

## Research Paper

**AN EXPLORATORY STUDY OF INSTANT FOOD PRODUCTS (IFP)  
SELECTION CRITERIA LIKE BRAND, PRICE, TASTE  
AMONGST COLLEGE STUDENTS IN PUNE  
CITY THROUGH QUESTIONNAIRE.**

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**Abstract :**

*The present exploratory study has investigation college student's perception on the instant food products selection criteria like brand name, price & taste of Instant food Products (IFP) with respect to the attributes they feel are important. A questionnaire for research is simple & effective tool with strong predictive power of consumer choice among multi attributes products alternative was use for analysis of data for the study & study shown most important factors considered by students for brands name, Consumer behavior related factors like brand name, Price of IFP, Taste of IFP etc. Are considered by college students hence in the era of this type of study important in setting marketing strategies & establishing operational strategy by understanding various components of Indian based, Pune city based food services industry.*

**Keywords :** Brand name, instant food products (IFP), price, taste.

**Introduction** - After Globalization of Indian Economy in early 1990's open Indian economy for entry of new players set a significant change in lifestyles ,food taste culture on Indian youth specially working youth starts accepting IFP as a regular diet because of its features like easily cooks, taste, branded products with powerful advertisement, busy life style etc.

Along with this latest studies conducted by A.C Nielsen on Oct 2004 through 28 countries across Asia-Pacific, Europe & the USA. Asian are emerging as a World's Greatest fast food fans & Indian being at the Seventh Place ,is among the top ten market for weekly fast food Consumption amongst the Countries of Asia-Pacific region.

The College Students are major customer of the IFP. Its estimated that college students spends \$ 7 Billion for less essential purchase which include fast food.

Now looking at international & National IFP brands available today, IFP are getting adapted to Indian food requirement & are growing in Indian.

After globalization food style & food taste of Indian changed so it gaining importance & Part of Day to day life of all Youngsters this study has focused on IFP selection criteria like brand name, price & Taste of IFP.

### Objectives of the Study-

The Objectives of the study has been set on the basis of resemblance amongst Indian students in the eating habits localization , perception about IFP & the Popularity of IFP among College student's behavior on the selection of IFP in Pune City.

To explore the attributes Consumer behavior that college students in Pune perceive to be Important in the selection of IFP for regular Consumption.

### Instant food Industry in India-

Indian has very diversified culture in food also.it support food habits of Multi-diversity culture with influence of religion or Individual.it also prefer individual to take ,make & eat food at home only- which will more follow taste ,hygiene as assumed but over a period of time after globalization, taste ,preference, changed due to increasing awareness & influence of western culture ,there is a shift in food consumption pattern among urban Indian families.it started eating out side & moved on to accepting a wide variety of delicious from world over.

After the liberalization policy of Government of India in 1991, many instant food companies entered in India for targeting segments for their products. Companies like Knorr,Nesle,Chings,Top Ramen, MTR,Tasty Bite,HUL etc. more or less these branded companies getting success in Indian market with Changing life style of Indian Consumer & Aggressive marketing by IFP Branded Companies .it is also popular in all age group Consumers Including college students in Pune City.

### Universe & Sample-

In this study Statistical population is the students from ZEAL College of Engineering & Research MBA Dept.Pune University.

In Zeal College Campus MBA Dept. Students with age group 22 to 35, Sample size is 50, Data Collected through Questionnaire.

**Research Design-** Primary data collected through self-Structured questionnaires.

**Limitation of the Study-**

- The study is confined to Zeal College of Engineering, Pune, so it may not be suitable for other College in Pune City.
- The Sample size is limited to 50 Respondents.

