



Marketing Strategies On Consumer Purchase Decision Towards The Instant Food Products In Erode District

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Abstract: The present study of the consumer buying behaviour towards instant food products was carried in Erode District with the main objective of analyzing the factors that affects the consumer to buy the instant foods and awareness level of the instant food products among the consumer. Convenient sampling method was used to collect the respondents from samples. This study found that 97.7% of consumers aware about sweet and snacks instant mix and 31% of the consumers like the instant food because of easier to prepare. The study suggested that advertisement in rural area is a major source to create awareness and use some sales promotional measures to increase the buying behaviour of the instant food mix.

Index Terms: Behaviour, Awareness, Consumer, Perception, Instant food

INTRODUCTION

The word food refers to the chemical substances taken into the body in order to keep the body in a healthy and active condition. The body requires food for growth, repair and replacement of its workout issues. Hence, food provides the required raw material, energy and other regulating substances, like vitamins and for the smooth functioning of the body, besides meeting the calorific requirements like carbohydrates, proteins, fats, etc., India is the world's second largest producer of food next to china and has the potential of being biggest industry with food and agricultural sector contributing 26 percent to Indian GDP. Today, instant food products occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of instant food products. Instant food products save time and energy. The consumer behaviour is one of the stimulation and challenging areas in marketing studies being a human activity focused on the products and services, understanding the behaviour of the consumers are a great challenge. The instant food products make them to cook any time with less labour, time and energy.

Consumer buying behaviour is the sum of total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the market place when purchasing a product draws upon social science disciplines of anthropology, psychology, sociology, and economics. Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new ones.

STATEMENT OF THE PROBLEM

Today the instant food market is growing day by day. Because the instant food is very easy to prepare and time taken to prepare the instant food is also less. There are allegations that, instant food is not good for health. It encourages the obesity for the consumers. There are types of instant food is available in the market but not all the products in good quality. So the present study is undertaken on the buyer behaviour of instant food in Erode city to find out awareness level and the factors influencing the consumers to go for the instant food

OBJECTIVES OF THE STUDY

1. To study the awareness level of instant food products among the consumer.
2. To analyse the factor that affects the consumer to buy instant food products.

REVIEW OF LITERATURE

Srinivasan and Nirmala (2011) mentioned the distribution of free sample would like increase sales of the instant food products. And to give the reasonable price and TV advertisement to the people the sales would be shoot up them. Balusamy, Anilkumar and Srinivasa Roa (2012) revealed that the respondents should be classified under Income group based. The majority of purchase idli mix/dosa mix, pickles, and sambar masala in the income group three (IG3) to compared other income groups in the Hyderabad city. Jafersadhiq in their study find out the consumer would like the instant food products to save our time, easy to cook and low price and the good quality brand products available in the market. As per the consumer would like the brand loyalty and comparison towards the products.

RESEARCH METHODOLOGY

The present study has incorporated the collection of both primary and secondary data for an in depth investigation. All relevant information, data and opinion are collected directly and indirectly. A questionnaire was prepared to test buying behaviour of 145 consumers towards instant food products with various demographic variables. The convenient sampling method has been used to collect the data on the basis. The tools of the analysis percentage analysis, chi-square test have been applied to know the significance or relationship of certain variables at 5 percent of significance.

RESULTS AND DISCUSSIONS

Table 1: Demographic factors of the respondents

S.NO	Factors					
1	Age	Under 25	25-45	46-55	Above 55	Total
		21.8%	74.8%	31.5%	16.9%	145
2	Occupation	Employee	Student	Professional	Business	Others
		29.8%	35.9%	29.7%	30.3%	19.3%
3	Family size	Two	Three	Four	above four	Total
		29.7%	58.3%	42%	15%	145
4	Income	Below 1 lak	1L-3L	3L-5L	Above 5L	Total
		23.4%	47.8%	58.3%	15.5%	145

Inference

From the above table it is inferred that 74.8% of the respondents are between the age group of 25- 45, and 35.9% of occupation of the respondents is students, 58.3% of the respondents are three per family, 58.3% of the respondents are earning 3lak to 5lak as family income.

