

A Study on Impact of Brand Equity on Consumer Buying Pattern of Instant Food Products (IFPS) In Pune City.

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Abstract:

The food sector currently accounts for the majority of the food energy consumed by people worldwide. Organizations including the Food and Agriculture Organization, World Resources Institute, International Food Information Council, International Association for Food Protection and World Food Programmed keep an eye on food security and safety. Sustainability, biological diversity, climate change, nutritional economics, population growth, water supply, and food access are just a few of the issues they address, so it's critical to research how branded food brands affect consumer purchasing decisions. Research reveals that these decisions are strongly influenced by factors like taste, price, and availability of nearby locations, brand ambassadors, advertisements, and nutritional value. However the consumer buying behavior is characterized by supremacy of mass marketed brands and increased specialization in marketing of such brands. It is a combination of elements from psychology, sociology, social anthropology, marketing and economics. Eight well-known products were examined in this study: Nestle-Mggi, Knorr, Ching's Secret, Top Ramen.

Key Words- ¹ Brand Equity, ² Consumer, ³ buying Pattern, ⁴ Instant food Products, ⁵ Consumer Perception.

Introduction:

Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells in an effort to generate energy, preserve life, or encourage growth. In India, greater part of food consumption is still at home. yet, out-of-home food consumption is rising due to enlarge in urbanization, breach of the traditional joint family system, wish for quality, time which translates into an enlarged need for ease, increasing number of working women, rise in per capita income, shifting lifestyles and increasing level of prosperity in the middle income group had brought about changes in food habits. In the last two decades, the share of urban population has increased from 23.3 per Cent in 1981 to 27.8 percent in 2001. Throughout the same period the female work contribution rate had increased from 19.7 to 25.7 per cent. The per capita income increased from Rs.7, 328 in 1980-81 to Rs.10, 306 in 2000-2001. The change in food habits was clear from the growth of Food processing industries.

Instant Food Products: Oxford Advanced Learners Dictionary defined instant food products as “Instant food products which are ready and packaged often in powered form are required only the totaling of a liquid as water or milk for final training”. With regard to the present study, three selected Instant food Category, namely ready-to-eat soups, ready-to-use pastes, and ready-to-eat meals encompass tire convenience food products at large, collectively labeled as Instant food products (IFPs.).

Brand & Brand Equity: The concept of branding originated as a way for firms to differentiate their products from those of competitors (Cowley, 1991). However in present times, a brand connotes a number of meanings to its consumers and the consumers extend emotional attachment (Fournier, 1998) and outlook with the brands (Pitta and Franzak, 2008).Industrialization and urbanization levels and improved living standards (Keller, 2003).

Consumer Behavior & Consumer Buying Pattern

Now taking about Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and set of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Significance of the Study

The management of brand has attained more importance due to the Transform in the global market and rising competition. Building of muscularbrand equity is of the highest priority of many consumer product brands, but Attaining this objective is not all the time a simple task due to the truth that the products and services of many consumer products are similar and their means of distributions are alike.

Price in the form of discount and brand equity is the only possible means by which customers can discriminate one brand from the other. Indeed, price promotion has been one of the most significant marketing strategies relied upon by most of the firms and this has led to constant price War that has minimized the revenue and weakened customers' loyalty.

Scope of the Study

The current study meant for obtaining solutions to the questions like how Brand equity impact on consumer to purchase specific Brand ,product can be instant food . So, the study was designed to understand the nature of the Consumer, Factoring in their demographic characteristics, pre-purchase aspects and Psychographic attribute.

An in-depth study was conducted to assess the relationships between the psychographic attributes such as lifestyle, personality, market beliefs, attitude, and perceived risk; and orientation of the consumers.

Literature Review:

The main objective of the present study was to study the impact of brand equity on Consumer buying pattern of Instant food products in Pune City Relevant literature and research studies are presented here in this chapter under the following headings.

(Ramaswamy, 2003)

Convenience foods and ready-to-eat foods are now extensive. With the nuclear family, there is also a change in the women's attitude to Cooking and the meals she serves. Teenagers are also becoming influences of change in their family's meal pattern.

(Ramaswamy, 2005).

