



## CONSUMERS' PERCEPTION TOWARDS INSTANT COOKING FOOD PRODUCTS IN MUMBAI CITY

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**ABSTRACT**

*The rural consumer enquiries more about the price and quality of the products before taking final decision to buy it. They also take into accounts the prospective use and utility out of the transaction they would make. There may be rural consumers with unique personalities but mostly rural consumer's prefer to experiment and buy a particular product, especially, the products like computer note pads, palm top consumer electronic goods etc. Some rural consumers' may be of domestic type with rigid behaviour pattern. They will remain stick to their special choice of brand. It is difficult to canvass are persuade then to buy a new product*

**KEYWORDS :**

**INTRODUCTION**

Instant is the word which is widely spelt by the modern man to indicate the completion of any work quickly thereby saving time and energy. Ever changing life changing styles of modern man compel him to search for commodities which can give him better satisfaction circumstances of his life style. He has to act fast so that he can send his children to school early go to the office time and find time to the evening to attend his other activities.

**STATEMENT OF THE PROBLEM**

A survey indicated that more than 70 per cent of woman in the urban population are in government service or in privately employed or self employed. The direct bearing on the household affairs specially on cooking food therefore, modern women look for devices to save time in cooking and get maintain natural hand working taste by satisfying these win objective of modern women the instant cooking foods stand tall today .through the cause of the birth of instant cooking food articles could be related to the major wars fought in the last century ,the credit of making this concept , successful worldwide goods to modern marketers who are in search of satisfying the growing needs of their new segments of consumers.

**OBJECTIVES OF THE STUDY**

1. To analyze the opinions of the consumers about the Instant Cooking Food Products in Mumbai city.
2. To make suitable suggestions for improving the buying behaviour towards Instant Cooking Food Products in Mumbai city.

**METHODOLOGY**

The primary data were collected to highlight the consumer behaviour of instant cooking food products in Mumbai city. To collect the primary data a detailed interview schedule was drafted and used in field survey.

**SAMPLING DESIGN**

There are five areas selected for the study to collect primary data. From each area 25 samples were selected as samples for the study. Hence, the sample size is 125.The researcher adopted convenient sampling method. The researcher has collected data from the 125 sample respondents. The researcher has interviewed the consumer of all the five areas in Mumbai city.

**TOOLS FOR ANALYSIS**

Data collected from the respondents have been properly sorted, classified, edited, and tabulated in a proper format and tested with appropriate statistical tools namely percentage analysis, mean,

standard deviation ,co-efficient variance and ranking method through computer and have been interpreted accordingly in order to know the consumer behaviour of Instant Cooking Food Products .

**OPINION OF THE RESPONDENTS ABOUT THE BUYING OF INSTANT COOKING FOOD PRODUCTS**

Table 1 indicates that the opinion of the respondents about the buying of Instant Cooking Food Products.

**TABLE 1**  
**Opinion of the Respondents about Instant Cooking Food Products**

Sl. No.	Particulars	Total Score	Mean	Standard Deviation	Co-efficient of Variation	Rank
1.	Promotion offers make people buy comfortable product	336	67.2	26.68	0.397	15
2.	Promotional offer does not cheat the customers.	348	69.6	35.99	0.5171	14
3.	Branded Instant Cooking Food Products are properly preserved.	410	82	57.8	0.7048	7
4.	Branded Instant Cooking Food Products are nutrition conditioned.	451	90.2	56.98	0.6317	2
5.	Sales promotional techniques necessary to people at present.	363	72.6	39.88	0.5494	11
6.	Awareness of branded Instant Cooking Food Products through television is more.	420	84	63.26	0.7531	6
7.	Standard Instant Cooking Food products are more health to fresh food.	390	78	52.99	0.6794	9
8.	Promotional offers are made to increase sales.	442	88.4	69.54	0.7866	3
9.	Premium / gifts received during the offers are worth	416	83.2	79.85	0.9597	4
10.	Adulteration is less in the branded Instant Cooking Food Products	386	77.2	49.00	0.6347	10
11.	During the promotional offers the price of product is increased and then the discount is offered to attract people	404	80.8	57.06	0.7062	8
12.	Quality of the products during offers is same as the normal times.	344	69.8	34.77	0.4981	12