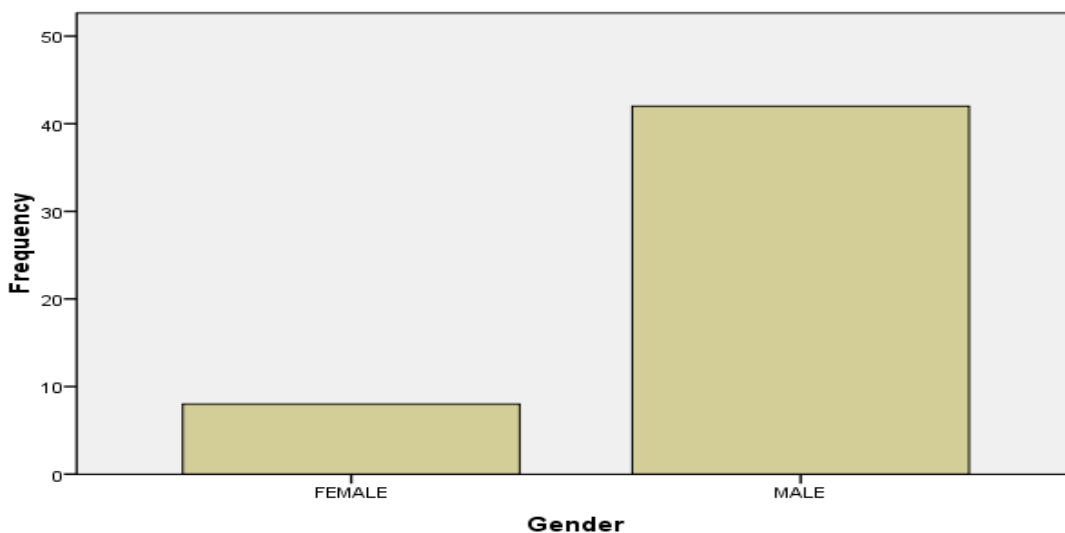
**Demographic profile of the Respondents:**

No. of Students	Age of Student	Male	Female
50	22-32	42	08

**Q.1 Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEMALE	8	16.0	16.0	16.0
	MALE	42	84.0	84.0	100.0
	Total	50	100.0	100.0	

**Gender**



**Awareness about IFP**

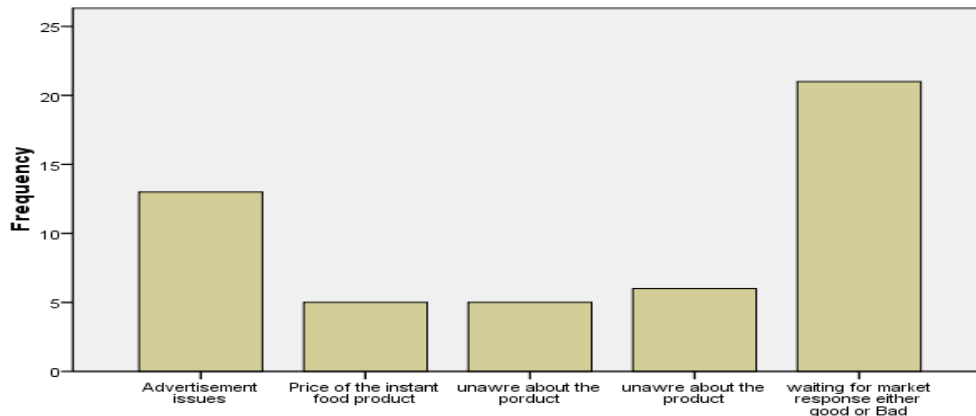
Awareness about IFP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	6.0	6.0	6.0
	Yes	47	94.0	94.0	100.0
	Total	50	100.0	100.0	

**Inference-**The above table reveals that there is significant difference between awareness & Unawareness, more Students are aware properly about Instant food product.

**Q.2 Reasons for the delay for the purchase decision and the actual purchase.**

reason for the delay for the purchase decision and the actual purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement issues	13	26.0	26.0	26.0
	Price of the instant food product	5	10.0	10.0	36.0
	unaware about the product	5	10.0	10.0	46.0
	unaware about the product	6	12.0	12.0	58.0
	waiting for market response either good or Bad	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

