EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2024): 8.481 ISSN: 2348 – 814X
Volume: 11 | Issue:7 |July 2024

CONSUMER BEHAVIOUR TOWARDS BRAND PREFERENCE OF INSTANT FOOD PRODUCTS – A STUDY

Dr. B. Nagaraju[1], Prathima BT[2]
[1]*Professor, DOS in Commerce, University of Mysore, Manasagangothri*
[2]*Research Scholar, Government First Grade College, Bettadapura, Mysore District.*

ABSTRACT

The existence of entire business world is by and largely depend on the Consumer behavior 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.

Today Instant food products Occupy important place at super and hyper market in India. Instant food products have changed the lifestyle of the people not only in India, but also in the world. The changing demography and lifestyle of the people has increase the demand for the instant food product. There are many reasons for the increase in demand for instant food products like emergence of nuclear family concept, increase in the number of working women, concept of urbanization, influence of western culture, changing food habits of people etc. Supermarkets , hypermarkets, malls etc are the major sources for availability of instant food products.

KEY WORDS: *Instant Food Products, Consumer Behaviour, Brand Preference*

INTRODUCTION

Consumer Behaviour

The Field of Consumer behaviour deal with how individuals, groups and organizations select, buy, use and dispose of products and services to satisfy their needs and desires. Consumer behaviour is a complex and dynamic issue that cannot be defined quickly and commonly. The concept of consumer behaviour has been described by different researcher in different ways.

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources – money, time and effort on consumption of related items. However, it may be noted that consumer behaviour research today goes far beyond what, why, how, when, where, and how often facets of consumer behaviour and also considers the uses which consumers make use of the goods they buy and evaluations of those goods after use. Evaluating the consumer behaviour is a big challenging task for the business enterprises to survive in the business field.

Objectives of the Study

1) To analyses the factors which influence on consumer buying behaviour with respect to purchase of branded instant food products.

Research Design

This paper made an attempt to review how demographic factors which influence on tge Consumer Behaviour towards Brand Preference of Instant Food Products. The data used is purely from primary source according to the need of the study. Hence survey method through the structured questionnaire is used to collect the primary data for the study.

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2024): 8.481 ISSN: 2348 – 814X
Volume: 11 | Issue:7 |July 2024

Sample Size

The total Population of Mysore, Bangalore, Hubli Dharwad and Mangalore is **1,20,55,519** as per 2011 census report. At 95% confidence level and 5% margin of error the sample size is 384. Hence to minimize the sampling error we will consider the sample size at 828 respondents from different region.

Review of Literature

The Review of literatures have provided a rich background in the understanding of the concept and issues related to Consumer Behaviour. Literature review is an important phase of any research. The knowledge gained from past work done in an area depicts the research with an increased understanding of how a subject has evolved so far, what is already known about the topic, what else has the potential to be explored and how could this knowledge be applied in different contexts to gain new insights.

Dr. N.Vijayalakshmi (2019) in her study "**Consumer behaviour towards instant cooking food products in Madurai district**" attempted to find out Socio-economic background of respondents towards purchasing pattern behviour of ICFP. The study identified that Masala and Noodles are most preferred among the ICFP,s. Advertising focusing on the themes around the comfort and convenience, taste and quality, cost, health and hygiene may be undertaken extensively as they are being the main reason for the preference of these products.

M Akila and K Ramesh(2021) in their study " A study on Consumer Behaviour towards Purchase of Select Instant Packed food Products in Cuddalore District" tried to identify the factors which influence the purchase of instant food products. The factors were to increase the trend of nuclear family concept, increase in the number of working women. Now the women have not confined themselves to four walls. This is the main reason for the increase in demand for instant food products.

Hypothesis of the study

H0:There is no Significant factors which influence on consumer buying behavior with respect to purchase of branded instant food products.

H1: There is Significant factors which influence on consumer buying behavior with respect to purchase of branded instant food products.

Sub Hypothesis-1

H0: Cultural factors are not positively influencing the behaviour of consumers towards the selection of branded instant food products.

