A) INTRODUCTION:

Consumption of various types of products is an integral part of human life. Almost every activity in which human being may engaged involved the consumption of various types of goods. Consumption process involved planning to purchase a product, purchasing the product and using it to satisfy his objective. Most of the marketers have accepted the fact that the understanding the consumer buying behavior is essential part for the success of the business.

Consumers differ widely in terms of space, age, income, occupation, education, consumption pattern and life style. Russel J. Haley has suggested that market segmentation on the basis of geographic, demographic, socio economic expect from the products as a useful base for market segmentation. A consumer expects that the product should provide number of benefits and facilities in its use.
The nature of consumer is shown in following fig.

![Diagram of Consumer Factors](image)

**Fig. No.1.1**

Consumer demand for various products differs based on regional and climate variations. Food habits impacts the buying decision of the consumer. Urban – rural factor impact the buying behavior of consumers. About 80% of Indian population is rural whereas 20% is Urban. The people from urban area react differently and prefer to purchase most facilitated products to support to better living standard.

With increasing education the role of women has undergone significant changes. The profile of women has changed from housewife to working women. Today the Urban housewife is an active partner and plays a major role in purchase decision of her family along with her husband.

Age factor is another influencing factor in the process of buying decision. On account of wide exposure to various communication media like-
television, private channels, magazines etc. Children also participate in buying decision. Moreover teenagers and youths are more modern, careless for traditional products and prefer instant products. Rather than saving money for future they believe in spending for pleasure. Such customers get easily motivated by ‘modern products’.

Literacy level amongst the target consumer influences the buying behavior. According to 1991 census, the nation’s average literacy rate is 52.11 crore, literacy among males was 63.86% and females was 39.42%.

Income level of the consumer is the most powerful factor which directly effect on potential demand for the product.

Food habits and living standard also plays important role while taking buying decision of the product. Consumers with high living standard prefer for instant food products.

The buyers purchase decision is very often influenced by the social environment consisting his family, his society, neighbors, his friends, his job and colleagues.

**Indian Consumers:**

Indian consumers have a high degree of family and traditional orientation. Hence, buying is influenced by family and traditional attitude of the family. Hence, only in India one can see traditional products along with modern products. E.g. tooth pest with tooth powder, unprocessed food products with processed or semi processed food products.
Change in nature of Consumers:

Due to rising urbanization, increase in family income, the number of double income families. Peoples spend more hours in office. Youths are joining in large number, many villages are getting migrated in cities and towns in such scenario, there is little time today to prepare food items at home. Lack of ability, expertise and knowledge of cooking amongst the women today attracting them towards instant food products. Modern retail marketing gives exposure to the availability of products. Children are attracted towards to the attractive packaged snakes produces like kurkure, chips, sticks, etc.

Indian population is largely young or less than 50 years age. 41% population is between ages of 15 to 39 years, where 40% below age of 15 years. Hence, over next 10-15 years it features in working age category and consumption. Hence, Indian economy will be consumption driven economy.

Consumer Segments:

- The conservative consumers:

  Conservative consumers belong to the middle class. They are traditional in their outlook. They like to maintain traditional views of the family and also prefer to adopt new products. They seek more information before purchase, hence they are slow in decision making.
• **Rural Consumers:**

75% population lives in rural area Indian rural market has been growing at 3-4% per annum adding more than 1 million new consumers every year for fast moving consumers goods. Hence, it attributed towards new market segment for new types of products to be introduce and change the outlook of the consumers towards such products.

• **Urban Consumers:**

Urban consumers belongs from urban and city area. Consumers from this segment of market belong from middle and higher middle income group who have developed lifestyles and prefers conventions which affected their attitude towards purchasing instant food products. Consumers from urban cities belong from this segment. such types of consumers are increasing day-to-day. These consumers attitude is positive towards lifestyle. They are more experiential and ready to accept new and instant products.

