

Consumer Satisfaction towards Branded Instant Food Products

(With Special Reference to Coimbatore District)

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Abstract

This study examines consumer satisfaction towards branded instant food products with special reference to Coimbatore District. The objective is to identify the key factors influencing satisfaction and to analyze the relationship between demographic and consumption variables and consumer satisfaction. The study is based on primary data collected from consumers of selected instant food brands and uses statistical tools such as correlation, multiple regression, and step-wise regression for analysis. The findings show that product quality is the most significant factor influencing consumer satisfaction, along with variables such as age, gender, occupation, income, consumption pattern, spending level, and consumer preference. The study concludes that instant food products are increasingly popular due to convenience and changing lifestyles, and emphasizes the need for marketers to focus on quality and consumer preferences to enhance satisfaction.

Keywords: Consumer Satisfaction, Selected Instant Food Products, Specific brands, consumption pattern

Introduction

Among the three basic needs of a human being, food plays a vital role. It contains all the significant elements for a living organism. Some foods are mouth-watering when it is rich in taste, flavour, texture etc. All the traditional and tasty food is prepared at home with home-made ingredients. But now-a-days, in the modern world, all are ready made and food alone is not an exception. Consumers want to make all their work convenient, so there came the concept of instant food products which made their cooking more convenient and acts as a time saving process. To satisfy the consumers wants, many instant food products emerged in the market with different brand names. Consumers prefer to purchase Aachi masala as they were satisfied with product quality and also feel that the price of the product is low. They also expressed that their level of satisfaction is high with the taste of the Aachi masala products (**Palanivel et al., 2017**). The demographic factors like marital status and period of usage are associated with consumers level of satisfaction with the instant food products, whereas, area of residence, age, educational qualification, occupation, type of family, number of members in the family and family income are not associated (**R. Manikandam and S. Senthil Priya, 2018**). To lead a successful business, every organisation has to satisfy the needs of the all the consumer and also has to retain them.

Review of literature

T. Unnamalai et.al (2020) “Brand Preferences and Level of Satisfaction in Consuming Noodles among Working Women in Tiruchirappalli District” To know the brand preferences of noodles. The study found that the factors influencing brand preference include price, quality, convenience and brand image. Maggi emerged as the most preferred brand among the respondents, followed by other brands such as Yippee and Top Ramen. Additionally, the study identified correlations between age, income, education level, and influencing factors. Especially, the influence of children plays a significant role in

consumers' regular purchases, suggesting a planned approach to buying noodles along with other provisions.

Devkanya Gupta et.al (2019) “Consumer Perception and Satisfaction towards Instant Noodles”. To analyze customer satisfaction towards instant noodles in India on the basis of demographic variables. The study result showed that there is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables accepted. The satisfaction level appears to be consistently high, and it does not vary significantly with demographic variables.

Ramya. J et.al (2019) “A Study on Consumer Satisfaction towards Instant Food Products”. To know about the level of satisfaction of customers towards various instant food products used by them. The study disclosed that there is a significant relationship between demographic variables (gender, age, educational qualification) and consumer level of preference for instant food products. It identified that television acts as a powerful medium for attracting people to food containers. Additionally, it also highlights the effectiveness of internet communication and magazines in influencing consumer choices. The factors influencing purchasing decisions include meeting expectations, eco-friendliness, latest technology, willingness to buy products regardless of cost, environmental friendliness, easy-to-understand labels, and various aspects of the overall consumer experience, such as value, purchase experience, and packaging.

V. Palanivel et.al (2017) “A Study on Consumer Satisfaction of Aachi Masala Products in Dharmapuri District”. To examine the factors that influences the purchasing patterns of consumer of Aachi Masala Products. The study revealed that the consumers of Dharmapuri district prefer to have packed masala items over loose masala. Among the packed masala products most of the consumers prefer “Aachi” masala as it is predominantly favored with factors such as packaging, price, availability, and taste. The effectiveness of media has a notable impact on consumer awareness and majority of the consumers express their satisfaction towards Aachi Masala .

