

Consumer perception and satisfaction towards instant noodles

¹Dr. Devkanya Gupta, ²Ms. Meenakshi Bisla

¹Associate professor, LLDMS, New Delhi

²Assistant professor, LLDMS, New Delhi

Email - ²meenakshibisla@gmail.com

Abstract: *This is a time when consumers are looking for convenience food as they are easily available and possess nutritional value due to fortification, variety and product appeal with pocket friendly packs. Due to changing life styles consumers are spending less time in planning and preparation of cooking small meals at home as many of them specially young generation consider preparing food at home as a chores, time and energy consuming. Thus the instant noodles is considered convenient as there is no need to put in efforts in cooking &chopping thus factors supports the growth of the market.*

Globally the market volume for instant noodles is estimated to grow at the rate of about 5.65% from 2017 to 2023. Rapid transformation in the life style of Indians , particularly those living in the urban India, has resulted in increase in the demand for instant food.

Key Words: *Instant food, Life style, Noodles, Market, Nutrition.*

1. INTRODUCTION:

The instant food products originated in Japan with instant noodles and had its beginning in India in the eighties but now a day we can easily found it in the kitchen shelves of every Indian household. Demand for instant food product has been increased due to modernization of home where many factors contribute like food preparation, increasing number of working woman, changing in food habits, breaking up of the traditional joint family system, increase in urbanization, rise in per capita income, change in life styles and increasing level of affluence in the middle income group. As every human being needs food to perform activity, food is the basic requirement of any person but due to changing life style and consumers are spending less time for planning, storing and cooking food. Modern homes also don't offer the necessary facilities for processing the food. Thus, the food i.e. these instant food gained instant acceptance. There are many kinds of instant foods available in market. There are the many kinds of instant foods available in market like: canned food items, instant mix products, Table relishes Dairy products.

Instant Noodles:-

The word instant itself reflects Quick means a type of food which we can cook quickly. Instant noodles are simple, fast and convenient to cook. It occupied a considerable shelf space in stores and supermarket in India. Now food companies are providing number of varieties in instant noodles. Market of instant noodles increasing day by day not only in India although overall world reason is simple cost effective and easy to cook. Manufacturer offers different variety of instant noodles.

Consumer's perception towards instant noodles:-

An increase in health consciousness and increasing influence of social media among Indians. Now consumers has shifted the focus of instant noodles from convenience to health. The instant noodles companies have identified untapped potential by providing effective product accessibility and deeper distribution a by expanding distribution to semi-urban and rural markets. Instant noodles across flavors and types such as bengalijaalmumbaiya, amritsariachari, super chennai, chatak, and atta noodles amongst others have influenced the growth of the instant noodles in India over the recent past. The Indian instant noodles industry is set to experience substantial innovation, both in terms of ingredients formulation and packaging aspects, in the years to come. The exposure of Indian consumers to global cuisines is widening.



2. RESEARCH OBJECTIVES:

- To analyse customer perceptions towards instant noodles in India.
- To forecast future market of instant noodles in India.
- To analyse customer satisfaction towards instant noodles in India on the basis of demographic variables.
- To analyse the difference of perceptions towards instant noodles in India.

3. HYPOTHESIS:

H01 There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables.
H02 There is no significant difference on perception towards different instant noodles.

4. REVIEW OF LITERATURE:

Shankar and Dipti studied in their research paper (ASMB journal) “Consumer behavior towards instant food products: A perceptual study, that people like instant food because instant food product are not only easy to cook but also have a significant role and place in the celebration of family and religious functions, it helped them to save time and effort and relived them from the tedious jobs of collecting various ingredients, cleaning and sorting them to prepare food.

Gupta Aakriti, Umeshkapil and Singh Gajendrabeen written his research paper “Consumption of junk foods by school aged children in rural Himachal Pradesh , India that : many children not consuming instant noodles regularly this results in mood swings and they are becoming cranky ,tired and depressed . They gave suggestions like a greater attention to the education of parents and children in a healthy dietary required”.

Anitha N.&Radhika S. has been written in their research article “A study on consumer behavior towards instant food products in the modern era” that “There has been an increase in the consumption of junk among teenagers observe and this possibly lead to obesity . This is the time when our society should take some strong steps to reduce the consumption of junk food . Promotion of dietary habits and educating children about the ill effect of junk food is became necessary.”

