



# A Comprehensive Analysis of Consumer Purchase Intentions in the Expanding Market for Instant Food Products

Ms. Blessana Nissi<sup>1</sup>, Dr. T. Girija<sup>2</sup>

<sup>1</sup>Students, Department of Management Studies, Sri Sivasubramaniya Nadar College of Engineering Kalavakkam.

<sup>2</sup>Associate Professor, Department of Management Studies, Sri Sivasubramaniya Nadar College of Engineering Kalavakkam.

## ABSTRACT

*This research intends to examine the purchase intention of customers towards instant food products. Covid 19 Pandemic has created an environment to try instant food products. The time and procedural comfort had made instant food products being included by many families. To increase the market share the manufacturers spend money on research to improve the product with the expectation of consumers. This research attempts to find factors influencing the purchase intention of customer towards instant food product. This study was proposed to examine the relationship between factors on purchase intention and identify the factor that the manufacturer should concentrate on to increase the market share by influencing the purchase intention of customers. The review of literature brought factors such as price, benefits, quality, and product awareness as factors influencing purchase intention. Out of the factors considered in the research price and benefits have significant influence on purchase intention. Multiple regression is applied to build a model and identified benefits of instant food has more influence on purchase intention of consumer compared to other significant factors.*

**KEYWORDS:** instant food, purchase intention, attitude and taste, correlation, regression.

## INTRODUCTION

Noodles, soups, microwaveable dinners, and snacks are just a few examples of instant food products that have become a staple in our life due to their convenience, variety, and higher quality. They are ideal for people who are busy or lack basic cooking abilities because they are made for quick cooking or heating. They offer a variety of alternatives in flavours, ingredients, and portion sizes in various forms like dehydrated packets, frozen meals, and pre-cooked snacks. This wide selection guarantees ease for indoor and outdoor activities as well as for offices and homes. Ready- to - eat meals are part of instant food and its market is expected to annually grow by 9.91% CAGR within 2023 to 2028. Another instant food product instant noodle is projected to grow from \$ 54.60 billion in 2022, at a CAGR of 5.95% by 2029. So, the instant food product market is going to see tremendous growth in the recent future.

Manufacturers spend money on research to improve the taste, nutritional value, and quality of their products, putting an emphasis on natural tastes and high-quality ingredients while using less preservatives. Instant food items transform mealtime by balancing nutrients for wellbeing while accommodating the demands of our hectic lives. To tap the market share for their product manufacturer of instant food products need to understand the factors that will influence

the purchase intention of customer. This research attempts to identify the factors influencing purchase intention and the most influencing factor for the marketers to concentrate to influence the purchase of customers.

## NEED OF THIS STUDY

Currently, the market for instant food is expanding. This study aims to identify the factors affecting consumers' intentions to purchase instant food products. That will aid marketers in growing their customer base.

## SCOPE OF THIS STUDY

In the light of the ascending market for such items, the research is conducted to study the factors influencing consumers' inclinations to purchase instant food products. The study will concentrate on discovering the crucial elements that significantly influence consumers in deciding to purchase quick food products. Understanding these elements will enable marketers to create customer acquisition and retention tactics that are more successful, ultimately resulting in a larger customer base.

## OBJECTIVE OF THE STUDY

### Primary Objective

To study the purchase intention towards instant food products.



## Secondary Objectives

To study the factors influencing the purchase intention of instant food products

To find the relationship between the factors and purchase of instant food products

To build a model to predict purchase intention.

## LITERATURE REVIEW

Curvelo et. al (2019) in their article on consumer intention to purchase organic food predicted involvement in organic consumption, price sensitivity, product regional identity as variables of consumer intention. Consumer involvement, health benefits, environmental concerns have been supported from previous studies. This study was conducted for Tunisian customer, and it revealed that price followed by benefits have more influence on consumers purchase intention. So, price and benefit variables are considered in our study among the factors that influence purchase intention.

Mohan George (2022) in his study aims to explore consumers' perception of millets and identify the factors that impact their purchase decisions. It investigates how price, quality, health benefits, and product awareness influence consumers' preferences and purchase intentions. The findings provide insights into the factors that drive millet purchases and consumer preferences in this context. Quality and product awareness were considered from this article.

Solanki and Jain (2017) in their study examined customer purchasing patterns in the Northern Indian ready-to-eat food market. The article provides insightful information about the preferences for ready-to-eat food products as well as consumption trends. The research paper also emphasizes the difficulties faced by consumers in the ready-to-eat sector, offering insightful details on the variables impacting respondents' usage or non-usage of rapid food products.

