

# A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS WITH SPECIALISED PREFERENCE TO COIMBATORE CITY

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## ABSTRACT

*The insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer, as in the present competitive scenario the consumer are prepared to choose their right product not only based on their needs but However there is high growth tendency for goods it faces some difficulties in achieving their destination. Hence the purpose of this study is to identify the force that influence on consumer shopping pattern particularly in Coimbatore. t also on the basic of personal interest shown by the manufactures on them T he techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.*

**Keyword:** customer awareness , customer satisfaction , attract the products

## INTRODUCTION OF MARKETING:

**Marketing** is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as

understanding methods of influence on the consumer behavior. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

#### **MEANING AND DEFINITION OF MARKETING:**

- To start, here are explanations from the American Marketing Association (AMA), marketing's professional organization and Dr. Philip Kotler, the author of business school marketing classics. They're followed by the other definitions in alphabetical order by author's last name.
- According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

#### **INSTANT FOOD RELATING TO MARKETING:**

The word 'food' refers to the chemical substances consumed by individuals in order to keep their 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 for the smooth functioning of the body, besides meeting the calorific requirements like carbohydrates, proteins, fats, etc.,

The average monthly per-capita consumer expenditure (MPCE) was Rs. 511 for rural India, which comprised of Rs.305 for food and Rs. 206 for non-food commodities. For urban population, it is Rs. 1060, which comprised of Rs.441 for food and Rs. 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 per cent in urban areas compared to 56 percent during 1987-88 (National Sample Survey Organization, GOI).

#### **OBJECTIVES:**

- To know the awareness of Instant foods
- To know the level of satisfaction of instant foods
- To study about the usage level of instant food
- To know the customer involvement towards instant food

#### **Need For The Study:**

Instant food products play a vital role in every human in his day –to-day life. The present study gives an insight into important factors creating awareness and purchasing frequency of the product. It is based on a questionnaire method confined to only the users of instant food products.

The needs for the study are as follows:

- The study is to identify the customer purchasing behavior towards instant foods.
- To analyze the consumer purchasing frequency of instant food products.
- To know the media for selecting the instant food products.
- To find out the influencing factors on instant food products.
- To study the brand composition and brand loyalty towards instant food products.
- To study the pattern of purchase of consumer towards instant food products.
- To study the consumer and their awareness of purchasing the instant food products.
- To study the causes and the impact on instant food in consumer market.

**Scope Of The Study:**

- ❖ This study helps in creating awareness among the customer about the instant food products.
- ❖ This study helps in knowing the purpose and benefits of instant food products.
- ❖ This study helps in knowing the importance of instant food products.
- ❖ This study helps to analyze factors influencing the buying behavior of instant mix products.
- ❖ This study helps in knowing the media for selecting the instant food products.

**TYPES OF BUYING BEHAVIOR:**

Consumer decision making varies with the type of buying decision. Assail distinguished four types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brand

DESCRIPTION	HIGH INVOLVEMENT	LOW INVOLVEMENT
Significant differences Between brands	Complex buying behavior	Variety seeking buying behavior

**RESEARCH METHODOLOGY:**

The research methodology is a way to systematically solve the research problem along with the logic behind them. It may be understood as a science of studying how the research is done systematically. The various aspects of methodology adapted in the present study are discussed below.

**AREA OF THE STUDY:**

The study was conducted at Coimbatore city. According to the census of India, Coimbatore is the second biggest city in Tamilnadu in the based on demography. The city is flourishing with many the sectors namely industry education, health and medical care and infrastructure with moderate climate. The city provides for growth in employment, improvement in standard of living and technology by the households has increased the market

**METHOD OF SAMPLING:**

The respondents were selected from the 2 years customer data base (12612 customers) of a leading multi brand products in the city. Within the data base, the customer belonging to Coimbatore city was screened initially resulting in 2016 customers. Proportionate random sampling method was adopted by taking ten per cent with the sample size resulting in 75 respondents.

**SAMPLE SIZE:**

The sample size that is chosen from the whole population is 75 respondents. The data that is used for the analysis is collected from the 75 respondents

**SAMPLING METHOD**

The Sampling Method that is used in this study is Convenience Sampling. The Convenience sampling is that the survey is done is the way that is convenient for the Respondents and the Researcher.

**METHOD OF DATA COLLECTION:**

The method of collection of the data is done through the Questionnaire. Here the Questionnaire is given to the respondents and the response that is given is recorded.

