



CUSTOMER PURCHASE DECISIONS TOWARDS INSTANT FOOD PRODUCTS IN COIMBATORE CITY

Dr. R. Ayswarya¹, Mr. Prakash. R²

Assistant professor, Department of commerce with Banking and Insurance Sri Ramakrishna college of Arts & Science,
Coimbatore-641006¹

Student, Department of Commerce with Banking and Insurance, Sri Ramakrishna College of Arts & Science,
Coimbatore-641006²

Abstract: In recent years, rapid urbanization, industrial growth, and changing lifestyles have significantly altered food consumption patterns, leading to increased demand for instant food products. Busy schedules, rising workforce participation, and the growth of nuclear families have reduced the time available for traditional cooking, encouraging consumers to opt for convenient, ready-to-cook, and ready-to-eat food options. This study focuses on customer purchase decisions towards instant food products in Coimbatore, a city characterized by industrial development, educational institutions, and a diverse population comprising students, working professionals, and business families. The research aims to analyze the key factors influencing purchase decisions, including price, quality, brand image, taste, availability, packaging, promotional activities, and health considerations. It also examines the role of demographic variables, lifestyle changes, technological advancements in food processing, and marketing strategies such as advertisements, discounts, and digital promotions

Keywords: Customer Purchase Decisions, Instant Food Products, Consumer Buying Behaviour, Convenience and Lifestyle, Health and Nutrition Awareness, Brand Image and Pricing, Promotional Strategies, Urban Consumers, Retail and Online Availability.etc.,

I. INTRODUCTION

In today's fast-moving lifestyle, food consumption patterns have undergone a significant transformation. Rapid urbanization, industrial growth, and increased participation of women in the workforce have reduced the time available for traditional cooking practices. As a result, consumers are increasingly shifting towards convenient food alternatives that save time and effort. Instant food products have emerged as one of the most preferred choices among modern consumers due to their ease of preparation, availability, and affordability. Instant food products refer to ready-to-cook or ready-to-eat items that require minimal preparation time. These include instant noodles, ready-made mixes, packaged soups, frozen snacks, ready-to-eat meals, and breakfast cereals. Such products are designed to meet the needs of busy individuals, students, working professionals, and nuclear families. The demand for instant food products has grown rapidly in urban cities where fast-paced lifestyles dominate daily routines. Coimbatore city, known for its industrial development and educational institutions, has witnessed a steady increase in the consumption of instant food products. The city consists of a diverse population including students, IT professionals, industrial workers, and business families. Their varying lifestyles, income levels, and time constraints influence their purchasing decisions. Supermarkets, retail chains, and online grocery platforms have further enhanced the accessibility of instant food products, encouraging higher consumption levels.

II. STATEMENT OF THE PROBLEM

The demand for instant food products has increased significantly in Coimbatore city due to changing lifestyles and work patterns. However, the factors influencing customer purchase decisions vary widely among different consumer groups. Some consumers focus on price and convenience, while others consider quality, health aspects, and brand reputation. This variation makes it difficult for marketers to understand the exact determinants that drive purchasing behaviour.

OBJECTIVES OF THE STUDY

- To analysis the impact of consumer purchasing decision towards instant food product
- To identify the factors influencing overall consumer preference towards instant food product

HYPOTHESIS OF THE STUDY

H₁: There is a significant difference between the gender and consumer purchasing decision towards instant food product

H₂: There is a significant relationship between gender and the effectiveness of promotional strategies on purchasing behaviour towards instant food product.

III. SCOPE OF THE STUDY

The present study focuses on analysing customer purchase decisions towards instant food products within Coimbatore city. It covers consumer preferences, buying frequency, brand selection, and the influence of promotional strategies. The study also examines how demographic factors such as age, gender, income level, and occupation impact purchasing behaviour. The findings of this study will be useful for retailers, marketers, and instant food manufacturers to understand customer expectations and improve their product offerings. It provides insights into market trends and helps businesses develop effective marketing strategies tailored to consumer needs in Coimbatore city.

IV. RESEARCH METHODOLOGY

The study adopts a descriptive research design with the objective of describing the characteristics of consumers and analysing the factors influencing their purchase decisions towards instant food products. This approach facilitates the collection of detailed information on consumer behaviour and preferences. The study is based on both primary and secondary data, where primary data is collected directly from respondents using a structured questionnaire, and secondary data is obtained from books, journals, articles, websites, and previous research studies related to consumer behaviour and instant food products. Primary data for the study are collected through well-structured questionnaires administered to respondents, while secondary data are gathered from journals, newspapers, articles, and other relevant publications to support and validate the research findings. The period of the study is from November 2025 – March 2026. A total of 110 respondents were collected for the study using the convenience sampling method. The tools used for analysis are percentage analysis, one-way ANOVA and regression analysis.

