

“Consumer Behaviour Towards Instant Food Product With Specific Reference SHIMOGA city”

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Abstract:-

“A Consumer is the most important Visitor On our Premises. He is not Dependent on us. We are Dependent on him. He is not an Interruption in our work. He is the Purpose of it . He is not an outsider in our business. He is part of it”- Mahatma Gandhi

The existence of entire business world is by and largely depend on the consumer Behaviour towards the product or services offered by the business enterprises. With the Liberalization, Privatization, Globalization and modernization, the business is based on the cognizance of needs and wants of the consumer. As we know that the profitability position and market share of the company will largely depend on the consumer behavior towards company products and services.

Consumer behavior refers to the study of how individual consumer will behave while selecting, Purchasing, using, evaluating and disposing the product and services for satisfying their needs and wants. Evaluating the Consumer behavior towards product or services of the company is most critical task to estimate market share of the company. The present paper will made an attempt to know the consumer behavior towards instant food products in Mysore City. An attempt has been made to analyze the consumer purchasing frequency for the instant food product, consumer awareness towards the instant food product and to analyze factors influencing the instant food product.

Keywords: Consumer Behaviour, Consumer awareness, Purchasing frequency.

Introduction:

Today the Existence of Entire bsiness world is by and largely depend on the consumer Behaviour towards the product or services offered by the business enterpirses. With the Libralization, Privatization, Globalisation and modernization, the business is based on the Cognizance of needs and wants of the consumer. As we know that the profitability position and market share of the company will depend on the consumer behavior towards company product and services.

Food is chemical substance which consist of Essentially protein , Carbohydrate, Fat and other mineral and nutrition . The body requires food for growth, repair and replacement of Worn our tissues. India is the second largest producer of food after china. The food and agriculture sector contribution towards Indian GDP Was stands 6.15 perc to 1.72 perc increase from 2017 .Today Instant food product Occupy important place at super and hyper

market in India. Instant food products have changed the life style of the majority of the people not only in India, but majority of the world. The changing demography and lifestyle of the people has increase the demand for the instant food product. There are many reasons for increase the demand for instant food product like emergence of nuclear family concept, increase in the number of working women, concept of urbanization, influence of western culture, changing the food habit of the people etc.

Objectives of the study:-

- 1) To know the awareness about instant food product in Shimoga city
- 2) To study the reason for purchase of instant food product
- 3) To study the reasons for popularity of instant food products.

Scope of the study:

The Present study covers the important factors which influence on the buying behavior of the consumer and the study is restricted only to Shimoga City. The Present study covers only the four instant food products like Pickels, Idli/Dosa Mix, Chicken and Jamun Mix and noodles.

Limitation of the study:-

The Study is confined only to Mysore City. The total population of Shimoga city is 1752753 as per 2011 census 877415 are male and 875338 are female. Number of sample size restricted to 150 respondents. We have used only 4 instant food products for article purpose.

Review of Literature:-

Ramaswamy et al(2005) have concentrated on the buying behaviour that is vastly influenced by awareness and brand image towards the product. Television advertisement is the most important source of information followed by display in retail outlet. Based on the opinion of consumers accept, quality and price of the product as an important factor to purchase

- **K. Srinivasan and R Nirmala (2014)** in their study examined that the various factors which influence on the frequent purchase of instant food product like increase in urbanization , increase in the number of nuclear families, increase in the number of working women etc,. They apply Simple percentage and Chi-square test to analyse the data. The finding of the study is that food zone and supermarkets are the major source of purchase of instant food product.
- **S . Rajendran and Hema Mahesh Kapoor(2016)** in their study “A Study on Consumer Behaviour towards instant cooking food products in Mumbai city with special reference to thane district” analyzed the opinion of the consumers about the instant cooking products, reasons for selecting a particular brand. The study identifies the opinion of the respondents using 15 variables, among them the

advertisement occupies first rank for the publicity of branded products and promotional offers make people buy comfortable products with least ranking. The business organization can issue the products in small lots and also sample products, which have a positive impact on the sales. Food exhibitions should be conducted from time to time to attract the customer. The Manufacturer of instant cooking food products should concentrate on research and development to improve the quality of instant food products.

- **Pavitra K et.al.,(2017) in their study “ A Study on Consumer purchasing behaviour towards instant food products”** The study revealed that there is significant association between monthly income of the respondent and reasons for purchasing instant food products and also there is significant association between occupation of the respondent and opinion about the price of the instant food products. The study suggests that consumers came to know about instant food products through advertisements. To increase the demand for the instant food product the company should maintain taste and quality consistently. The study concluded that the increased usage of instant food products is due to urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyle and increasing level of affluence in the middle income group

Research methodology:

All the relevant information , data and opinion are collected directly and indirectly . A Questionnaire was prepared to get the information from the respondents. Simple random sampling methods is adopted to collect the data. Considerable data has also been tapped from the secondary sources such as journals, magazines, newspapers ets. Statistical tools were used for analysis and interpretation data like, Chi-square test and simple percentage analysis.