Statement of Problem

Consumer satisfaction is the vital factor for any industry to survive in the market. The market share of a product depends upon the consumer's level of satisfaction which is based on the quality of the product. Hence, the company has to maintain the quality of instant food products. Satisfaction level varies based on consumer expectation, with some prioritizing taste and affordability, while others seek healthier alternatives (**Chen et al., 2021**). Studies also acknowledge that consumers expectations vary based on brand reputation also (**M. Akila et al., 2021**). The satisfaction level of consumers on instant food products are influenced by the variables namely family income, non-earning members in the family, total no. of members in the family and period of usage of instant food products (**S. Shanmuga Priya & Sri Varshini, 2018**). All of this raises the following query: How satisfied are the consumers towards selected brands of specific instant food products? What factors influence the satisfaction of the instant food product consumers of selected brands?

Objectives of the Study

1. To ascertain the consumers level of satisfaction and its determinants towards selected instant food products of specific brands.

Research Methodology

This study is based on primary data collected through a structured questionnaire, which covers aspects of the Factors Influencing Consumer Satisfaction towards Selected Instant Food Products of Specific Brands and level of satisfaction of instant food products of

specific brands. A total of 400 consumers from the Coimbatore district participated in the survey, selected through a sampling method. The data was analyzed using mean score, Correlation Analysis, Multiple Regression Analysis, and Step-wise Regression.

Results and Discussion

Table no :1 Variables Associated with Consumers Satisfaction towards Selected Instant Food Products of Specific Brands – Correlation Analysis

Variables	R	r ²
Age	-0.069	0.005
Gender – Male	0.105*	0.011
Gender – Female	-0.064	0.004
Educational Qualification	-0.136**	0.018
Occupation - Govt. Employee	-0.150**	0.023
Occupation - Pvt Employee	0.089*	0.008
Occupation – Professional	-0.001	0.000
No. of Non-Earning Members in the Family	0.043	0.002
Size of the Family	-0.034	0.001
Monthly Income	00.01	0.000
Family Income Per Month	0.042	0.002
Food Habit - Non -Veg.	0.004	0.000
Duration of Consumption	0.123**	0.015
Frequency of Consumption	-.264**	0.070
Preferred Place for Consumption – Workplace	.156**	0.024
Preferred Place for Consumption - During journey	0.004	0.000
Preferred Place for Consumption – Function	-.144**	0.021
Preferred Time to Consume – Lunch	0.101*	0.010
Amount Spent Per Month	.189**	0.036
Nature of Purchase Decision – Unplanned	-0.104*	0.011
Mode of Purchase – Both Online & Offline	0.104*	0.011
Level of Preference	0.451**	0.203

**Significant at one per cent Level

*Significant at five per cent Level

Table No :2 Determinants of Consumers Satisfaction towards Selected Instant Food Products of Specific Brands – Multiple Regression Analysis

Variables	Regression Coefficients		't' Value (d.f. = 555)
	B	Std. Error	
Age	-1.265*	0.548	-2.306
Gender – Male	2.972*	1.225	2.426
Gender – Female	2.798*	1.254	2.231
Educational Qualification	-1.126**	0.335	-3.356
Occupation - Govt. Employee	-1.313	1.042	-1.260
Occupation - Pvt Employee	0.913	0.971	.940
Occupation – Profession	2.608*	1.324	1.969
No. of Non-earning members in the family	1.898**	0.616	3.079
Size of the Family	-3.130**	0.854	-3.666
Monthly income	-0.606	0.428	-1.416
Family income per month	0.952*	0.452	2.109

Variables	Regression Coefficients		't' Value (d.f. = 555)
	B	Std. Error	
Food Habit - Non -Veg.	-0.762	0.789	-.966
Duration of Consumption	0.759*	0.334	2.270
Frequency of Consumption	-1.552**	0.523	-2.968
Preferred Place for Consumption – Workplace	2.713**	0.974	2.786
Preferred Place for Consumption - During Journey	1.569	0.914	1.717
Preferred Place for Consumption – Function	-1.659	1.149	-1.444
Preferred Time to Consume – Lunch	2.097*	0.855	2.453
Amount Spend Per Month	0.855*	0.387	2.212
Nature of Purchase Decision – Unplanned	-0.788	0.702	-1.122
Mode of Purchase – Both Online & Offline	1.001	0.695	1.439
Level of Preference	7.032**	0.674	10.436

**Significant at one per cent Level

*Significant at five per cent Level

Constant : 66.039
 Std. Error : 3.280
 R Square : 0.341**
 Adjusted R Square : 0.315

