

## **A Study on Buying Behaviour of Consumers Towards Instant Food Products In Paramathi Velur Taluk, Namakkal District**

Manjini.T

Assistant Professor of Management Studies  
Bharath Institute of Science and Technology,  
Selayur, Chennai, Tamil Nadu 600 073

### **ABSTRACT**

The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. See also consumer decision making. The present study has been initiated with the objective to study the buying behavior of consumers towards instant food products. The main objectives of the study are to study the perception with reference to awareness and satisfaction. This research also helps to assess the ability of shopping sites in order to attract and retain the customer, to analyze the shift in buying behaviour and to explore the reasons why potential customers do not prefer online shopping. The research methodology was exploratory and descriptive. In the study the sample was based on purposive, judgement and convenience sampling. Primary data and secondary data has been collected for this study.

**KEY WORDS:** consumer, buying behavior, satisfaction and food.

### **1. INTRODUCTION**

The word 'food' refers to the chemical substances taken into the body in order to keep the body in a healthy and active condition. The 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 regulating substances, like vitamins and minerals, 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 has the potential of being biggest industry with food and agricultural sector contributing 26 percent to Indian GDP. It has the capacity of producing over 700 million tons of food products every year; it is likely to be doubled in next ten years. Food accounts for the largest share of consumer spending. Food and food products account for about 30 per cent of consumer spending (www.tata.com). The average monthly per-capita consumer expenditure (MPCE) was ₹611 for rural India, which comprised of ₹405 for food and ₹306 for non-food commodities. For urban population, it is ₹1060, which comprised of ₹441 for food and ₹619 for non-food items.

There was a decline in the share of food in total expenditure that is 54 per cent in rural areas compared to 64 per cent in 1987-88 and 42 percent in urban areas compared to 56 percent during 1987-88 (National Sample Survey Organization, GOI). In India, majority of food consumption is still at home. 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. In the last two decades, the share of urban population has increased from 23.3 per cent in 2008 to 27.8 percent in 2009. During the same period the female work participation rate had increased from 19.7 to 25.7 per cent. The per capita income increased from ₹7,328 in 2007-2008 to ₹10,306 in 2009-2010. The change in food habits was evident from the growth of food processing industries.

### **STATEMENT OF THE PROBLEM**

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. Several firms had been engaging in production and marketing of instant food products. Hence, the consumers had greater options to choose. In this context, a study on consumer behavior was deemed to be important to understand the buying behavior and preferences of different consumers. In this situation understanding the consumer behavior would help the firms in formulating strategies to cater to the needs of the consumer and thereby increase their market share. Consumer's taste and preference were found to change rapidly, especially in a dynamic environment. Keeping in view the importance of consumer behavior and consumption pattern, the present study was undertaken with the following objectives. So the present study made an attempt to analyze the tile.

### **2. OBJECTIVES OF THE STUDY**

- To study the extent of awareness towards instant food products.
- To analyze the factors influencing the buying behavior of instant food products.
- To study the level of satisfaction towards instant food products.
- To give the valuable suggestion for improving the instant food products.

### **3. SCOPE OF THE STUDY**

The present study helps to analyze the buying behavior of instant food products. The scope of the study also covers the key factors which influences the customer to take decisions to buy instant food. The study is focused on the five kinds of instant products namely, dhosa mix/ idly mix, pickles, sambar mix, briyani mix, rice paste. The task of the study is to know preference of the users in Paramathi Velur Taluk, Namakkal District among these various services.

### **HYPOTHESIS OF THE STUDY**

- There is no significant relationship between age and overall satisfaction of the respondent.
- There is no significant relationship between gender and overall satisfaction of the respondent.

- There is no significant relationship between marital status and overall satisfaction of the respondent.
- There is no significant relationship between educational qualification and overall satisfaction of the respondent.
- There is no significant relationship between occupational and overall satisfaction of the respondent.
- There is no significant relationship between family income and overall satisfaction of the respondent.
- There is no significant relationship between food habit and overall satisfaction of the respondent.

#### **4. METHODOLOGY AND RESEARCH DESIGN**

The Methodology and design adopted for the study was as follows:

##### **SOURCES OF DATA**

The primary objective of the study is to ascertain the buying behavior of consumer towards instant food products in Paramathi Velur Taluk, Namakkal District. The study is mainly based on primary data. The primary data was collected through the questionnaires administered to different types of selected sample respondents. The secondary information's were collected from different sources like newspapers, magazines, journals, books, websites, and pamphlets and so on.