LIMITATIONS OF THE STUDY

- The study is confined to consumers residing in Coimbatore;
- The study is based on a limited sample size, which may restrict the accuracy and wider applicability of the results.

V. REVIEW OF LITERATURE

Balakrishnan and Subramanian (2025)¹ studied demographic influences on instant food purchases in South Indian cities. The findings showed higher consumption among students and professionals. Age and occupation significantly affect preferences. Nuclear families showed greater dependence on instant foods. Lifestyle differences influenced frequency of purchase. The study concluded that demographics strongly impact consumer decisions. **Prakash and Menon (2025)²** examined brand loyalty and experiential factors. The study found that positive consumption experience leads to repeat purchases. Peer recommendations strengthen brand preference. Emotional attachment influences decision-making. The authors noted the role of trust and satisfaction. The study concluded that experiential factors shape long-term consumer behaviour.

IMPACT OF DIGITAL HEALTH APPS TOWARDS MEDICAL INDUSTRY**VI. AN OVERVIEW**

Instant food products refer to food items that are processed and prepared in such a way that they require minimal time and effort for cooking or consumption. These products are designed to offer convenience, speed, and ease of preparation without compromising basic taste and nutritional needs. They are usually ready-to-eat (RTE) or ready-to-cook (RTC) and require only heating, mixing with water, or simple cooking steps before consumption. The concept of instant food developed mainly to meet the demands of modern lifestyles where individuals have limited time for traditional cooking. Urbanization, industrialization, and increased work commitments have significantly influenced food habits, leading to the growth of the instant food industry. The instant food industry has evolved significantly over the past few decades. Initially, instant foods were limited to simple products like noodles and soups. However, with technological advancements in food processing, packaging, and preservation techniques, a wide variety of instant food products are now available in the market. In India, the instant food market expanded rapidly due to rising disposable income, growing middle-class population, and changing consumption patterns.

VII. DATA ANALYSIS AND INTREPRETATION

TABLE.NO.1
DEMOGRAPHIC PROFILE

Particulars		No of the respondents	Percentage (%)
Age group	Below 18 years	17	19.1
	18-25 years	30	44.5
	26-35years	47	24.5
	36-45years	16	8.2
	Above 45 years	4	5
	TOTAL	110	100
Gender	Male	38	62
	Female	49	38
	Total	100	100
Monthly income	Below ₹20,000	30	27.3
	₹20,001-₹40,000	31	28.2
	₹40,001- ₹60,000	32	29.1
	Above-₹60000	17	15.5
	Total	110	100
Occupation	Student	40	36.4
	Private Employee	33	30.0
	Government Employee	23	20.9
	Business	14	12.7
	TOTAL	100	100
Educational qualification	school Level	17	15.5
	Diploma	30	27.3
	Undergraduate	47	42.7
	Postgraduate	16	14.5
	Total	110	100

Source: primary data

Interpretation

- 19.1 per cent of the respondents are belonging to below 18, 44.5 per cent of the respondents are belonging to 18- 25 years, 24.5 per cent of the respondents are belongs to 26-35 years, 8.2 per cent of the respondents are belongs to 36-45 years, 5 per cent of the respondents are belonging to above 45 years.
- 62 per cent of the respondents are male gender, 38 per cent of the respondents are female gender.
- 27.3 per cent of the respondent monthly income was below ₹20,000, 28.2 per cent of the respondent monthly income was ₹20,001 - ₹40,000, 29.1 per cent of the respondent monthly income was ₹40,001-₹60,000, 15.5 per cent of the respondent monthly income was above ₹60,000.
- 36.4 per cent of the respondents are students, 30 per cent of the respondents are private employee, 20.9 per cent of the respondents are government employee, 12.7 per cent of the respondents are business
- 15 per cent of the respondents are belonging to students, 27.3 per cent of the respondents diploma, 42.7 per cent of the respondents undergraduate and 14.5 per cent of the respondents are postgraduate.