reason for the delay for the purchase decision and the actual purchase

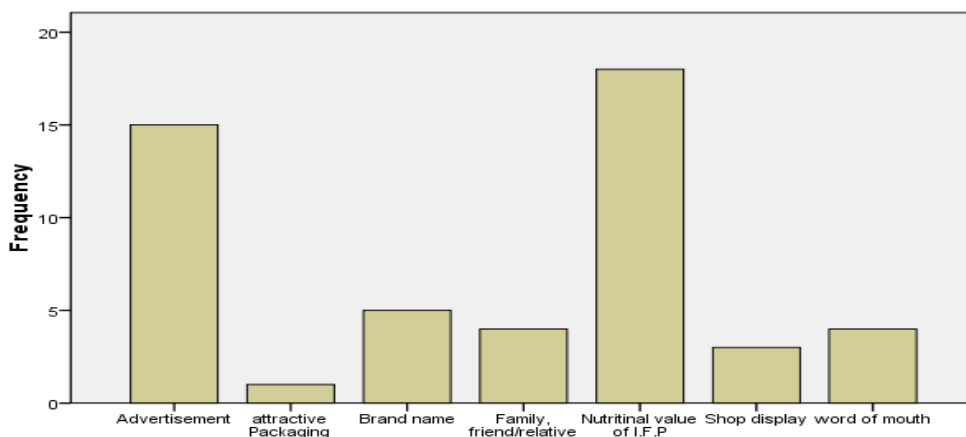


reason for the delay for the purchase decision and the actual purchase

**Inference-** The Result for delay in purchase decision shows that prime reason for delay is waiting for market response about particular brand ,if that brand is popular than customer go to that brand happily, also impact of advertisement on customer mind is also Considerable so customer is under the influence of advertisement also on significant amount. Lastly contribution of awareness and price also matter in purchase decision.

**Q.3 what influenced you to buy IFP?**

influenced you to buy IFP



influenced you to buy IFP

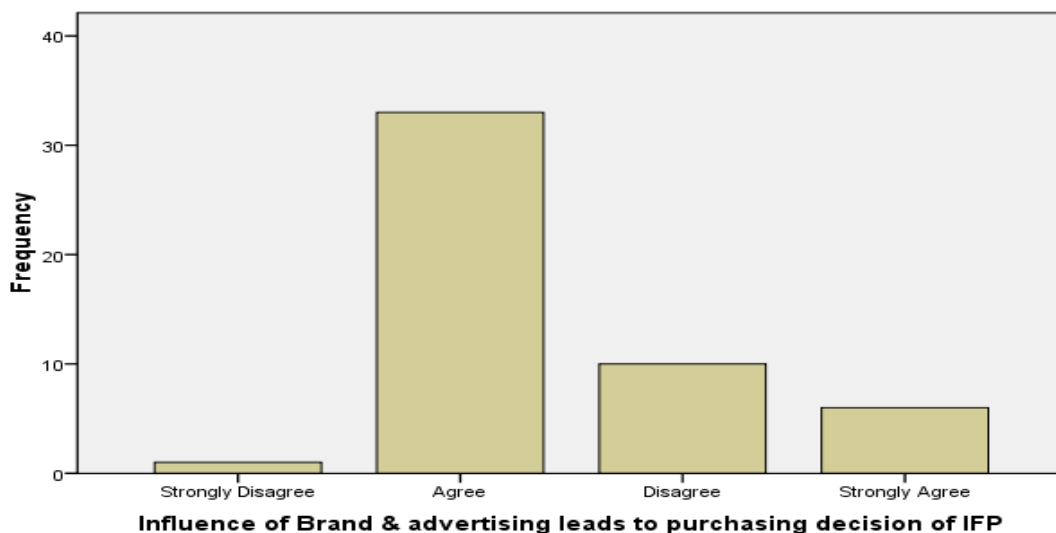
**Inference -** Influence of Nutritional value & advertisement is more on the mind of customer for purchase of IFP

**Q.4 Influence of Brand & advertising leads to purchasing decision of IFP?**

Influence of Brand & advertising leads to purchasing decision of IFP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Agree	33	66.0	66.0	68.0
	Disagree	10	20.0	20.0	88.0
	Strongly Agree	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

