

PURCHASE DECISION OF THE CONSUMERS TOWARDS INSTANT FOOD PRODUCTS**J. Lilly***Assistant Professor, Department of Commerce and Computer Applications,
PSGR Krishnammal College for Women (Autonomous), Coimbatore.***Abstract**

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. A last good future waits for these products because people especially younger generation aspires for western living with styles and standards. This has made the researcher to study the purchase decision of the consumers towards instant food products. A sample of 250 respondents has been taken under convenient sampling technique in Coimbatore District. 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.

Keywords: *Instant Food Products, Consumer's Attitude, Consumers Preference.*

Introduction

The instant food products originated with instant noodles during the year 1958 in Japan. Its beginning in India was around 1980's and found today in the kitchen shelves of every Indian household. 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. A last good future waits for these products because people especially younger generation aspires for western living with styles and standards. In the food product business, educating customer is the key and any purchase decision is likely to be influenced by family members, friends, advertisements etc. In the modern days where the life is at fast pace and with the time very valuable to every person, "instant food" play an important role in everyone's day-to-day life. The very term 'instant food' means simple, fast, and convenient food which is easy and time saving to prepare and also convenient to eat. Hence this has made the researcher to study the purchase decision of the consumers towards instant food products.

Objectives of the Study

1. To study the purchasing behavior of the consumers towards instant food products.
2. To find the relationship between personal factors of the respondent and their purchase decision.

Methodology

The researcher aims at analyzing consumers awareness towards instant packaged food products marketed in Coimbatore city, convenience sampling technique is used to collect the data. The sample size for the study is 250 respondents who are residing in Coimbatore City. The period of the study is from May 2012 – October 2012.

Data Analysis & Interpretation**Table 1- Personal Profile of the Respondents**

Personal factor	Category	No. of Respondent	Percentage
Age	Between 21-30 years	79	31.6
	Between 31-40 years	128	51.2
	Above 40 years	43	17.2
	Total	250	100
Educational Qualification	School level	80	32.0
	Under Graduate	91	36.4
	Post Graduate	65	26.0
	Profession	14	5.6

	Total	250	100
Occupational status	Private Employee	48	19.2
	Govt Employee	16	6.4
	Profession	18	7.2
	Business	22	8.8
	Student	40	16.0
	Others	106	42.4
	Total	250	100
Area of Residence	Rural	56	22.4
	Urban	130	52.0
	Semi Urban	64	25.6
	Total	250	100.0
Marital status	Married	172	68.8
	Unmarried	78	31.2
	Total	250	100
No of family members	Below 2 members	10	4.0
	2 - 3 members	52	20.8
	3 - 4 members	132	52.8
	Above 4 members	56	22.4
	Total	250	100.0
Type of family	Joint Family	30	12.0
	Nuclear Family	220	88.0
	Total	250	100.0
Food habit	Vegetarian	58	23.2
	Non Vegetarian	192	76.8
	Total	250	100.0
Family Monthly Income	Upto Rs.15,000	77	30.8
	Rs.15,001-Rs.30,000	73	29.2
	Rs.30,001-Rs45,000	61	24.4
	Above Rs.45,000	39	15.6
	Total	250	100

Table 1 depicts the personal profile of the respondents who fall under different category of age groups, educational qualification, occupation, Area of residence, Marital status, Number of family members, Type of family, Food habit and Family Monthly income.

Table 2- Purchase Decision of the Respondents

Food products	Percentage	Planned Purchase	Impulsive buying	Forced/ Situational	Total
Ready to eat	No	115	80	55	250
	%	46.0	32.0	22.0	100
Ready to cook	No	137	85	28	250
	%	54.8	34.0	11.2	100

Table 2 states the purchase decision of the respondents. With regard to ready to eat food products, 46.0% of them have planned purchase, 32.0% of them follow impulsive buying and 22.0% of them decide their purchase based on the situation/ force. With regard to ready to cook food products, 54.8% of them have planned purchase, 34.0% of them follow impulsive buying and 11.2% of them decide their purchase according to situation/ force.