Mishra S & Singh M has written in their research paper “Fast food consumption pattern and obesity among school going (9-13) year in Luknow district”, published in International Journal of Social Sciences 2014, 3:1672-4.

Young generation consumed fast food specially instant noodles because it is easy and fast to prepare besides being hygienic and also convenient to eat, because school going children trend has changed and the existence of these foods fulfilled all the need of modern human being.

Dr. S.shanmugapriya&V.srivarshini has been mention in their research paper “Consumers preferences and satisfaction on instant product” published in IJIRAH in volume 3 issue 1 2018, that with the help of modern technology peoples found that instant food and readymade food are comes into existence from last twenty years, now a days peoples think that instant food is only food that reduces their time for cooking preparation.

Balasawmy mention in his study “Buying behavior of consumer towards instant food products” find that the awareness of consumer is different across different income groups .They observe that brand preference of selected instant food is different across different groups.

5. DATA ANALYSIS:

The below mentioned hypothesis are tested using one way ANOVA and independent t-test methods. The description of the test are mentioned below for:--

H1 i.e. There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables.

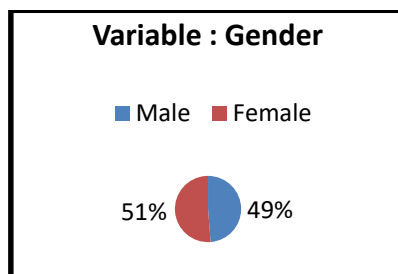
H2: There is no significant difference of perception towards different instant noodles.

The H1 is tested with independent t-test and ANOVA analysis and below results were obtained.

H1: There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables.

Part I: There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables on the basis of gender.

To test the above hypothesis, independent t-test is applied in order to obtain result.



Picture 1

From Picture 1, it is observed that 51% of respondents are Female and 49% respondents are Male.

Table 1

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Customer_satisfaction	MALE	78	30.9000	9.56168	1.51183
	FEMALE	82	29.4762	9.70602	1.49767

Independent Samples Test: T-Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	T
Customer_satisfaction	Equal variances assumed	.401	.528	.669
	Equal variances not assumed			.669

From t-test analysis in table 1, the significance value is found to be .506 1 which is greater than .05. Hence there is no significant difference in customer satisfaction on the basis of gender.

Part II: There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables on the basis of Age

To test the above hypothesis, one-way ANOVA analysis is carried out to obtain result.

Independent Samples Test: T-Test

		t-test for Equality of Means		
		Df	Sig. (2-tailed)	Mean Difference
Customer_satisfaction	Equal variances assumed	158	.506	1.42381
	Equal variances not assumed	157.809	.505	1.42381

ANOVA

Customer_satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	96.714	2	48.357	.518	.598
Within Groups	7372.896	157	93.328		
Total	7469.610	159			

Table 2

One - WAY ANOVA analysis
 Dependent Variable: Customer_satisfaction

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
below 25 years	25-50 years	-1.60417	2.24839	.478	-6.0795	2.8711
	Above 50	2.97917	5.02755	.555	-7.0279	12.9863
25-50 years	below 25 years	1.60417	2.24839	.478	-2.8711	6.0795
	Above 50	4.58333	5.14226	.375	-5.6521	14.8188
Above 50	below 25 years	-2.97917	5.02755	.555	-12.9863	7.0279
	25-50 years	-4.58333	5.14226	.375	-14.8188	5.6521

From table 2, it is observed that the significance value is found to be more than .05. Hence there is no significant difference in customer satisfaction on the basis of age.

Thus, **H1 i.e. There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables is accepted.**

H2: There is no significant difference of perception towards different instant noodles.

To test the above hypothesis, independent t-test is applied in order to obtain result.