The outline of the Indian middle class consumers tells one energetic point- they Interpretation for a major part of the demand base in the country in respect of maximum Branded consumer products. Their requirements are on the rise, as is their throw away Income. Marketers of most products and services will be pursuing this class. They have to obviously study the class in seriousness and correctly evaluate the buying causes and buying behavior of each section in the class to design marketing strategies.

Consumer Behavior

Usha V.(2007) Studied in her an Analysis on buying behavior of consumers towards instant food products in kolar District, Andhra Pradesh .she analyze that High income group customer preferred to consume Instant food products compare to low income group. Most possible reason for consumption is ready availability & save time also source of purchase for Instant food are retail shop & departmental store. Decision makers in purchase decision are house wives.

Ranjan Chaudhury (2010) Tried to find out Determinants of Consumer Behavior in Buying RTE Foodsits analyzed that for consumers taste is the primary motivation to buy RTE foods. Though the first priority is sensory appeal, convenience has been given relatively more importance. Also, consumers are ready to spend more if the food is available at a convenient place and if it tastes, smells and tastes good. From the study it was found that the motives of purchasing RTE foods are sensory appeal, convenience, mood and price.

Food Consumption Pattern

Dr. Swarna Sadasivam Vepa (2004) in her book *Globalization of Food Systems in Developing Countries: Impact on food security & Nutrition* her article titled *Impact of globalization on the food consumption of urban India* explained her view that the impact of globalization on low-income groups has been one of undernourishment because of the failure to create more jobs and provide higher incomes. Its impact on the middle- and higher-classes is increased consumption of high-calorie foods and increased incidence of obesity. A dietary pattern devoid of balanced diets across all classes is responsible for the incidence of micronutrient deficiencies and related problems such as iodine deficiency disorders, anemia and growth disorders in children the situation requires a three-pronged strategy of nutrition education, food fortification and enhanced safety nets for the poor.

Brand Equity

Customer-Based Brand Equity:

Keller (2002) has distinct customer based brand equity as the differential Effect that customer knowledge about a brand had in the reaction of customer to Marketing activities and program for the brand.

Brand Loyalty:

Brand loyalty represented a positive approach toward a brand ensuing in Consistent buy of the brand over time. It was the consequence of consumers' learning that only the particular brand could satisfy their requirements. Two approaches to the Learn of brand loyalty have occupied marketing literature. The first, a behavioral Approach to brand loyalty, views regular purchasing of one brand over time as a Sign of brand loyalty. Behavioral actions have defined loyalty by the series of Purchases and/or the share of purchases. Reappear purchasing behavior was implied to Return strengthening and an influential stimulus-to-response linkage. But, such loyalty Might lack of vow to the brand and reflected repeat buying based on Inactivity.

Brand Awareness:

Brand awareness was the capability of a potential buyer to differentiate or remember that a brand was a member of a definite product class. A linkage between products Class and brand was concerned. Brand awareness involved a range ranging from an unsure feeling that the brand was recognized to an idea that it was the only one in the product category (Aaker 1991).

Perceived Quality

Perceived quality could be defined as the perception of customer of the overall Quality or superiority of a product or service relative to alternatives. Perceived quality could not unavoidably be objectively determined, since perceived quality itself was a Summary constructs (Aaker 1991).

Customer- Based Brand Equity Measurement:

There were two important complementary approaches to measuring customer-based Brand equity. The indirect approach strained to measure potential sources for customer based Brand equity by calculating brand knowledge structures, which was, consumers' Brand awareness and brand image. The indirect approach was beneficial for classifying what features of the brand knowledge might potentially cause the difference reply that Creates customer-based brand equity. A number of profits could result from strong customer-based brand equity in Terms of both better revenue and lower expenses. The profits from customer-based Brand equity could be grouped into

(1) Factors connected to growth (e.g., a brand's ability to attract new customers, resist competitive action, establish line extensions and cross international borders)

(2) Factors connected to profitability (e.g., brand loyalty, lower price elasticity, premium pricing, and grater trade leverage).