##### **STATISTICAL TOOLS USED FOR ANALYSIS**

The primary data have been collected from the potential respondents from different areas and has been properly sorted, classified, edited, tabulated in a proper format and analyzed by deploying appropriate statistical tools. The statistical tests are conducted at 5 per cent and 1 per cent level of significance. The following statistical tools are used.

- Simple Percentage Analysis
- Two Way Analysis
- Chi-Square Test.
- Garrett Ranking Techniques.
- Factor Analysis

##### **SAMPLE SELECTED FOR THE STUDY**

The study is to examine the buying behavior of consumer towards instant food products in Paramathi Velur Taluk, Namakkal District. A study of this nature required the selection of a suitable place. To fulfill this, collection of primary data from the consumer of selected instant food products becomes pertinent. Hence, the sample selected for the study by adopting the method of convenient random sampling is fairly representative.

##### **SAMPLING TECHNIQUES**

For the purpose of analysis, the data has been collected from two hundred and fifty consumers from the selected consumer of selected instant food. The samples have been selected on the basis of convenient sampling techniques. However, due to part filling of Questionnaire, as much as fifty sample respondents have been rejected and two hundred sample respondents have been finally accepted from selected sample instant food product to the consumers for the analysis and interpretation. The data has been tabulated and statistically interpreted wherever needed.

### **AREA OF STUDY**

The study area is limited to Paramathi Velur Taluk, Namakkal District.

### **LIMITATION OF THE STUDY**

- The samples are drawn from a particular area. The results are reliable to that place only.
- As the study is based on Questionnaire, the results are varying according to opinion of the respondents.
- For convenience and want of time only 250 respondents are taken for the study.
- There may be errors due to the personal bias of the respondents.
- The study includes both the active and irregular customer.

### **CHI-SQUARE ANALYSIS**

#### **REALISATIONSHIP BETWEEN (MARITAL STATUS, EDUCATIONAL QUALIFICATION, OCCUPATION, FAMILY INCOME AND FOOD HABIT AND OPINION ABOUT BUYING BEHAVIOR OF INSTANT FOOD PRODUCT**

| <b>FACTORS</b>            | <b>C.V</b> | <b>D.F</b> | <b>P-VALUE</b> | <b>S/NS</b> | <b>REMARKS</b> |
|---------------------------|------------|------------|----------------|-------------|----------------|
| Marital Status            | 21.76      | 3          | 0.007**        | S           | Rejected       |
| Educational Qualification | 7.229      | 9          | 0.02**         | S           | Rejected       |
| Occupation                | 2.283      | 9          | 0.06**         | S           | Rejected       |
| Family Income             | 32.67      | 9          | 0.000**        | S           | Rejected       |
| Food habit                | 20.21      | 3          | 0.002**        | S           | Rejected       |

**TABLE NO 1**

It is clear that, the P-value is less than ( $P < 0.05$ ), the null hypothesis is rejected at 5 per cent level of significance. Hence there is significant relationship between marital status, educational qualification, occupation, family income and food habit and opinion about buying behavior of instant food product.

### **GARRETT RANKING TECHNIQUE**

#### **RANK THE REASONS FOR USING THE PARTICULAR BRAND**

| FACTORS      | TOTAL SCORE | MEAN   | RANK |
|--------------|-------------|--------|------|
| Brand Name   | 7902        | 39.51  | 3    |
| Price        | 11121       | 55.605 | 2    |
| Quality      | 11724       | 58.62  | 1    |
| Availability | 7200        | 36     | 5    |
| Quantity     | 7500        | 37.5   | 4    |
| Offer        | 2550        | 26.25  | 6    |

**TABLE NO 2**

The table shows that reason for using the particular brand. “Quality” was ranked first by the selected sample respondents with the total score of 11724 and mean score of “Price” Occupied

second position with the total score of 11121 and mean score of Brand name” occupied third position with the total score of 7902 and mean score of “Quantity” occupied fourth position with the total score of 7500 and mean score of “Availability” occupied fourth position with the total score of 7200 and mean score of “Offer” occupied sixth position with the total score of 2550 and mean score of

It can be concluded that “Quality” was ranked as first.