• **City consumers:**

India is developing country. Most of towns and cities are in process of urbanization. Consumers from such area are increasing day-to-day. Consumers from such area prefer to adopt new lifestyle hence they are prepared to accept new products. Such consumers require knowledge for new products. They are influenced by such knowledge.
• Working Women:

In India working women is growing day-to-day. Working women have their own mind in decision to purchase the products. Consumers from this segment prefer to purchase instant food products.

The Consumers Behavior in India:

India comprises different types of consumers based on tradition, status and income. Indian market is a peculiar market even though the per capital income is low it remains a Hugh market for costly and quality products. 75% of Indian population comprises 164.8 million households slit on the basis of income group as 48.97% belongs from low income group, 30.58% low middle income group, 16.93% upper middle class and 3.52% higher income group.

In last two decade Indian attributed to change in socio-economic position of the consumers more education and increase in income change in habit and lifestyle etc.

In the last decade buying attitude of Indian consumers has changed. Factors like- income, education, urbanization influences for changing lifestyle and attitude of the people. People are changing their attitude for using different types of instant products. Indian population going through this changing fazes. This trend provides an opportunity to develop market for different instant food products. The market for such product may be significant in metro and big cities. Efforts should be taken to develop the market for such products from new growing urban area where such products may be sold. The buying decision for such products is
generally taken by women. In this research attitude of Indian women towards use of instant food products is studied.

The concept of instant food products means such processed or manufactured food products which are ready to eat or directly cook and prepare consumable final product eliminating long processing time and efforts. Ready to eat products are like- Pickle, Jam and Sauce, Farsan, Potato chips, Chilli Power, Turmeric Powder etc. and ready to cook products are- Papad. Idli / Dosa / Uttappa readymade mixture, Dhokla readymade mixture, Jamun mixture, Different Masala Powder etc.

The Gandhi’s philosophy towards development of cottage and small scale industry has recommended to produce above mentioned instant food products through small industry. Such industries help to provide employment and an opportunity to develop industrial activities. The manufacturing of such products started through this industry and got demand for such products. The ‘Lizat Papad’ is the unique example of such products which has created and captured wide market and established brand name. In the Marathwada Region market such products are marketed by the producers from Marathwada region as well as producers from other than Marathwada region. Now a day such products are manufactured by medium and small industries and marketed in the cities and urban area markets. Such producers manufacture products like- Farsan, Chilly powder, readymade Masala powder and market these products in regional and state level market. Some big companies trying to introduce ready to eat vegetables like- Palak pannier, different types of sauces etc. Moreover MNC companies also entered in this segment. However, these products are
accepted by Indian women, their trend and attitude is studied in this research paper. This study will help to think over market opportunity for such products.

**Indian food habits:**

Traditionally, food is usually prepared fresh for all meals in most houses. Ready to eat-foods, fruit juices, jams jellies do not form a part of traditional Indian regular meal. Household processing is usually down for storable products like-pickles, jams, jellies, chutneys, tomato ketchup etc.

As a result of growing influences of urbanization, literacy, education, increased use of media processed foods are gaining popularity. The socio-economic factors like-breaking up of joint family system, increasing number of working women, rise in income have led to increase in demand for processed and instant food items. Increasing tread is clearly seen in urban area and for certain products in rural consumer segments as well. Such products are packed and branded products. Big companies like – HUL, Haldiram, Nestle used the strategy of promoting such products at rural market.

**Promising Future Prospectus:**

Food processing industry at all levels i.e. tiny, small, medium and large scale provides several opportunities in face of large resource base, increasing consumer demand, large variety of product that can be produced for a highly diversified market. McKincy & Co. Inc. have estimated that the industry will grow from current level of Rs.80,000 crore to Rs.2,00,000
croc in next ten years (Ref. The Economic Times, N Delhi dated August 26, 1996). Instant food products reflects the growing need to provide convince to housewife. Now a day the institutional buyers such as hotel owners rode side food vendors are also important customers of instant food products.