**Inference-** Influence of brand & advertisement is more on the mind of customer for purchase of IFP

**Influence of Brand & advertising leads to purchasing decision of IFP**

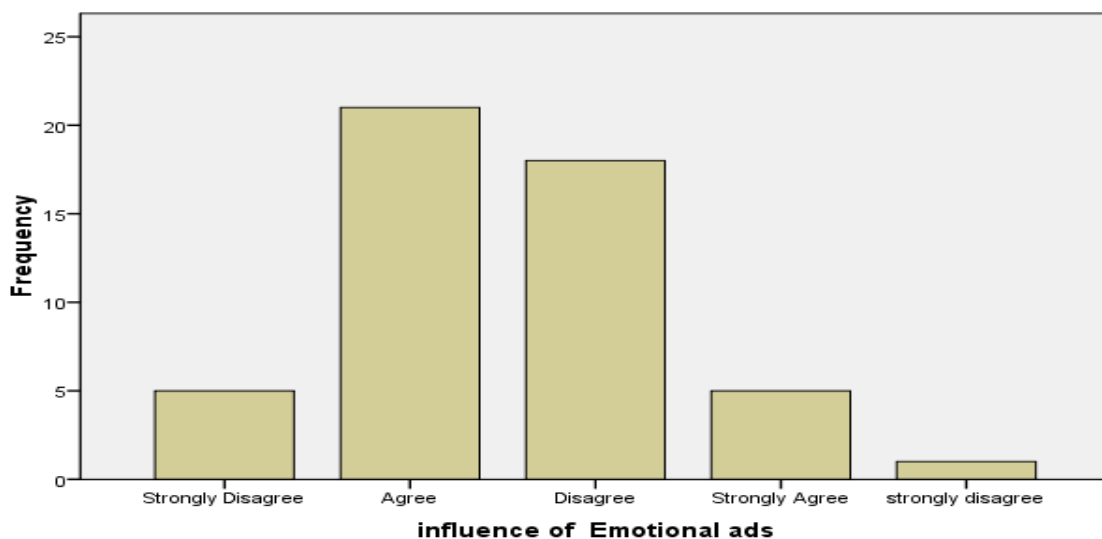


**Q.5 Influence of Emotional ads regarding IFP.**

influence of Emotional ads					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	10.0	10.0	10.0
	Agree	21	42.0	42.0	52.0
	Disagree	18	36.0	36.0	88.0
	Strongly Agree	5	10.0	10.0	98.0
	strongly disagree	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

**Inference-** Emotional ads do affect on consumer mind state so above table shows that emotional ads plays very important role on mind of customer.

**influence of Emotional ads**

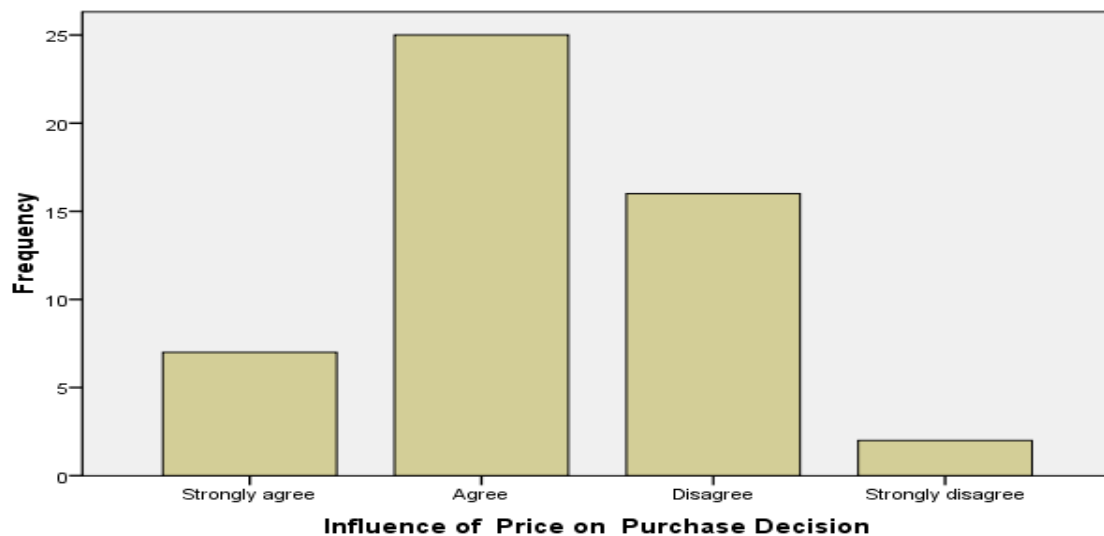


**Q.6 Influence of Price on Purchase Decision**

Influence of Price on Purchase Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	14.0	14.0	14.0
	Agree	25	50.0	50.0	64.0
	Disagree	16	32.0	32.0	96.0
	Strongly disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

**Inference-** Impact of price as a one of the prime factors on the mind of all Customers at a time of purchase decision is crucial.