#### **KMO AND BARTLETT’S TEST FOR MANGERIAL SKILL GAP ANALYSIS**

|                                                   |         |
|---------------------------------------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy   | -756    |
| Bartlett’s Test of Sphericity: Approx. Chi-Square | 592.722 |
| Sig                                               | .000    |

**TABLE NO 3**

The results of the test shows that with significant value of .000 there is significance relationship among the variables chosen KMO test yields of 0756 which state that factor analysis can be carried out appropriately for the 9 variables which are taken for the study.

#### **COMMUNALITIES FOR FACTORS RELATED TO FACTORS**

##### **INFLUENCING THE BUYING BEHAVIOUR OF INSTANT FOOD**

| FACTORS              | Initial | Extraction |
|----------------------|---------|------------|
| Quality              | 1.000   | .928       |
| Brand Image          | 1.000   | .645       |
| Retailers Influences | 1.000   | .900       |
| Retailers Price      | 1.000   | .577       |
| Ready available      | 1.000   | .892       |
| Packaging            | 1.000   | .903       |
| Advertisement        | 1.000   | .793       |
| Packaging design     | 1.000   | .866       |

|             |       |      |
|-------------|-------|------|
| Convenience | 1.000 | .823 |
|-------------|-------|------|

**TABLE NO 4****EXTRACTION METHOD: PRINCIPAL COMPONENT ANALYSIS**

The above table shows the factor extraction process, it was performed by principal component analysis to identify the number of factor to be extracted from the data and by specifying the most commonly used Varimax rotation method. In the principal component analysis total variance in the data is considered. Principal Component Analysis works on initial assumption that all the variance is common, Therefore, before extraction thee communalities are all 1000. Then the most common approach for determining the number of factors to retain i.e. examining Eigen values was done.

**5. FINDINGS**

Findings of the study have been presented under the following heads.

**PERCENTAGE ANALYSIS**

- Majority (49 per cent) of the sample respondents belong to the age group of 18-20 years
- Majority (74 per cent) of the sample respondents are male.
- Majority (78 per cent) of the sample respondents are Married.
- Most of the respondents (49 per cent) of the respondents are degree level.
- Majority (45.5 per cent) of the sample respondents are under the category of others in their Occupation.
- Most of the respondents (42 per cent) family income are 5,001-10,000.
- Majority (71 per cent) of the sample respondents are Vegetarian in their food habit.
- Majority (26 per cent) of the sample respondents are buying decision of the Instant food Products.
- Majority (52.5 per cent) of the amount spend (monthly) for instant food by the below 250 respondents.
- Majority (38 per cent) of the sample respondents are using of instant food by the 1 yrs to 2 yrs respondents.
- Personal factors like Age, Gender, Marital status, Educational qualification, Occupation, Family income, Food habit, Buying decision, amount spend (monthly) for instant food by the respondents, using of instant food by the respondents, Area of residence are compared with the overall satisfaction and it has been found that Null hypothesis framed were rejected that there is significant relationship between the personal factors and overall satisfaction.

**GARRETT RANKING TECHNIQUE****REASONS FOR USING THE PARTICULAR BRAND**

- “Quality” of the particular brand was ranked first by the selected sample respondents with the total score of 11724 and mean score of 58.62.
- “Price” of the particular brand was ranked Second by the selected sample respondents with the total score of 11121 and mean score of 55.605.
- “Brand name” of the particular brand was ranked third by the selected sample respondents with the total score of 7902 and mean score of 39.51.
- “Quantity” of the particular brand was ranked fourth by the selected sample respondents with the total score of 7500 and mean score of 37.5.
- “Availability” of the particular brand was ranked sixth by the selected sample respondents with the total score of 7200 and mean score of 36.
- “Offer” of the particular brand was ranked Sixth by the selected sample respondents with the total score of 5250 and mean score of 26.25.

### **REASONS FOR FACTOR INFLUENCED PARTICULAR BRAND**

- “Time saving” of the factor influenced particular brand was ranked first by the selected sample respondents with the total score of 12420 and mean score of 62.1.
- “Easy to use” of the factor influenced particular brand was ranked Second by the selected sample respondents with the total score of 8625 and mean score of 43.125.
- “Lack of knowledge on preparing a particular brand” of the factor influence particular brand was ranked third by the selected sample respondents with the total score of 8325 and mean score of 41.625.
- “Too tastier” of the factor influenced particular brand was ranked fourth by the selected sample respondents with the total score of 8237 and mean score of 41.185.
- “Freshness & hygiene” of the factor influenced particular brand was ranked fifth by the selected sample respondents with the total score of 6394 and mean score of 31.97.

