



INVESTIGATING INTO CUSTOMER PREFERENCE AND SATISFACTION REGARDING FROZEN AND INSTANT FOOD PRODUCTS

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Article DOI: <https://doi.org/10.36713/epra16380>
DOI No: 10.36713/epra16380

ABSTRACT

This study aims to explore consumer preferences and satisfaction levels regarding frozen and instant food products. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data. The survey will assess factors influencing purchase decisions, such as taste, convenience, price, and perceived healthiness. Additionally, interviews will delve deeper into consumer perceptions, attitudes, and experiences with frozen and instant food items. Findings from this research will provide valuable insights for food manufacturers, retailers, and marketers to better understand customer needs and enhance product offerings to meet evolving consumer demands in the frozen and instant food market segment.

KEYWORDS: Customer preference, Satisfaction, Frozen food, Instant food, Consumer behaviour, Purchase decision, Taste, Convenience, Price, Market research, Food industry.

INTRODUCTION

In today's fast-paced world, frozen and instant food products have become popular choices for consumers seeking convenience without compromising taste or nutrition. As this market continues to expand, understanding customer preferences and satisfaction is crucial for businesses. This investigation aims to explore factors like taste, convenience, health considerations, pricing, and brand loyalty driving consumer choices. Through surveys, focus groups, data analysis, and demographic profiling, we aim to understand consumer behavior in this market. By identifying key drivers influencing customer perceptions and purchasing decisions, we can inform strategies for product development and marketing initiatives, ultimately driving growth and success in the competitive landscape of frozen and instant food products.

OBJECTIVES OF THE STUDY

- 1.To assess the awareness of frozen and instant food products
- 2.to explore the factors influencing customer preferences for frozen and instant food products
- 3.to ascertain satisfaction level of frozen and instant food products
- 4.to gauge the perception of price levels of frozen and instant food products

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The present type of research belongs to the category of 'Descriptive study'. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for determining the relationship between z or more variables.

SOURCES OF DATA

The research should keep in mind two types of data while collecting data via primary data and secondary data.

PRIMARY DATA

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of students. A questionnaire was prepared and with the help of which the primary data has been collected.

SECONDARY DATA

These data already exist in the magazines. I collect the secondary data from:-Various Magazines published Journals, Internet and Books.



AREA OF THE STUDY

The area of study was covered within Coimbatore City, the second largest urban center in TamilNadu.

SAMPLE SIZE

The sample size of the study is to be 104 respondents.

FINDINGS AND RESULT

TABLE: 1 GENDER

S.NO	Gender	No. Of Respondents	Percentage(%)
1	Male	45	43.3
2	Female	59	56.7
	TOTAL	104	100.0

Source: Primary data

INTERPRETATION: From above table1, it is concluded that 43.3% of the respondents were Male and 56.7% were Female

The majority of the respondents of the study were Female (56.7%).

TABLE: 2 AGE

S.NO	Age	No. Of Respondents	Percentage(%)
1	18 to 21	12	11.5
2	22 to 25	61	58.7
3	26 to 30	25	24.0
4	30 and above	6	5.8
	TOTAL	104	100.0

Source: Primary data

INTERPRETATION

From above table 2, 11.5% of the respondents were 18 to 21 years old followed by 58.7% of respondents were at the age of 22 to 25

years, 24.0% of people belong to the age group of 26 to 30 years and 5.8% of respondents were 30 and above.

The majority of the respondents belonged to the age group of 22 to 25 (58.7%).

TABLE: 3 EDUCATIONAL LEVEL

S.NO	Educational level	No. Of Respondents	Percentage(%)
1	Schooling	6	5.8
2	Under Graduate	50	48.1
3	Post Graduate	42	40.4
4	Others	6	5.8
	TOTAL	104	100.0

Source: Primary data

INTERPRETATION

From the above table 3, 5.8% of respondents has educational level of schooling, 48.1% of respondents were under graduate, 40.4%

of respondents were post graduate, 5.8% held other educational qualifications.

Majority of the respondents were under graduates (48.1).