Financial Based Brand Equity Measurement:

The consumer-based method of measuring brand equity is based on the feedback of consumers, the financial-based brand equity methods are more focused on Valuating brand equity upon financial performance. This methodology involves

Highlighting key financial measures and factoring these results into a formula for evaluating brands. Winters (1991) provide three methods accountants use when determining the value of a brand as:

1. **Market approach** – present value of the future economic benefits to be derived by the owner of a property.
2. **Cost approach** – amount of money required to replace a brand, including the costs of product development, test marketing, advertising, etc.
3. **Income approach** – net income derived from the brand divided by the risks associated with the brand attaining the future earnings. However, accountants usually price a brand at four to six times the annual profit realized from the sale of the branded product. Winters believes there is general disagreement over the different means of valuating brand equity and that this disparity has resulted in numerous different valuation methods being utilized.

Tripurasundari and Natarajan (2011) described that brand positioning is Brand perception which can be met from multiple routes including customer Experiences, marketing communication efforts and word of mouth. The perception of the brand is critical as is apparent from the huge amount of money being spent by Organization on brand growth and size. Still very little is recognized about the relationship between brand perception and customer behavior including customer loyalty they lead empirically by testing two hypotheses about the relationship between brand perception and brand loyalty The first part of the study shows very little evidence that any one brand attribute is more relevant or related to brand loyalty than other brand attributes. The second part observes that higher number of attribute association with brand leads to higher brand loyalty.

Zahra Seyed Ghorban (2012) has described the role of marketing mix Elements has been exposed to be important in building brand equity and its Scopes, while there are opinions regarding the contrary role of some elements of marketing mix. This study attends to this issue by probing advertising, as one of the obvious elements of marketing mix, and how it would be related to different Dimensions of brand equity; and how the dimensions of brand equity would be in Positive and important inter-relationship in the process of building brand equity. Lastly, perceived quality and brand association were found to absolutely influence brand loyalty.

Objectives:

1. To find the key factors that attracts the consumer towards particular brand of IFPs.
2. To examine the relationship between brands equity dimensions with consumer buying pattern of IFPs.

Hypothesis

Hypothesis No.1 -Taste is most Important factor in purchase of IFPs.

H0: Reason for purchase of IFPs don't differ in magnitudes of Importance (mean rank are equal)

H1: Reason for purchase of IFPs significantly differ in magnitudes of Important (mean rank are different)

Hypothesis No.2-Nestle's Maggi is the most preferred brand of IFPs.

H0: IFPs do not differed magnitude of perferrance (Mean ranks are equal)

H1:IFPs do differed magnitude of perferrance (Mean ranks are different)

Research Methodology

The present study is descriptive and analytical in nature. The study Attempts to describe the impact of brand equity on consumer buying pattern, to analyze the impact of these practices on the brand purchasing behavior of the customers and also to examine how their brand association, brand awareness ,brand perceived quality, and brand loyalty affect the customer-based brand equity.

The Population-The Populationof research Study was from Pune City with age Group 18 to 50 Year old consumer from Colleges, corporate offices, residential societies,food malls & retail grocery shop owners.

Questionnaire Design-This research entirely depends on both primary and secondary data. Primary data is collected through a wellframed questionnaire comprising optional type and Likert's 5-point scale type questions. Two separate

questionnaires prepared for data collection called Questionnaire for consumers of IFPs, Questionnaire is divided into three parts first is demographic details, second part is consumer buying pattern & third part is brand equity.

Sample Size-The modified data after reliability analysis with Sample size for **Questionnaire** was 1000.this one thousand sample size was collected using various strata of consumer like **college students, working bachelors, married couples with kids, without kids**, in various location like college, residential societies, food malls.

Table No-1 Method of Sampling

Sr. No.	Research Statement	
1	Universe	Pune city (20 Selected retail malls in Pune City)
2	Methodology use	Descriptive Research Design.
3	Sampling Technique for both Questionnaire	Stratified Sampling Technique& Convenience sample Techniques respectively.
4	Sample Size	1000 from Consumers.

Statistical Tools Applied for the Study.

The computerized data were analyzed with the help of Statistical Package for Social Sciences (SPSS).Statistical tools such as Chi-square test, Friedman Test, mean, Standard deviation, Skewness, Kurtosis, Co-efficient of variance.

