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IMPACT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR OF INSTANT FOOD PRODUCTS**S. KALPANA****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE****HINDUSTHAN COLLEGE OF ARTS & SCIENCE****COIMBATORE****HEMAVATHY RAMASUBBIAN****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE****HINDUSTHAN COLLEGE OF ARTS & SCIENCE****COIMBATORE****ABSTRACT**

Buying Behavior is the decision making processes which involves in buying and using the products. This process includes the awareness or knowledge of information about the products, availability, brand reliability, cost of the product, durability etc. This paper analyze about whether the brand image of instant food products induce consumer to buy. And also its study about the factors affecting the brand image and is there any significant among the demographic variables and consumption of instant food products.

KEYWORDS

Brand, Instant Food Products, Consumer Behavior.

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INTRODUCTION

Branding is one of the most intriguing marketing strategies used for the purpose of winning or over coming competition; Brands incite beliefs, evoke emotions and prompt behaviour. People buy products, but which products they buy and how they make a buying decision have a lot to do with how they feel about the brand. Products are what the companies make: what the customer make: what the customer buys is a brand.

Oxford advanced Learners Dictionary defined instant food products as "Instant food products which are prepared and packaged often in powdered form are required only the addition of a liquid as water or milk for final preparation".

FACTORS INFLUENCE OF INSTANT FOOD PRODUCTS

1. Emergence of metropolitan cities due to increase in population, emergence of industries, evolution of various new factors, time factor, etc., created the need for instant foods in the market.
2. Due to industrialization, the labour category is getting attracted to it because of better emoluments and hence there is a shortage of home maids-servants.
3. Women folk taking to job- as the literacy rate is increasing among women; it creates the need for ready-to-eat foods.
4. Prices of some of the raw materials are continuously increasing, the purchases of these instant foods formed more economical.
5. New products- as there are different new products coming up in the markets daily that are very cheap and easy for using and preparing, the popularity of instant foods is increasing.
6. In order to award the heavy laborious work like grinding manually and other drudging work, people opt for instant foods, which are easy to prepare and eat.
7. Instant foods are convenient to prepare and are economical. This increased its usage by the people as it saves the time, energy and money.

OBJECTIVES

1. To study the level of awareness towards the brands available for Instant food products.
2. To analyse the consumer preference towards the branded food products.
3. To study about the factors influencing the buying behaviour of particular brand.

REVIEW OF LITERATURE

Poh, Sim Yee (2013) consumers in Kota Kinabalu area do pay significant important on marketing component, trendy semantic requirements, connotation semantic requirements and combination requirements of brand name on consumer buying behaviour towards food products. High income consumers and low income consumers have similar perception towards brand name and thus have no influence on consumer buying behaviour towards food products in Kota Kinabalu area.

Mitul Deliya & Bhavesh Parmar (2012) has studies the "Role of Packaging on Consumer Buying Behaviour – Patan District". The aim of this article is to get the A study to point towards role of packaging on consumer buying behaviour. The basic purpose of this it is to find out how such factors are behind the success of packaging.

RESEARCH METHODOLOGY

The study being empirical in nature would require immense database and therefore, both primary as well as secondary data were collected. The primary data were collected from the consumers by the way of questionnaire. The questionnaire has been prepared in such a way that the respondents were able to express their opinion freely and frankly.

The secondary data sources include research report published by FCCI, regional development office and articles. The sample size for the study is 150, out of that 120 samples were collected from the consumer who are buying the instant food products and 30 samples were collected from the samples who are not buying any instant food products.

This study was carried out in various area of Trippur city. The data collected through questionnaire were analysed by the statistical tools such as percentage calculation and chi-square test.

ANALYSIS & INTERPRETATION

TABLE 1: AWARENESS & CONSUMPTION OF INSTANT FOOD

BRANDS	AWARE	CONSUMPTION	%
Aachi	83	25	21
Annapurna	48	14	12
Chinni's	68	3	3
Everest	65	14	12
GRB	45	12	10
JB	25	4	3
MTR	30	18	15
Sakthi masala	95	30	25
Total		120	100

Source: Primary Data

From the above table it shows that 45% of the respondents' are using Sakthi masala and 25% of the respondents' are using Aachi masala and 14% of the respondents' using Annapurna and 4% of the respondents' using Everest and JB and 3% of the respondents' are using Chinni's and MTR and 2% of the respondents' using GRB masala products for their daily consumption as instant food items.

