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A STUDY ON CONSUMER BUYING BEHAVIORS TOWARDS INSTANT FOOD PRODUCTS

Saksharata Kshirsagar[1], Dr. Puja Kaushik[2]
[1]*Student, Rajeev Gandhi College of Management Studies, Ghansoli*
[2]*Assistant Professor, Rajeev Gandhi College of Management Studies, Navi Mumbai*

ABSTRACT
preservation, transportation, packaging, certification, and protection are collectively referred to as the "food industries." The meals zone has grown to be very various today, with manufacturing spanning from big, capital-intensive, tremendously mechanized industrial operations to small, traditional, family-run organizations that are exceedingly labour-intensive. Numerous food-related firms be counted broadly speaking on regional farming, seafood, and produce. Food performs a crucial function in our lives. For any country, the meals enterprise is essential and significant. It is one of the US economy's seventeen country wide key sectors. It is indispensable to public life. One of the largest sectors in India, the meals processing area makes up 32% of the nation's average meals market and is rated fifth in phrases of production, consumption, exports, and projected growth. It contributes about 8.80% and 8.39% of the Gross Value Added (GVA) in Manufacturing and Agriculture, respectively. It additionally debts for 6% of all industrial funding and 13% of India's exports. Products for rapid cooking are crucial to each person's day by day existence. The cutting-edge find out about offers perception into key factors influencing product attention and frequency of purchase.
KEYWORDS: *Consumer, Labor, Agriculture, Food Product, Manufacturing, etc.*

1. INTRODUCATION

The reason of the find out about is to be aware of how buyers buy speedy meals items. Due to modernity and globalization, trendy aggressive enterprise is constructed on understanding what the pleasant items and offerings are that the clients desire. In India, supermarkets and brilliant markets have a reputable part committed to instant meal goods. People's existence has modified as an end result of new, high quality immediately meals products, and greater Indian organizations are now getting into the market with a range of on-the-spot meals goods. The modern-day find out about focuses on the examination of purchaser behaviour with reference to immediate meal products. An analysis of the frequency of client purchases of on-the-spot meal merchandise has been attempted. Additionally, greater tries have been undertaken to decide customer attention greatest industry, accounting for 32% of India's GDP alongside with the meals and agriculture sectors. Understanding these elements is fundamental for businesses searching to win market share. Several elements affect purchaser behaviour in the segment, inclusive of style preference, fitness considerations, company loyalty, rate sensitivity, and the effect of advertising advertising.

➢ CHARACTERISTICS

1. Consumer Preferences

Investigating which immediate food merchandise buyers pick and why they pick out positive manufacturers or sorts over others. Consumer preferences for immediately meals merchandise are influenced by using countless key elements that form their shopping for decisions. Convenience is frequently stated as a principal motivator, with busy life main customers to are looking for speedy and effortless meal solutions. Products that require minimal instruction time or cooking effort, such as immediate noodles or microwaveable meals, enchantment to these searching for time-saving options.

2. Buying Motivations

Buying motivations for on-the-spot meals merchandise are multifaceted, pushed by way of numerous key elements that impact patron behaviour. Convenience is a foremost motivation, as busy existence and worrying schedules on the spot customers to searching for rapid and convenient meal solutions. Instant meals merchandise such as microwaveable meals, immediate noodles, or ready-to-eat snacks enchantment to people searching to store time and effort in meal preparation.

3. Competitive Advantage

Achieving an aggressive benefit in the market for on-the-spot meals merchandise entails leveraging quite a number techniques that differentiate a manufacturer or product providing from competitors. One superb method is innovation in product development. Introducing new Flavors, more healthy formulations, or packaging improvements that decorate comfort can entice customers searching for novel and expanded options.

4. Consumer Demographics

Consumer demographics play an essential position in shaping the market dynamics and preferences inside the immediate meals merchandise sector. Age demographics drastically impact buying behaviours, with youthful buyers frequently searching for comfort and affordability in merchandise like immediate noodles and microwaveable meals, appropriate for their fast-paced lifestyles. Older demographics might also prioritize fitness issues and dietary value, opting for instantaneous meals merchandise that provide decreased sodium or sugar content, or these with particular dietary benefits.

2. OBJECTIVE

- To study the consumer awareness of instant

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meal items.

