



## "BUYING BEHAVIOUR OF CONSUMERS TOWARDS THE BRANDED INSTANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI CITY"

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### ABSTRACT

'Instant' is the word which widely spelt by the modern man, to indicate the completion of any work quickly, thereby saving time and energy. The ever changing life style of modern a compels him to search for commodities which can give him better satisfaction in the changing circumstances of his life. In fact, finds it difficult to do in a leisurely way his various day-to-day activities; right from his wake-up time in the morning to the time he goes to sleep in the night.

**KEYWORDS :** Instant, cooking, manufacture, consumer, purchase etc.

### INTRODUCTION

In India, due to population growth, the consumer market is increasing eight to ten million every year. In other words, the manufacturing and marketing companies will have to provide every year more to cater to this growing population, which ultimately requires products to satisfy its needs and wants. 'Instant' is the word which widely spelt by the modern man, to indicate the completion of any work quickly, thereby saving time and energy. The ever changing life style of modern a compels him to search for commodities which can give him better satisfaction in the changing circumstances of his life. In fact, finds it difficult to do in a leisurely way his various day-to-day activities; right from his wake-up time in the morning to the time he goes to sleep in the night.

### STATEMENT OF THE PROBLEM

The concept of instant cooking food products demonstrates the fact that the kitchen is not alien to change. Thought it started working since the Second World War in western countries, it got its recognition in India only recently. The reasons for the late adoption of this concept by the Indians may be many. From time immemorial the task of preparing and serving of food is identified with women folk in our country.

Modern women look for devices to save time in cooking and yet maintain natural hand cooking taste. By satisfying these twin objectives of modern women the instant cooking stand will tall today.

### OBJECTIVES OF THE STUDY

The specific objectives of the study are:

1. To examine the relationship between brand preferences and profile variables of the sample respondents.
2. To offer suitable suggestions based on the findings of the study.

### METHODOLOGY

#### Sampling Design

The present study is based on the primary data collected by the personal interview method. For this purpose, 600 metro city consumers of instant cooking food products in Chennai city were selected randomly by adopting the simple convenient random sample method.

#### Collection of Data

A reconnaissance survey of the study area was undertaken to understand the buying behaviour of the consumers in Metro city of Chennai. Based on the information gathered, a detailed schedule was drafted, pre-tested and used I filed survey. The Direct Personal Interview Method has been adopted to collect the primary data regarding the characteristics of the sample respondents, family profile, general shopping pattern, extent of consultation, influences on the purchase decision, brand preferences and the other aspects relating to the overall objectives of the study.

### Tools for Analysis

In the present study, the following tools were used to analyse the data such as Chi-square Test of the following formula was applied.

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

With  $(r - 1)(c - 1)$  degrees of freedom

$$\text{where } E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

O = Observed Frequency

E = Expected Frequency

r = Number of rows in a contingency table

c = Number of columns in a contingency table

### Garrett Ranking Technique

In order to identify the factors which influence the purchase of instant cooking food product, Garrett's Ranking Technique adopted. For this, the sample respondents are asked to rank the factors in order of their importance,. The order thus given by the respondents was converted into ranks by using the following formula:

$$\text{Per cent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

$R_{ij}$  = Rank given for the  $i$ th variable by the  $j$ th respondent

$N_j$  = Number of variables ranked by the  $j$ th respondents

These mean scores for all the factors were arranged in a descending order, ranks were assigned and the important factors identified.

### Factor Analysis

The technique adopted to identify and to analyse the important factors of belief structure of consumers towards the sales promotion dimension is factor analysis.

### FACTORS INFLUENCING THE PURCHASE OF THE SELECTED INSTANT COOKING FOOD PRODUCTS

Every Consumer purchases a particular product due to the influence of many factors. The influencing factors differ from one consumer to another consumer and from product to product. In this section, an attempt has been made to identify the factors which influences the purchase of he selected instant cooking food products in the study area.

#### Factors Influencing the Purchase of Noodles

Here, the researcher has attempted to identify the factors that influence the purchase of noodles and which one is the most influencing factor among them. The ranks assigned to the eight identified factors are presented in Table 1.

**TABLE : 1 Factors Influencing the Purchase of Noodles**

Sl.No.	Factors	Mean Score	Rating
1.	Easy to Cook	67.41	I
2.	Company Image	60.72	II
3.	Taste	54.36	III
4.	Price	49.72	IV
5.	Date of Manufacturing	45.31	V
6.	Advertisement	42.14	VI
7.	Availability in Different Sizes	28.74	VII
8.	Package	25.16	VIII

Source: Computed Primary Data.