Group Statistics

	Customer_satisfaction	N	Mean	Std. Deviation	Std. Error Mean
Perception_towards	>= 20.00	120	32.4225	8.22481	.97611
_instant_noodles	< 20.00	40	15.6364	2.24823	.67787

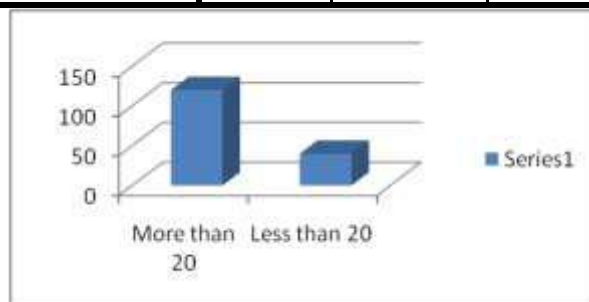


Table 3

Independent t test

Independent Samples Test						
	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Perception_towards	118	.000	16.78617	2.50621	11.79866	21.77368
_instant_noodles	38	.000	16.78617	1.18840	14.40779	19.16455

From Table 3, it is observed that the significance value is less than 0.05 at 95% confidence level. Hence, we do not reject the null hypothesis. Thus, there is significant difference of perception towards different instant noodles.

6. RESULTS & FINDING:

The customer perception and customer satisfaction towards instant noodles seems to be indifferent for demographic variables. The result of hypothesis 1 is obtained as “There is no significant difference in satisfaction level towards instant noodles on the basis of demographic variables is accepted.” i.e. there is no difference in the satisfaction level of individuals with respect to instant noodles on the basis of Gender and Age. The satisfaction level doesn't depend on the demographic variables and the satisfaction level seems to be appreciably high.

The future of instant noodles market is going to be competitive and opportunistic as different individuals have different requirement and tastes which is indicated when it is observed that there is difference in perception of individuals towards instant noodles. The result of hypothesis 2 is obtained as “There is significant difference of perception towards different instant noodles.” i.e. there exists a difference in the perception of each individual towards variety of instant noodles.

7. CONCLUSION & SUGGESTIONS:

From the above results, the conclusion for the objectives mentioned above is discussed in details and suggestion for further studies are provided. The customer perception towards instant noodles seems to be different for each individual and therefore the choice of instant food also differs accordingly. The perception differs due to change in taste, preference, price, peer pressure and changing lifestyle.

The future market of instant noodles in India seems quite competitive and appealing as there is need continuous need for instant food especially where both the parents are working in the family. The future of instant noodles market is going to be flourishing as different individuals have different requirement which must be fulfilled by instant and fast food chains of organizations.

The customer satisfaction for instant noodles does not differs on the basis of Gender and Age which specify that the single brand is able to attract most of the potential customers at a time, on the other hand only a pool of potential customers are still struggling to get into the market. There is need for more development in terms of quality and taste to capture the whole market.

The perception towards instant noodles differs according to the brand of instant noodles as individuals are loyal towards a popular brand like Maggie, instead of bad publicity, individuals prefer Maggie because of the taste and brand name. The USP (unique selling point) must be attained by different competitors to make loyal customers and conquer a share of market.

REFERENCES:

1. Kotecha PV, Patel S.V, Baxi R K, Mazumdar V S, Shobha M. Mehta KG, et al. Dietary pattern of school going adolescents in urban Baroda, India J Health popul Nutr, 2013;31:490-6
2. Karthikeyan and deepa (2015) “brand awareness necessary for instant food products” intercontinental journal of marketing research review volume 3, issue 12, ISSN 2321-0346
3. Singh M. Mishra S. Fast food consumption pattern and obesity among school going (9-13 year) in Luknow district. IJSR 2014;3;1672-4
4. Goel s, Kaur T, Gupta M. Increasing proclivity for junk food among overweight adolescent girls in district kurukshetra ,India. IRJB 2013;2:80-4
5. Harerell M. Medina J ,Greene-carmer B, Sharma SV. Arora M, Nazar G. Understanding eating behaviours of New Delhi youth.
6. Dr. S. Shanmugapurua & V. Srivarshini “Consumers preferences and satisfaction on instant food products” International Journal of interdisciplinary Research in Arts and Humanities ISSN (online):2456-3145
7. Kothari C.R. “Research Methodology” Method, Techniques Wisva Prakashan, New Delhi.
8. Pillai RSN Statistics Theory and practices (2010) S.chand Publication New Delhi
9. Gupta Santosh “Research Methodology and statistical techniques “(2002) S.R.Publication, Delhi.

Web References:

- www.hindustantimes.com
- www.Indiatoday.in
- www.foodnetwork.com