Duraichamy, J., & Karthik, T. T. (2021). In their study shed light on the importance of convenience in customers' choices of packaged instant food products. It was understood from

their study that these food products simplify and expedite the cooking process, taste and nutritional concerns remain important considerations for consumers. The study emphasized that understanding customer perspectives is crucial for ensuring customer satisfaction.

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## RESEARCH METHODOLOGY

The descriptive nature of the research methodology used in this study. By distributing questionnaires via Google Forms, the main data for this study is collected directly from the respondents. Convenience sampling, a type of non-probability sampling is taken from the population that is most easily accessible. The survey includes a total of 162 respondents from various areas of Tamil Nadu. In MS Excel, multiple correlation, multiple regression, percentage analysis, and Chi-square tests are used to statistically analyse the acquired data.

## ANALYSIS AND DISCUSSION

With intention to find whether demographic factors have association with purchase intention, the chi square test was applied. Purchase intention which was measured in five point scale is grouped as low, medium and high intention and Chi square was applied. The following hypothesis was framed.

H1: There is a significant association between gender and purchase intention of the respondents.

H2: There is a significant association between marital status and purchase intention of the respondents.

H3: There is a significant association between occupation and purchase intention of the respondents.

**Table 1.** Table showing association between demographics factors and the purchase intention of the respondents

Hypothesis No	Factors	P-Value	Significance level
H1	Gender Vs. Purchase Intention	0.004*	Significance
H2	Marital Status Vs. Purchase Intention	0.000*	Significance
H3	Occupation Vs. Purchase Intention	0.469	No Significance

\* Significance at 1% level.

## INTERPRETATION

The significance value of Gender (0.004) and marital status (0.000) is less than 0.01, hence, the null hypothesis is rejected. So, there is an association between Gender and Marital status towards purchase intention.

## Relationship between purchase intention and factors affecting purchase intention of instant food products

To find whether there exists a significant relationship between the factor on purchase intention multiple correlation was applied. The following hypothesis are framed to test the same.

H07: There is a significant relationship between price and purchase intention towards instant food products.

H08: There is a significant relationship between benefits and purchase intention towards instant food products.

H09: There is a positive relationship between quality of behavior and purchase intention towards instant food products.

H10: There is a positive relationship between product awareness and purchase intention towards instant food products.

**Table 2.** Relationship between factors and purchase intention

Hypothesis No	Factors	Correlation value	P-Value	Significance level
H07	Price	0.5353	0.000*	Significant
H08	Benefits	0.5445	0.009*	Significant
H09	Quality	0.4072	0.260	Not Significant
H10	Product awareness	0.2694	0.230	Not Significant

\* Significance at 1% level

From the correlation analysis it is interpreted that out of the four factors price, benefits, quality and product awareness price and benefits significance value is less than 0.01 that shows that there exists significant relationship between price and benefits. The significance value for quality and product awareness is more than 0.01 indicate that quality and product awareness does not have significant relationship towards purchase intention.

To predict out of price and benefits which factor has more influence on purchase intention multiple regression is applied.

The regression equation obtained has a R square value of 0.44 which means that 44% of purchase intention can be predicted with opinion towards benefit and price.

The derived regression equation is Purchase Intention = 0.87+ 0.22 (price) + 0.24(Benefits)

Benefits (0.24) influence purchase intention more than price (0.22). Both factors, price, and benefits influence purchase intention in a positive way. That is if the customer has a positive opinion towards price and the benefits of instant food products, they will have positive purchase intention towards the product.

## CONCLUSION

In conclusion, this study paper has shown that price and benefits are crucial factors in influencing consumers' decisions to purchase instant food products. The results emphasize the importance of consumer demands and preferences while creating and promoting these items. Companies can successfully appeal to the hectic lifestyle of today's consumers by emphasizing the concrete and abstract advantages provided by instant food products, such as convenience, time savings, and variety. Furthermore, pricing tactics that balance affordability and perceived value have a big impact on consumer behavior. In the instant food business, advantages and price are significant factors that influence consumer choice. Understanding this can help marketers and product developers create strategies

that meet consumer needs, increase sales, and build brand loyalty.

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Citation: Ms. Blessana Nissi, Dr. T. Girija, "A Comprehensive Analysis of Consumer Purchase Intentions in the Expanding Market for Instant Food Products", *American Research Journal of Humanities and Social Sciences*, Vol 9, no. 1, 2023, pp. 157-160.

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