Analysis and Interpretation:-

Table-1

Application of Chi-square Test:

Hypothesis

- H0: There is no significance relationship between Gender and Their awareness about instant food product.
- H1: There is a Significance relationship between Gender and their awareness about instant food product.

Analysis of Consumer awareness of instant food products

Food Products	Gender		
	Male	Female	Total
Pickles	15	25	40
Idli/Dosa mix	9	19	28
Jamun Mix	12	15	27
Noodles	24	31	55
Total	60	90	150

Source:- Primary Data

Chi-square for comparing the gender and their awareness about instant food product.

O	E	O-E	(O-E) ²	(O-E) ² /E
15	16	-1	1	0.063
9	11.2	-2.2	4.84	0.432
12	10.8	1.2	1.44	0.133
24	22	2	4	0.181
25	24	1	1	0.042
19	16.8	2.2	4.84	0.288
15	16.2	-1.2	1.44	0.001
31	33	-2	4	0.121
				1.261

$$\begin{aligned} \text{Degree of freedom(df)} &= (r-1)(c-1) \\ &= (4-1)(2-1) \\ &= 3*1= 3 \end{aligned}$$

	Calculated value	DF	Table Value(at 5% Significance Level)	Significant	Accepted/Rejected
Chi-square	1.261	3	7.82	Not Significant	Accepted.

This indicate that there is no significant relationship between gender and their awareness about the instant food product. Therefore Null Hypothesis is accepted.

Hypothesis-2

- H0: There is no significance relationship between monthly income of the respondent and reason for purchase of instant food.
- H1: There is a significance relationship between monthly income of the respondent and reason for purchase of instant food.

Table-2

Analysis of reason for purchase of instant food product

Monthly income	Availability	Taste	Quality and hygiene	Advertisement	other	Total
Upto 5000	16	6	6	2	0	30
5000-10000	6	14	0	0	0	20
10000-15000	16	18	14	2	0	50
15000-20000	14	16	14	6	0	50
Total	52	54	34	10	0	150

Source :Primary Data

O	E	O-E	(O-E) ²	(O-E) ² /E
16	10.4	5.6	31.36	3.015
6	6.93	-0.93	0.86	0.124
16	17.33	-1.33	1.77	0.102
14	17.33	-3.33	11.09	0.64
6	10.80	-4.83	23.33	2.16
14	7.2	6.8	46.24	6.4
18	18	0	0	0
16	18	-2	4	0.22
6	6.8	-0.8	0.56	0.08
0	4.53	-4.53	20.52	4.53
14	11.33	2.67	7.13	0.63
14	11.33	2.67	7.13	0.63
2	2	0	0	0
0	1.33	-1.33	1.77	1.33
2	3.33	-1.33	1.77	0.531
6	3.33	2.67	7.13	2.14
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
Total				22.53

$$\begin{aligned} \text{Degree of freedom(df)} &= (r-1)(c-1) \\ &= (4-1)(5-1) \\ &= 3*4= 12 \end{aligned}$$

	Calculated value	DF	Table Value(at 5% Significance Level)	Significant	Accepted/Rejected
Chi-square	22.53	12	21.06	Significant	Reject

This indicate that there is significant relationship between Monthly income and reason for the purchase of instant food product. Therefore Null Hypothesis is Rejected.

Reason for Popularity of Instant Food Product:-

The following are the important reasons for popularity of instant food product:

- ❖ **Emergence of Nuclear Family Concept:-** Today everywhere we find nuclear families in the place of joint families. Everybody want to live separately and want to enjoy the life. Due to nuclear family concept there is demand for instant food product. Women can save the time and utilize this time for some other work.
- ❖ **Increase in number of working women:-** As compare to earlier day most of the women want to empower themselves and want to increase the standard of living through become financially independent person. Due

to this reason many of them want to join a job and want to become financially independent person. Instant food product save the time of working women and they can devote their time for some other work.

- ❖ **Increase in Industries:-** Development of Urban cities due to increase in population, emergence of new industries and rural area create a need for instant food product in the market. Development of industries both in urban and rural area will create more employment opportunities for women. This situation will create demand for instant food product.
- ❖ **Prices of Raw material :-** The prices of Raw material like spices also increased. In order to save money people use more instant food product to stay healthy.
- ❖ **Changing life style of working people:-** Due to fast moving world every bodies are health conscious. The life style and eating habit of the people will create good demand for instant food product.
- ❖ **Non Availability of Domestic Servants:-** Due to industrialization, the labour force is attracted towards industries. The Emoluments, fringe benefit and perquisites leads to shortage of home made servants. This will create market for instant food products.

Conclusion:-

Today instant food products are part and parcel of every human being life. Now a days instant food product occupies major place at the kitchen sleeves of every household. Increase in the Consumption instant food product is due to emergence of nuclear families, increase in the number of working women, Rapid growth of industrialization, time, convenience , quality, availability, and change in the lifestyle of the both urban and rural consumer. Super market ,hyper market, malls etc are the major source for availability of instant food product. Intensive sales promotion technique of business enterprises will help to increase the demand for the instant food product.

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