



CONSUMERS PREFERENCE AND SATISFACTION ON INSTANT FOOD PRODUCTS

Dr. S. Shanmugapriya* & V. Srivarshini**

* Assistant Professor, PG & Research Department of Commerce, NGM College, Pollachi, Coimbatore, Tamilnadu

** Research Scholar, PG & Research Department of Commerce, NGM College, Pollachi, Coimbatore, Tamilnadu

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Abstract:

Now-a-days in the world changes into a modern world, they busy with their work schedule and they think that preparing a food is tough task. So they all peoples are searching in new ways for speed up the food preparation process. With the help for modern technology peoples found that 'Instant food' and 'Readymade food' for their own convenience last twenty years the instant food is comes into a worldwide and it because most popular in working peoples. The main objectives of the study are to analyze the consumers level of satisfaction on using instant food products. The data for the study has been collected in primary nature through issue of questionnaire. The required Sample of 237 consumers who are living in Pollachi Taluk have been selected through random sampling method. The statistical tools namely simple percentage and Chi-Square test are employed to analyse the data. The study conclude that the family income, non-earning members in the family, total number of family and period of using instant food products are associated with consumers level of satisfaction on instant food products

Introduction:

'Food' refers to 'energy' which means making health for all human bodies. Hundred years ago, all peoples are producing and consuming their own foods. And peoples are ready to wait for preparing time of food. But in tremendous changes in the world, Peoples were producing food for commercial purpose for making money. Forty decades ago, agriculture is main source for all peoples in the world because of agriculture food. Consumers are cultivating their food and consume it with healthy body. Now-a-days in the world changes into a modern world, they busy with their work schedule and they think that preparing a food is tough task. So they all peoples are searching in new ways for speed up the food preparation process. With the help for modern technology peoples found that 'Instant food' and 'Readymade food' for their own convenience last twenty years the instant food is comes into a worldwide and it because most popular in working peoples. They think that instant food is only food that reduces their time for cooking preparation and they satisfied with instant foods. Instant food producer are comes to know the consumers are very satisfied in the instant food.

Review of Literature:

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. Srinivasan and Nirmala(2012) in their study entitled " Consumer behaviour towards instant food product in kanchipuram town", is to know the awareness and place of purchase of instant food products. It is found that, the consumer are aware of various instant food product and prefer Food zones and supermarkets to purchase the instant food products.

Statement of the Problem:

In recent days the preparing a food is major problems in people life specially working people, in their buy schedule they need to do preparing necessary food is tough one. 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:

The following are the objectives of the study.

- ✓ To know the socio economic profile of consumers
- ✓ To identify the consumers preference towards instant food products.
- ✓ To analyze the consumers level of satisfaction on using 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 sample of 237 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.

Findings of the Study:

Table 1: Socio-Economic Profile of Sample Consumers

Particulars	No. of Consumers	Percentage
Area of Residence		
Rural	149	62.90
Urban	88	37.10
Gender		
Male	57	24.10
Female	180	75.90
Age		
Below20 years	19	8.02
21years-30years	100	42.19
31years- 40years	83	35.02
41years- 50 years	32	13.50
Above50 years	3	1.27
Marital Status		
Married	140	59.10
Unmarried	97	40.90
Educational Qualification		
Up to HSC	63	26.60
Diploma	23	9.70
Under graduate	68	28.70
Post Graduate	61	25.70
Professional	22	9.30
Occupation		
Agriculturalist	20	8.40
Business	29	12.20
Student	37	15.60
Private employee	67	28.30
Homemaker	57	24.10
Professional	27	11.40
Type of Family		
Joint	51	21.50
Nuclear	186	78.50
Monthly family Income		
Up to Rs.20,000	160	67.50
Rs.20,001 – Rs.50,000	61	25.70
Above Rs .50,000	16	6.80
No of Earning Members In The Family		
One	90	38.00
Two	105	44.30
Above three	42	17.70
No of Non -Earning Members in the Family		
One	74	31.20
Two	100	42.20
Above three	63	26.60
Total number of members in the family		
Up to 3	85	35.90
Four	108	45.60
Above four	44	18.60
Sources of Information		
Self	75	31.65
Friends and Relatives	71	30.00
Retail shop display	17	7.20

Particulars	No. of Consumers	Percentage
Advertisement	70	29.50
Newspaper/Magazine	6	2.50
Period of Using Instant Food		
Less than a year	78	32.90
1 to 2 years	69	29.10
2 to 3 years	38	16.00
More than 3 years	52	21.90
Frequency of Purchase of instant food		
Weekly once	44	18.60
Monthly once	105	44.30
Fortnightly	3	1.30
Occasionally	30	12.70
Two month once	15	6.30
When need arises	40	16.90
Preferred Place for Using Instant Food		
At home	173	72.99
At work place	19	8.01
During journey	40	16.87
Function time	5	2.10
Time Preferred for Using Instant Food Product		
Breakfast	39	16.50
Brunch	1	0.40
Lunch	31	13.10
Evening	77	32.50
Dinner	89	37.60
Place of Purchase		
Wholesale stores	33	13.90
Retail stores	45	19.00
Convenience shop	53	22.40
Departmental stores	106	44.70
Frequency of Consumption of Instant Food Per Month		
1-3 times	82	34.60
3- 5 times	148	62.40
Above 5 times	7	3.00
Motivational factor To Buy Instant Food		
Quality	94	39.70
Quantity	18	7.60
Taste	77	32.50
Availability	16	6.80
Price	11	4.60
Ingredients	2	0.80
Brand name	19	8.00
Alternative Purchase Plan		
Go to other shop	129	54.40
Postpone the purchase	44	18.60
Will buy other brand	52	21.90
Place order to get required brand	12	5.10
Awareness		
Aware	207	87.30
Not aware	30	12.70
Total	237	100.00

