15	10	21	160

Period	Daily	15	38	13	12	3	81
	Weekly Once	8	10	2	8	7	35
	Monthly Once	4	13	0	1	0	18
	Occasionally	3	8	0	0	0	11
	When need arise	9	6	0	0	0	15
Total		39	75	15	21	10	160
Preferred place	During Travel	9	19	9	3	1	41
	At work place	3	26	0	8	5	42
	Function Time	2	15	1	6	2	26
	At Home	25	15	5	4	2	51
Total		39	75	15	21	10	160
Time	As a Snacks	10	24	6	6	1	47
	Breakfast	10	18	4	6	3	41
	Lunch	9	11	5	6	2	33
	Evening	6	12	0	1	4	23
	Dinner	4	10	0	2	0	16
Total		39	75	15	21	10	160

Source: Primary Data

From above table, among 160 respondents, 30 respondents are satisfied in the occupation category and they are employed. 67 respondents are satisfied they are from nuclear family. 58 respondents are satisfied and earning more than 3 members in the family. 27 respondents are satisfied and awareness towards the product using friends and relatives. 38 respondents are satisfied and consuming the instant food daily. 26 respondents are satisfied using instant food in

work place. 24 respondents are using instant food as a snacks in work place and they are satisfied.

Hypothesis framed

H01: There is no association between educational qualification and satisfaction towards instant food

H0a: There is an association between educational qualification and satisfaction towards instant food

Table 5. Chi-Square Tests between educational qualification and satisfaction level of instant food

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.742 ^a	16	.000
Likelihood Ratio	52.690	16	.000
Linear-by-Linear Association	1.621	1	.203
N of Valid Cases	160		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .81.

Inference: It is seen that the Chi-Square value is 42.742 and the Asymp sig value is 0.00 which is lesser than the critical value ($P=0.05$). Hence null hypothesis is rejected at a 0.05 significance level.

Hypothesis framed

H02: There is no association between occupation and satisfaction towards instant food

H0b: There is an association between occupation and satisfaction towards instant food

Table 6. Chi-Square Tests between occupation and satisfaction level of instant food

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.014 ^a	16	.013
Likelihood Ratio	39.602	16	.001
Linear-by-Linear Association	.049	1	.825
N of Valid Cases	160		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .75.

Inference: It is seen that the Chi-Square value is 31.014 and the Asymp sig value is 0.013 which is less than the critical value ($P=0.05$). Hence null hypothesis is rejected at

a 0.05 significance level.

Hypothesis framed

H03: There is no association between type of family and satisfaction towards instant food

H0c: There is an association between type of

family and satisfaction towards instant food

Table 7. Chi-Square Tests between type of family and satisfaction level of instant food

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.940 ^a	4	.001
Likelihood Ratio	19.138	4	.001
Linear-by-Linear Association	5.692	1	.017
N of Valid Cases	160		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.69.

Inference: It is seen that the Chi-Square value is 18.940 and the Asymp sig value is 0.001 which is less than the critical value ($P=0.05$). Hence null hypothesis is rejected at a 0.05 significance level.

Hypothesis framed

H04: There is no association between source of information and satisfaction towards instant food

H0d: There is an association between source of information and satisfaction towards instant food

Table 8. Chi-Square Tests between source of information and satisfaction level of instant food

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.169 ^a	12	.232
Likelihood Ratio	17.245	12	.141
Linear-by-Linear Association	.276	1	.599
N of Valid Cases	160		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .38.

Inference: It is seen that the Chi-Square value is 15.169 and the Asymp sig value is 0.232 which is greater than the critical value

($P=0.05$). Hence null hypothesis is accepted at a 0.05 significance level.

Conclusion

Among 160 respondents surveyed in this research, it is found that majority of the working people and students, family members consuming the instant food more times in a day. Majority of the Post Graduate respondents are highly satisfied towards instant food.

The study concludes that the educational qualification, occupation and type of family of using instant food products are associated with consumer's level of satisfaction on instant food products.

References

1. Adjei, M.T., Noble, S.M. and Noble, C.H. (2010), "The influence of C2C communications in online brand communities on customer purchase behavior", *Journal of the Academy of Marketing Science*, Vol. 38 No. 5, pp. 634-653.
2. Bala swamy et al (2012), Buying behaviour of consumer towards instant food products *International journals of research and computational technology*, vol.2 issue 2, ISSN:0975-545.
3. Delafrooz, N., Paim, L. H., & Khatibi, A. (2010). Understanding consumers internet purchase intention in Malaysia. *African Journal of Business Management*, 5(3), 2837-2846.
4. Gopal Das, Dr. Rohit Vishal Kumar. 2009, impact of store amenities on Buyer's behaviour. *Indian journal of Marketing* September. 2009.
5. Jafersadhiq and Mahadevan (2016) "Consumer Buying Behaviour on Instant Food Products in Erode and Salem Cities". *Asian journal of research in social sciences and Humanities*. Volume 6, No.11. ISSN 2249-7315, pp. 993-1001.
6. Kamalaveni and M. Nirmala (1996), consumer behaviour in instant food products. *Indian journal of marketing*. PP 12-8.
7. Leena Jenefa "Insights of Elite Customer: User's Perspective towards online shopping", *International Journal of Recent Advances in Information Technology*, Vol.2, Issue 1-2018.
8. Than, C. R., & Grandon, E. (2002). An exploration examination of factors affecting online sales. *Journal of Computer Information Systems*, 42(3), 87-93.
9. Srinivasan and Nirmala (2012) "Consumer behaviour towards instant food product". *IOSR Journal of Business and Management*. Volume 16, Issue 11. ISSN: 2319- 7668, pp: 17-21.