
A STUDY ON IMPACT OF EDUCATION ON CONSUMER BEHAVIOUR TOWARDS INSTANT COOKING FOOD PRODUCTS IN MADURAI DISTRICT

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Introduction

Consumer behavior of instant cooking products is greatly influenced by several factors that are related to educational qualification of instant cooking food consumers. Additionally, academic consumer behavior hysteresis into a financial profile and non-traditional students generate purchase decisions under the impact of several social, personal, and emotional factors. In this paper, the researcher has analysed the impact of educational qualification on monthly expenses, Influences of Purchase Decision, Awareness of different brand of Products and Brand Loyalty.

Objectives

- i. To analyse the impact of educational qualification on Monthly expenses of instant cooking food consumers
- ii. To analyse the impact of Educational Qualification and Influences of Purchase Decision of instant cooking food consumers
- iii. To analyse the impact of Educational Qualification and Awareness of different brand of Products of instant cooking food consumers
- iv. To analyse the impact of Educational Qualification and Brand Loyalty of instant cooking food consumers

Methodology

The present study is based on survey method. Primary data was collected from 500 consumers of Instant Cooking Food Products in Madurai District via a well-structured interview schedule. The secondary data was collected from official report of Indian Ready-To-Eat Food Industry in India. The researcher has adopted the convenient

sampling method to identify respondents from the sample of 500 consumers in Madurai District.

Analysis of Impact of Education on Consumer Behaviour Towards Instant Cooking Food Products in Madurai District

Significant Relationship between Educational Qualification and Percentage of Monthly Expenses on Instant Foods

Ho: There is no significant impact on Educational Qualification and Percentage of Monthly expenses on instant foods.

Table 1 Educational Qualification and Percentage of Monthly Expenses on Instant Foods-Cross Tabulation

Sl.No.	Educational Qualification	Percentage of Monthly expenses on instant foods					Total
		<2%	2%-5%	5%-10%	10%-15%	15%-25%	
1.	School level	10	20	4	1	5	40
2.	Under Graduate	61	104	9	30	31	235
3.	Post Graduate	34	78	12	10	21	155
4.	Technically Qualified	21	27	4	5	13	70
Total		126	229	29	46	70	500

Educational Qualification and Monthly expenses on instant foods-Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.951 ^a	12	.244
Likelihood Ratio	15.398	12	.220
Linear-by-Linear Association	.146	1	.702
N of Valid Cases	500		

Table 1 shows that have a negative relation as the Chi-square is 14.951. The significance level of 0.244 and it is greater than 0.05, so that it indicates this Chi-square is statistically not significant. So that we accept null hypothesis and therefore Educational Qualification does influence that Percentage of Monthly expenses on instant foods.

Significant Relationship between Educational Qualification and Influences of Purchase Decision

Ho: There is no significant impact on Educational Qualification and Influences of Purchase Decision.

Table 2 Educational Qualification and Influences of Purchase Decision-cross tabulation

Sl. No.	Educational Qualification	Influences of Purchase Decision						Total
		Parents	Children	Friends/ relatives/ Peer	Group/ Neighbours	Shop keepers	Promotional staff of company	
1.	School level	15	6	5	1	6	7	40
2.	Under Graduate	72	43	19	37	31	33	235
3.	Post Graduate	38	22	16	27	26	26	155
4.	Technically Qualified	17	7	7	22	4	13	70
Total		142	78	47	87	67	79	500

Educational Qualification and Influences of Purchase Decision-Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.383a	15	.045
Likelihood Ratio	27.616	15	.024
Linear-by-Linear Association	3.954	1	.047
N of Valid Cases	500		

Table 2 shows that have a positive relation as the Chi-square is 25.383. The significance level of 0.045 and it is less than 0.05, so that it indicates this Chi-square is statistically significant. So that we reject null hypothesis and therefore Educational Qualification does influence that Influences of Purchase Decision.

Significant Relationship between Educational Qualification and Awareness of Different Brand of Products

Ho: There is no significant impact on Educational Qualification and Awareness of different brand of Products.

Table 3 Educational Qualification and Awareness of different brand of Products-cross tabulation

Sl.No.	Educational Qualification	Awareness of different brand of Products															Total
		Aachi	Sakthi	Aashivaad	MTR	Sasflk	Waiwai	Maggie	Priya	Bambino	Everest	Iyengar	Mccain	Knorr	Chings	Chakra	
1.	School level	16	7	2	2	2	1	1	5	0	0	0	1	1	1	1	40
2.	Under Graduate	60	56	8	15	18	13	15	14	10	8	2	5	3	5	3	235
3.	Post Graduate	52	39	13	11	11	2	4	6	5	6	0	1	1	3	1	155
4.	Technically Qualified	20	25	3	7	2	2	1	0	1	1	1	2	2	2	70	
	Total	148	127	26	35	33	18	21	25	16	15	3	8	7	11	7	500

Educational Qualification and Awareness of different brand of Products-cross tabulation -Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.854a	42	.247
Likelihood Ratio	53.945	42	.102
Linear-by-Linear Association	3.155	1	.076
N of Valid Cases	500		

Table 3 shows that have a negative relation as the Chi-square is 47.854. The significance level of 0.247 and it is greater than 0.05, so that it indicates this Chi-square is not statistically significant. So that we accept null hypothesis and therefore Educational Qualification does not influence that Awareness of different brand of Products.

Significant Relationship between Educational Qualification and Brand Loyalty

Ho: There is no significant impact on Educational Qualification and Brand Loyalty.

Table 4 Educational Qualification and Brand Loyalty-cross tabulation

Sl.No.	Educational Qualification of the Respondents	Brand Loyalty						Total
		Confirm to use the brand	Recommend the brand to others	Purchase this brand even if it is expensive	Purchase the brand even if price increases	Purchase the same brand even in case of absence of sales promotion	Purchase any other brand, if your preferred brand is not available	
1.	School level	6	10	9	5	4	6	40
2.	Under Graduate	61	57	26	9	41	41	235
3.	Post Graduate	57	28	15	5	16	34	155
4.	Technically Qualified	19	27	1	7	7	9	70
	Total	143	122	51	26	68	90	500

Educational Qualification and Brand Loyalty- Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.222a	15	.000
Likelihood Ratio	42.883	15	.000
Linear-by-Linear Association	2.725	1	.099
N of Valid Cases	500		

Table 4 explains that have a positive relation as the Chi-square is 43.222. The significance level of 0.000 and it is less than 0.05, so that it indicates this Chi-square is statistically significant. So that we reject null hypothesis and therefore Educational Qualification does influence that Brand Loyalty.

Summary of Findings

- It is found from the analysis that educational qualification does influence that percentage of monthly expenses on instant foods
- It is found from the analysis that educational qualification does influence that influences of purchase decision.
- It is found from the analysis that educational qualification does influence that brand loyalty.
- It is found from the analysis that educational qualification does not influence that awareness of different brand of products.

Conclusion

Nowadays, consumers will go through a various consumer socialization procedure than consumers do. This process can be anticipated to create consumers who will be more enthusiastic and able to state what they need and need to vendors and who will also be more enthusiastic and able to file grievances and proceedings against vendors. In addition, this process is expected to create consumers who seek and use more information before making a purchase and who (1) tend to make these purchases to a greater extent from sellers that provide more readily available consumer information, (2) conduct awareness programs on consumer education, and (3) pose less risk to public health. Finally, consumer socialization process can be determined to create consumers who will competition more actively in the political field that aids their welfares. It is found from the analysis that, the consumer's education is hitting a huge impact towards instant cooking food products.

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