Limitations of the Study-

1. Study of Brand equity impact on Consumer buying pattern was limited to 1000 sample Size of consumers of Pune City.
2. The respondents were asked to give their opinions and ranks and also to select the Brands on the basis of their perception and experience.
3. Influence of brand ambassadors & emotional advertisement of consumer is for time Being which motivated them to buy that IFPs brand.

Data Analysis and Interpretation

Demographic Characteristic of Respondents-

The demographic variables such as Gender, Occupation, Monthly income, Age, Educational attainment and marital status of the respondents are analyzed with targeted consumers of IFPs in Pune City using suitable statistical techniques.

Table No-2 Summary of Demographic Characteristics.

Sr.No	Variable	Responses	Frequency	Valid Percent
1	Gender	Male	Male=804	80.4
		Female	Female=196	19.6
		Total	1000	100
2	Age Group	18-28 Yrs Old	816	81.6
		29-39 Yrs Old	50	5
		40-50 Yrs Old	134	13.4

		Total	1000	100
3	Marital Status	Married	199	19.9
		Bachelor	801	80.1
		Total	1000	100
4	Qualification	SSC/HSC	290	29.0
		Graduation	561	56.1
		Post Graduation	131	13.1
		Post Graduation and above	18	1.8
		Total	100	100
5	Occupation	Salaried	210	21.0
		Self employed	36	3.6
		Student	733	73.3
		House wife	21	2.1
		Total	1000	100
6	Annual Income (In Lakhs)	No Income	718	71.8
		1 to 3 Lakhs	128	12.8
		3 to 7 Lakhs	88	8.8
		7 to 10 Lakhs	36	3.6
		10 and above Lakhs	30	3.0
		Total	1000	100

OBJECTIVE NO.1**Table No-3**

Sr.No	Important Factors That Attracts The Consumer Towards Particular Brand of IFPs.
1	Influence of emotional advertisement.
2	Brand ambassadors attraction in IFPs Advertisement.
3	Out of Four important & popular factors like Taste, Price, Nutritional Values, Easy to cook, Taste is the main important reason for Purchase of IFPs.
4	Out of five prime reasons like Easy to cook, Very busy urban life, Husband and wife Working full time, consumers respond for one main reason that is Easy to cook.

1. Influence of emotional advertisement.

Respondents were asked to comment on are they agree that emotional advertisement influenced them to buy IFPs. Using 5-Point Likert scale.(1.Strongly disagree, 2.Disagree,3.Neutral, 4.Agree, 5. Strongly agree)

Table no-4 Statistics

Sr.No	Statistics	
1	Mean	2.97
2	Standard Deviation	1.196
3	Skewness	.045
4	Kurtosis	-1.039
5	Co-efficient of variance	$\frac{S}{M} \times 100 = 40.26$

Figure 1 Histogram

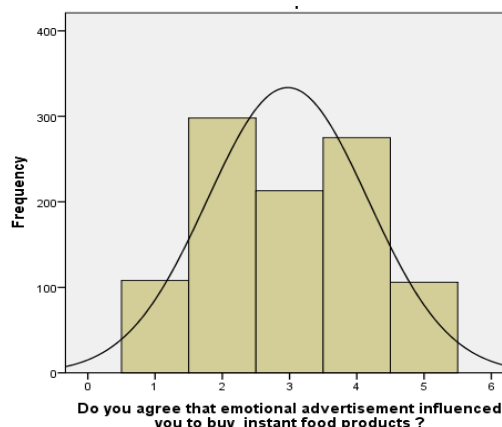


Table No-5 Frequency Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	108	10.8	10.8	10.8
Disagree	298	29.8	29.8	40.6
Neutral	213	21.3	21.3	61.9
Agree	275	27.5	27.5	89.4
Strongly agree	106	10.6	10.6	100.0
Total	1000	100.0	100.0	

Interpretation-

Since Coefficient of variance is more than 33 %, mean is not representative value. Hence interpretation is based on frequency distribution table. 10.6% respondents strongly agree & 27.5% agree that they are influenced by emotional advertising while purchasing instant food products. 29.8 % Disagree, 10.8 % strongly disagree that they are influenced by emotional advertising while purchasing IFPs. 21.3% respondents are Neutral.

