

## A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT COOKING FOOD PRODUCTS IN MUMBAI CITY (WITH SPECIAL REFERENCE TO THANE WEST)

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### Introduction

In India due to population growth, the consumer market is increasing by eight to ten million every year. In other words, the manufacturing and marketing companies will have to provide every year more to cater to this growing population, which ultimately requires products to satisfy its need and wants.

Instant is the word which is widely spelled by the modern man to indicate the completion of any work quickly thereby saving time and energy. Ever changing life changing styles of modern man compel him to search for commodities which can give him better satisfaction circumstances of his life style .He in fact finds it difficult to do in leisurely way.

Keeping these needs of the new segment of consumers in mind there is a reduction being cooked upon the Indian food scene by the modern business units offering instant cooking food product. Have in after called instant cooking food products (ICFP's), so as to provide quick satisfaction to the consumers and thereby to help them to save time, Labour and money, impact

### Statement of the Problem

The concept of instant cooking food products demonstrates the fact that kitchen is not alien to change. Though it started working since the Second World War in western industries it got its recognition of India only recently the reasons for the late adoption of this concept by the Indian's may be many. The notable Reason's are mainly based on our value systems and traditions deep rooted in our society. From time immemorial the talk of preparing and serving of food is identified with women talk in our country. As a result the conventional method of cooking had come to stay in our society. The legacy of cooking passed on from generation to generation makes women talks excel in that art. Moreover, India, as a land of villages of chronic poverty and the inability to adopt modern changes especially food habits.

The advent instant food product has changed the life style of the urban population and also rural area with the help of modern communication and aggressive. Today, women are no more confined to the four walls of their houses he have come of educational ladder and the exposure to modern developments increased economics them out of either to seek remunerative employment. It is an excepted fact the considering the requirement of the family. It is imperative for both the husband and the wife to earn so as to make both ends meet this cultural transformation is taking place especially in metros and urban cities.

A survey indicated that more than 70 per cent of woman in the urban population are in government service or are privately employed or self employed. Her shift in social order has a direct bearing on the household affairs specially on cooking food therefore ,modern women look for devices to save time in cooking and get maintain natural hand working taste by satisfying these win objective of modern women the instant cooking foods stand tall today .through the cause of the birth of instant cooking food articles could be related to the major wars fought in the last century ,the credit of making this concept , successful worldwide goods to modern marketers who are in search of satisfying the growing needs of their new segments of consumers.

### Objectives of the Study

The following are the major objectives of present study:

1. To analyze the opinion of the consumers about the Instant Cooking Food Products in Mumbai city.
2. To make suitable suggestions for improving the buying behavior towards Instant Cooking Food Products based on the findings of the study.

### Methodology

The researcher has used both primary and secondary data for the present study. The information collected from the survey constitute primary data and the information gathered from books, journals, magazines, reports and websites are constitute secondary data. The primary data collected have been scrutinized, edited and tabulated for further analysis. The primary data were collected to highlight the consumer behavior of instant cooking food products in Mumbai city, Thane west area.

### Sampling Design

There are five areas selected for the study to collect primary data. From each area 25 samples were selected as samples for the study. Hence the sample size is 125.The Researcher has adopted convenient sampling method. The researcher has interviewed the consumers of all the five areas in Mumbai city, Thane west.

### Demographic Details

#### Gender-wise Distribution of the Respondents

Now-a-days men and women both take many Instant Cooking Food Products. Hence gender-wise classification of the respondents are presented in Table 1

**Table 1: Gender-wise Distribution of the Sample Respondents**

Sl. No.	Gender	Number of Respondents	Percentage to Total
1.	Male	34	27.2
2.	Female	91	72.8
	Total	125	100.00

Source: Primary Data

Table 1 shows that gender wise distribution of the respondents. Out of 125 respondents, 34 (27.2%) respondents are male and 91 (72.8%) respondents are female .

#### Distribution of the Respondents According to their Educational Qualification

The Educational qualification of the respondents which is classified as SSLC level, Higher Secondary level, Diploma/Technical, Undergraduate and Post graduates. Table 2 depicts the Educational qualification of the respondents.

**Table 2: Distribution of the Respondents According to their Educational Qualification**

Sl. No.	Educational Qualification	Number of Respondents	Percentage to Total
1.	SSLC Level	14	11.2
2.	Higher Secondary Level	13	10.4
3.	Diploma/ technical	29	23.2
4.	Under Graduates	22	17.6
5.	Post Graduates	47	37.6
	Total	125	100.00

Source: Primary Data

Table 2 shows that distribution of the respondents according to their educational qualification. Out of 125 sample respondents, 14(11.2%) respondents have educational qualification upto SSLC level, 13(10.4%) respondents have higher secondary level of educational qualification, 29 (23.2%) respondents have diploma /technical qualified person, 22(17.6%) respondents have under graduates and 47(37.6%) respondents are post-graduates.

#### Occupation-wise Classification of the Respondents

Occupational status plays a vital role in behavioral science. It is classified as government employee, own business, professionals and private employee. Table 3 explicit the occupational status of the respondents.