TABLE: 4 PURCHASE FROZEN OR INSTANT FOOD PRODUCTS FOR MEAL

S.No	PURCHASE FROZEN OR INSTANT FOOD PRODUCTS FOR MEAL	No. Of respondents	Percentage(%)
1	Daily	7	6.7
2	Weekly	42	40.4
3	Occasionally	48	46.2
4	Never	7	6.7
	TOTAL	104	100.0

Source: Primary data

INTERPRETATION

From the above table 4, 6.7% of respondents purchase frozen and instant food products for meal daily, 40.4% of respondents purchase weekly, 46.2% purchase occasionally and 6.7%

respondents never purchase frozen and instant food products for meal.

Majority of the respondents purchase frozen and instant food products for meal occasionally (46.2%).



TABLE: 5 BENEFIT OF CONSUMING FROZEN AND INSTANT FOOD PRODUCTS

S.NO	BENEFIT OF CONSUMING FROZEN AND INSTANT FOOD PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Convince	17	16.3
2	Time consuming	42	40.4
3	Easy preparation	24	23.1
4	Cost effective	21	20.2
	TOTAL	104	100.0

Source: Primary data

INTERPRETATION

From the above table 5, 16.3% of respondents perceive convince as the benefit of consuming frozen and instant food product, 40% perceive time consuming as benefit, 23.1% of respondents

perceive easy preparation as benefit, 20.2% respondents perceive cost effective as benefit.

Majority of the respondents perceive time consuming as the benefit of consuming frozen and instant food products (40.4%).

TABLE: 6 PREPARATION OF FROZEN FOOD PRODUCTS AT HOME

S.NO	PREPARATION OF FROZEN FOOD PRODUCTS AT HOME	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Microwave	14	13.5
2	oven	42	40.4
3	Stovetop	36	34.6
4	other	12	11.5
	TOTAL	104	100.0

Source: Primary data

INTERPRETATION

From the above table 6, 13.5% of respondents typically prepare frozen foods products at home by microwave, 40.4% prepare by

oven, 34.6% prepare by stovetop, 11.5% prepare frozen food products by other source.

Majority of the respondents prepare frozen food products at home by oven(40.4%).

TABLE: 7 INFLUENCE FACTORS

PURCHASE	RANK 4	RANK 3	RANK 2	RANK 1
CONVINCE	16	35	23	30
PRICE	9	26	46	23
TIME-SAVING	11	43	24	26
TASTE AND PREFERENCES	55	13	15	21

$100(R_{ij}-0.5)/N_j$	Calculated value	Garret value
$100(4-0.5)/4$	87.5	27
$100(3-0.5)/4$	62.5	44
$100(2-0.5)/4$	37.5	56
$100(1-0.5)/4$	12.5	73

S.No	Purchase	4	3	2	1	Total	Average score	rank
1	CONVINCE	432	1540	1288	2190	5448	52.38	II
2	PRICE	243	1144	2576	1679	5642	54.25	I
3	TIME-SAVING	297	1892	1344	1898	5431	52.22	III
4	TASTE AND PREFERENCES	1485	572	840	1533	4430	42.59	IV

Source: Primary data



INTERPRETATION

From the above 7, price ranked 1 for purchase of frozen and instant food products, convenience ranked 2, time saving ranked 3 and taste and preferences ranked 4.

Majority of the respondents influenced by price of the product (54.25%).

TABLE: 8 NUTRITIONAL VALUE WHEN SELECTING FROZEN OR INSTANT FOOD PRODUCTS ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Sugar content	Between Groups	1.615	3	.538	.586	.626
	Within Groups	91.914	100	.919		
	Total	93.529	103			
Protein content	Between Groups	3.834	3	1.278	1.553	.206
	Within Groups	82.320	100	.823		
	Total	86.154	103			
Calories	Between Groups	9.969	3	3.323	2.838	.042
	Within Groups	117.070	100	1.171		
	Total	127.038	103			
Fiber content	Between Groups	2.855	3	.952	.677	.568
	Within Groups	140.529	100	1.405		
	Total	143.385	103			

Source: Primary Data

INTERPRETATION

The above table 8, gives a result of the relationship between age and value when selecting frozen or instant food products using One way ANOVA.

Relationship between age and value when selecting frozen or instant food products

From the above table the significant value of association between age and value when selecting frozen or instant food products is >0.05 . So, we are accepting null hypothesis and rejecting alternative hypothesis.

So, there is **no Significant association** between age and value when selecting frozen or instant food products.