**Influence of Price on Purchase Decision**

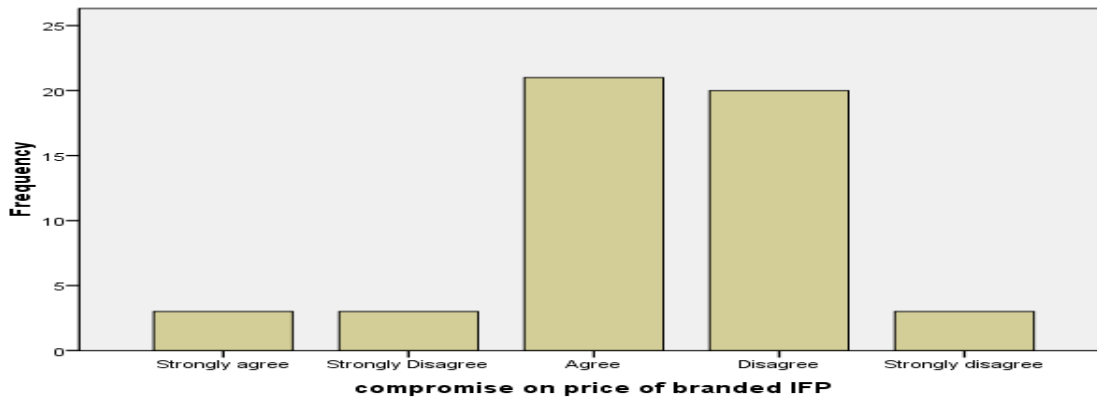




**Q.7 Compromise on price of branded IFP**

compromise on price of branded IFP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	6.0	6.0	6.0
	Strongly Disagree	3	6.0	6.0	12.0
	Agree	21	42.0	42.0	54.0
	Disagree	20	40.0	40.0	94.0
	Strongly disagree	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

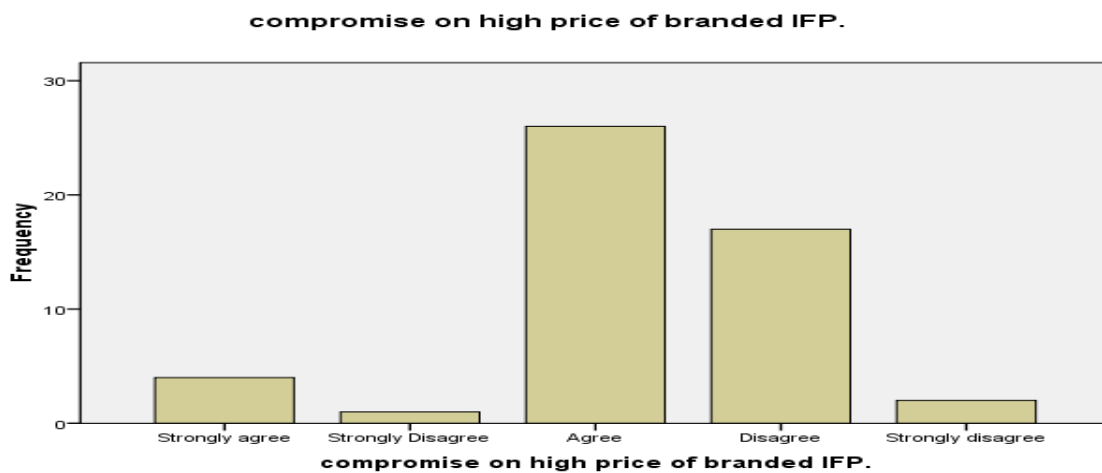
compromise on price of branded IFP



Inference-Above graph shows that customer is compromise on price if compare with brand, majority of customer is price conscious in comparison with branded IFP.

