

STUDY OF CONSUMER BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS

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ABSTRACT:

This paper has studied about the behaviour and consumption pattern of consumers, also their preferences about the food habits. Now a days, the consumer awareness about the instant food products has raised, as more of working women has walked towards. Thus , to reduce the human efforts, instant food products has made the convenience of providing healthy and digestive food. Moreover ,the demand potential and the buying behaviour of the consumers has changed which has increase the production of food products.

KEYWORDS- Digestive food, convenience, demand potential.

INTRODUCTION-

The word food refers to any substance which is taken into the body to keep it in a healthy condition. A food is a chemical substance which is being consumed to provide nutritional support to the body. It contains essential nutrients that are usually obtained from plants and animals origin, such as carbohydrates, fats , proteins, vitamins and minerals.

INSTANT FOOD PRODUCTS-

The instant food is the food that provides convenience to consumers and helps in reducing the human efforts. It is the basic need of human beings. The total food production is likely to be double in the next 10 years. India is one of the world's chief food producers. The changing demography and lifestyle of people has increased the demand for the processed food. The demand for the instant food products is day by day increasing due to increase in urbanisation, breaking up of joint families to nuclear families, desire for quality time, increase in the

number of working women and changing food habits of the people living in societies, all these changes have changed the mindset of consumer towards their eating habits. Their behaviour has also changed with the change in time. Instant food means simple, fast and convenient which is easy to prepare and free from microbial bacteria. The new technologies coming up has lessen the efforts of humans by giving them good facilities at less time and less cost. The instant food product service is serving better with greater efficiency and good taste. different processed foods such as packet frozen foods , portion pack of concentrated curries are now a days fast becoming the regular diets commonly for young couples, also the pick pockets of chutney's, pickles , juices and paneer masala powders have made their entry into the kitchens of many middle class households.

In earlier days, people used to eat food lavishly and slowly but now-days; the modern trend has changed the food habits of people to eat healthy food which is simple and easy to digest. These food products first originated in Japan with instant noodles and had its starting in India in the 80's and today it is found in the kitchen shelves of every Indian household. The instant food is not only easy to cook but also plays an important role at the time of family gatherings .it benefits the people by saving time, effortless cooking , relief from work of cleaning and sorting the vegetables out.

OBJECTIVES OF THE PAPER

1. To find out the consumer buying behaviour of instant food products.
2. To find out the changing lifestyle of consumer regarding their taste and preferences.

RESEARCH DESIGN-

Every paper is presented in its own important way, the data used in this paper is secondary.

CLASSIFICATION OF INSTANT FOOD PRODUCTS-

- ✚ **CANNED PRODUCTS** - this includes canned fruits and vegetables.
- ✚ **INSTANT PRODUCTS** - includes instant mixes, powders, mayonnaise, sauces, fundoos, jams juices etc.
- ✚ **DAIRY PRODUCTS-** such as milk powders, curd, cheese, cream etc.
- ✚ **FROZEN FOODS-** Macanese, baked items, breads etc.
- ✚ **PASTA FOODS-** oats, Maggie pasta etc.
- ✚ **BEVERAGES** etc.

CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour relates to the purchasing decision regarding the buying aspect of the food products. Their behaviour implies their habits and consumption of the food they used to eat. Consumer in today's scenario seems to be very busy in their working jobs, more dependent towards the instant food products to make their work load less. Consumers are very much particular about their taste and hygiene. Therefore, before purchasing the products they think first and then make their decision.

CHANGING LIFESTYLE , TASTE AND PREFERENCES OF CONSUMER.

The marketing industry has now begun to accelerate their productions as per the sayings of consumers. The consumer of today is "king of the market" this statement explains that the market industry runs on the basis of consumer. Therefore, in order to cope with the world of consumers, it is very much important to know their behaviour and lifestyle also their taste and preferences as to which instant food product they used to purchase , what is their motive behind choosing the food product, what are their preferences regarding food habits etc. All these things should be kept in mind in order to increase the production in the market. Today the consumer is the one whose lifestyle as well as living standard has changed according to occasion; they are more willing to purchase instant food products rather than cooking them at home, sometimes it is very much beneficial when the guests arrives at your home and you have to cook food fast, Instant food gives a much better benefit for preparing the food in very less time, this saves their time and money. The hygiene factor is also kept in mind while knowing the behaviour of consumer towards the purchasing of food products.