Table no: 3 Variables Prominently Associated with Consumers Satisfaction towards Selected Instant Food Products of Specific Brands – Step-wise Regression

Step	Constant	LP	FC	EQ	ASP M	O- GE	PTC -L	DC	PPC -W	O-P	r ²
1	60.026	9.096	-	-	-	-	-	-	-	-	0.203
2	66.452	7.421	-2.340	-	-	-	-	-	-	-	0.233
3	69.008	7.496	-2.180	-0.880	-	-	-	-	-	-	0.248
4	66.710	7.449	-1.767	-0.885	1.267	-	-	-	-	-	0.262
5	66.530	7.353	-1.658	-0.929	1.201	-2.252	-	-	-	-	0.272
6	65.497	7.525	-1.462	-0.918	1.069	-2.437	2.211	-	-	-	0.281
7	62.859	7.659	-1.186	-0.898	0.973	-2.498	2.318	0.838	-	-	0.289
8	62.608	7.480	-1.147	-0.861	0.927	-2.547	2.075	0.919	2.078	-	0.295
9	63.466	7.470	-1.192	-1.243	0.916	-1.987	2.296	0.879	2.155	2.200	0.300

Finding of the Study

(i) Nature of Association of Select Variables with Consumers Satisfaction Towards Selected Instant Food Products of Specific Brands - Correlation Analysis

Out of twenty two variables selected for correlation analysis, thirteen variables have been found to be significant. Of them, gender - male, occupation - private employee, duration of consumption, preferred place for consumption - workplace, preferred time to consume - lunch, amount spent per month, mode of purchase - both offline and online and level of preference are positively correlated with the consumers satisfaction, whereas the variables like education qualification, occupation - government employee, frequency of consumption, preferred place for consumption - function and nature of purchase - unplanned are negatively correlated with the consumers level of satisfaction towards selected instant food products of specific brands.

(ii) Determination Consumers Satisfaction towards Selected Instant Food Products of Specific Brands - Multiple Regressions

Out of the twenty two variables considered for multiple regression analysis, the fourteen variables are found to significantly influence the consumers satisfaction namely age, gender – male, gender - female, occupation - professional, no. of non-earning members in the family, size of the family, family income per month, duration of consumption, frequency of consumption, preferred place for consumption - workplace, preferred time to consume - lunch, amount spent per month and level of preference. All these variables are collectively influencing the level of satisfaction of consumers with R² value of 34.10 per cent.

(iii) Variables Prominently Associated with Consumers Satisfaction Towards Selected Instant Food Products of Specific Brands - Step -Wise Regression Analysis

Out of the twenty two variables considered for step-wise regression analysis, nine variables namely level of preference, frequency of consumption, educational qualification, amount spent per month, occupation - Govt. employee, preferred time to consume - lunch, duration of consumption, preferred place for consumption - workplace and occupation – professional are found to influence the consumers level of satisfaction towards selected instant food products of specific brands. The total contribution of nine variables amount to 30.00 per cent. The R² value of the multiple regression amounts to 34.10 per cent. The difference of 4.1 per cent is due to contribution by other variables.

Suggestion

Based on the findings of the study, it is suggested that manufacturers and marketers of instant food products should focus on improving product quality, as it has the greatest influence on consumer satisfaction. Attention should also be given to enhancing the attitude and service of dealers or agents to improve the overall consumer experience. The results show that demographic and behavioral factors such as age, occupation, consumption pattern, preferred time and place of consumption, and monthly spending significantly affect consumer satisfaction. Therefore, companies should adopt targeted marketing strategies, ensure availability through both online and offline channels, and maintain consistent quality to enhance consumer preference, satisfaction, and loyalty.

Conclusion

The study concludes that consumer satisfaction towards branded instant food products in Coimbatore District is influenced by both product-related and consumer-related factors. Among these, product quality is the most important factor, while demographic characteristics, consumption habits, and purchasing behavior also significantly affect satisfaction. Variables such as level of preference, frequency and duration of consumption, monthly spending, occupation, education, and preferred time and place of consumption play a key role in determining consumer satisfaction. Therefore, instant food manufacturers

should focus on maintaining product quality, understanding consumer preferences, and adopting effective marketing strategies to enhance satisfaction and market growth.

Reference

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