**Growth of Food Processing Industry:**

The global processed food market is estimated at $3.2 trillion. The Indian food market is estimated at $182 billion. Food processing industry in India is growing at 14% annum. The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies especially in these areas. By application of modern technology has helped in enriching the quality of processed food products. It has tremendous growth opportunities in the country. Growing population, rapid urbanization, changing consumer preferences etc are expected to keep the demand increasing in future too. With a well-integrated supply chain and a good marketing strategy, a tremendous opportunity lies for different types of instant food industry in India.

“At present, the food processing sector employs about 13 million people directly & about 35 million people indirectly”

India’s food processing industry is expected to benefit from this and grow to around $260-billion from the present $182 billion in the next 6-years, according to industry expert. It is estimated that potential for processed foods is estimated to reach from Rs 8,200-billion in 2009-10 to Rs13, 500-billion by 2014-15.
India produces 41% of the world's mangoes. India ranks first in the world in production of fruits & second in vegetables, accounting roughly 10 & 15 per cent, respectively, of total global production. Presently a mere 2.2 per cent of fruits & vegetables are processed, even as the country ranks second in the world in terms of production.

The government of India has set up a separate full-fledged ministry named “Ministry of Food Processing Industries” for the development & promotion of food processing industry will continue to prosper, thanks to rising income level & modernized food retail stores. The food processing sector is likely to be the driving seat for the Indian economy.

**Role of Instant Food Products**

India is word’s second largest food producer country. Agriculture is the main business of the Indian people. 70% peoples are engaged in the agriculture sector. Indian food industry hailed as the sunshine industry of India. Growing economy, surplus food, shift in consumer consumption pattern put Indian food industry on fast track. Total food production in India is likely to double in the next ten years and there is an opportunity for large investment in food processing industry. Considering the development of agriculture sector and increase in food production Govt. of India established a full fledged ministry as “Ministry of Food Processing Industries” to boost the development in this sector.

Growing population, rapid urbanization, increase in income of the people, changing lifestyle and attitude of the people leads to attract peoples
towards instant food products. Hence, there is a wide scope for instant food products in India. It is only because Indian people are spending more time in the office, youths are joining jobs, villages are getting migrated in cities and towns. Moreover, women are joining in service sector and not finding time to prepare food at home. All these factors attracting the people towards using instant food products, instant snacks. Moreover instant snack sector is getting attraction among the children’s and youths. Products like Kurkure, Lays Chips, Uncle Chips, Haldiram snacks products etc have created significant demand in the market. It is estimated in Indian market have more than 15% annual growth for branded snacks products. (as per report of Dalal Street, 2 Jan 2011)

Potato is widely consumed as food all over the world. Potato chips are basically used for snacks purposes. Potato is probably the most popular food item in the Indian diet and India is one of the largest producers of potato. It is grown all over the country with Uttar Pradesh growing the maximum quantity. The potato chips and wafers are popular processed food items that give considerable value addition to potatoes. There is increasingly demand for snakes that are easy to buy, store & eat.

The overall size of the snack food market is estimated at Rs. 45 to Rs. 50 billion. The market is reported to be growing at 7 to 8 % annually. Potato chips are estimated to constitute nearly 85% of India’s total salty snack food market of about Rs. 2,500 crore. In the Rs. 19 billion branded(organized )snacks market, constituting over 40% of the market by value, Frito-Lay is estimated to command a market share of 45%, followed by Haldiram at 27% and ITC at 16%. The branded snacks market accounted for 16% by value and 12% by volume sales in 2007. According
to a projection by Euro monitor International, the branded snacks market would reach a value of Rs 35 billion by 2012. In 2008-09, potato production is estimated to be around 28 million tones as against 25 million tones achieved last year. India's potato output is likely to rise by 5.1 percent to a record 32.7 million tones in 2009/10.