- To analyse the how frequently consumers buy instant meal products.
- To understand the aware of the media while choosing products for instant food

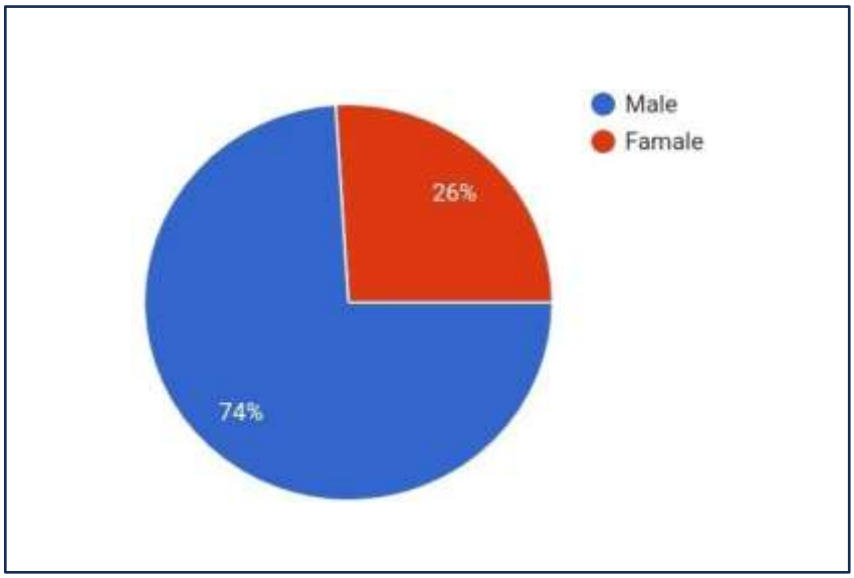
3. REVIEW OF LITERATURE

- Jorin (1987) examined adjustments in spending strength and shopping for habits of Swiss shoppers for the reason that the establishing of the twentieth century and in the extra latest past. Current developments consist of higher emphasis on fitness and security of foodstuffs and much less interest to prices accelerated demand for low calorie mild merchandise and increased demand for organically grown foods. For younger people, more difficulty with enjoyment and much less for health, with greater meals eaten away from home, and normally a multiplied demand for comfort foods. The possibilities for excessive best branded products are viewed to be good.
- Rees (1992), in his find out about printed that elements influencing the consumer's desire of meals are flavour, texture appearance, advertising a discount in typical cooking, fragmentation of family capability and an enlarge in 'snacking'. etc. Demographic and family position modifications and the introduction of microwave ovens have produced modifications in consuming habits. Vigorous sale of chilled and different organized meals is associated to the massive numbers of working other halves and single people, who require and fee convenience. Development in retailing with awareness of 80% of meals income in supermarkets is additionally viewed to be important. Consumers are responding to messages about protection and fitness eating. They are involved about the way in which meals is produced and Favor safe, 'natural', excessive satisfactory.
- Sabeson (1992) in his find out about referred to that, excessive quality, charge and taste of the product had been the main standards primarily based on which the consumers chosen a manufacturer of processed fruits and vegetable products.

4. RESEARCH METODOLOGY SOURCE OF DATA COLLECTION

PRIMARY DATA: Questionnaire SECONDARY DATA: Websites

1. Gender



Analysis

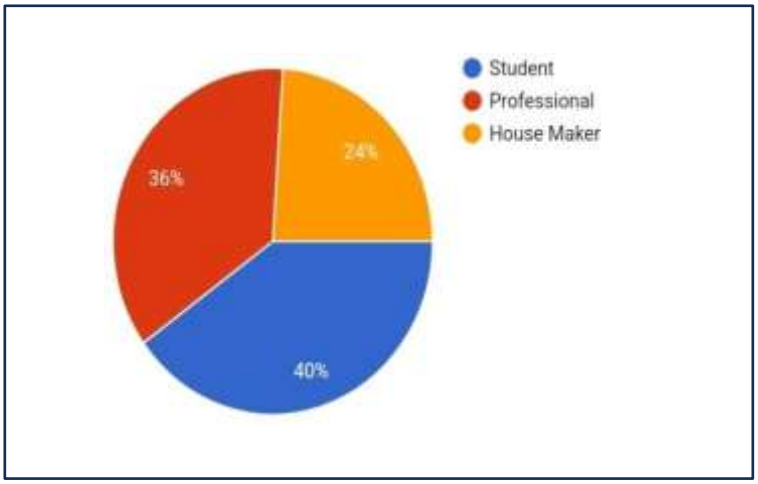
According to data 26% of the respondents are female and 74% of the respondents are male.

