

Conjoint Analysis of Buyers' Behaviour towards Instant Food Products

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Abstract

Human wants are endless; the process of searching, selecting, purchasing and using the good and services for meeting the unlimited wants is considered as buyer behavior. The buyer behavior shows the actions and response of buyer towards a product. The study is an attempt to unearth the conjoint analysis of consumer behavior for instant food. Efforts were also made to study the factors influencing the buyer behavior for instant food. Snacks & Savories, Instant Meals and Beverages are the three categories on which this study is based. The present research helps to identify the most demanded instant food and correlate with buyers' behavior. The study finds that age has no impact on buying preference for instant food whereas gender, nature of family and occupation has a positive impact. It concludes that buying preference for instant meals has more consistency as compared to beverages and snacks & savories and staying out (.992), motivation (.987), ready to serve (.986), size (.962) and brand availability (.968) are important variables influencing buyers' behavior for instant food.

Keywords: Buyer behavior, Instant food, conjoint analysis, Snacks & savories, Instant meals, Beverages and buying preference.

INTRODUCTION

Modern marketing is all about identifying the needs of consumers and offering the

best product to them. Consumer satisfaction is the primary need of all the organization and every organization

considers this truth for achieving the organizational goals. To meet the competition, competitors are also following the same strategy. They are taking initiative to understand the behavior of consumers.

“Nothing is stable except change” is the most popular concept of modern time. The study presents a conjoint analysis of buyers’ behavior for instant foods. It is an overall technique of doing a product specific research that reveals buyers’ preference for selecting, comparing, using a product by using relevant information as like features, quality, price and variety and predicts how they adopt new products and services¹.

Instant food means the food which is precooked and for eating very less preparation is required. It includes the dehydrated food needs water to make it ready. In this fast faced life people want meals that are nutritious and taste good due to not having longer time to prepare it. Sometime these foods have negative images in minds of consumers because these are preserved and full of essence, harmful fillers and food colors resulted in several health issues². Instant Food has three categories such as Snacks & savories, Instant meals and Beverages.

Beverages include some kind of drink mix as hot chocolates, instant coffee, fruit juices, instant milk, tea and instant coconut drink³.

Problem Statement

Modern human life is being about duties and responsibilities, long working hours and a stressed atmosphere. People prefer to save time and manage their day to day works. Specifically if they are working, the bundle of work converts into burden which resulted in dissatisfaction, anxiety and health issues. People want to accomplish work in a short span of time to make their life better. In overcoming with these issues the buying behavior of a buyer drifted towards instant food which can be easily cooked and served in most convenient way. Every age group prefers instant food due to convenience, taste and suitability. Overconsumption of Instant food may create several problems in our life. This will motivate for a new research to bridge a gap between buying preference for instant food and consumers’ life.

Objective of study

1. To unearth the buyers’ preference towards instant food products.
2. To identify the factors influencing buying behavior for Instant Foods.

3. To understand the problems faced due to overconsumption of instant food.
4. To offer suggestions on the basis of findings.

RESEARCH METHODOLOGY

The nature of the study is descriptive and exploratory. The study is based on primary data and it is specific to Jabalpur District. Two hundred and ninety-four responses were collected through a questionnaire. The random and convenient sampling technique was used for the selected sample size. Factor analysis, correlation, and standard deviation were used to bring out the substantial results.

Hypothesis

H0(1): There is no significant relationship between demographic factors and buyers' preference for instant food.

H1(1): There is a significant relationship between demographic factors and buyers' preference for instant food.

H0 (2): There is no significant variation in buying frequency for instant food.

H2(2): There is significant variation in buying frequency for instant food.

H0(3): There is no significant difference in the factors affecting buying behavior for instant food.

H3(3): There is no significant difference in the factors affecting buying behavior for instant food.

LITERATURE REVIEW

Srinivasan K. & Nirmala R. (2014) studied the consumer behavior towards instant foods. They investigated the awareness, purchasing frequency and different medias for instant food in Kanchipuram town. It was found that there is no significant relation of demographic factors and buying behavior for selected instant food. The study also revealed that consumers prefer to buy from food zones and supermarkets. It was suggested to have more and more television advertisement for making aware the consumers for instant food.