13.	Cost of branded Instant Cooking Food Products is normal	349	69.8	29.78	0.4266	13
14.	Branded Instant Cooking Food products are hygienic	416	83.2	62.42	0.7503	5
15.	Customers are known about the Advertisement of branded Instant Cooking Food Products.	457	91.4	83.08	0.909	1

Source: computed Data.

Table 1 shows that the opinion of the respondents about Instant Cooking Food Products. The opinion is classified as strongly agree, agree, no opinion, disagree and strongly disagree. The respondents are asked to put the tick marks against the attributes of Promotional offers make people buy comfortable products, Promotional offers does not cheat the customers, Branded Instant Cooking Food Products are properly preserved. Branded Instant Cooking Food Products are nutrition conditioned. Awareness of branded Instant Cooking Food Products through television is more, Sales promotional techniques necessary to people at present, Standard Instant Cooking Food Products are more health to fresh food, Premium / gifts received during the offers are worth, Promotional offers are made to increase sales. During the promotional offers the price of product is increased and then the discount is offered in order to attract people, Quality of the products during offer be same as the during normal times, Branded Instant Cooking Food Products are hygienic, Customers are known about the Advertisement of branded Instant Cooking Food Products. The marks are provided in such a way that Strongly agree is given 5 marks, agree given is 4 marks, No opinion is given 3 marks, disagree is given 2 marks and strongly disagree 1 is given mark on one basis of the responses given by the respondents, Customers are known about the Advertisement of branded Instant Cooking Food Products scores 457 points hence, it secure first rank, Branded Instant Cooking Food Products are nutrition conditioned scores 451 points which gets second rank, Promotional offers are made to increase sales scores 442 points which gets third rank, Awareness of branded Instant Cooking Food Products through television is more scores 420 points which gets fourth rank, Branded Instant Cooking Food products are hygienic scores 416 points which gets fifth rank, Premium / gifts received during the offer are worth scores 416 points which gets sixth rank, Branded Instant Cooking Food Products are properly preserved scores 410 points which gets seventh rank, During the promotional offers the price of product is increased and then the discount offered in order to attract people scores 404 points which get eighth rank, Standard Instant Cooking Food products are more health scores 390 points which gets ninth rank, Adulteration is less in the branded Instant Cooking Food Products scores 386 points which gets tenth rank, Sales promotional techniques necessary to people at present scores 363 which get eleventh rank, Cost of branded Instant Cooking Food Products is normal scores 349 which gets twelfth rank, Promotional offers cheat the customers scores 348 points which gets thirteenth rank, Quality of the products during offers be same as the during normal times scores 344 points which gets fourteenth rank and Promotional offers make people buy comfortable products scores 336 points which gets fifteenth rank of Instant Cooking Food Products.

**SUMMARY OF FINDINGS**

The major findings of the study are as follows.

- 1) It is found that majority of the customers are known about products only through advertisement which scores 457 points
- 2) It is known that branded foods are nutritional contained secured 451 points
- 3) It is analysed that promotional offer leads to increase the sales
- 4) It is inferred that branded food products are hygienic secured 416 points

**SUGGESTIONS**

The following suggestions are offered based on the finding of the study.

1. The company should create an awareness of the branded products among the consumers.
2. The business organization can issue the product in small lots and also sample products
3. Food exhibition may be conducted from time to time to demonstrate the preparation of Instant cooking food products.
4. The manufacturers of Instant cooking Food products should concentrate on research and development in their lines of business to improve further the present products and introduce new products catering to the need of modern consumer.

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