**Q.8 compromise on high price of branded IFP**

Compromise on high price of branded IFP.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	4	8.0	8.0	8.0
	Strongly Disagree	1	2.0	2.0	10.0
	Agree	26	52.0	52.0	62.0
	Disagree	17	34.0	34.0	96.0
	Strongly disagree	2	4.0	4.0	100.0
Total		50	100.0	100.0	

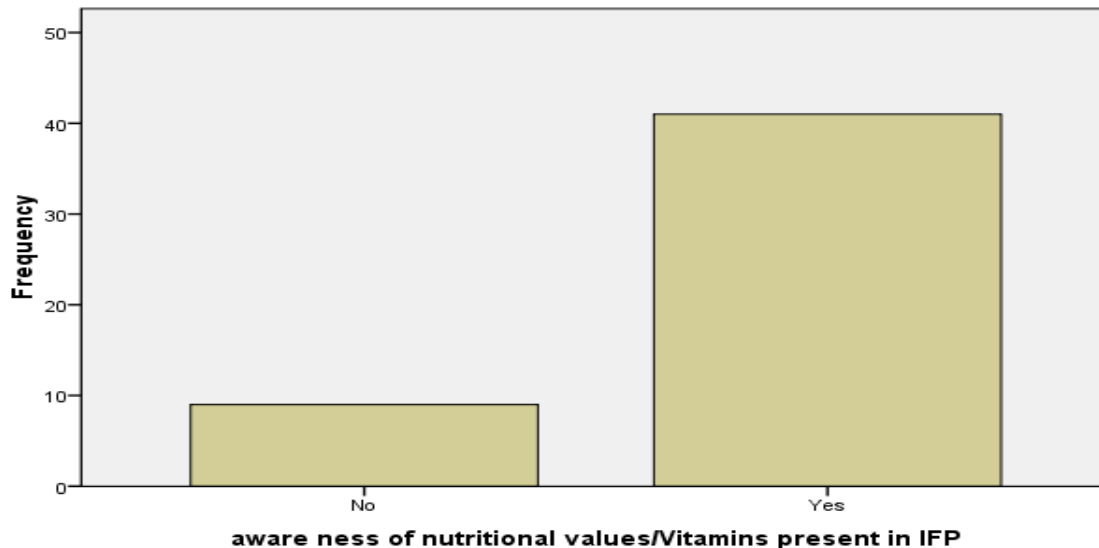


**Inference-** above graph shows that customer is Compromise on high price of branded IFP.

**Q.9 Awareness of nutritional values/Vitamins present in IFP**

Awareness of nutritional values/Vitamins present in IFP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	18.0	18.0	18.0
	Yes	41	82.0	82.0	100.0
	Total	50	100.0	100.0	

**aware ness of nutritional values/Vitamins present in IFP**

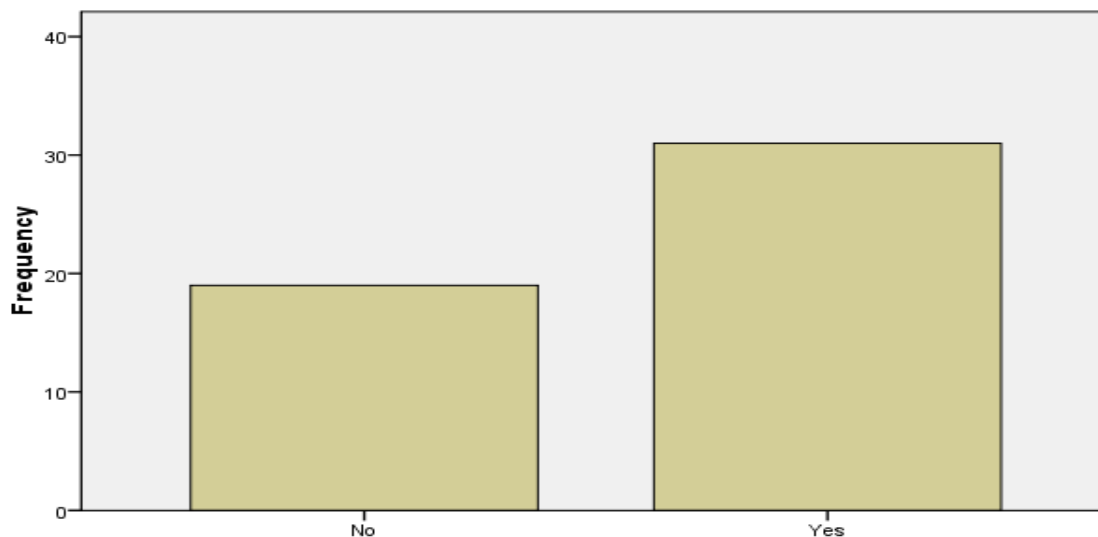


**Inference-** above graph shows that customer is very much aware about nutritional value of IFP, very less number of customer Unaware about Nutritional value of IFP