Table 3- Duration of usage of Instant Packaged Food Products

Food products	Percentage	Less than 5years	5 – 10 years	10 -15 years	Above 15 years	Total
Ready to eat	No	85	120	30	15	250
	%	34.0	48.0	12.0	6.0	100
Ready to cook	No	82	82	57	29	250
	%	32.8	32.8	22.8	11.6	100

Table 3 portrays the duration of usage of Instant Packaged food products. With regard to ready to eat food products, 48.0% of them are consuming instant packaged food products for 5 - 10 years, 32.8% have been using of them it for less than 5 years, 12.0% of them have been using it for 10 to 15 years and 6.0% of them are using it for more than 15 years. With regard to ready to cook food products, 32.8% of them are consuming it for less than 5 years, 34.0% of them have been using it for 5 - 10 years, 22.8% of them have been using it for 10 - 15 years and 11.6% of them are using it for more than 15 years.

Table 4- Source of Influence

Food products	Percentage	Parents	Spouse	Children	Friends	Shop keeper	Self	Total
Ready to eat	No	62	31	74	28	3	52	250
	%	24.8	12.4	29.6	11.2	1.2	20.8	100
Ready to cook	No	55	13	37	44	33	68	250
	%	22.0	5.2	14.8	17.6	13.2	27.2	100

Table 4 describes about the source of influence for using packaged instant food products. With regard to ready to eat food products, 29.6% of the respondents are influenced to use ready to eat food products through their children, 24.8% of them are influenced to use ready to eat food products through their parents, 20.8% of the respondents are self-influenced to use ready to eat food products, 12.4% are influenced to use ready to eat food products through their spouse, 11.2% of the respondents are influenced to use ready to eat food products through their friends and 1.2% of them are influenced to use ready to eat food products through shop keeper.

With regard to ready to cook food products, 27.2% of the respondents are self-influenced to use ready to cook food products, 22.0% of them are influenced by their parents to use ready to cook food products, 17.6% are influenced to use ready to cook food products through their friends, 14.8% of the respondents are influenced to use ready to cook food products through their children, 13.2% of them are influenced to use ready to cook food products through shop keepers and 5.2% of the respondents are influenced by their spouse to use ready to cook food products.

Table 5- Place of Purchase of Instant Food Products

Food products	Percentage	Retail shop	Departmental Store	Bakeries	Ice creams parlours	Others	Total
Ready to eat	No	56	136	40	13	5	250
	%	22.4	54.4	16.0	5.2	2.0	100
Ready to cook	No	34	133	30	24	29	250
	%	13.6	53.2	12.0	9.6	11.6	100

Table 5 describes the respondent's place of purchase of instant food products. With regard to ready to eat food products, it is clear that 54.4% of the respondents buy their brand of ready to eat food products in departmental stores, 22.4% of them buy their brand of ready to eat food products in retail shop, 16.0% of the respondents buy their brand of ready to eat food products in bakeries, 5.2% of the respondents buy their brand of ready to eat food

products in ice creams parlours and 2.0% of the respondents buy their brand of ready to eat food products in other place such as petty shop. With regard to ready to cook food products, it is clear that 53.2% of the respondents buy their brand of ready to cook food products in departmental stores, 13.6% of them buy their brand of ready to cook food products in retail shop, 12.0 % of the respondents buy their brand of ready to cook food products in bakeries, 11.6% of the respondents buy their brand of ready to cook food products in other place such as petty shop and 9.6% of the respondents buy their brand of ready to cook food products in ice cream parlours.