Interpretation

As the above figure shows the huge respondents received from in the male gende

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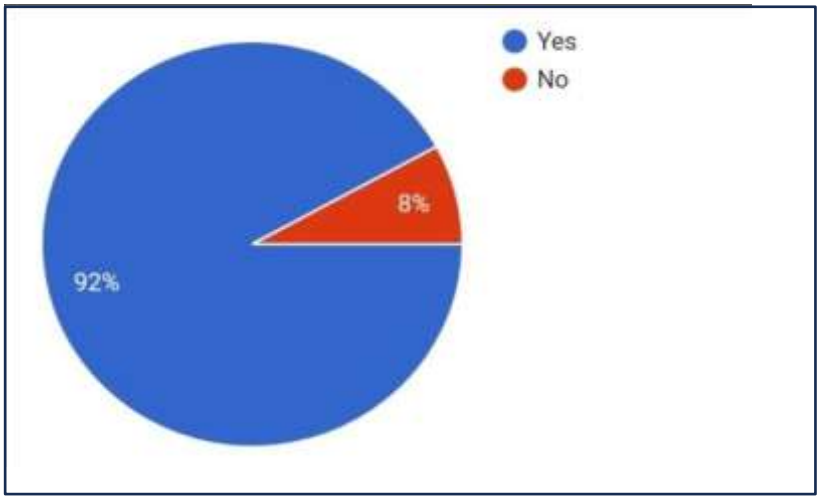
2. Occupation



Analysis
According to data 24% of the people are house maker and 36% of the people are professional and remining are student that is 40%.

Interpretation
As the above figure shows that maximum people are students.

3. Are you aware of instant food products?

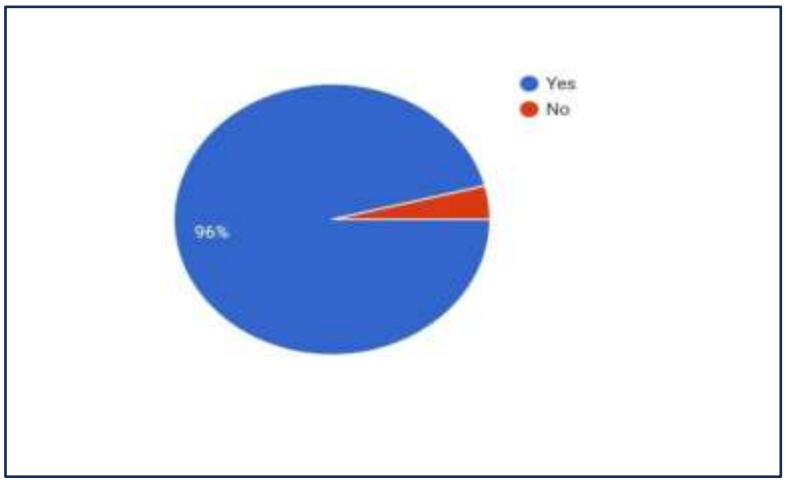


Analysis
According to data 92% respondents are aware of instant food products. And 8% respondents are not aware of the instant food.

Interpretation
As the above figure shows the maximum people are aware of the instant food products.

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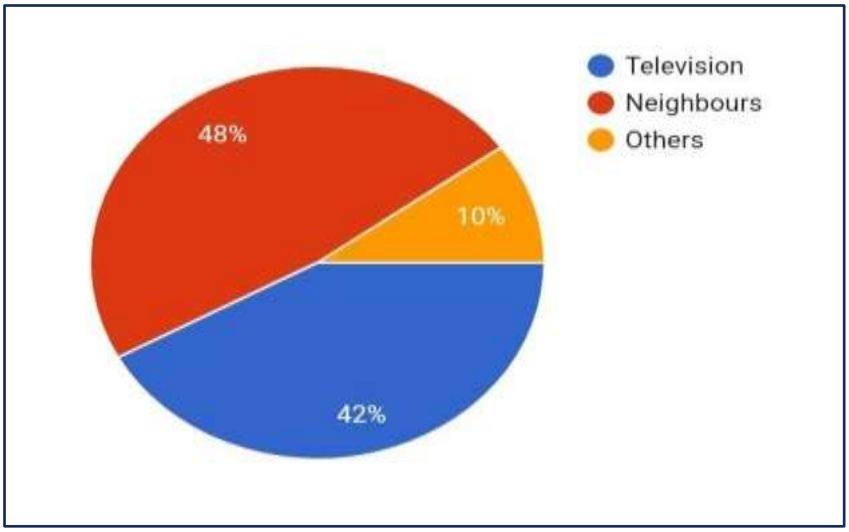
4. Do you purchase instant food products?