Gisha Dr. P. & R M. Ramya. (2016) revealed that women are playing a vital role in buying of instant food. Presently women want to save time and cook easily without any hassle so they generally prefer to buy instant food. They discussed the brand preference and level of awareness for instant food. The study found the Eastern as a most preferable brand for instant food.

Mayakkannan Dr. R. (2018) analyzed the perception of consumer for instant food. He discussed the various factors affecting the buying behavior of instant food. His study is mainly focused on Dhosa mix, idli mix, pickles, sambhar mix, rice paste and biryani. The study was limited to Chennai district. It was found that there is significant relationship between the demographic factors and overall satisfaction.

Shanmugapriya Dr. S. & Srivarshini V. (2018) analyzed the consumer satisfaction for instant food. They did research on 237 consumers living in Pollachi Taluk. The study is based on identifying different factors influencing consumers buying preference. It was found that family income and non-earning family members, no. of family members and time period for which instant food are used are associated with level of consumers' satisfaction.

Yadav K. Dr. Santosh K. & HassaniDeepika (2019) highlighted the

behavior of consumer and buying pattern for instant food. They highlighted the role of Instant food. People use instant food because it is convenient for use and digest and reduce the human efforts. It was recommended that there is a need of doing more advertisement for making aware people for using instant food.

Vijayakumar Dr. N. (2020) discussed behavior of consumers for instant food. He studied the buying process of instant food. The study also highlights the different shopping sites for instant food and causes for which people do not prefer to buy online the instant food.

Table 1 shows the consumer buying preference for different categories of Instant Food. It was found that majority of respondents (80.61%) prefer to buy to Snacks & Savories followed by 12.24% respondents Instant Meals and 7.15% respondents for Beverages which reveals that snacks & savories is on the high demand of consumers.

Table 1: Most Preferred Instant Food

Instant Food Category	Frequencies	%
Snacks & Savories	237	80.61
Instant Meals	36	12.24
Beverages	21	7.15
Total	294	100.00

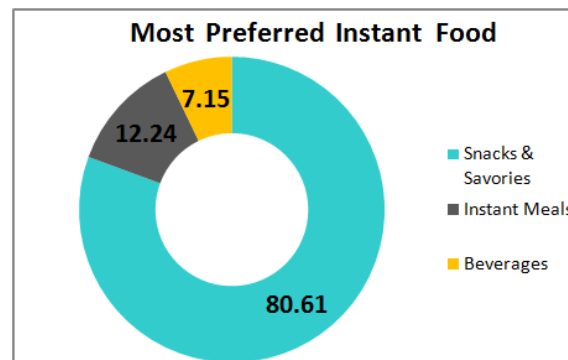


Table 2: Preference for Buying of Instant Food

Preference of Buying	Snacks & Savories		Instant Meal		Beverages	
	Frequencies	%	Frequencies	%	Frequencies	%
Online Store	44	18.64	7	18.92	4	19.05
Wholesaler	24	10.17	4	10.81	2	9.52
Retailer	149	63.14	23	62.16	13	61.90
Door to Door Salesman	7	2.97	1	2.70	1	4.76
Any other	12	5.08	2	5.41	1	4.76
Total	236	100.00	37	100.00	21	100.00