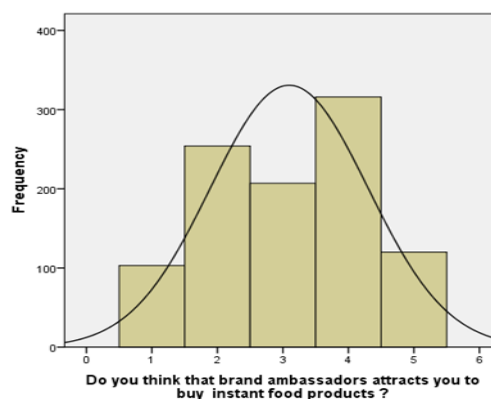
Hence balance opinion (i.e. 50:50 %) can be made for the influence of emotional advertising on respondents while purchasing IFPs.

2. Brand ambassadors attraction in IFPs Advertisement.

Respondents were asked to comment on are they agree that brand ambassadors attracts them to buy IFPs. Using the 5-Point Likert scale. (1.Strongly disagrees, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree)

Table No -6 Statistics

Sr.No	Statistics	
1	Mean	3.10
2	Standard Deviation	1.206
3	Skewness	-.127
5	Kurtosis	-1.036
7	Co-efficient of variance	$\frac{S}{M} \times 100 = 38.90$

Figure 2 Histograms**Table No 7 Frequency Distribution**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	103	10.3	10.3	10.3
Disagree	254	25.4	25.4	35.7
Neutral	207	20.7	20.7	56.4
Agree	316	31.6	31.6	88.0
Strongly agree	120	12.0	12.0	100.0
Total	1000	100.0	100.0	

Interpretation- Since Coefficient of variance is more than 33 % mean is not representative value. Interpretation is based on frequency distribution table. So Asked Frequency distribution table it can be seen that 20.7% respondents are Neutral, 12% strongly agree, 10.3% strongly disagree, Disagree 25.4 % that the brand ambassador attracts them to buy instant food products.

Hence it is concluded that majority of the respondents agree that the brand ambassadors attracts them to buy instant food products.

3. Out of Four important & popular factors like Taste, Price, Nutritional Values, Easy to cook, Taste is the main important reason for Purchase of IFPs.

Respondents were offered the following reasons behind the purchase of IFPs.

- 1-Taste,
- 2-Price,
- 3-Nutritional value,
- 4-Easy of cooking

They were further to rank order the reasons. the most important reason is ranked 1 & least important reason is ranked.

Level of Significance $\alpha = 0.05$

Statistics Test Table 8

N	1000
Chi-Square χ^2	286.706
df	3
Asymp. Sig.	.000

Statistics Table 9

	Mean Rank
Taste	1.99

Price	2.55
Nutritional Values	2.49
Easy to cook	2.96

Hence the most important reason for buying IFPs is Taste.

Observations

Chi-Square =286.706, χ^2 (3) =286.7, P =0.000

Ranks- To find out where the difference lies we refer to rank table. From the rank table it can be seen that taste has mean rank 1.99, Price has rank 2.55, nutritional value rank 2.49 & easy of cooking has rank 2.96.

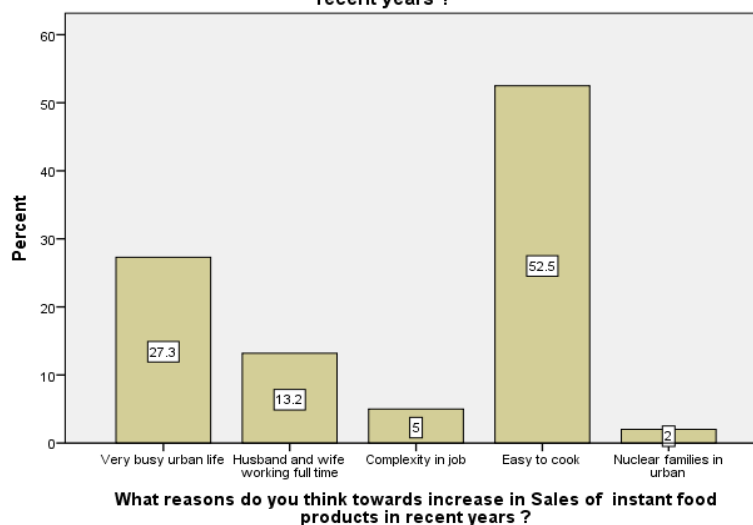
3. Out of five prime reasons like Easy to cook, Very busy urban life, Husband and wife working full time, consumers respond for one main reason.