TABLE.NO.2
Consumer purchasing decision towards Instant Food Product

HYPOTHESIS TESTING

H₀: There is no significant difference between the gender and consumer purchasing decision towards instant food product

H₁: There is a significant difference between the gender and consumer purchasing decision towards instant food product

Particulars		Sum of Squares	df	Mean Square	F	Sig.
Time saving	Between Groups	4.288	4	1.072	0.936	0.446
	Within Groups	120.266	105	1.145		
	Total	124.555	109			
Brand Reputation	Between Groups	8.542	4	2.136	2.630	0.038
	Within Groups	85.276	105	0.812		
	Total	93.818	109			
Safety	Between Groups	3.946	4	0.986	0.881	0.478
	Within Groups	117.545	105	1.119		
	Total	121.491	109			
Availability	Between Groups	1.754	4	0.439	0.457	0.767
	Within Groups	100.800	105	0.960		
	Total	102.555	109			

Source: primary data

INTERPRETATION

The One-way ANOVA results reveal that among the selected factors, only Brand Reputation shows a significant difference across groups, influencing purchasing decisions towards instant food products. Other factors such as time saving, safety, and availability do not significantly differ among groups, indicating common perceptions irrespective of demographic or generational variations.

TABLE.NO. 3

The effectiveness of promotional strategies on purchasing behaviour towards instant food products

HYPOTHESIS TESTING

H₀: There is a no significant relationship between gender and the effectiveness of promotional strategies on purchasing behaviour towards instant food product.

H₁: There is a significant relationship between gender and the effectiveness of promotional strategies on purchasing behaviour towards instant food product.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260 ^a	0.067	0.032	0.83372
a. Predictors: (Constant), advertisements (TV, social media, online ads), buy one get free offers, price discount, cash back offers				

Source: primary data

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.279	4	1.320	1.899	.116 ^b
	Residual	72.985	105	0.695		
	Total	78.264	109			
a. Dependent Variable: Gender of the respondent						
b. Predictors: (Constant), advertisements (TV, social media, online ads), buy one get free offers, price discount, cash back offers						

Source: primary data

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.521	0.27		5.635	0
	advertisements (TV, social media, online ads)	-0.053	0.069	-0.081	-0.767	0.445
	buy one get free offers	0.263	0.105	0.277	2.506	0.014
	price discount	0.031	0.08	0.039	0.391	0.697
	cash back offers	-0.056	0.083	-0.067	-0.679	0.499

a. Dependent Variable: Gender

Source: Primary data

INTERPRETATION

The regression results reveal that buy one get one free offer are the only promotional factor that significantly influences consumer behaviour, while advertisements, price discounts, and cash back offers do not have a significant impact. Overall, the model explains only a small proportion of variation, indicating that other factors beyond promotional offers may play a stronger role in influencing consumer decisions.

FINDINGS OF THE STUDY

- Majority 44.5 per cent of the respondent are 18-25 years
- Most 62 per cent of the respondents are male gender.
- Majority 29 per cent of the respondent’s monthly income was below ₹40,001- ₹50,000
- Majority 36 per cent of the respondents are students.
- Most 42.7 per cent of the respondents are belongs to undergraduate
- There is significant difference between the gender and consumer purchasing decision towards instant food product.
- There is a significant relationship between gender and the effectiveness of promotional strategies on purchasing behaviour towards instant food product.

SUGESSTIONS OF THE STUDY

- Companies should focus on strengthening brand reputation through consistent quality, hygiene, and attractive packaging.
- More value-based promotional strategies such as “buy one get one free” offers should be implemented to attract consumers.
- Manufacturers should introduce healthier variants with clear nutritional labeling to meet rising health consciousness.
- Marketing efforts should target students and working professionals through digital and social media platforms.
- Instant food products should be priced reasonably to appeal to middle-income consumers.
- Wider product availability in retail stores and online platforms should be ensured to increase purchase frequency.

VIII. CONCLUSION

The study on customer purchase decisions towards instant food products in Coimbatore city reveals that instant foods have become an essential part of urban lifestyles, especially among youth, students, and working professionals. The demographic analysis shows that the majority of respondents belong to the 18–25 age group and middle-income category, indicating strong demand from young and earning consumers. The findings highlight that brand reputation plays a significant role in influencing final purchase decisions, while factors such as time saving, safety, and availability are generally perceived similarly by all groups. Among promotional strategies, “buy one get one free” offers significantly influence purchasing behaviour, whereas advertisements, price discounts, and cash back offers have limited impact. Overall, the study concludes that brand trust, demographic characteristics, and value-based promotions are the key determinants shaping consumer purchase decisions towards instant food products in Coimbatore city.



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