Analysis
According to data 96% respondents are purchase the instant food and 4% respondents are not the purchase instant food products.

Interpretation
As the above figure shows the maximum people purchase the instant food products.

5. From where you came to know about instant food products

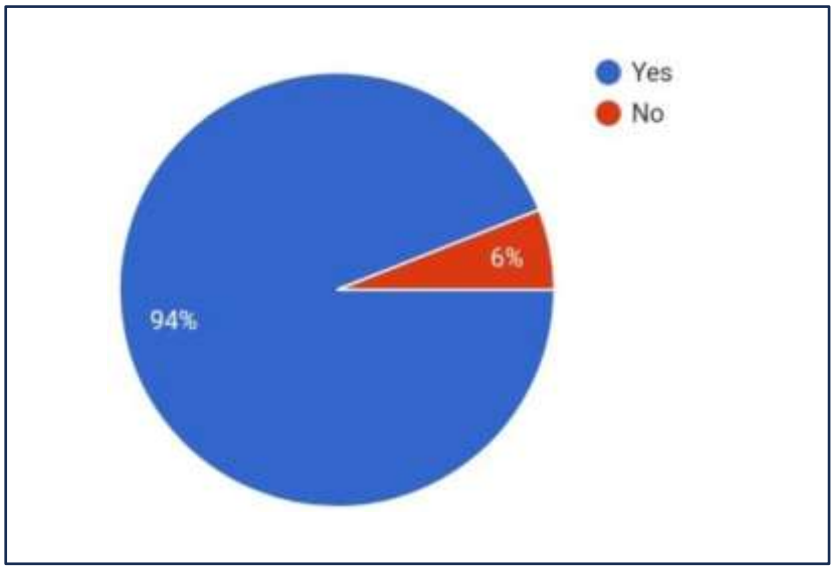


Analysis
According to data 48% respondents are known about the neighbours, 42% respondents are known about the television and 10% respondents are known the others.

Interpretation
As the above figure shows the maximum people are known about the neighbours.

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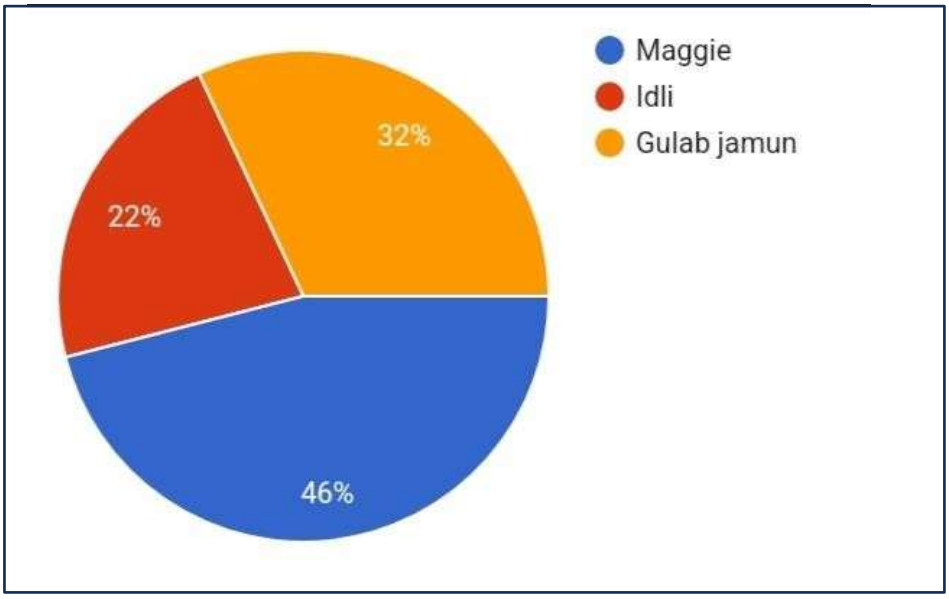
6. Is quality being an important factor to buy instant food products?