Frequency Distribution Table No-10

	Frequency	Percent	Valid Percent	Cumulative Percent
Very busy urban life	273	27.3	27.3	27.3
Husband and wife working full time	132	13.2	13.2	40.5
Complexity in job	50	5	5	45.5
Easy to cook	525	52.5	52.5	98
Nuclear families in urban	20	2	2	100
Total	1000	100	100	

Figure: 3 Bar Chart

What reasons do you think towards increase in Sales of instant food products in recent years ?



Interpretation-From the above frequency distribution table & bar chart, it can be seen that 52.5 % respondents think that IFPs sales increased because it is easy to cook, 27.3 % respondents think that very busy urban life is reason for increased sales of IFP, 13.2% respondents consider Husband & wife working full time is reason for increased sales of IFPs. 5% respondents said complexity in job is reason for increased sales of IFPs. 2% respondents consider nuclear families in urban life is reason for increased sales of IFPs.

Hence it can be concluded that majority of respondents agree on easy to cook reason for increase of IFPs in Pune City. Retail shop owners/Sales executive were asked to comment on what are the most influencing factors that contributed Consumer to buy & consume IFPs with major reasons Attractive packaging, Shop display, Mouth publicity of instant food products.

Objective: 2. To Study the opinion of customer about the prices of various brands of IFPs.

Table No 11

Sr.No	Opinion Of Customer About The Prices Of Various Brands of IFPs.
1	Price as a most important factor while buying IFPs.

1.Price as a most important factor while buying IFPs- Respondent were asked to comment on are they agree that Prices as a most important factor while they buy IFP. Using 5-Point Likert scale. (Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree)

Table 12 Statistics

Sr.No	Statistics	
1	Mean	3.67
2	Standard Deviation	1.068
3	Skewness	-.677
4	Kurtosis	-.148
5	Co-efficient of variance	$\frac{S}{M} \times 100 = 29.10$

Figure 4 Histogram

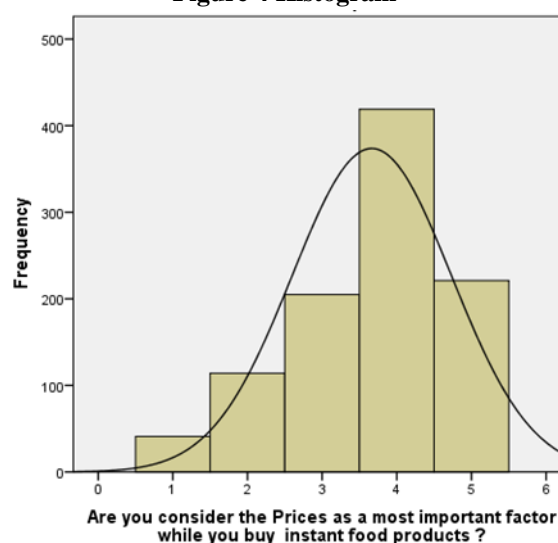


Table No 13 Frequency Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	41	4.1	4.1	4.1
Disagree	114	11.4	11.4	15.5
Neutral	205	20.5	20.5	36.0
Agree	419	41.9	41.9	77.9
Strongly agree	221	22.1	22.1	100.0
Total	1000	100.0	100.0	

Interpretation-

1. Since Coefficient of variance is less than 33 % mean is representative value.
2. Skewness is -.677% Negative values the curve is left skewed curve & data curve Piled up right.
3. Since Skewness is Negative values the curve is left skewed curve & data are piledup Right.
4. Skewness & Kurtosis further reaffirmed the meaningfulness of mean.

