

A Study on Consumer Satisfaction Towards Instant Food Products

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Abstract In the modern world, lifestyle changes, busy work schedules, urbanization, and changing food habits have increased the demand for instant food products. This study focuses on consumer satisfaction towards selected instant food products in Mandya District. The main objective of the study is to analyze the satisfaction level of consumers and to identify the factors influencing their preference and purchase of instant food products. The study is based on both primary and secondary data. Primary data was collected from 100 respondents through a structured questionnaire, while secondary data was gathered from books, journals, websites, and other published sources. The study considers factors such as taste, quality, price, packaging, availability, convenience, and brand image in measuring customer satisfaction. The findings reveal that most consumers prefer instant food products due to their easy preparation and time-saving nature. Social media, friends, relatives, and online media are the major sources of awareness among consumers. The study concludes that consumers are generally satisfied with selected instant food products, and recommends that producers focus on improving product quality, introducing healthier options, and adopting effective promotional strategies to enhance customer satisfaction and loyalty.

Keywords: • Consumer satisfaction • Preferences.

1. Introduction

Businesses today depend on how consumers interact with their products and services. The current business model operates on understanding what customers need and desire through the process of Liberalization and Privatization and Globalization and Modernization. Consumer behavior towards products and services will determine how much profit the company earns and how much market share it gains. The body needs food particles which include protein and carbohydrate and fat and other minerals and nutrients for its growth and tissue repair and replacement of damaged tissues. India ranks as the world second largest food producer after China. The food and agriculture sector contributed 19.9percent to Indian GDP in 2020-21 which increased from 17.8percent in 2019-20. Indian supermarkets and hypermarkets today place high importance on instant food products. The introduction of instant food products has

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brought about major lifestyle changes for people in India and across the globe. The demand for instant food products has grown due to demographic shifts and changing lifestyles among people. People today use instant food products as their daily meals. Every home now keeps instant food products as their main kitchen item. The need for instant food products has risen because of several factors which include the emergence of nuclear families and more women entering the workforce and urbanization and Western cultural adoption and shifts in food preferences among people. The primary locations where customers can find instant food products include supermarkets and hypermarkets and malls. The business enterprises will achieve greater demand for instant food products through their use of intensive sales promotion techniques.

2. Review of Literature:

Rajendra and vare rajendra Bansilal (2017) “consumer perception towards instant food products in Mumbai city” viewed that most of the consumers come to know about the instant food products through the advertisement. It plays an important role to increase the demand for the products. The study reveals that consumers prefer branded instant food products which are nutritional and hygienic and need more exhibitions should be organized to create the awareness about various brands of instant food products.

Shanmugapriya et.al., (2018) in their article “Consumer preference and satisfaction of Instant food products at pollachi taluk, Tamilnadu ” analysed that due to the work life balance most of the consumers are preferring Instant food products which saves the time and for the study eleven study variables were considered among them only four variables are significant with the level of consumer satisfaction on instant food products. The study suggests that consumers are suggesting the producers to pack the instant food products in a biodegradable covers as they are made from non-toxic materials and decompose faster than plastics .

Akila and Ramesh (2021) “ A study on Consumer Behaviour towards Purchase of Select Instant Food Products in Cuddalore District” in their study they tried to identify the factors which influence the consumers to purchase the instant food products. It is reveals that the consumers are preferring hygiene products and give more importance to the quality. The study states that the marketer should explain the detailed benefit of the usage of instant food products.

Scope of the study

The study is confined to study the consumer buying behavior towards instant food products in Mysuru district with a sample size of 89 respondents. This study is focus on understanding the consumer buying pattern ,preferences and factors influencing buying decisions. To accomplish the research objectives few selected instant food products were selected such as Puliogare mix, Desserts, sopus and Noodles .

Objectives of the study

1. To identify the sources of information about instant food products.
2. To know the consumer satisfaction towards instant food products.

3. Research methodology

Research design is the blue print of a research study which helps the researcher for the

collection, measurement and analysis of data. It provides the basic framework to carried out the research logically and systematically.

Area of the study:

Mysore District

Sample size:

89 respondents were selected for the attainment of the research objectives.

Sampling technique –Convenient sampling

Methods of data collection

A well- structured questionnaire was used to collect the data from the respondents.

Statistical tools used for the data analysis:

Percentage analysis

Independent sample t test

Data analysis and interpretation:

Source of Information

Particulars		Frequency
Source of Information	Social media	39
	Family and Friends	33
	Newspaper	2
	Retail stores	12
	Advertisement	3
	Total	89

Summary:

The above table shows that majority of consumers came to know about instant food products through social media is the most influential source of awareness followed by family and friends, retail stores, advertisement and lastly newspaper.

4. Consumer Satisfaction towards Instant food Products.

Independent Samples Test		
Particulars	Levene's Test for Equality of Variances	t-test for Equality of Means

									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Consumer satisfaction	Equal variances assumed	8.599	.004	.144	87	.002	.06165	.42789	.7882	.91212
	Equal variances not assumed			.128	24.891	.004	.06165	.48081	.9280	1.05211

Summary:

An independent sample t test was conducted to examine the consumer satisfaction towards instant food products. The analysis shows that there is a significant difference in their satisfaction between male and female consumers. The p value is less than 0.05, indicating that the difference in mean perception scores between male and female consumers is statistically significant. Hence null hypothesis is rejected and alternative hypothesis is accepted.

5. Discussion:

The study concludes that consumer satisfaction towards selected instant food products is determined by various factors such as taste, quality, price, quantity, packaging, availability, and convenience. Most consumers prefer instant food products because they are easy to prepare and save time in their busy schedules. The level of satisfaction depends on whether the products meet customer expectations in terms of quality, affordability, and variety. Overall, consumers are generally satisfied with

instant food products, but continuous improvement in quality, healthier options, and attractive packaging can further enhance customer satisfaction and loyalty.

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