**Q.10 regularly buying of IFP on the basis Nutritional values.**

Regularly buying of IFP on the basis Nutritional values.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	38.0	38.0	38.0
	Yes	31	62.0	62.0	100.0
	Total	50	100.0	100.0	

**regularly buying of IFP on the basis Nutritional values.**



**regularly buying of IFP on the basis Nutritional values.**

**Inference-** From the above graph it is clear that customer regularly buying IFP on the basis of Nutritional value present in it not on the basis of only taste of IFP.

**Q.11 Frequency of eating Instant food products.**

Frequency of eating					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day(lunch or dinner)	6	12.0	12.0	12.0
	Once in a month	5	10.0	10.0	22.0
	Once in a week	39	78.0	78.0	100.0
	Total	50	100.0	100.0	



**Frequency of eating**

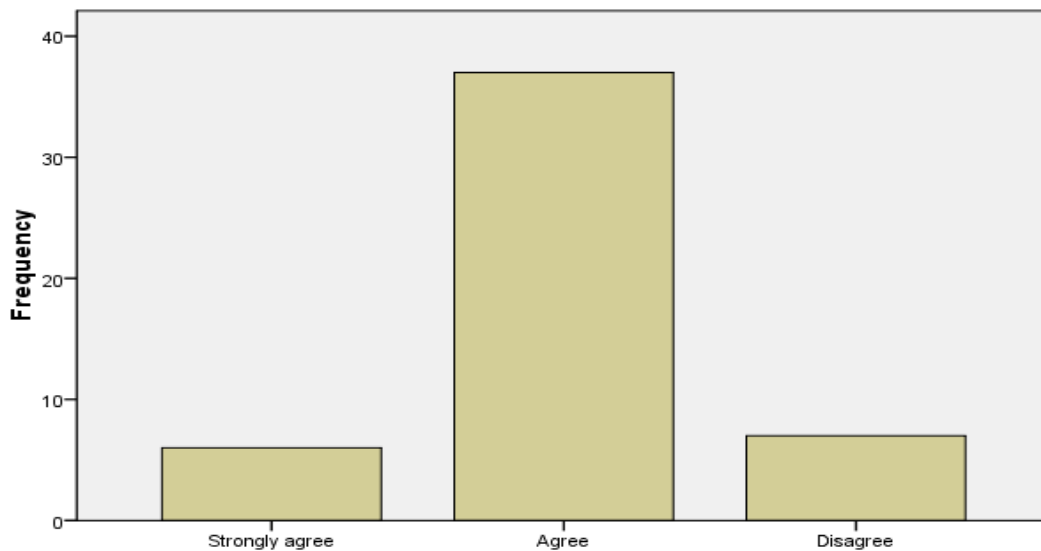


Inference-Above table clearly shows that 78 % of Customer eats IFP once in a week, customer who consume it daily is 12 % and customer who consumed IFP once in month is 10%. So once in a week more customers consumed IFP more.

**Q. 12 Preference to branded product first and not Price of products.**

Preference to branded product first and not Price of products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	12.0	12.0	12.0
	Agree	37	74.0	74.0	86.0
	Disagree	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