From the frequency distribution table it can be seen that out of 1000 respondents 4.1%

Respondents strongly disagree, 11.4 % disagree that the Price as a most important factor While they buy IFPs, 20.5 % respondents are neutral, 41.9% respondents agree, 22.1% Respondents are strongly agree that the Price as a most important factor while they buy IFPs.

Hence it can be concluded that majority of the respondents consider price as a most Important factor while they buy IFPs.

HYPOTHESIS No.2-

Nestlé's Maggi is the most preferred brand of IFPs.

Statistics Test- Friedman Test

Variables & Measurement- Respondents were asked to give preferences to selected brands of IFPs asked 1 to 7, as 1 is most preferred brand & 7 is least preferred brand of IFPs.

H0: IFPs do not differed magnitude of perferrance (Mean ranks are equal)

H1:IFPs do differed magnitude of perferrance (Mean ranks are different)

Level of Significance $\alpha = 0.05$

Table No 14 Statistics

N	1000
Chi-Square χ^2	807.025
df	6
Asymp. Sig.	.000

Table No 15 Statistics

IFP Name	Mean Rank
Nestle-Maggi	2.69
Knoor	3.42
Ching's Secret	3.63
Top Ramen	4.18
Tasty bite	4.45
Bambino	4.74
MTR	4.89

Observations

1. **Chi-Square =807.025, $\chi^2(6)= 807.025$, P =0.000**

Conclusion since the 'P' value equals to 0.000 is less than level of significance the null Hypothesis is rejected .hence it is concluded that reasons for purchase of IFP significantly differ in magnitudes of preference.

Consumer Ranks For IFPs Brands-To find out where the difference lies we refer to rank table, asked the rank table it can be seen that Nestle-Maggi has Mean Rank 2.69, Knorr has Mean Rank 3.42, Ching's Secret has Mean Rank 3.63, Top Ramen has Mean Rank 4.18, Tasty bite has Mean Rank 4.45, Bambino has Mean Rank 4.74, MTR has Mean Rank 4.89.hence Nestle-Maggie rank as number one in most preferred rank of IFP.

Discussion

1. It is found that **Age group** of 18 to 28 Yrs.' old respondents are 816 means 81.6 % of total sample size, it shows that their inclination to consume IFPs is more.
2. It is observed that 507 customers in Pune city consumed IFPs as breakfast or major meal like Lunch or Dinner, means only 50 % Respondents consume IFPs for Breakfast so still there is a scope for Market Share improvement.
3. It is observed that consumer of IFPs under the influence of brand & advertisement while purchasing IFPs So 647 respondent s which is 64.7 % of total sample size, positive influence of IFPs on their purchase habits/behavior.
4. It is observed that consumers give considerable importance to Price of IFPs,640 respondent which is 64 % of total sample size, consider price is matter of concern for them, while 155 respondents considered that they do not give importance to Prices of IFPs as these consumer may belongs to higher income group in Pune City.
5. It is found that 809 respondents which are 80.9% of total sample size buy IFPs from any Grocery shop near to their home, so IFPs purchase more near the resident of target consumers in residential area.
6. It is observed that 525 respondents consider easy to cook is important reason for increased in the sales of IFPs in Pune City, so brand should enhance research more on easy cook feature.
7. It is found that 463 respondents are influence by family, friends, relative to buy & consume IFPs,259 respondents influenced by Positive word of mouth,154 respondents influence by attractive buying,124 respondents influence by shop display.
8. It is found that out of eight brands Nestle-Maggi is most preferred brand of IFPs in Pune City.
9. It is observed that 626 respondents aware about nutritional value/Vitamins present in IFPs that they consumed regularly while 367 respondents not aware of these facts.

Conclusion

Study shown that Pune City consumers are aware about IFPs, they prefer it For Breakfast or major meal like lunch or dinner, they are influenced by Brand & advertising while purchasing IFPs, price as a most important Factor for consumers, IFPs largely Popular in youth of Pune City, they are Influenced by Brand & advertising while purchasing instant food products, majority of respondents consume IFPs on holidays & Sundays, they prefer to buy IFPs from nearby their Home, Taste is the most popular factors Among IFPs, out of eight popular brands of IFPs Nestle-Maggi is most popular brand of IFPs in Pune City.

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- 1) Economic Times
- 2) Business standard