Source: Data collected through Questionnaire

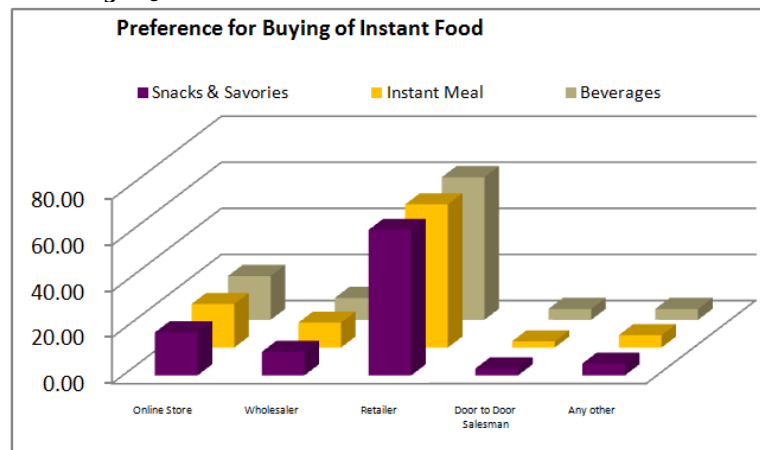


Table 2 indicates the buying preference of buyers for instant food. Majority of buyers prefer to buy from the retailers i.e. 63.14% buyers of Snack & savories, 62.16% of instant meal and 61.90% of beverages

whereas very less number of buyers like to buy from door to door salesman and any other source which reveals that retailers offer quality services for instant food.

Table 3 shows the response of buyers for instant food and its impact on health. Majority of consumers (78.57%) answered that the instant food impacts on health

whereas 17.35% consumers didn't give any opinion and 4.08% consumers do not accept that instant food impacts health.

Table 3: Impact of Instant Food on Health

Response	Frequency	%
Yes	231	78.57
No	12	4.08
Can't say	51	17.35
Total	294	100.00

Source: Data collected through Questionnaire

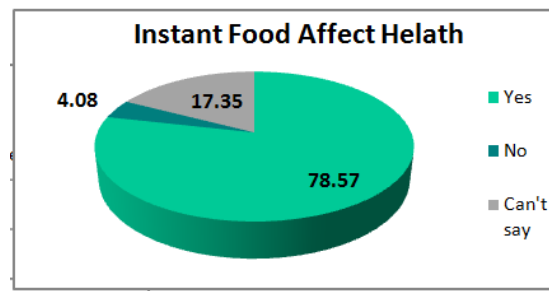


Table4: Problems due to Overconsumption of Instant Food

Problems	Frequency	%
Wrong Eating Habit	84	28.57
Add to Cost	33	11.22
Several Health Issues	42	14.29
Food Addiction	54	18.37
Any other	81	27.55
Total	294	100.00

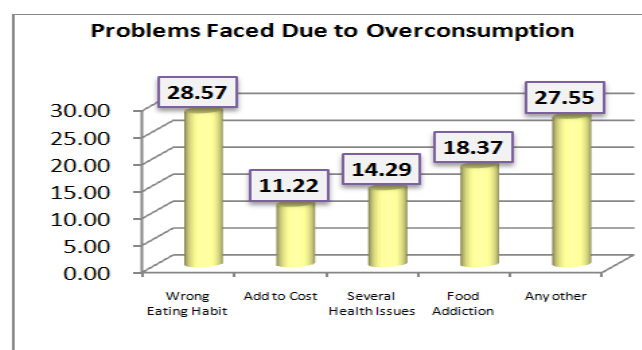


Table 4 represents various problems faced by the buyers due to overconsumption of instant food. Buyers (28.57%) have wrong eating habits due to instant food. 27.55% buyers are having other issues. 18.37% buyers are food addicted whereas 14.29% are suffering from several health issues and 11.22% accept that more spending on instant food results will add to cost.

H0 (1): There is no significant relationship between demographic factors and buyers' preference for instant food.

H1 (1): There is a significant relationship between demographic factors and buyers' preference for instant food.

The buying behavior of consumers may be affected by demographic factors. Four demographic factors such as age, gender, nature of family and occupation were selected to analyze the impact on buying preference for instant food.

It was found that age has no impact on the buying behavior for instant food whereas gender, nature of family and occupation has a positive high degree impact.

H0 (2): There is no significant variation in buying frequency for instant food.

H2(2): There is significant variation in buying frequency for instant food.