Table: 2 Awareness level of the instant food products

s.no	Particulars	No of respondents	Percentage	No of respondents	percentage	Total no of respondents	Total percentage
1	Sweet & snacks mix	110	75.86	35	24.13	145	100.0
2	Drinks mix	97	66.89	48	33.10	145	100.0
3	Breakfast mix	105	72.41	40	27.58	145	100.0
4	Lunch mix	85	58.62	60	41.37	145	100.0
5	Non-veg mix	120	82.75	25	17.24	145	100.0
6	Rice mix	134	92.41	11	7.58	145	100.0

Inference:

From the above table it is understood 75.86% of the respondents are aware about the sweet& snacks mix, 24.13% of the respondents are unaware about the sweet & snacks mix. 66.89% of the respondents are aware about the drinks mix, 33.10% of the respondents are unaware about the drinks mix. 72.41% of the respondents are aware about the breakfast mix, 27.58% of the respondents are unaware about the breakfast mix. 58.62% of the respondents are aware about the lunch mix, 41.37% of the respondents are unaware about the lunch mix. 82.75% of the respondents are aware about the non-veg mix, 17.24% of the respondents are unaware about the non-veg mix. 92.41% of the respondents are aware about the rice mix, 7.58% of the respondents are unaware about the rice mix.

Table 3: Factors affect the purchase of the instant food cross tabulation

Particulars							
Family size of the respondents	Reasonable price	Taste liked family members	Readily available	Time saving	Availability of quality products	Easy to preparation	Total
Two	1	0	4	0	0	9	14
Three	10	14	14	11	4	17	70
Four	12	4	5	7	7	17	53
Above four	2	1	1	0	2	2	8
Total	25	19	25	18	13	45	145

Testing hypothesis:**Null hypothesis (H0)**

There is no significant difference between family size of the respondents and factors affect the purchase of instant food mixes

Alternative hypothesis (Ha)

There is a significant difference between family size of the respondents and factors affect the purchase of instant food mix

Particulars	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.456 ^a	15	.044
Likelihood Ratio	29.344	15	.015
Linear-by-Linear Association	.584	1	.445
N of Valid Cases	145		

Inference:

As per the above table, it is inferred that the p value is 0.044; it is significant to 5%(0.05) significant level. Thus null hypothesis is rejected and the alternative hypothesis is accepted find that there is significant difference between the family size of the respondents and the factors that affect the purchase of the instant food mixes

Findings :

There is a significant difference between the family size of the respondents and factor affect the purchase of instant food.

SUGGESTIONS

1. In this study the awareness of the instant food is good. But the Vinu brands awareness level is very low. So the Instant food product's company has to reach the all rural and urban people through advertisement. Typically the company must use the TV, radio, and social media. The Television advertisement significantly influences the consumers of the instant food products. Hence, more and more TV advertisements will lead to an increase in the sales of the products. Initially the product should be promoted to the local level consumers through local TV channels. After that they can go the national level market by giving ads in popular TV channels. The next level to go the online advertisements to create new web pages, new web links, face book ad, twitter to create awareness level.

2 Various levels of the factors are affecting the consumer purchase of instant food. But in this study, researcher find out that the consumer purchase the instant food because of its easiness to prepare. The people are ready for very easy and quick cooking. So the instant food is very useful to the people. The other factors which influence consumers are is time saving, quality, low price. So the company can consider this factors in the future.

3. Among the various instant foods available in the market the consumer are highly satisfied only the non-veg mix and the lunch mix. The other instant mix not preferred by the consumer. Company can introduce the sales promotion measures to the not preferred instant food mix. So that the consumer can go for it. The sales promotion measures can be given like free samples, discounts, offers, coupons, free gifts and etc.

4. 21% of consumer faced health problem in using instant mix. So company can clarify the position on it's by making special advertisement which may focus on the permissible level of lead and msg.

CONCLUSION

Though there are so many instant foods available in our country, their popularity is increasing in a slow pace especially in the rural markets due to lack of awareness compared to larger cities where they are widely available and are also more popular. Even though after being economical and convenient, most of the consumers prefer the traditional types of foods which are fresh and natural without any preservatives or artificial ingredients. Due to its convenience foods are preferred by mainly nuclear families where both husband and wife are working or by bachelors who wish to avoid hotel food or people who do not have time, patience or the expertise to prepare in a traditional method. In this research I find out the awareness of the

Vinu products is very low .So the company may increase the sales to give free samples, offers, discounts, free gifts, low price to the consumer. The company can use of the researcher's suggestions to create the awareness level and to increase the sale of the instant food.

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