

## **Consumers Buying Behaviour Of Instant Food Products In Pollachi Taluk**

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### **ABSTRACT**

Food is very important for the survival of human being. People who are living in the city have high tendency to consume readymade food compared to the people living in the rural areas. The reason for the change is the time factor. India is the world's second largest producer of food next to China and has the potential of being biggest industry with food and agricultural sector contributing 26 per cent to Indian GDP. The present study made an attempt to analyze the buying behaviour of Instant Food Products. The present study samples of 250 consumers are selected by adopting Random sampling technique. The primary data collected were reformulated and consolidated into master table and analyzed the Simple percentage, Chi-square test.

**Key words:** *Buying behavior, instant food, people, and time.*

### **INTRODUCTION**

The Instant food products, which originated in Japan with Instant noodles had its beginning in India in 80's, are found today in the kitchen shelves of every Indian household. The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. The human body requires food for growth, repair and replacement of its worn-out tissues. 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.

The instant food products are not only easy to cook but also have a significant role and place in the celebration of the family functions and religious functions of the people. Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Preparing food with instant mixes has become routine and no doubt they are going to be an integral part of food habit in the future. Indian consumers are showing a strong interest in new and good quality instant food products. As a result a number of Indian companies have given birth to new brands of instant food products coupled with the entry of many multinational corporations. 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.

### **REVIEW OF LITERATURE**

Saritha Bahl (2012) has developed 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.

Bala swamy et al (2012) in their study on "Buying behaviour of consumer towards instant food products", made an attempt to know the awareness towards instant food product and to analyze the factors influencing the buying behaviour of consumers. It is found that, the awareness of consumer is different across different income groups, They observe that brand preference of selected instant food products is based on best quality followed by retailers influence, ready availability and convenience.

Lilly and Kavitha (2012) in their study on "Ready to eat food products its preference and satisfaction", have made a research to know the customer preference towards ready to eat food products. The result indicates that, various factors that influence the purchasing attitude of the consumers are varieties with improved quality, taste and packaging.

Renuka Hirekenchanagoudar (August 2008) found that major factors for purchase of biscuits were convenience as snacks followed by liking of the family members and ready availability

while in case of chips and fruit juice . Taste was the major influencing factor for ice-cream and it was found that consumers buy ice creams because of satisfaction and influence of friends or relatives.

Karuppusamy *et al* (2012)He founded that the major reason for non-consumption of Instant Food Products is because these respondents produce their products at less cost and with better taste. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. Whereas many studies supports that although ready to eat food makes life easy still due to some reason most of the consumers avoid it.

### **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. One of the main reasons which accelerated this change is the transformation in the role of women from home makers to that of working women. The reduction of time at their disposal led to the emergence of a new segment of products which are instant food products. The present study aims to study the buying behavior of consumers towards selected instant food in pollachi taluk

Now-a-days peoples do not aware, which brands are given be their quality of instant food and How they react with various brands of instant foods. The above statement that may rise the questions a) Purchase behavior of consumers in instant food. b) Factors influencing the purchase of instant food products among consumers.

### **OBJECTIVES OF THE STUDY**

1. To analyze the consumer purchasing frequency of instant food products.
2. To study the awareness about instant food products in pollachi taluk.
3. To find out the influencing factors on instant food products.
4. To know the media for selecting the instant food products.

### **METHODOLOGY**

The data were collected in primary from the respondents who are living in Pollachi taluk through issue of questionnaire which contains questions relating to the Socio –Economic Profile of sample respondents, Buying Behavior of Instant Food products, Preference of Instant food product and Level of Satisfaction on using instant food products. The present study samples of 250 consumers are selected by adopting Random sampling technique. The primary data collected were reformulated and consolidated into master table and analyzed the Simple percentage, Chi-square test.

**FRAMEWORK OF ANALYSIS**

The main aim of the study is to ascertain the buying behaviour of instant food products. The Simple percentage analysis and Chi-Square Method are the statistical tools and techniques used for analysis of the data collected. The results have been summarized in the following tables:

<b>Personal factor</b>	<b>Category</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Age	Between 21-30 years	80	32
	Between 31-40 years	127	50.8
	Above 40 years	43	17.2
Educational Qualification	School level	82	32.8
	Under Graduate	89	35.6
	Post Graduate	67	26.8
	Profession	12	4.8
Occupation	Private Employee	50	20
	Govt Employee	18	7.2
	Profession	14	5.6
	Business	20	8
	Student	40	16
	Others	108	43.2
Area of Residence	Rural	60	24
	Urban	135	54
	Semi Urban	55	22
Marital status	Married	165	66
	Unmarried	85	34
No of family members	Below 2 members	28	11.2
	2 - 3 members	50	20
	3 - 4 members	128	51.2
	Above 4 members	44	17.6
Type of family	Joint family	38	15.2
	Nuclear family	212	84.8
Food habit	Vegetarian	55	22
	Non vegetarian	195	78

**FINDINGS**

- The factors that influenced brand preference of the selected instant food products were best quality followed by retailer's influence, ready availability and convenience.

- 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 quality.
- The sources of purchase for selected instant food products in the study area were retail shops and departmental stores.
- With regard to instant food products, the personal factors like Age, Occupational status, Area of residence and Food habit has significant relationship with the purchase decision of the respondents at 5% level of significance.

## **SUGGESTIONS**

- The companies may also expend towards advertisement for ready made food, so that it attracts the attention of the public.
- Respondents feel that perceived Health is below average so manufacturers should focus more on the Health part of the product.
- 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.

## **CONCLUSION**

Consumer behavior 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. The study reveals that majority of the respondents have planned decision in purchasing instant food products where self and spouse decision is preferred and they purchase mostly in departmental stores. Television plays a major role in providing information about instant food products.

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