From Table 1, it is observed that 'easy to cook' is the first factor which influences the respondents for the purchase of particular noodles, company image ranked second, taste and price factors were ranked third and fourth respectively. The least factors to influence the respondents for the purchase of noodles are availability in different sizes and package which were ranked seventh and eighth rank respectively.

#### Factors Influencing the Purchase of Masalas

An individual purchases any type of goods and services because of certain influencing factors. The factors may vary from one person to another person. The details of the various factors that influences the purchase of masalas and which one is the most influencing factor are shown in Table 2.

**TABLE: 2 Factors Influencing the Purchase of Masalas**

Sl.No.	Factors	Mean Score	Rating
1.	Price	60.73	I
2.	Taste	56.37	II
3.	Flavour	2.14	III
4.	Company Image	50.23	IV
5.	Date of Manufacturing	44.72	V
6.	Easy to Cook	30.73	VI
7.	Package	28.16	VII
8.	Advertisement	25.31	VIII
9.	Availability in Different Sizes	20.87	IX

Source: Computed Primary Data.

From Table 2, it sent that price ranked first among the various factors followed by the taste, flavour, company image and date of manufacturing ranked as second, third, fourth and fifth respectively. The least factors that influence the purchase of masalas are advertisement and availability of different sizes, which were ranked as eighth and ninth respectively.

#### Factors Influencing the Purchase of Soup

Table 3 shows the details of various factors that influence the purchase of soup and which one is the most influencing factor as compared to others.

**TABLE :3 Factors Influencing the Purchase of Soup**

Sl.No.	Factors	Mean Score	Rating
1.	Taste	58.43	I
2.	Easy to Cook	54.72	II
3.	Price	51.36	III
4.	Company Image	47.32	IV
5.	Advertisement	45.18	V
6.	Date of Manufacturing	40.71	VI
7.	Availability in Different Sizes	32.72	VII
8.	Package	28.78	VIII

Source: Computed Primary Data.

From Table 3, it is seen that taste ranked first among the various factors which influences the respondents to purchase soup followed by easy to cook, price and company image ranked second, third and fourth respectively. The least factors

that influenced the respondents were availability of different sizes and package which were ranked seventh and eighth respectively.

#### Factors Influencing the Purchase of Badam Mix

The details of various factors that influence the purchase of badam mix and which one is the most influencing factor as compared to others in Table 4.

**TABLE: 4 Factors Influencing the Purchase of Badam Mix**

Sl.No.	Factors	Mean Score	Rating
1.	Flavour	61.72	I
2.	Price	59.48	II
3.	Taste	54.71	III
4.	Easy to Cook	51.36	IV
5.	Company Image	48.71	V
6.	Date of Manufacturing	45.36	VI
7.	Package	36.71	VII
8.	Availability in Different Sizes	30.12	VIII
9	Advertisement	25.16	IX

Source: Computed Primary Data.

From Table 4, it is observed that 'Flavour' was ranked first followed by taste, easy to cook and price which were ranked as second, third, fourth and fifth respectively. The least factors that influenced the respondents to buy badam mix were company image and availability of different sizes which were ranked eighth and ninth respectively.

#### SUMMARY OF FINDINGS

The major findings of the study are as follows:

1. It is seen from the analysis that a majority of the consumers (57.67%) were in the age group of 30 to 40 years followed by the age group 40 to 45 years (22.00%).
2. Among the sample respondents, 58 per cent were female and the remaining 42 per cent were male. It is clear that only 13 per cent of the total respondents were illiterate.
3. It is seen that, easy to cook is the first factor which influences the respondents for the purchase of particular noodles.
4. It is known that, price ranked first among the various factors secured 60.73 (Mean Score) for purchase of masala.
5. It is revealed that taste ranked first by securing 58.43 (Mean Score) for the purchase of soup.
6. It is understood that purchase of padam mix scored 61.72 per cent with reference to flavour.

#### SUGGESTIONS

The following suggestions are offered based on the findings of the study"

1. Most of the consumers of ICFPs (Instant Cooking Food Products) are of the view that the prices are high. So it may be considered.
2. Quality and taste should be improved at par with conventional method of cooking good..
3. The quantity of processed food produced in India is under 2.2 per cent as compared to countries such as Thailand, Malaysia and Brazil where, utilization of online advertisement is 65.75 per cent. Hence, the Government should take initiatives to introduce the latest processing transformation, storage and handling facilities to the sector.
4. To ensure hygienic product quality the manufacturers should go for the use of sophisticated machinery and new technology in the production of ICFPs.
5. Advertisements of ICFPs should be realistic, honest, rational and should not mislead and exploit the consumers.

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