Table 6- Frequency of Purchase

Food products		Daily	Twice in a week	Once in a week	Fortnightly	Once in a week	Whenever required	Total
Ready to eat	No	40	56	80	24	30	20	250
	%	16.0	22.4	32.0	9.6	12.0	8.0	100
Ready to cook	No	42	31	33	57	47	40	250
	%	16.8	12.4	13.2	22.8	18.8	16.0	100

Table 6 outlines the respondent’s frequency of purchase of the instant food products. From the table it is clearly shown that 32.0% of them purchase the ready to eat food products once in a week, 22.4% of the respondents purchase the ready to eat food products twice in a week, 16% of the respondents purchase ready to eat food products every day, 12.0% of them purchase the ready to eat food products once in a week 9.6% of the respondents purchase ready to eat food products for fortnightly and 8.0% of them purchase the ready to eat food products whenever required. 22.8% of the respondents purchase the ready to cook food products fortnightly, 18.8% of the respondents purchase the ready to cook food products once in a week, 16.8% of them purchase the ready to cook food products daily, 16.0% of them purchase the ready to cook food products whenever required, 13.2% of them purchase the ready to cook food products once in a week and 12.4% of them purchase the ready to cook food products twice in a week.

Table 7- Source of Information

Factors	Percentage	Television	Radio	News paper	Magazines	Friends/ relatives	Shopkeeper / Retailer	Total
Ready to eat	No	163	41	18	9	17	2	250
	%	65.2	16.4	7.2	3.6	6.8	0.8	100
Ready to cook	No	114	15	34	13	39	35	250
	%	45.6	6.0	13.6	5.2	15.6	14.0	100

Table 7 describes about the source of information. Regarding ready to eat food items and ready to cook food products. With regard to ready to eat food products, it is clear that 65.2% of the respondents are getting information about the ready to eat food products through television, 16.4% of the respondents are getting information about the ready to eat food products through radio, 7.2% of the respondents are getting information about the ready to eat food products through newspapers, 6.8% of the respondents are getting information about the ready to eat food products through friends and relatives, 3.6% of the respondents are getting information about the ready to eat food products through magazines and 0.8% of the respondents are getting information about the ready to eat food products through shopkeeper/retailers. With regard to ready to cook food products, it is clear that 45.6% of the respondents are getting information about the ready to cook food products through television, 15.6% of the respondents are getting information about the ready to cook food products through friends and relatives, 14.0% of the respondents are getting information about the ready to cook food products through shopkeeper/retailer, 13.6% of the respondents are getting information about the ready to cook food products through newspapers, 6.0% of the respondents are getting information about the ready to cook food products

through radio and 5.2% of the respondents are getting information about the ready to cook food products through magazines.

Relationship between Demographic Variables and Purchase Decision

The chi – square studies the relationship between personal factors of the respondents like age, educational qualification, occupational status, area of residence, marital status, family members, type of family, food habit and family monthly income and purchase decision for instant packaged food products.

Table 8 - Relationship between Demographic Variables and Purchase Decision

Personal factors	Ready to eat			Ready to cook		
	Chi-sq value	df	Sig	Chi-sq value	df	Sig
Age	26.221	4	.000	13.879	4	.008
Educational Qualification	31.137	6	.000	9.016	6	.173
Occupational status	41.859	6	.000	29.275	10	.001
Area of residence	32.039	4	.000	13.033	4	.011
Marital status	11.159	2	.004	5.117	2	.077
No of family members	13.996	6	.030	4.003	6	.676
Type of family	2.644	2	.267	1.471	2	.479
Food habit	6.048	4	.196	12.938	4	.012
Family Monthly Income	14.196	6	.028	7.270	6	.297

Table 8 highlights the relationship between personal factors of the respondents and their purchase decision. It is clear that with regard to Ready to eat food products, the personal factors like Age, Educational qualification, Occupational status, Area of residence, Marital status, Number of family members and family monthly income has significant relationship with the purchase decision of the respondents at 5% level of significance.

With regard to Ready to cook 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.

Conclusion

Instant food products industry is happy that the percentage of Indian working women is rising at a brisk pace, as a result of which the demand for instant or Ready to eat food products and Ready to cook food products has increased. 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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