A STUDY ON CONSUMER PREFERENCE TOWARDS INSTANT FOOD PRODUCTS (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

This study helps to spot the buyer preference towards instant food products. This study shows that the majority of the respondents purchased instant food regularly. This study is based on qualitative data collection with the help of structured questionnaires in the form of users of instant food product in Coimbatore city. The study result shows that the majority of the respondents are purchasing instant food regularly the main reason for purchasing instant food is easy to cook .the consumers are satisfied with taste and convenient .this study will use full to the manufactures of instant food product for more understanding the preference and selection of the buyer.

KEYWORDS: *consumer preference, instant products, convenience.*

1. INTRODUCTION

The word "Food" refers to the chemical substances taken into the body so as to stay body during a healthy and active condition. Instant food products are the food products which give convenience to consumers and easy to cook like Noodles, Instant food mix, masalas, etc… Oxford Advanced Learners Dictionary defined instant food products as "Instant food products which are prepared and packaged often in powered form are required only the addition of a liquid as water or milk for final preparation". The category of ultra-instant food products takes less than one minute of time to organize like instant tea. Some instant food products are prepared using freeze-drying.

2. STATEMENT OF THE MATTER

In the era, instant food products play a vital role in satisfying the attitude of recent consumers. Nowadays, people aren't able to make foods using traditional method; instead they're searching of things which can help them in making foods in an easier way. This paves the way for Instant food products and these products have changed the life sort of urban and rural population with the assistance of mass communication and advertisement. This study is undertaken to understand

3. OBJECTIVE OF THE STUDY

- To study about the awareness of Instant food products. .
- To analyses the buyer preference towards Instant food products.
- To find determine the explanations for purchasing Instant food products.
- To determine the influencing factors on Instant food products.
- To know the media for choosing the Instant food products

4. RESEARCH METHODOLOGY

Source of Data	Primary and Secondary data
Sampling technique	Convenient sampling
Sample size	120respondents
Tools and Technique	Simple percentage analysis, Likert scale analysis, Ranking scale analysis

5. STATISTICAL TOOLS
- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Scale Analysis

6. REVIEW OF LITERATURE
Misra Pranesh (2011), presented that monopoly is not always good. Competition is essential for stimulating growth development is a lonely and tortuous task. Maggi was launched in instant noodle category way back in early 1980s. Today it dominates the category with around 85% share, but the category has growth to a mere 1300 crore INR in 30 years. Not a huge category for a country with over a billion mouths to feed. Compare this with the high competition category like the consumer and household durables, automobile, two wheelers, mobile and other categories. The growth rate of 15% yearly is thanks to arrival of serious competition from organized players.

K. Baskar et al. (2013), reported that consumers buying behavior of instant food products is influenced by the traditional way of manufacturing process, traditional ingredients and the availability of products next to their shops

Dr. Gomathi D. (2016), The said study has taken overview of the status of Maggi before and after ban in the market. Paper has highlighted scenario of Maggi in general .however the specific period and the preferences of consumer is out of the scope of this study

7. TABLE
Rank Correlation-while purchasing instant food

S. no	factor	Rank I	Rank II	Rank III	Rank IV	Rank V	Total score	Rank
1.	taste	88(5)	19(4)	7(3)	3(2)	3(1)	546	1
2.	price	24(5)	69(4)	21(3)	5(2)	1(1)	470	3
3.	easy to make	42(5)	41(4)	30(3)	4(2)	3(1)	475	2
4.	reliability	18(5)	43(4)	43(3)	14(2)	2(1)	421	5
5.	quality	41(5)	40(4)	19(3)	10(2)	10(1)	452	4
6.	good for health	34(5)	20(4)	28(3)	20(2)	18(1)	392	6

INTERPRETATION
From the above table it is understood that taste ranked as 1, easy to make ranked as 2, price ranked as 3, quality ranked as 4, reliability ranked as 5, good for health ranked as 6

According to the satisfaction of the taste ranked as first while purchasing instant food product.

FINDINGS FROM PERCENTAGE ANALYSIS
- Majority (64.2%) of the respondents are between the age group of 20-30 years.
- Majority (86.7 %) of the respondents are Female
- Majority (59.2%) of the respondents are Unmarried.
- Most (40%) of the respondents are under graduates
- Majority (47.5%) of the respondents are students.
- Most (30.8%) of the respondents earning between Rs.21000-Rs.30000
- Most (53.3%) of the respondents are residing in Semi-Urban areas.
- Majority (79.2%) of the respondents belongs to Nuclear family.
- Majority (57.5%) of the respondents have Up to 4 members in their family
- Majority (40%) of the respondents are conscious of Instant food products through Advertisements
- Most (41.7%) of the respondents are influenced by Friends to buy instant food products.
- Most (24.2%) of the respondents are using Instant food products quite for 3 years.
- Most (40%) of the respondents are spending Below Rs.500 for purchasing instant food products.
- Most (58.3%) of the respondents are purchasing instant food products Monthly
- Most (34.2%) of the respondents preferring instant food products during Evening.
- Most (37.5%) of the respondents prefer Departmental stores to purchase Instant food products.
- Most (29.2%) of the respondents prefer to buy Instant noodles.
- Most (33.9%) of the respondents prefer instant food products because it is convenient to them.
- Most (24.3%) of the respondents are influenced by Availability of instant food products.

- Most (49.6%) of the respondents have faced Health problems using instant food products.
- Majority (51.2%) of the respondents will not recommend Instant food products to others.

FINDINGS FROM LIKERT SCALE ANALYSIS

- The likert value is 3.32 which shows the satisfaction level of the respondents towards Maggi
- The likert value is 2.71 which shows the satisfaction level of the respondents towards Nissin(top ramen)
- The likert value is 2.85which shows the satisfaction level of the respondents towards Sun feast
- The likert value is 2.85 which shows the satisfaction level of the respondents towards Ruche
- The likert value is 2.73 which shows the satisfaction level of the respondents towards MTRmix
- The likert value is 2.82 which shows the satisfaction level of the respondents towards Nestle
- The likert value is 2.84 which shows the satisfaction level of the respondents towards Aachi
- The likert value is 2.46 which shows the satisfaction level of the respondents towards Double horse

8. SUGGESTIONS

- Consumers are facing many health problems, so the producers can produce sort of Natural Instant food products considering the health of the consumers.
- Producers should produce instant food products in a way that the instant food products are available to the consumers whenever they need. The producers should aware of demand of the consumers and produce accordingly.
- Innovative technology should be explored in order to increase the shelf life of the product variants and simultaneously reduce the cost of the product.

9. CONCLUSION

Instant food products play an important role in everyone's life. The food habits in India have changed due to western influence and usage of instant foods also rise. Instant food consumption is increased due to increase in urbanization, breaking up of the traditional joint family system, convenience, changing lifestyles and increasing level of income. The consumer's relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed. Most of the respondents are aware of various brands of Instant food products. The ready availability and the time saving are the reasons for consuming Instant food products.

From the study, it is been found that majority of the respondents are female belongs to nuclear family are aware of instant food products through advertisements, using instant food products for more than 3 years. They purchase instant food products monthly. The main problem faced by the consumers is health problems. Considering the health problems, producers can reduce the usage of preservatives in instant food products. This will make the consumers to buy more instant food products and in return will increase the marketplace for instant food products.

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