H1: Cultural factors are positively influencing the behaviour of consumers towards the selection of branded instant food product

Table No - 1.1(a) Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	**.096[a]**	.001	-.004	.519

Predictors: (Constant), cultural factors

Table No - 1.2(b) ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.285	4	.071	.264	.000[b]
	Residual	221.401	822	.269		
	Total	221.686	826			

a. Dependent Variable: V1

b. Predictors: (Constant), cultural factors

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2024): 8.481 ISSN: 2348 – 814X
Volume: 11 | Issue:7 |July 2024

Table No - 1.3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	0.672	0.212		3.165	0.002
	Culture will influence on the purchase of instant food products.	-0.094	0.030	-0.277	-3.084	0.002
	Culture will influence on Pattern of Buying of instant food products.	0.012	0.024	0.030	0.529	0.597
	Culture influenceon purchase of instant food products is more than any other factors.	0.116	0.044	0.257	2.600	0.001
	Purchase of instant food products should be free from one's culture.	-0.015	0.023	-0.049	-0.645	0.000
	Do you think your culture is not necessary in terms of what to buy?	-0.051	0.028	-0.169	-1.814	0.000

Interpretation

Table No 1.1 depicts that linear regression model summary R-value shows the predictor explains 96.24%, cultural factors Influence the behaviour of consumers to select the branded Instant food products.

Table No. 1.2 the regression model-I results, F-value of 0.264 and the p value is 0.000 it is less than 0.05. Hence, the null hypothesis is rejected and alternative hypothesis should be accepted and **Cultural factors are positively influencing the behaviour of consumers towards the selection of branded instant food products.**. Therefore, it can be concluded that the regression model is good and fit for proving the hypothesis of the study.

Table No 1.3 represents the regression co-efficient results thatr= 0.012 and r= 0.116the value indicates that factors of culture positively influences on purchase of instant food products than other factors. The others factors are showing negative cultural influence (r = -0.094,r= -0.015 r= -0.051) on consumer buying behaviour towards purchasing of instant food products

Sub Hypothesis-2

H0: Marketing communication channels are positively influencing the behaviour of consumers towards the selection of branded instant food products.

H1: Marketing communication channels are not positively influencing the behaviour of consumers towards the selection of branded instant food products

Table No - 1.4 (a) Regression Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.099[a]	.010	.004	.517
a. Predictors: (Constant), Marketing communication channels				

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2024): 8.481 ISSN: 2348 – 814X
Volume: 11 | Issue:7 |July 2024

Table No - 1.5 (b) ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	2.175	5	.435	1.625	.001[b]
	Residual	220.070	822	.268		
	Total	222.245	827			
a. Dependent Variable: consumer behaviour						
b. Predictors: (Constant), marketing communication channels						

Table No - 1.6 (c) Coefficients

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**		
		B	**Std. Error**	**Beta**	**T**	**Sig.**
1	(Constant)	0.725	0.255	-	2.838	0.005
	Form of Marketing communication will influence on the purchase of instant food products.	0.031	0.022	0.070	1.424	0.001
	There is positive relationship between form of Marketing Communication used by the company and purchase frequency of instant food products.	0.122	0.015	0.377	8.017	0.000
	Marketing communication will influence on the decision making process of the consumer.	-0.002	0.015	-0.006	-0.142	0.005
	Cost incurred on communication process will impact on the price of the instant food products	0.002	0.038	0.005	0.048	0.002
	Form of Marketing Communication used by the company will impact on the sales volume	-0.049	0.027	-0.141	-1.804	0.001
a. Dependent Variable: consumer behavior						

Interpretation

Table No 1.4 (a) depicts that linear regression model summary R-value shows the predictor explains 99.00%, marketing communication factors Influence the behaviour of consumers to select the brand of Instant food products.

Table No. 1.5(b) the regression model-I results, F-value of 1.625 and the p value is 0.001 it is less than 0.05. Hence, the null hypothesis is rejected and alternative hypothesis should be accepted and **there is a significant difference in communication factors which influence the behaviour** of consumers to select the brand of instant food products. Therefore, it can be concluded that the regression model is good and fit for proving the hypothesis of the study.

Table No 1.6(c) represents the regression co-efficient results thatr=0.031, r= 0.122 and r=0.002, value indicates that factors of marketing communication influence on purchase of instant food products is more than any other factors, purchase of instant food products should be free from one's culture and culture is not necessary in terms of what to

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2024): 8.481 ISSN: 2348 – 814X
Volume: 11 | Issue:7 |July 2024

buy positive effects on customer buying behavior of instant food products and r= -0.002, r= -0.049, value shows that factors of marketing communication will negatively influence on the purchase of instant food products.

Sub Hypothesis-3

H0: Brand elements and images are positively influencing the behaviour of consumers towards the selection of branded instant food products.

H1: Brand elements and images are not positively influencing the behaviour of consumers towards the selection of branded instant food products.