Instant food has three categories as snacks & savories, instant meals and beverages. Standard deviation for snacks & savories is 65.86350, for instant meal is 7.93725 and for beverages is 5.47723 which shows that there is significant variation in buying preference of consumers for instant food. The coefficient variation of variation for different instant food category represents that instant meal has more consistency as compared to other category.

Correlation Summary

Demographic Factors	Correlation Value	Correlation	Accepted/Rejected
Age	-0.068464832	Low Degree Negative	Accepted
Gender	+0.992613	High Degree Positive	Rejected
Nature of Family	+0.931114	High Degree Positive	Rejected
Occupation	+0.942925	High Degree Positive	Rejected

Descriptive Statistics

Descriptive Statistics

Instant Food Category	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Coefficient of Variation (C. V.)
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic
Snacks & Savories	4	144.00	.00	144.00	51.0000	32.93175	65.86350	4338.000	129.1441
Instant Meals	4	18.00	3.00	21.00	13.5000	3.96863	7.93725	63.000	58.79444
Beverages	4	12.00	3.00	15.00	9.0000	2.73861	5.47723	30.000	60.85811

H₀ (3): There is no significant difference in the factors affecting buying behavior for instant food.

H₃(3): There is no significant difference in the factors affecting buying behavior for instant food.

I. Market Related Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Bartlett's Test of Sphericity	Approx. Chi-Square	14.967
	df	6
	Sig.	.021

Communalities

Variables	Initial	Extraction
Brand Availability	1.000	.968
Price	1.000	.954
Variety	1.000	.922
Marketing Communication	1.000	.774

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.618	90.444	90.444	3.618	90.444	90.444
2	.315	7.880	98.324			
3	.063	1.577	99.901			
4	.004	.099	100.000			

Extraction Method: Principal Component Analysis.

It can be observed from above table that brand availability(.968) is considered the most important marketing factor that influence the buying behavior for instant food followed by the price (.954).

Product Related Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	13.001
	df	6
	Sig.	.043

Communalities

Variables	Initial	Extraction
Shape	1.000	.859
Size	1.000	.962
Taste	1.000	.909
Packaging	1.000	.960

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.690	92.262	92.262	3.690	92.262	92.262
2	.184	4.603	96.865			
3	.115	2.868	99.733			
4	.011	.267	100.000			

Extraction Method: Principal Component Analysis.

Above factor analysis shows that size (.962), packaging (.960) and taste(.909) are important product related factors that motivate buyers for buying more instant food as shape (.859) may be ignored for instant food.

Convenient Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	15.943
	df	6
	Sig.	.014

Communalities

Variables	Initial	Extraction
Time Saving	1.000	.917
Easy to Cook	1.000	.947
Ready to Serve	1.000	.986
Ready to Eat	1.000	.958

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.808	95.204	95.204	3.808	95.204	95.204
2	.117	2.916	98.120			
3	.070	1.746	99.865			
4	.005	.135	100.000			

Extraction Method: Principal Component Analysis.

From the above table it is found that ready to serve (.986) is considered a significant variable that influence buying behavior for instant food followed by ready to eat(.958) and easy to cook(.947) variables.

Psychological Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	14.190
	df	3
	Sig.	.003

Communalities

Variables	Initial	Extraction
Learning	1.000	.986
Motivation	1.000	.987
Beliefs & Attitude	1.000	.964

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.937	97.906	97.906	2.937	97.906	97.906
2	.054	1.792	99.698			
3	.009	.302	100.000			

Extraction Method: Principal Component Analysis.

Psychological factors also influence the buying behavior of buyers for instant food as study reveals that motivation (.987) may be considered as a significant variable for buying of instant food followed by learning(.986) and beliefs & attitude(.964) variables.

Other Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	14.819
	df	3
	Sig.	.002

Communalities

Variables	Initial	Extraction
Staying Out	1.000	.992
Studying Out	1.000	.985
Long work duration	1.000	.971

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.948	98.254	98.254	2.948	98.254	98.254
2	.044	1.472	99.726			
3	.008	.274	100.000			

It is found that staying out (.992) is considered important variable among all other factors for which buyers prefer instant food followed by studying out (.985) and long work duration (.971).