**preference to branded product first and not Price of products.**



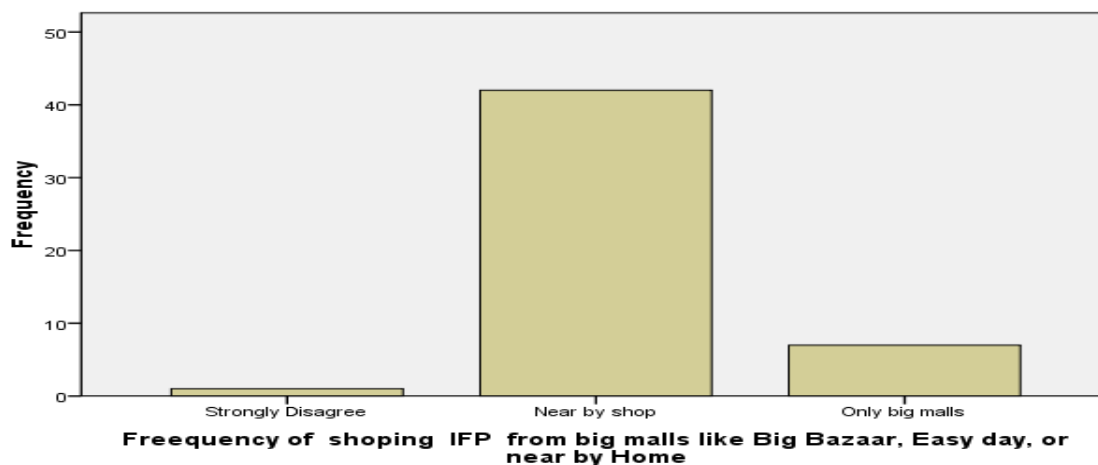
**preference to branded product first and not Price of products.**

**Inference-Above graph shows that maximum Customer (78%) gives preference for branded IFP than price, 12% Customer give preference strongly to brand than price.**

**Q.13 Frequency of shopping IFP from big malls like Big Bazaar, Easy day, or near by Home.**

Frequency of shopping IFP from big malls like Big Bazaar, Easy day, or near by Home					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Near by shop	42	84.0	84.0	86.0
	Only big malls	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

**Frequency of shopping IFP from big malls like Big Bazaar, Easy day, or near by Home**



**Inference-** Above graph clearly shown that 84 % of customer give preference to near by home and only 7 % give preference to big malls

**Q.14. Influence of Brand & advertising leads to purchasing decision of IFP \* Frequency of shopping IFP from big malls like Big Bazaar, Easy day, or near by Home.**

		Frequency of shopping IFP from big malls like Big Bazaar, Easy day, or near by Home	
		Only big malls	Total
Influence of Brand & advertising leads to purchasing	Strongly Disagree	0	1
	Agree	6	33
decision of IFP	Disagree	1	10
	Strongly Agree	0	6
Total		7	50

**Inference-** Frequency of eating IFP more on Weekly basis than Daily basis & consumer buy IFP from near by home more than big malls.

#### FINDINGS –

1. Youngsters are very aware about Instant food products(IFP)
2. Youngsters give preference to popular brands; impact of advertisement on them is considerable.
3. Impact of emotional advertisement does impact on young mind.
4. College Students are under the influence of brand value & price of Instant food products.
5. Majority college students compromise on branded (IFP)
6. Young generation about (80%) is aware about nutritional value of IFP also (60%) majority young buyers eat IFP on the basis of nutritional value.
7. Frequency of consumption of IFP is high in weekly basis, 12% on daily basis & remaining



once in a week.

8. College students give preference (78 %) to branded IFP & not price of IFP.
9. College Students give preference to (84%) to near by shop for buying IPF, Only 7% students' give preference to big malls.
10. Maximum (94%) respondent including male & female students aware about IPF. Only 4 %Male not aware about IPF.

**SUGGESTAIONS** –Suggestions given to food industry & young buyers also.

1. Youngster should check added preservatives, excess salt in IFP which are harmful for health in long term.
2. Impact of emotional ads is strong so IFP companies should focus on customer appealing ads.
3. IFP companies make Availability of IFP in near by shop to customer which increases the sales.
4. Branded companies should give priority to Competitive price in IFP Market.
5. IFP companies should give priorities to brand making & brand building because young Customer is brand conscious.

### CONCLUSION-

Now a day because of easy access of information technology sources like internet, smart phones etc. young customer is techno savvy they easily surf on internet using smart phone about any food products get each & every information, news about any instant food product. IFP companies focus on touch points of this young customer there fore younger customer like to eat IFP as a regular diet. Market is flooded with many national, international, local brands. Each brand has its specialty & targeted customer segments. This market has got many opportunities available in young segment. Priorities of this customer are taste, Competitive price, easy availability in near by shop from customer resident, branded products etc. Promotions of IFP by companies done through emotional advertisement which is appealing to young customers effectively.

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