India is the biggest producer of turmeric, supplying 94% of the world's demand. It is cultivated on a commercial scale and enters the market usually in the form of dried rhizomes which are then prepared according to their end use. It is widely used in South Asia as a spice. The main producing countries of turmeric include India, Pakistan and Bangladesh. India is the biggest producer, supplying some 20,000 t each year. It enters the international market in the form of dried whole rhizomes, or as ground rhizomes. The major importers of this spice are Iran, Sri Lanka, Middle Eastern and North African countries.
B) IMPORTANCE & SIGNIFICANCE OF STUDY:

Agriculture & Agriculture-based food sectors are socially and politically important. They account for about 10% of the world gross domestic product (GDP) and employ about 1.5 billion people in the world. World population is expected to grow over 1.1% in average within the coming decade. This figure is going to be two times higher in developing and underdeveloped countries compared to the developed countries. Similarly, the annual GDP growth of the world economy is estimated to be 3.4% in average within the next decade. Hence, population increase along with a fast economic growth in the world will result in higher incomes and change of dietary habits, leading to a rapid increase in demand for new agricultural products and processed food. Therefore, trade in agriculture, food inputs and products will boost up and agricultural trade will become more global.

Moreover, the new trend in food sector bring new requirements for both developing and developed countries such as adoption of new market oriented strategies aiming at producing and trading efficient, safe and high quality products at world market prices. Also, international competition urges food producers and traders to lower cost and applies new techniques and technologies in order to produce high quality and diversified food products.

The Indian food processing sector acts as a valuable link between two core sectors of the economy – agriculture & industry. Processing gives long shelf life and greater availability to farm produce. Processing also successfully breaks the seasonal cycle of farming by enabling the end users to have the produce around the year whenever and wherever they require
with long shelf life. Food processing is considered as a sunrise industry in India, because the changing life style and food habits driven by fast increasing nucleus families coupled with a hectic working schedule have created a new domestic demand for instant processed foods. Globalization of the economy together with the government incentives has created new opportunities in the export market as well.

Agriculture in India is one of the most important sector and accounts for one third of GDP that provides employment to two third work forces. India is second largest producers of fruits and vegetables in the world. India has the potential of being the biggest with developing food and agriculture sector growing economy, surplus food and changing lifestyle has changed consumption pattern.

During 2006-07, the Indian food processing industry witnessed growth from 7% to 13.10% hence it is called as sunshine industry in India. Food processing industry has emerged as one of the major driver of economic growth. Food processing industry in India is growing at 14% annum.

**Food processing industry-Growth drivers:**

Various factors that drive food processing industry are economic growth, demographics of population, technology, infrastructure investments, and emergence of modern retail, urbanization and change consumer behavior. Moreover, Indian consumer’s trend towards vegetarian food products is another factor to boost demand for processed food products.
In olden days man used to have his food lavishly and slowly. In the modern days where the life is at fast pace with the time very valuable to every person, “Instant foods” plays an important role in every one’s day-to-day life. The food habits in India have changed due to the western influence. The main reasons for getting popularity for instant food products are-

- Shortage of home maids/ servants’ housewives started using instant foods.
- Increasing literacy rate among women, large number of women in our country are taking up jobs. It creates need for ready-to-eat foods.
- As the prices of raw materials are continuously increasing the purchasing of instant food becoming comparably economical.
- Instant foods are convenient to prepare, which save time, energy of consumers.
- The changing lifestyles and rise in income led the people to purchase instant foods.
- No extra labor is required in the production of instant foods as complete processing of instant food as complete processing is carried out through machinery, hence its usage in kitchen is very easy without much manual work.

In the present subject study is made regarding consumer trend towards instant food products in Marathwada region. Need for the study to present the subject to focus the socio-economic change among the people and their buying behavioral attitude towards lifestyle.
Marathwada is a backward region. The industrialization and its growth rate are very small. In the last decade urbanization position changed the attitude of people. Income and literacy rate increased. How far consumer attitude is changed will be studied. What types of products they are purchasing will be studied by conducting consumer’s behavioral survey of Marathwada region. Moreover retailers and manufacturers survey will also be conducted to check the change in consumer behavioral trend towards consumption of instant food products. This will be more helpful for the entrepreneurs to instant new industrial unite in this area. This will not only help to develop the area but will also helpful to create employment for the people.