### **Random Sampling**

It is a set of individual which is taken up as sample from a larger set termed as population. Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process. This method is termed as simple random sampling. This kind of sampling is an unbiased surveying technique.

#### ✓ **Primary Data**

Primary data are those, which are collected fresh and for the first time, and thus it happens to be original in character. The study was mainly based on primary data first hand information was collect and use the study. Interview schedule was used for the collection of data. The gathered information was then transferred to master table to facilitate further analysis.

#### ✓ **Secondary Data**

Secondary Data means data that are already available they referred to the data which have already been collected and analyzed by someone else. Considerable data has also been tapped from secondary sources such as Journals, Newspapers, Magazines and Internet.

### **Framework of Analysis:**

This section deals with data collected from consumers through separate questionnaire, which were systematically processed and presented as tables in comprehensive manner.

- ❖ Percentage method
- ❖ Weighted average method
- ❖ Chi-square method

### **REVIEW OF LITERATURE:**

- ❖ Indumathi et al (2007) in their study have revealed that occupation of the women, income of the family and saving time while cooking are the most influencing factors of spicy products. The authors say that most of the consumers have purchase 200 gm pack of powders and masala, while small numbers of consumers prefer 100 gm packets.
- ❖ Kamalareni and nirmala (1996) in their study have portrayed that most of the instant food products. Most of the consumers regularly purchase at least three varieties of food items and they suggest that the door to door distribution of free sample is used as a main tool of sales promotion by the instant food product manufactures.

### **ANALYSIS AND INTERPRETATION:**

This chapter deals with the analysis and interpretation of the study on customer involvement towards electronic goods with special reference to Coimbatore city. The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same.

The following are the statistical tools and techniques were used for analysis of the data collected.

- ✓ **Simple percentage analysis**
- ✓ **Weighted Average Method**
- ✓ **Chi-Square Method**

**SIMPLE PERCENTAGE METHOD:**

The percentage method is used for comparing certain feature. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made.

$$\text{Simple Percentage} = \frac{\text{NO.OF RESPONDENTS}}{\text{TOTAL RESPONDENTS}} * 100$$

**WEIGHTED AVERAGE METHOD :**

Weighted Average Method is also one of the ways to find the Average. The specialty in this Method is that here we using a scoring method to find the average method to find the average, here we will be ranking or giving the scores like 4,3,2,1 for the Satisfied, Highly satisfied, Dissatisfied, Highly Dissatisfied, and then find the sum product of the given responses and the score that you have give

$$\text{Weighted Average Method} = \frac{\text{No.of response} \times \text{the score}}{\text{Total no.of.respondent}}$$

**CHI-SQUARE ANALYSIS:**

The Chi square test procedure tabulates a variable into categories and computes a chi-square statistic. This goodness-of-fit test compares the observed and expected frequencies in each category to test that all categories contain the same proportion of values or test that each category contains a user-specified proportion of values. Statistical method to test whether two (or more) variables are: (1) independent or (2) homogenous. The chisquare test for independence examines whether knowing the value of one variable helps to estimate the value of another variable. The chi-square test for homogeneity examines whether two population have the same proportion of observations with a common characteristic.

$$\chi^2 = \frac{(O-E)^2}{E}$$

$$\text{Degree of freedom} = v = (R-1)(C-1)$$

Where,

O= Observation frequency

E= Expected frequency (column total x row total)/grand total

R= No of rows

C= No of columns

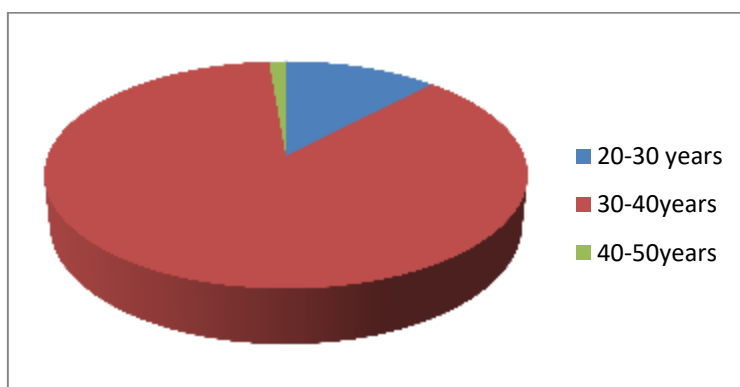
**PERCENTAGE ANALYSIS:**

**Table showing the age group of respondents**

S.No.	Particulars	No. of. Respondents	Percentage
1	20-30 years	9	12
2	30-40years	65	86.7
3	40-50years	1	1.3
	<b>Total</b>	<b>75</b>	<b>100</b>

**Interpretation:**

From the above table it is noted that among 75 respondents, 12% of respondent were in the age group of 20-30 years and 86.7% of respondents were in the group of 30-40 years and 1.3% were in the group of 40-50 years. So, The majority of the respondents are 30-40years.