Analysis
According to data 94% respondents are buy to important factor instant food products and 6% respondents are not buy to important factor instant food products.

Interpretation
As the above figure maximum people are buy to important factor instant food products.

7. Which instant food products do you buy the most?

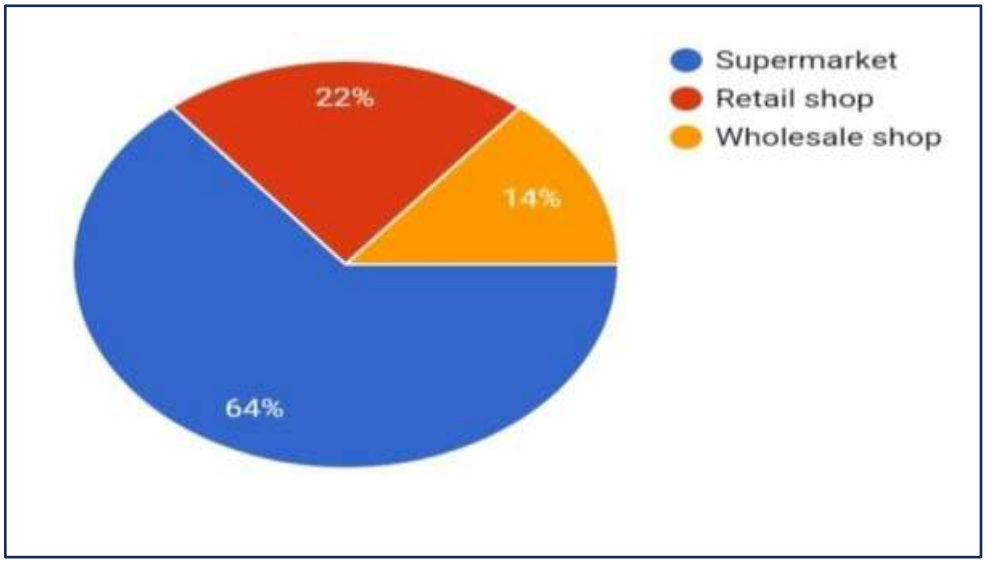


Analysis
According to the data 46% respondents are to buy a Maggie instant, 22% respondents are to buy an idle and 32% respondents are to buy a Gulab jamun instant food products.

Interpretation
As the above figure maximum people are buy a Maggie instant food products.

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8. From where do you buy the instant food products?



Analysis
According to the data 64% respondents are buying to the supermarket, 22% respondents are buying to the retail shop and 14% respondents are buying to the wholesale shop

Interpretation
As the above figure maximum people are buying to the instant food products from supermarket.

5. CONCLUSION

The fascinating realm of consumer behaviour is made up of the customers themselves. Instant food product consumption is rising as a result of growing urbanization, the dissolution of traditional joint families, time constraints, convenience, shifting lifestyles, and rising middle- class affluence. These days, every Indian home has noodles on its kitchen shelves. Every respondent is aware of the different instant food products. The convenience and time savings are the driving forces behind the consumption of instant meal products. Supermarkets and food zones are the main places to buy instant food goods. The relationship between consumers and food and other everyday things has undergone significant change, both in terms of how products are bought and how they are used. In India, most food is still consumed at home. However, the traditional joint family structure is disintegrating as a result of rising urbanization and increased food consumption outside the home.

7. SUGGESTION

Giving them free samples would improve the marketing of instant meal products and boost sales. It is evident that instant food products are highly expensive; if the prices were more reasonable, sales would soar. TV commercials have a big impact on people who buy rapid meal products. Thus, an increase in TV commercials will result in a rise in product sales. To win over customers' faith in instant food goods, marketers must take the required actions to improve taste and quality. The survey found that women made the majority of the purchasing decisions for instant meal items in the families. This group should be the focus of sales promotion. Since it was discovered that wholesalers and retailers were not stocking many instant food products, it would be beneficial to provide them with incentives and training to increase sales. Consumers generally believe that instant food products are more expensive than homemade goods; therefore, efforts must be taken to dispel this misconception through publicity and propaganda.

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