**Government role towards Food Processing Industries:**

The Indian food processing sector acts as a valuable link between two core sectors of the economy agricultural and industry. Processing gives long shelf life and grater availability to farm produce. Processing also successfully breaks the seasonal cycle of framing by enabling the end-users to have the product round the year whenever and wherever they require with long shelf life. Food processing is considered as a sunrise industry in India with great scope for major growth as a lot of potential is left untapped. Only 2% fruits and vegetables, 35% milk, 21% of meat and 6% of poultry products are only being processed at present. The Indian processed food market is estimated at Rs.4,50,000 crore. The government’s vision 2015 for the food processing industry aims at 10-15% of processing of the farm produce from the present 3%. Imagine the size of the food processing industry if we are able to achieve that growth rate! Almost
30-35% fruits and vegetables go west, amounting to more than Rs 50,000 crore, due to post-harvest storage facilities and other infrastructure.

The government on Monday said it aims to triple the size of the food processing sector within the next decade, which will increase employment opportunities in the industries. "The ministry has adopted the Vision 2015, which aims to triple the size of the food sector in 10 year's time by increasing the level of processing of perishables from 6 per cent to 20 per cent, value addition from 20 per cent to 35 per cent and share in global trade from 1.5 per cent to 3 per cent," Food Processing Industries
C) CONCEPTUAL MEANING:

Meaning of instant food products:

Instant food –

“The concept of instants food product means such processed or manufactured manually or by machine, a product which is ready to eat or directly cook and make it consumable final product.”

“The term instant food means simple, fast and convenient food which is easy and fast to prepare and eat.”

Broadly instant food products may be classified as-

a) Ready to cook products
b) Ready to eat products
c) Instant snakes products
d) Instant Masala powders

Categories of Instant food products:

a) Ready to cook Products:

Ready to cook products are such types of product mix in the form of powder mixture, final product which are used to prepare final product in kitchen to make it eatable. Such products are like- Dhokla mix, Idly/ Wada mix, Dosa/ Uttapa mix, Jabun mix, different types of products used in fast, Noodles like- Maggi, Papad etc.
b) Ready to eat products:

Ready to eat products are such products which are use to serve in the plate of meal and consume directly. Such products need not to perform any type of cooking process before serving. Such products are fully prepared in the eatable form.

1) Instant Vegetables & Fruit products:

Such vegetables are prepared which is not requiring much time to cook or boil. Such products require simple boiling process to make it eatable. Such products provide the restaurant quality at home in short period of time saving energy too. Different instant ready made vegetables & fruit items are available like- Palk Pannier, Vegetable Pulav, Pannier tika Masala, Lemon/ mango pickles Amla candy, Jam, Jellies, different types soups, Tomato sauce etc are instant items which can be used directly to eat.
2) Instant Chutneys:

In the area of instant food products, products which are used directly at the time of meal are like: Groundnut chutneys, lasoon chutneys. Indian chutneys are famous the world over. Eaten in small quantities, the chutneys add a testy sensation to the meal. Some of the most common chutneys in India are those made with mangoes, coconut, sesame, peanuts, or the ground leaves of herbs, especially mint or coriander.

Groundnut chutneys  coriander chutneys
c) Instant Snakes:

In the category of instant food items, instant snakes are very important segment. Such products are used at spare time, during traveling, at pick neck site. Such products are getting more and more demand. Children and young peoples are attracted towards such products. Such products are: Potato cheeps, chivda, kurkre, kurkure sticks, Farsan, chikky etc are available in the market and got attraction of the consumers.