TABLE 2: NON CONSUMPTION & PROBLEMS FACED BY RESPONDENTS

PROBLEMS	FREQUENCY	%
High price	4	13
Non availability	5	17
Taste	3	10
Like Home Made Products	15	50
Limited variety	3	10
Total	30	100

Source: Primary Data

The above table shows that more than 50% of the respondents were like the own preparation of food products i-e home made products. 17% of the respondents felt that their preferred brands were not avail in nearby shops. Some of the respondents (13%) were avoid the instant products due to high price and 10% were due to taste difference and some of them expressed that limited variety only available.

CHI SQUARE TEST

H₀: There is no relationship between demographic variables and consumption of instant food products.

H₁: There is relationship between demographic variables and consumption of instant food products.

TABLE 3: GENDER AND CONSUMPTION OF INSTANT FOOD PRODUCTS

Variables	Consumption	Non consumption	Marginal Row Totals	P-Value
Male	15 (14.17) [0.05]	5 (5.83) [0.12]	20	0.653368
Female	70 (70.83) [0.01]	30 (29.17) [0.02]	100	
Marginal Column Totals	85	35	120	

The observed significant chi-square value is (p=0.653368) greater than the α at 0.05 the level of significant, so the null hypothesis is rejected. From the above table it is understand that there is a significant relationship between gender and consumption of Instant food products.

TABLE 4: AGE AND CONSUMPTION OF INSTANT FOOD PRODUCTS

Variables	Consumption	Non Consumption	Row Totals	p value
>20	10 (9.60) [0.02]	2 (2.40) [0.07]	12	0.392988
21-30	55 (51.20) [0.28]	9 (12.80) [1.13]	64	
31-40	40 (43.20) [0.24]	14 (10.80) [0.95]	54	
<41	15 (16.00) [0.06]	5 (4.00) [0.25]	20	
Column Totals	120	30	150	

The chi- square value is (p= 0.392988) greater than the α at 0.05 the level of significant, so the null hypothesis is rejected. The above table shows that there is a significant relationship between age and consumption of Instant food products.

TABLE 5: OCCUPATION AND CONSUMPTION OF INSTANT FOOD PRODUCTS

Variables	Consumption	Non Consumption	Row Totals	P value
Home maker	29 (26.40) [0.26]	4 (6.60) [1.02]	33	0.10666
Employee	55 (53.60) [0.04]	12 (13.40) [0.15]	67	
Professional	12 (16.00) [1.00]	8 (4.00) [4.00]	20	
Business	20 (20.80) [0.03]	6 (5.20) [0.12]	26	
Others	4 (3.20) [0.20]	0 (0.80) [0.80]	4	
Column Totals	120	30	150	

The observed significant chi-square value is (p=0.10666) greater than the α at 0.05 the level of significant, so the null hypothesis is rejected. From the table – 5, it is inferred that there is a significant relationship between occupation and consumption of Instant food products

TABLE 6: CLASSIFICATION OF INCOME AND CONSUMPTION OF INSTANT FOOD PRODUCTS

Variables	Consumption	Non Consumption	Row Totals	P value
10000	12 (10.40) [0.25]	1 (2.60) [0.98]	13	0.014769
10000-20000	37 (32.00) [0.78]	3 (8.00) [3.12]	40	
20000-30000	40 (40.80) [0.02]	11 (10.20) [0.06]	51	
30000-40000	21 (22.40) [0.09]	7 (5.60) [0.35]	28	
>40000	10 (14.40) [1.34]	8 (3.60) [5.38]	18	
Column Totals	120	30	150	

The chi-square value is (p=0.014769) which is lesser than the α value at 0.05 the level of significant, so the null hypothesis is accepted. From this inference it is clear that there is no significant relationship between Income classification and consumption of Instant food products.

CONCLUSION

From the above findings it is clear that there is a relationship between the demographic variables and consumption of instant food products. This study helps to understand the mindset of the consumers regarding the instant food products and the problem faced by them while using instant food products. The findings of this study can be used for local marketers as initial knowledge for brand naming process and guidelines in strengthen their brand strategy.

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