**Table 3: Occupation-wise Classification of the Respondents**

Sl. No.	Educational Qualification	Number of Respondents	Percentage to Total
1.7	Government Employee	26	20.8
2.	Own Business	18	14.4
3.	Private Company Employee	34	27.2
4.	Professional	47	37.6
	Total	125	100.00

Source: Primary Data

Table 3 shows that occupation wise classification of respondents. Out of 125 respondents, 26 (20.8%) respondents are government employee, 18(14.4%) respondents are doing own business. 34(27.2%) respondents are private company employee and 47 (37.6%) respondents are professionals.

### Nature of the Family of the Respondents

The researcher has classified the family groups as Joint family and nuclear family based on the type of family of the respondents. Relevant information is presented in Table 4 for further analysis.

**Table 4: Nature of the Family of the Respondents**

Sl. No.	Nature of the Family	Number of Respondents	Percentage to Total
1.	Joint Family	43	34.4
2.	Nuclear Family	82	65.6
	Total	125	100.00

Source: Primary Data

Table 4 shows that nature of family of sample respondents. Out of 125 respondents, joint family system is adopted by 43(34.4%) respondents and 82(65.6%) respondents following nuclear family system.

### Size of the Family

The researcher has classified the size of the family of respondents into four groups namely upto 2 members, 3-4 members, 5-6 members and above 6 members. The researcher has presented the collected data in Table 5.

**Table 5: Size of the Family of the Respondents**

Sl. No.	Family Size (Members)	Number of Respondents	Percentage to Total
1.	Upto 2	9	7.2
2.	3-4	74	59.2
3.	5-6	23	18.4
4.	6 and above	19	15.2
	Total	125	100.00

Source: Primary Data

Table 5 shows that family size of the respondents. Out of 125 respondents, the family size of 9(7.2%) respondents is upto 2 members. The family size of 74(59.2%) respondents is 3-4 members. The family size of 23(18.4%) respondents is 5-6 members and 19 (15.2 %) respondents have the family size of 6 and above members.

### Monthly Income of the Sample Respondents

The researcher has classified monthly income level of the respondents as below ₹15000, ₹15000- ₹20000, ₹20000- ₹25000, ₹25000 and above. Such data are presented in Table 6.

**Table 6: Monthly Income of the Sample Respondents**

Sl. No.	Monthly Income	Number of Respondents	Percentage to Total
1.	Below ₹15000	27	21.6
2.	₹15000 - ₹20000	58	46.4
3.	₹20000 - ₹25000	28	22.4
4.	₹25000 and above	12	9.6
	Total	125	100.00

Source: Primary Data

Table 6 shows that out of 125 respondents, 27(21.6%) respondents are earning below `15000, 58(46.4%) respondents are earning `15000 to `20000. 28(22.4%) respondents are earning `20000 to `25000 and 12(10.0%) respondents are earning `25000 and above.

#### Reason for Selecting a Particular Brand

The reason for selecting a particular brand of Instant Cooking Food Products are classified into quality, taste and cost. Table 7 indicates the reason for selecting particular brand.

**Table 7: Reason for Selecting a Particular Brand by the Respondents**

Sl. No.	Reason	Number of Respondents	Percentage to Total
1.	Quality	32	25.6
2.	Taste	55	44.0
3.	Cost	38	30.4
	Total	125	100.00

Source: Primary Data.

Table 7 shows that reason for selecting a particular brand by the respondents. Out of 125 respondents, quality is the reason for 32 (25.6%) respondents, taste is the reason for 55 (44%) respondents and cost is the reason are 31 (30.4%) respondents .

#### Opinion of the Respondents about the Buying of Instant Cooking Food Products

Table 8 indicates that the opinion of the respondents about the buying of Instant Cooking Food Products.

**Table 8: Opinion of the Respondents about Instant Cooking Food Products**

Sl. No.	Particulars	Total Score	Mean	Standard Deviation	Co-efficient of Variation	Rank
1.	Promotional offers make people buy comfortable product	336	67.2	26.68	0.397	15
2.	Promotional offer does not cheat the customers.	348	69.6	35.99	0.5171	14
3.	Branded Instant Cooking Food Product are properly preserved.	410	82	57.8	0.7048	7
4.	Branded Instant Cooking Food Product are nutrition conditioned.	451	90.2	56.98	0.6317	2
5.	Sales promotional techniques necessary to people at present.	363	72.6	39.88	0.5494	11
6.	Awareness of branded Instant Cooking Food Products through television is more.	420	84	63.26	0.7531	6
7.	Standard Instant Cooking Food products are more health to fresh food.	390	78	52.99	0.6794	9

8.	Promotional offers are made to increase sales.	442	88.4	69.54	0.7866	3
9.	Premium / gifts received during the offers are worth	416	83.2	79.85	0.9597	4
10.	Adulteration is less in the branded Instant Cooking Food Products	386	77.2	49.00	0.6347	10
11.	During the promotional offers the price of product is increased and then the discount is offered to attract people	404	80.8	57.06	0.7062	8
12.	Quality of the products during offers be same as the during normal times.	344	69.8	34.77	0.4981	12
13.	Cost of branded Instant Cooking Food Products is normal	349	69.8	29.78	0.4266	13
14.	Branded Instant Cooking Food products are hygienic	416	83.2	62.42	0.7503	5
15.	Customers are known about the Advertisement of branded Instant Cooking Food Products.	457	91.4	83.08	0.909	1

Source: Primary Data.