From the table 1 reveals that,

- ✓ The Majority of 149(62.90%) consumers are living in rural area.
- ✓ The Majority of 180(75.90%) consumers are female.
- ✓ Most of the 100(42.19%) consumers age between 21 years-30 years.
- ✓ The majority 140(59.10%) consumers are married.
- ✓ Most of the 68(28.70%) consumers are under graduates.

- ✓ Most of the 67(28.30%) consumers are employees.
- ✓ The Majority of 186(78.50%) consumers are belonging to nuclear family.
- ✓ The majority of 160(67.50%) consumers monthly income is up to Rs.25000.
- ✓ Most of the 105(44.30%) consumers have two earning members in their family.
- ✓ Most of the 100(42.20%) consumers have two non-earning members in their family.
- ✓ Most of the 108(45.60%) consumers have four members in their family.

Buying Behavior of Instant Food Products:

- ✓ Most of the 73(30.80%) consumers came to know about instant food product.
- ✓ Most of the 78(32.90%) consumers are using instant food for a period of less than a year.
- ✓ Most of the 105(44.30%) consumers purchase instant food once in a month.
- ✓ The Majority of 184(77.64%) consumers spend Rs.200 –Rs.400 per month for purchase of instant food.
- ✓ The Majority of 173(73.00%) consumers prefer to use instant food at home.
- ✓ Most of the 89(37.60%) consumers prefer instant food for dinner.
- ✓ The Majority of 148(62.40%) consumers consume the instant food once in a day.
- ✓ Most of the 106(44.70%) consumers purchase instant food in departmental stores.
- ✓ Most of the 94(39.70%) consumers consider quality factor while purchasing the instant food product.
- ✓ The Majority of 129(54.40%) consumers go for other shop for purchase of instant food, if the present brand is not available in the regular shop.
- ✓ The Majority of 207(87.30%) consumers are aware of various brands of instant food product.

Variables Associated With Level of Satisfaction on Instant Food Products:

In order to find out the association between the selected variables namely Area of resident, Age, Marital Status, Educational Qualification, Occupation, Type of family, Number of earning members in the family, Number of Non-earning members in the family, Total number of members in the family, Family income per month, Period of using Instant food products and Place of purchase of instant food have been selected in order to test whether there exists any association between each of the variable and level of satisfaction. Chi-square test have been made use to study the association between the variables and the level of satisfaction with the significant level at five Per cent.

Table 2: Selected Variables and Level of Satisfaction on Instant Food Products

Variables	χ^2 Value	D.F	Table value
			5% level
Area of Residence	2.784	2	5.991
Gender	1.207	2	5.991
Age	5.807	8	15.507
Marital status	2.190	2	5.991
Educational Qualification	4.596	8	15.507
Occupation	6.221	10	18.307
Type of family	5.217	2	5.991
Family income	36.207*	4	9.488
Number of earning members in the family	7.975	4	9.488
Number of non-earning members in the family	16.466*	4	9.488
Total number of members in the family	13.406*	4	9.488
Period of using instant food products	12.688*	6	12.592

*Significant at five per cent level

The above table 2 discloses that out of the total eleven variables selected, four variables are found to be significant with the consumers level of satisfaction on instant food products. Of them four variables namely family income, number of non- earning members in the family, Total number of members in the family, period of using instant food products are significantly associated with the consumers level of satisfaction at five per cent level.

Suggestions:

To Producers:

- ✓ The Producers can produce variety of Natural instant food.
- ✓ The Producers should not packed the instant food products with plastic and Polythene covers
- ✓ The Producer May offer reasonable price for their instant food products

To Consumers:

- ✓ The Consumers should aware the new brand of instant products it may causes the adverse effect
- ✓ The Consumers should avoid long use of opened instant foods.

Conclusion:

The main focus of this study was to identify the factors the influencing the buying behavior and preference and satisfaction of instant food products, we have considered area, gender, age, marital status, educational qualification , occupation, number of earning and number of non- earning, members in the family,

total number of family, monthly income of respondents and period of using of instant food products are the variables influencing the consumer preference and satisfaction of instant food products. The study reveals that i) Variable namely family income, non-earning members in the family, total number of family and period of using instant food products are associated with consumer's level of satisfaction on instant food products.

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