FINDINGS

The present study reveals following findings:-

- Majority of respondents (29.9%) are falling under the category of Rs. 1,50,001- Rs. 2,50,000 family income and 88.7% respondents are unmarried.
- It was found that majority of buyers (80.61%) prefer to buy to Snacks & Savories followed by the buyers (12.24%) of Instant Meals and 7.15% of Beverages.
- Majority of buyers prefer to buy from the retailers i.e. 63.14% buyers of Snack & savories, 62.16% of instant meal and 61.90% of beverages whereas very less number of buyers like to buy from door to door salesman and any other source.
- Majority of buyers (63.27%) prefer to buy from the retailers and very less preference (3.06%) is given to door to door salesman.
- Majority of consumers (78.57%) answered that the instant food impacts on health whereas 17.35% consumers didn't give any opinion and 4.08% consumers do not accept that instant food impacts health.
- Consumers (28.57%) have wrong eating habits due to instant food. 27.55% consumers are having other issues. 18.37% consumers are food addicted whereas 14.29% are suffering from several health issues and 11.22% accept that more spending on instant food results will add to cost.
- It was found that age has no impact on the buying behavior for instant food whereas gender, nature of family and occupation has a positive high degree impact.
- Standard deviation for snacks & savories is 65.86350, for instant meal is 7.93725 and for beverages is 5.47723 which shows that there is significant variation in buying preference of consumers for instant food. The coefficient variation of variation for different instant food category represents that instant meal has more consistency as compared to other category.

- It was found that staying out (.992), motivation (.987), ready to serve (.986), size (.962) and brand availability (.968) are important variables influencing buyers' behavior for instant food.

SUGGESTIONS & RECOMMENDATION

- **Conducting Awareness Program-** The study stressed on the need of spreading awareness for instant food and its categories as snacks & savories, instant meals and beverages. It was also suggested to make the buyers aware about different varieties. The study reveals that proper information and knowledge are required to prefer instant food, if people get motivation they will be ready to buy instant food. Companies are required to conduct more and more awareness program to get the attention of buyers.
- **Availability of Brand-** Buyers preference for instant food depends on the accessibility and availability of brand. Thus marketers should go for a careful study of growing concern or awareness of the buyers for varied available products. Instant foods size is also an important variable that influence buying behavior. If instant

foods are offered in different sizes, this will persuade buyers for buying more.

- **Promotional Practices-** There is a need to have more persuasive practices for promoting the instant meals and beverages. Buyers are generally buying snacks & savories in instant food. If small packets of instant meal and beverages are offered on the purchase of snacks & savories at free of cost, it can be a great initiative to get the attention of buyers.
- **Abundance of nutrients and minerals-** Majority of buyers accepts that Instant food impacts on health. Human body requires vitamins and minerals which is called micronutrients to be a healthy body. Companies should focus on offering nutrients rich food. These nutrient dense foods have low sugar, sodium, starches and bad fats which nurture and keep human body healthy¹⁰. It is suggested to contain a lot of nutrients and minerals in instant food resulted in more demands and profits. Health conscious foods are most demanded by the buyers.

CONCLUSION

Success and failure of organization depends on the sound knowledge of consumer behavior. It will enable the marketers to predict how buyers will respond to promotional messages and make final purchase. There is a need to frame marketing strategies in such a way that will influence buyers more effectively. In this fast faced life people want meals that are nutritious and taste good due to not having longer time to prepare it. Marketers are using techniques to add more values to instant food because buyers don't have sufficient knowledge of instant food.

Companies are required to conduct more and more awareness program to get the attention of buyers. It was found that buyers' preference for instant food depends on the accessibility and availability of brand. Thus marketers should go for a careful study of growing concern or awareness of the buyers for varied available products. If instant foods are offered in different sizes, this will persuade buyers for buying more. There is a need to have more persuasive practices for promoting the instant meals and beverages. It is suggested to contain a lot of nutrients and minerals in instant food resulted in more demands and profits.

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