Table 8 shows that the opinion of the respondents about Instant Cooking Food Products. The opinion is classified as strongly agree, agree, no opinion, disagree and strongly disagree. The respondents are asked to put the tick marks against the attributes of Promotional offers make people buy comfortable products, Promotional offers does not cheat the customers, Branded Instant Cooking Food Products are properly preserved. Branded Instant Cooking Food Products are nutrition conditioned. Awareness of branded Instant Cooking Food Products through television is more, Sales promotional techniques necessary to people at present, Standard Instant Cooking Food Products are more health to fresh food, Premium / gifts received during the offers are worth ,Promotional offers are made to increase sales. During the promotional offers the price of product is increased and then the discount is offered in order to attract people, Quality of the products during offer be same as the during normal times, Branded Instant Cooking Food Products are hygienic, Customers are known about the Advertisement of branded Instant Cooking Food Products. The marks are provided in such a way that Strongly agree is given 5 marks, agree given is 4 marks , No opinion is given 3 marks , disagree is given 2 marks and strongly disagree 1 is given mark on one basis of the responses given by the respondents, Customers are known about the Advertisement of branded Instant Cooking Food Products scores 457 points hence, it secure first rank , Branded Instant Cooking Food Products are nutrition conditioned scores 451 points which gets second rank ,Promotional offers are made to increase sales scores 442points which gets third rank ,Awareness of branded Instant Cooking Food Products

through television is more scores 420 points which gets fourth rank, Branded Instant Cooking Food products are hygienic scores 416 points which gets fifth rank, Premium / gifts received during the offer are worth scores 416 points which gets sixth rank, Branded Instant Cooking Food Products are properly preserved scores 410 points which gets seventh rank, During the promotional offers the price of product is increased and then the discount offered in order to attract people scores 404 points which get eighth rank, Standard Instant Cooking Food products are more health scores 390 points which gets ninth rank, Adulteration is less in the branded Instant Cooking Food Products scores 386 points which gets tenth rank, Sales promotional techniques necessary to people at present scores 363 which get eleventh rank, Cost of branded Instant Cooking Food Products is normal scores 349 which gets twelfth rank, Promotional offers cheat the customers scores 348 points which gets thirteenth rank, Quality of the products during offers be same as the during normal times scores 344 points which gets fourteenth rank and Promotion offers make people buy comfortable products scores 336 points which gets fifteenth rank of Instant Cooking Food Products.

#### Summary of Findings

The major findings of the study are as follows:

8. It is understood that majority of the respondents are female that is 72.8%
9. The analyses inferred that 37.6% respondents are having post graduate qualification and 11.2% of the respondents are at SSLC level
10. It is known that 20.8% of the respondents are government employee and 34.4% of the respondents are from joint family
11. Out of 125 respondents 46.4% (58) are earning between Rupees 15,000 to 20,000 per month.
12. It is analyzed that advertisement occupies first rank about the publicity of branded products and there are certain products which are nutritional content scores 451 with the mean value of 90.2. The promotional offer make people buy comfortable products with least ranking score of 336.

#### Suggestions

The following suggestions are offered based on the findings of the study

- The company should create an awareness of the branded products among the consumers. The business organization can create an awareness through media like, T.V., Radio and so on. It can be done effectively still to catch the market.
- The business organization can issue the product in small lots and also sample product. If so, the consumers can go for testing the product through usage. When more samples are given and made available to the consumer, the consumers will react on it which will give a positive impact on sales.

- Food exhibition may be conducted from time to time to demonstrate the preparation of Instant cooking food products. To ensure hygienic product , quality should be the ensured by manufacturers. Moreover, the manufactures should go for the use of sophisticated machinery and new technology in the production of Instant cooking food products.
- The manufacturers of Instant cooking Food products should concentrate on research and development in the their lines of business to further improve the present products and introduce new products catering to the need of modern consumer .
- Availability of the Instant Cooking Food Products on all the shops should be ensured. Hence, the company should Supply of all the varieties of Instant Cooking Food Product in all the shops. This will further increase the sale of these products.
- Quality, taste and easy availability of the Instant Cooking Food Products should be improved consistently. These things should be ensured by the manufacturers in all areas.

### Conclusion

The majority of the urban population is employees in the various sectors the time has shrunk to the maximum extent and as the result they are supposed to go for instant food product in order to save time. The modern business units have come to the resume of today's women talk by producing instant cooking product with a variety of items at large.

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