Table No - 1.7(a) Regression model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.078[a]	.002	-.004	.519

a. Predictors: (Constant), Brand elements and images

Table No - 1.8(b) ANOVA

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.509	5	.102	.377	.004[b]
	Residual	221.736	822	.270		
	Total	222.245	827			
a. Dependent Variable: consumer behavior						
b. Predictors: (Constant), Brand elements and images						

Table No - 1.9(c) coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.907	0.265		7.206	0.002
	Brand will influence on the purchase decision of the instant food products	0.023	0.024	-0.064	-0.942	0.002
	There is a chance to switch to another brand if you get some promotional scheme with other brand.	0.165	0.043	-0.338	-3.841	0.001
	Do you think branded instant food products are better than unbranded instant food products?	0.021	0.017	-0.071	-1.177	0.001
	Branded instant food products will create good image in the minds of the consumer.	-0.025	0.029	-0.061	-0.846	0.000
	Brand will influence on the purchase frequency of the instant food products.	-0.114	0.028	-0.360	-4.098	0.000
a. Dependent Variable: consumer behavior						

Interpretation

Table No1.7 (a) depicts that linear regression model summary R-value shows the predictor explains 78.00%, brand elements and images Influence the behaviour of consumers to select the brand of Instant food products.

Table No. 1.8(b) the regression model-I results, F-value of 0.337 and the p value is 0.004 it is less than 0.05. Hence, the null hypothesis is rejected and alternative hypothesis should be accepted and **there is a significant difference in brand elements and images factors which influence the behaviour of** the consumers to select the brand of instant

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2024): 8.481 ISSN: 2348 – 814X
Volume: 11 | Issue:7 |July 2024

food products. Therefore, it can be concluded that the regression model is good and fit for proving the hypothesis of the study.

Table No 1.9(c) represents the regression co-efficient results that r=.001, r= 0.003 and r=0.000, value indicates that factors of brand elements and images influenceon purchase of instant food products which shows positive effects on customer buying behaviour of instant food products and r= -0.025 r= -0.114, value shows that factors of brand elements and images will negatively influence on the purchase of instant food products.

FINDINGS OF THE STUDY

1) Cultural factors have a strong impact on the consumer buying behaviour and decision making process. It includes set of values, needs, wants, perception, preferences that are observed by consumers from his family members, friends, relatives and other important people who are around them. It shapes the thinking capacity , attitudes , values and beliefs of consumers . It is acquired through with the interaction with its family members and other relatives. Rituals and traditions are the basic elements in the cultural factors which induce the consumers to buy the instant food products. The study reveals that 96 % cultural factors positively influencing the consumers' behaviour.
2) As we know that all the companies depend upon various modes of communication channels to sell their products and services. And communicate the information regarding their brand value to their existing and prospective customers**.** Every day new concepts are emerging in the marketing field and communication is also plays an important role in every kind of organization. Marketing communication is a process by which firms keep updating the information to the consumers as well as persuades them to purchase it.
3) The brand elements and images are the factors to identify the products and services. The brands are close elements to the consumers which insist them to buy the products . when the brand image is positive the consumers behaviour is also positive towards the instant food products . Once a consumers becomes satisfied with the brand they becomes loyal and purchasing the products frequently. It creates the trust between a brand and its consumers. Emotionally appealing the product to the consumers is one of the key aspects of brand elements and images**.**

CONCLUSION

Today instant food products occupy a major place at the kitchen shelves of every household. Increase in the Consumption instant food products 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 both urban and rural consumers. Supermarkets ,hyper markets, malls etc are the major sources for availability of instant food products. Intensive sales promotion technique of business enterprises will help to increase the demand for the instant food product

BIBLIOGRAPHY

1. *K. Srinivasan M.C.S, R. Nirmala M.C.S., M.Phil "A Study on Consumer Behaviour towards instant food Products(With Special Reference to Kanchipuram Town)"*
2. *Dr. N.Vijayakumar "Buying Behaviour of Consumer towards instant food products in Namakkal District"*
3. *Dr. Santhosh K.Yadav and Deepika Hassani "Study of consumer Behviour towards instant food Product"*
4. *Pavithra K, Priyadarshini "A Study on Consumer Purchasing Behaviour towards instant food product with specialized preference to Coimbatore city"*
5. *Dr. R. Mayakannan "Impact of Buying Behaviour of Consumer Towards instant food products in Chennai District"*
6. *M. Bala Swamy, T, Anil Kumar "Buying Behaviour of consumer towards instant food product – A Study done at Hyderbad city of Andra Pradesh State , India"*
7. *Dr. S. Shanmugappa and V. Srivarshini"Consumer preference and satisfaction on instant food "*
8. *Dr. M.Vasan "Cosnumers' Preference and Consumption towards instant Food product"*
9. *Dr. N. Vijayalakshmi "Consumer Behaviour towards instant cooking food product in Maduari District- An Empirical Study"*
10. *Dr. S. Rajendra and Hema Mahesh Kapoor "A Study on Cosnumer Behaviour towards instant cooking Food Products in Mumbai City- with Special Reference to Thane West"*