Relationship between age and value when selecting frozen or instant food products:

From the above table the significant value of association between age and value when selecting frozen or instant food products is >0.05 . So, we are accepting null hypothesis and rejecting alternative hypothesis

So, there is **no Significant association** between age and value when selecting frozen or instant food products.

Relationship between age and value when selecting frozen or instant food products:

From the above table the significant value of association between age and sensory cues that restaurants use to attract customers is <0.05 . So, we are rejecting null hypothesis and accepting alternative hypothesis.

So, there is **Significant association** between age and value when selecting frozen or instant food products

Relationship between age and value when selecting frozen or instant food products:

From the above table the significant value of association between age and value when selecting frozen or instant food products is >0.05 . So, we are accepting null hypothesis and rejecting alternative hypothesis

So, there is **no Significant association** between age and value when selecting frozen or instant food products.

TABLE: 8 - T-TEST FOR ENVIRONMENTAL OR SUSTAINABILITY FACT THAT INFLUENCED BY MARKETING OR ADVISED CAMPAIGN WHEN CHOOSING FROZEN OR INSTANT FOOD PRODUCTS



H0: There is no significant relationship between environmental or sustainability factor and marketing or advised campaign when choosing frozen or instant food products.

H1: There is a significant relationship between environmental or sustainability factor and marketing or advised campaign when choosing frozen or instant food products.

One-Sample Test

	t	df	Significance One – Sided p
Environmental or sustainability factor	24.234	103	<.001
Marketing or Advised campaign	28.346	103	<.001

Level of significance: 5% or $\alpha=0.05$

From the table 4.15, the p value of T Test is less than 0.05. So, we are rejecting the null hypothesis and accepting the alternative hypothesis. So, there is a significant relationship between

environmental or sustainability factors and marketing or advised campaigns when choosing frozen or instant food products.

TABLE: 9 -CHI-SQUARE TEST FOR COMPARING ANNUAL INCOME AND PRICE INFLUENCES THE CHOICE OF FROZEN AND INSTANT FOOD PRODUCTS

Cross tabulation for comparing annual income and price influences the choice of frozen and instant food products.

		Price influences				Total
		Strongly Influence	Has Little Influence	Neutral	Does Not Influence	
Annual Income	Less than 200000	10	10	5	2	27
	200000 to 300000	2	15	2	2	21
	300001 to 400000	3	15	7	1	26
	More than 400000	0	19	11	0	30
Total		15	59	25	5	104

Source: Primary Data

INTERPRETATION

From the above table 9, Respondents with less than 200000 income, 10 respondents has strongly influence to price, 10 respondents have little influence on price, 5 respondents have neutral influence on price and 2 respondents do not have any influence with price.

Respondents with annual income of 200000 to 300000, 2 respondents has strong Influence to price, 15 respondents has little influence in price, 2 respondents have neutral influence on price and 2 respondents does not have any influence on price

Respondents with annual income of 300001 to 400000, 3 respondents have strong influence to price, 15 has little influence on price, 7 have neutral influence on price and 1 respondent do not have any influence on price

Respondents with annual income of more than 400000, 19 respondents has little influence in price and 11 respondents have neutral influence on price.

H0: There is no significant association between annual income and price influences the choice of frozen and instant food products.

H1: There is a significant association between annual income and price influences the choice of frozen and instant food products.



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.172 ^a	3	.760
Likelihood Ratio	1.172	3	.760

Level of significance: 5% or $\alpha = 0.05$

From the above table, p value of chi square test is less than 0.05. So, we are rejecting the null hypothesis and accepting **alternative hypothesis**. So, there is a significant association between annual income and price that influences the choice of frozen and instant food products.

CONCLUSION

Investigating customer preference and satisfaction regarding frozen and instant food products is crucial for businesses aiming to thrive in this competitive market. By employing diverse research methodologies tailored to capture various aspects of customer preferences, valuable insights can be gained. Ensuring a representative sample across different demographics is essential to accurately understand consumer behavior. Designing comprehensive surveys or discussion guides facilitates thorough data collection. Analyzing the collected data enables the identification of key insights and patterns. Interpreting findings and preparing a detailed report with actionable recommendations ensures informed decision-making. Ultimately, by understanding and responding effectively to customer needs, businesses can enhance satisfaction, drive growth, and succeed in the frozen and instant food products market.

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