![Instant Snakes Examples](image1)

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d) Instant Masala powder products:

In the Indian meal different Masala powders are used to prepare different vegetables and other items in the kitchen. Such Masala powder requires much time and energy to prepare. Now days
such products are manufactured by different companies as an instant Masala powders and made it available in the market which can be used directly in the kitchen. Such products are like: chilly powder, meat Masala, pavbahaji Masala, chatpat Masala, sambhar Masala etc.

Popular brands of instant food product:

In the instant food products most of the products have captured significant India market share and become a popular products. The product like- Maggi Noodles, Maggi Pasta become the market leader which have captured 80% Indian market. Moreover, HUL have introduced different types soups and vegetables curries under the brand name ‘Knoor’.

In India shri Mahila Griha Udyog Lijjit Papad is a women’s organization manufactured various instant products like- Papad, Khakara, Masala etc. have captured significant share of Indian as well as Foreign Market too.
Potato is another important Indian agriculture product which is used to manufacture snakes products. Uncle cheeps, Layes cheeps are popular in Indian market. It is widely consumed all over the World. Potato is most popular food item in Indian diet. Indian is largest producer of potato. It is grown all over the country with Uttar Pradesh growing maximum quantity. Potato chips & Wafers are popular food items that give considerable value addition to potatoes. Potato chips have captured 85% Indian snake food market. In 2008-09 potato production is estimated to 28 million tones. Moreover Indian is biggest producer of turmeric, supplying 94% of the worlds demand. Similarly is largest producer of chilly.

In the instant snake the brands like: Kurkure, Parlay’s Mast sticks and cheeps, Haldiram cheeps and sticks, Farsan have captured significant Indian market. These products are most popular among the children and Indian people.

In the segment of instant food product India is not only manufacturing such products to be marketed in India only. Such products are exported and help to earn foreign exchange. The major processed items in the fruits and vegetables segment are fruit pulps, Jams, Pickles. Some recent products introduced in this segment include vegetables carries, processed mushrooms etc. the contribution of instant products towards earning foreign exchange is given below. Mango, accounts for 40% of the national fruit production & India is one of the leading exporters of fresh table grapes to the global market.
Export contribution of Fruits and Vegetable products:

**Table No. 1.1**

Statement showing export of fruits and vegetable products:
(Quantity in MT, Value in Rs.Mn)

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<tr>
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<th>2001-02</th>
<th>2004-05</th>
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<tbody>
<tr>
<td></td>
<td>Quantity</td>
<td>Value</td>
</tr>
<tr>
<td>Mango pulp</td>
<td>76,735.2</td>
<td>2413.4</td>
</tr>
<tr>
<td>Pickles &amp; Chutney</td>
<td>38,759</td>
<td>1,203.4</td>
</tr>
<tr>
<td>Other processed</td>
<td>61,332.4</td>
<td>2,017.4</td>
</tr>
<tr>
<td>Fruit &amp; Vegetables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,76,826.6</td>
<td>5,634.2</td>
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Source- Ministry of Food Processing Industries, Annual Report 2005-06.

<table>
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<tr>
<th>Year</th>
<th>Quantity</th>
<th>Value</th>
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<tr>
<td>2001-02</td>
<td>176826.6</td>
<td>5634.2</td>
</tr>
<tr>
<td>2004-05</td>
<td>238942.4</td>
<td>6969.7</td>
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<td>Total:-</td>
<td>415769</td>
<td>12603.9</td>
</tr>
<tr>
<td>Increase</td>
<td>62115.8(35.13)</td>
<td>1335.5(19.16)</td>
</tr>
</tbody>
</table>

**Figure No. 1.2**

Graph showing export of fruits and vegetable products.
Above statement reveals that the export of fruits and vegetable products shows increasing trend and helps to earn foreign exchange. In terms of quantity it showed an increase of 3.5% increase in quantity export and 19.16% in value in 2004-05 compared to 2001-02. Hence, this sector will be helpful to export and earn foreign exchange.
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