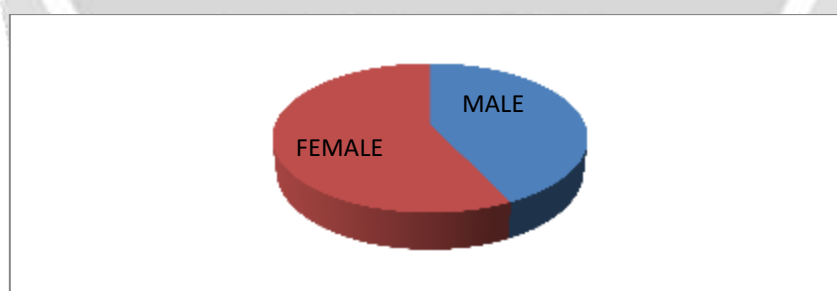


**Table showing the gender of respondents**

S.No.	Particulars	No. of. Respondents	Percentage
1	Male	21	28
2	Female	54	72
3	<b>Total</b>	<b>75</b>	<b>100</b>

**Interpretation:**

The above table shows that among the 75 respondents, 28% of respondents are male and 72% of respondents are female. So, the majority of the respondents are female.

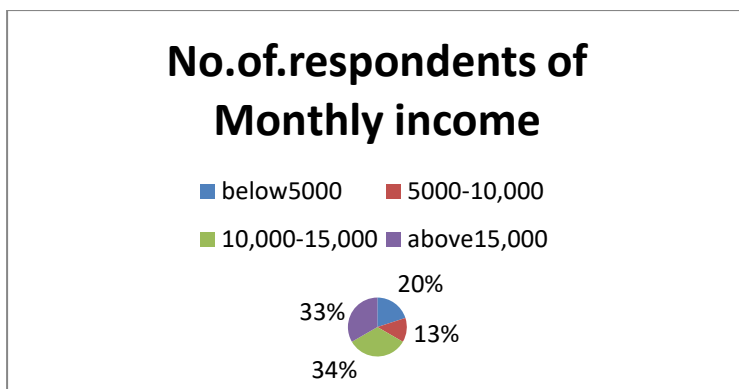


**Table showing the monthly income of the respondents.**

S.No.	Particulars	No. Of. Respondents	Percentage
1	Below Rs.5000	15	20
2	Rs.5000-10,000	10	13.4
3	Rs.10,000-15,000	25	33.3
4	Above Rs.15,000	25	33.3
	<b>Total</b>	<b>75</b>	<b>100</b>

**Interpretation**

The table shows that out of the 75 respondents, 20% of the respondent’s monthly income is below Rs.5000, 13.4% the respondent’s monthly income are 5000-10,000, 33.3% of the respondents are monthly income 10,000-15,000, 33.3% of the respondents are above15,000.So, the majority of the respondents are 33.3



**Table showing the purchasing behavior of instant food products of the respondents.**

S.No	Particulars	No.Of.Respondents	Percentage
1	Yes	75	
2	No	Nil	Nil
	<b>Total</b>	<b>75</b>	<b>100</b>

**Interpretation:**

From the above table shows the purchasing behavior of instant food products among all 75 respondents



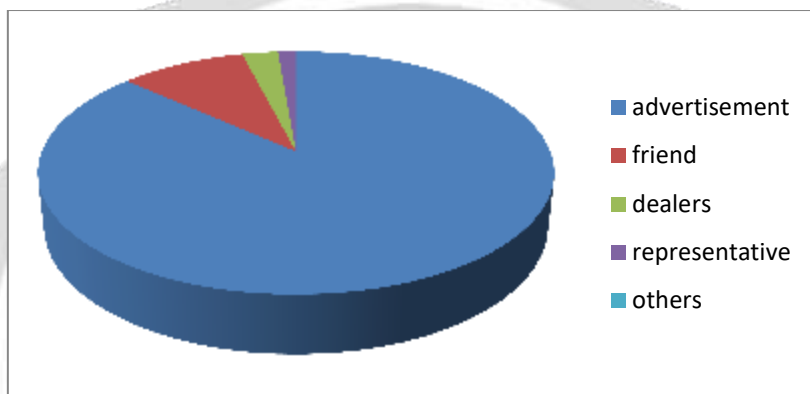
**Table showing mode of awareness about instant food products of the respondents.**