REASONS FOR POPULARITY OF INSTANT FOOD PRODUCTS-

- ✚ EMERGENCE OF INDUSTRIAL SOCIETY- development of urban cities due to increase in population, emergence of new industries, evolution of time factor created the need for instant food products in the market.

- ✚ REDUCED DOMESTIC SERVANTS- due to industrialisation, the labour category is attracted towards it for better emoluments, thus leading to shortage of home maid servants.
- ✚ WOMENFOLK TAKING TO JOB- this says that, most of the women are walking towards the job line , in order to eat healthy and diet food, instant foods are creating the need for ready to eat food staples.
- ✚ EMERGENCE OF NUCLEAR FAMILIES- earlier there were big families, therefore larger quantity of food was used to be prepared. due to emergence of nuclear family, slowly and gradually every family started using instant food products in order to save time and money.
- ✚ PRICES OF RAW MATERIALS- the prices of raw materials also increased, in order to save money people made use of the instant food products to stay a healthy diet.
- ✚ INCOME ORIENTED WOMEN- now-a days, women's are very much motivated towards their working process. Thus, they don't have much time to cook food for long hours; therefore they opted for these instant foods which can reduces their cooking efforts.
- ✚ STANDARD OF LIVING- in today's world, the living standard of people due to rise in the income level, has changed their mindset of eating habits.

AWARENESS OF CONSUMERS-

The food based scenario of today is to eat healthy and good food that is easily digestive and keep you fit. The need for effective nutritional diet for young consumers is being increasingly apparent. Most of the people are very much strive for the junk food items; their first choice of eating these foods has changed the habits of young consumers. In today's world, the consumers are very much particular about their eating habits. This change has made the shopkeepers too aware while manufacturing instant food products. The perception and mind set of people has changed regarding eating less oil content in the food. Therefore, keeping this in mind, they make purchase accordingly. The awareness of consumers towards the food products that is easy to use to make their meal more delicious and yummy.

FACTORS INFLUENCING CONSUMPTION OF INSTANT FOOD PRODUCTS-

1. **Users' Category of Using Instant Food Products-** the number of users using these products are in bulk, therefore the usage of instant foods is becoming the need for people.
2. **Willingness To Purchase Instant Food Products-** the consumers while purchasing the food , first think whether they are willing to eat or not. Thus, their willingness increases when they strive for healthy and good food to eat.
3. **Sources Of Information** – the instant food products are very much popular , their sources of information are available everywhere on internet.
4. **Easy To Make And Less Time Taken-** instant food products are very flexible in making, they are easy to prepare and uses less time.

DEMAND POTENTIAL FOR INSTANT FOOD PRODUCTS

The demand potential for instant food products is very much high, for eg : the idly mix instant food product is very much affected by the users, as when it is eaten, it gives a good taste and easy to swallow. These food items are lighter and easily digested. Same as, the demand for idly dosa mix with processed pickles and packed Sāmbhar masala have risen their consumption making their diet healthy and proper.

CONCLUSION

The study concluded that most of the household families belongs to middle class income groups, therefore people are more in demand of such products behaviour pattern of consumer regarding the usage for food eatables has change with the increase in the disposable incomes of the people. The awareness of consumers across different income groups people has increased to greater extent due to highly qualification and good sense of mind. Now a days consumers are much more efficient in saving time and money, they are more authentic towards the hygiene food. The average monthly expenditure of instant food products is highest in most of the cities; sources of information about these products have made the consumers attracted towards it. By enabling creative innovations and advertising methods have raised the demand and supply of the instant foods. Thus, concluding the need for instant food products will increase to its high in the coming years.

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