



A STUDY ON CONSUMERS BUYING TOWARDS INSTANTGOOD PRODUCTS.

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INTRODUCTION:

The study has been conducted to understand the consumer buying behaviour towards instant food products. With globalization and modernization, the Modern competitive business is based on understanding the best 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 verities of instant food products.

The present research highlights the study of consumer behaviour regarding instant food products among the consumers. An attempt has been made to analysis the consumer purchasing frequency for the instant food products. Further efforts have also been made to know the consumer awareness towards products and to analysis factors influencing the instant food products.

STATEMENT OF THE PROBLEM:

Most of the women are employed and they want to save time in cooking and yet maintain natural taste. In this modern era, instant food products play a vital role in satisfying this attitude of modern women. The advantage of instant food products is that they have changed the life style of urban population and also rural people with the help of mass communication and advertisement. Apart from large number of products, selection of the product plays a major role. This study high light the awareness of the consumers towards the product and factors that influence in purchasing the instant food products.

OBJECTIVE OF THE STUDY:

- *To study to awareness about instant food products.
- *To find out the influencing factors on instant food products.
- *To know the level of satisfaction of instant food products.
- *To know the customers connection towards instant food products.

SCOPE OF THE STUDY:

*"Nothing is stable except change" in the modern days, life is changing fast time is very valuable to every person. Instant food products play a vital role in every human in his day-to-day life. The present study gives an insight into important factors creating awareness and purchasing frequency of the instant food products.

LIMITATION:

The main limitation of the study is Despite all sincere efforts to collect relevant information and data regarding this topic, there are some limitations to this study. Although the study is explanatory in nature, sample for the study is restricted to respondents in certain cities of India and the heterogeneous population could act as a limitation owing to demographic, sociographic and psychographic factors.

REVIEW AND LITERATURE:

*SELVARAJ et al. (2016)²¹ Originated that the regular monthly expenditure on the Instant category of Food Products was found to be of the utmost in higher-income groups. The standard per capita obtains, and per capita, spending on Instant food Products had a positive relationship with the income of households.

*KASHYAP et al. (2013), consumers in today's market are more fascinated by western culture and an increase in the facilities offered by fast-food services driving the growth of the industry. The frequency of visiting fast food outlets relates to the age of the consumers as well as income that affects the spending habits of an individual.

* NIRMALA (2012), in their study entitled "Consumer behaviour towards instant food product in Kanchipuram town," is to recognize the awareness and position of purchase of instant food products. It is found that the consumer is aware of various instant food products and prefer Food zones and supermarkets to purchase instant food products.

* BALA SWAMY et al. (2012) stated that the "Buying behaviour of consumers towards instant food products," attempted to know the awareness towards instant food products and to analysis the factors influencing the buying behaviour of consumers. It is found that the awareness of consumers is different across special income groups, They scrutinize that brand favourite of selected instant food products are based on the best quality followed by retailers' influence, ready availability, and convenience.

COMPANY PROFILE:

NESTLÉ India is a subsidiary of NESTLÉ S.A. of Switzerland. With eight factories and a large number of co-packers, Nestlé India is a vibrant Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and shareholder satisfaction.



MAGGI:

Maggi is an international brand of seasonings, instant soups, and noodles that originated in Switzerland in the late 19th century. The Maggi company was acquired by Nestlé in 1947.



Founded: October 2, 1798; 225 years ago

1884; 140 years ago

Founder: Julius Maggi

Headquarters: Switzerland

Parent: Nestlé

Website: nestle.com/Maggi

RANK ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Exhibit showing the factors influence your decision to buy instant food products.

Instant Food products	R1	R2	R3	R4	R5	Total	Rank
Price	35	24	46	20	13	462	1
Taste	12	33	57	16	20	415	3
Convenience	16	29	47	30	16	393	5
Quality	18	25	47	29	19	408	4
Internet	28	21	41	33	15	428	2

INTERPRETATION:

The respondents ranked price as 1 based on their satisfaction level and followed by internet as 2, Taste as 3, quality as 4, and convenience.

FINDINGS:

The research based on a primary survey of 138 people in Coimbatore aimed at studying the Consumers buying behaviour and their perception and awareness towards instant food Products.

SUGGESTION:

*Distribution of free sample would increase the sales promotion of instant food products. It can be seen that the price of the instant food products is very high and if the products are reasonably priced, sales would shoot up. Television Ads significantly influence the consumers of instant food products. Hence, more and more TV ads will lead to an increase in the sales of products.

*The marketer needs to take necessary steps to increase quality and taste so as to bring trust of consumers towards instant the study revealed that in majority of the households' women made the buying decisions of instant food products. Sales promotion should target this group.

*It was found that retailers and wholesalers are not keeping much products of instant food, so they should be given training and incentives to promote sales.

*There is a general perception among the consumers that instant food products are expensive than home made products, efforts must be made to overcome this perception by propaganda and publicity.

CONCLUSIONS:

*Today instant food products are part and parcel of every human being life. Now a days instant food product occupies major place at the kitchen selves of every household. Increase in the consumption instant food product 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 the both urban and rural consumer. Super market, hyper market, malls are the major source for availability of instant food product. Intensive sales promotion technique of business enterprises will help to increase the demand for the instant food products.

REFERENCE:

1. SELVARAJ et al. (2016) Originated that the regular monthly expenditure on the instant category of food products..
2. KASHYAP et al. (2013), consumers in today's market are more fascinated by western culture..
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