S.No	Particulars	No.Of.Respondents	Percentage
1	Advertisement	65	86.7
2	Friends & Relatives	7	9.3
3	Dealers	2	2.7

4	Representatives	1	1.3
5	Others	Nil	Nil
	<b>Total</b>	<b>75</b>	<b>100</b>

**Interpretation:**

The table shows that out of the 75 respondents 86.7 % of the respondents are Advertisement, 9.3% of the respondents are Friends & Relatives. 2.7% of the respondents are Dealers, 1.3% of the respondents are Representatives, So, the majority of the respondents are Advertisement



**CHI-SQAURE ANALYSIS**

It is a non-parametric test. It can be used to determine the categorized data show dependency or the classifications are independent. It can also make comparison between theoretical populations and actual data when categories are used. This test was first used by Karl Pearson.

Degree of freedom=(r-1) (c-1)

Chi-square test( $X^2$ ) =  $\sum (O-E)^2/E$

Expected frequency = 
$$\frac{\text{Row total} \times \text{Column total}}{\text{Grand Total}}$$

Where O=Observed frequency

E=Expected frequency

R=number of rows

C=number of columns



If the calculated chi-square value is equal to or exceeds the table value, the difference between observed frequency and expected frequency is taken as significant but if the table value is greater than the calculated value of chi-square then the difference between observed frequency and expected frequency is taken as insignificant

### Chi-square test between monthly income of the respondents and reasons for purchase instant food products.

#### Hypothesis:

Ho-There is no significant association between monthly income of the respondents and reasons for purchase of the respondents.

H<sub>1</sub>- There is a significant association between monthly income of the respondents and reasons for purchase of the respondents

#### OBSERVED FREQUENCY

Monthly income of the respondents	Reasons for purchase instant food products					Total
	Readily available	taste	quality	advertisement	others	
belowRs.5000	8	3	3	1	0	15
Rs.5000-10,000	3	7	0	0	0	10
Rs.10000-15000	8	9	7	1	0	25
15,000&above	7	8	7	3	0	25
<b>Total</b>	<b>26</b>	<b>27</b>	<b>17</b>	<b>5</b>	<b>0</b>	<b>75</b>

#### Chi-square for comparing the monthly income and reasons for purchasing instant food products.

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
8	5.2	5.2	27.04	5.2
3	3.46	-0.46	0.21	0.06
3	8.6	-5.6	31.36	3.64
1	8.6	-7.6	57.76	6.71
0	0	0	0	0

3	5.4	-2.4	5.76	1.06
7	3.6	3.4	11.56	3.2
0	-9	-9	81	9
0	9	-9	81	9
0	0	0	0	0
8	3.4	4.6	21.16	6.2
9	2.26	6.74	45.42	20.08
7	5.6	1.4	1.96	0.35
1	5.6	-4.6	21.16	3.7
0	0	0	0	0
7	1	6	36	36
8	0.6	7.4	54.7	91.16
7	1.6	5.4	29.16	18.22
3	1.6	1.4	1.96	1.22
0	0	0	0	0
				214.8

**Degree Of Freedom**

$$\text{Degree of freedom} = (r-1) (c-1)$$

$$= (4-1) (5-1)$$

$$= 3*4$$

$$= 12$$

	<b>CALCULATED VALUE</b>	<b>DF</b>	<b>TABLE VALUE</b>	<b>SIGNIFICANT</b>	<b>ACCEPTED /REJECTED</b>
<b>CHI-SQUARE</b>	214.8	12	28.300	SIGNIFICANT	NOT ACCEPTED

Chi-square test is applied to check whether there is sufficient association between monthly income of the respondent and reasons for purchasing instant food products. The calculated value of chi-square were found to be 214.8 and which table value as 28.300

This indicates that there is significant association between monthly income of the respondent and reasons for purchasing instant food products. Therefore null hypothesis were rejected and alternate hypothesis were accepted.

### Chi-Square test between occupation and opinion about the price of the instant food product.

#### Hypothesis:

Ho-There is no significant association between occupation of the respondents and opinion about the price of the instant food products.