### **FACTOR ANALYSIS**

The Kaise-Meyer-Oklin shows the value of test statistics is .756 which means the factor analysis for the selected variables is found to be appropriate or good to the data. It shows that there exists a high relationship among variables. The principal component analysis have extracted 8 factors, there are 4 factors that have eign values more than 1. The four factors extracted together account for 81.672 per cent of the total variance under rotation sums of square loadings, which is good sum. The factor loadings of level of satisfaction and the buying behaviour. It indicates the rotated component matrix is better matrix for interpreting factors

### **SUGGESTION**

- **EMERGENCE OF INDUSTRIAL SOCIETY** (i.e., metropolitan cities) – Development of the metropolitan cities due to increase in population, emergence of industries, evolution of various new factors, time factor, etc., created the need for instant foods in the market.

- **REDUCED DOMESTIC SERVANTS** – Due to industrialization, the labour category is getting attracted to it because of better emoluments and hence there is a shortage of home maids-servants. Due to this, the housewives in order to save time started using instant foods.
- **WOMENFOLK TAKING TO JOB** - As the literacy rate is increasing among women, a large number of them in our country are taking up jobs to setup their own status in the society and to use the extra income generated. These are creating the need for ready-to-eat foods.
- **EMERGENCE OF NUCLEAR FAMILIES**- Earlier times, a single family consisted of many people i.e. a group of several nuclear families were living in a single place. Hence larger quantities of the food were used to be prepared. But as these joint families started disappearing due to various reasons, each single family started using these instant foods in order to save time and energy.
- **PRICES OF RAW MATERIALS**- This forms one of the major factors for the use of instant foods in the present world. As the prices of some of the raw materials are continuously increasing, the purchases of these foods formed more economical.
- **NEW PRODUCTS**- As there are different new products coming up in the markets daily that are very cheap and easy for using and preparing, the popularity of instant foods is increasing.
- **DRUDGERY OF WORK** - In order to avoid the heavy laborious work like grinding manually and other drudging works, people opt for instant foods, which are easy to prepare and eat.
- **CONVENIENCE** - Instant foods are convenient to prepare and are economical. This increased its usage by the people as it saves the time, energy and money.
- **INCREASING INCOME**- Due to establishments of multi-national companies in India, the lady of the house also started working, because of which there is no time to prepare food at home. Hence this created the need to opt for instant foods.
- **STANDARD OF LIVING**- The standard of living is also changing due to rise in income level, influence of western countries, more global trade, traveling etc., Hence, people are changing their taste to instant foods more compared to the old traditionally prepared foods.
- **MEDIA**- In the modern era, the media, particularly electronic and print media, are playing an important role in creating awareness of the products manufactured and released in the market.

## 6. CONCLUSION



Instant food play an important role in everyone's day to day life. The food habits in India have changed due to western influence and usage of instant foods also rise. These foods are widely used in catering industries as well as at home. The instant food is famous among the working people and the persons who are living alone because of their working circumstances. From the study I finally concluded that in maximum occasions buying decision of instant foods was made by their own and they not yet depend on others for choosing the product. As a sales promotion activity the importance and awareness towards these products should be created through various media or literatures to target all group of people.

## 7. REFERENCE

- [1] "Research Methodology" – P.SARAVANAVEL, publication Kitab Mahal, Allahabad, 2005.
- [2] "Research Methodology"- C.R.KOTHARI, New age International publishers, 2004.
- [3] S.N NATRAJAN R.PRAMESWARAN Instant foods S. Chand
- [4] Dr. S.P. GUPTA, Statistical methods, sultan chand & sons Education Publishers, New Delhi. Ed-2004.
- [5] The ICFAI journal of marketing management, August 2005, Volume 5, No3.
- [6] [www.google.com](http://www.google.com)
- [7] [www.aachi.com](http://www.aachi.com)
- [8] [www.annapoorna.com](http://www.annapoorna.com)
- [9] [www.sakthi.com](http://www.sakthi.com)
- [10] [www.tata.com](http://www.tata.com)
- [11] [www.instantfoodprodcut.com](http://www.instantfoodprodcut.com)