H<sub>1</sub>- There is a significant association between occupation of the respondents and opinion about the price of the instant food products.

#### OBSERVED FREQUENCY

Occupation of the respondents	Opinion about the price of the instant food products.					Total
	Very high	High	moderate	low	Very low	
Student	2	3	3	2	0	10
Employee	4	6	3	3	0	16
Business	1	2	3	1	0	7
Self-employed	2	6	8	3	3	22
others	4	8	4	2	2	20
<b>Total</b>	<b>13</b>	<b>25</b>	<b>21</b>	<b>11</b>	<b>5</b>	<b>75</b>

#### Chi-square for comparing the occupation opinion about the price of the instant food products

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
2	1.73	0.27	0.07	0.04
3	2.77	0.23	0.05	0.01
3	1.21	1.79	3.20	2.64
2	3.81	-1.81	3.27	0.85
0	3.46	-3.46	11.9	3.43
4	3.33	0.67	0.44	0.13
6	5.33	0.67	0.44	0.08
3	2.33	0.67	0.44	0.18
3	7.33	-4.33	18.74	2.55

0	6.66	-6.66	44.3	6.65
1	2.8	-1.8	3.24	1.15
2	4.48	-2.48	6.15	1.37
3	1.96	1.04	1.08	0.55
1	6.16	-5.16	26.6	4.31
0	5.6	-5.6	31.3	5.58
2	1.46	0.54	0.29	0.19
6	2.34	3.66	13.3	5.68
8	1.02	6.98	48.7	47.7
3	3.22	-0.22	0.04	0.01
3	2.93	0.07	0.00	0
4	0.66	3.34	11.1	16.8
8	1.06	6.94	48.1	45.3
4	0.46	3.54	12.5	27.1
2	1.46	0.54	0.29	0.19
2	1.33	0.67	0.44	0.33

**Degree of freedom**

$$\text{Degree of freedom} = (r-1) (c-1)$$

$$= (5-1) (5-1)$$

$$= 4*4$$

$$= 16$$

	<b>CALCULATED VALUE</b>	<b>DF</b>	<b>TABLE VALUE</b>	<b>SIGNIFICANT</b>	<b>ACCEPTED /REJECTED</b>
<b>CHI-SQUARE</b>	172.82	16	34.267	SIGNIFICANT	NOT ACCEPTED

Chi-square test is applied to check whether there is sufficient association between occupation of the respondent and opinion about the price of the instant food products. The calculated value of chi-square were found to be 172.82 and which table value as 34.267

This indicates that there is significant association between occupation of the respondent and opinion about the price of the instant food products. Therefore null hypothesis were rejected and alternate hypothesis were accepted.

### **FINDINGS:**

Each and every research's base will be findings and the suggestions. Every researcher who does the research will have their own opinion and the suggestions likewise some of the findings from this study are

### **SIMPLE PERCENTAGE ANALYSIS:**

- ❖ It is revealed that 86.7% of the respondents age group belongs to 30-40years.
- ❖ It is revealed that 72% of the respondents belong to female.
- ❖ It is revealed that 85.3% of the respondents are graduates.
- ❖ It is revealed that 75% of the respondents have the purchasing behavior of instant food product.
- ❖ It is revealed that majority of the respondents 50.7% are belongs to moderate opinion about the price of the instant food product.
- ❖ It is revealed that majority of the respondents are neutrally aware on the price of the instant food products.

### **SUGGESTIONS:**

- The level of awareness of the instant food products are satisfied by the customers.
- Customers are came to know about instant food products through advertisement.
- Customer prefer branded food products only.
- Customer preferring instant food products by its quality
- It has demand among the customers.
- The taste and quality should be maintained.

### **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. Noodles are found today in the kitchen shelves of every Indian household all the respondents are aware of various instant food products. The ready availability, and saving of the time are the reasons for consuming instant food products. Food zones and supermarkets are the major source of purchase of instant food products. The consumer's relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed.

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## QUESTIONARIE

1. Name :

2. Age:

( ) 20-30 ( ) 30-40 ( ) 40-50

3. Gender: M/F

4. Monthly income

- Below Rs.5000
- Rs.5000-Rs.10,000
- Rs.10,000-Rs.15,000
- Rs.15,000 and above

5. Food Habit:

- Vegetarian
- Non Vegetarian
- Others-please specify

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