Determinants Contribute Towards the Increase of Demand for Instant Food Product


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Abstract: One of a person's fundamental necessities is food. It is necessary for both healthy growth and the proper operation of all bodily parts. In the past few years, there have been significant changes to Indian cuisine and lifestyle. Liberalization, dual income, nuclear families, creative kitchen applications, evolving eating patterns, etc. are some of the elements that have contributed to this shift. They have very little time to cook because they work long hours during the week and spend their weekends, preferably outside the house, with their children. These elements have a significant role in the necessity of prepared food items in people's daily life. The food processing industries have grown as a result of drastically altered eating patterns and an increase in the demand for instant food products. Instant food products are more in demand and the main causes of this are their easier availability, better taste, shorter preparation times, and ease of use. Instant food products are penetrating very fast either in presence of number of brands or due to number of products, effective quality control and awareness generations is essential for gaining future loyalties among the customers.

Keyword: Marketing, Consumer, Instant Food, Ready to Eat Food.

Preamble - Food

The chemical components that are ingested by the body to maintain its health and vitality are referred to as "food." For the body to grow, mend, and replace its deteriorated tissues, it needs food. Thus, in addition to providing the body with the necessary calories from sources like carbs, proteins, fats, and so forth, food also needs to supply the body with the raw materials, energy, and other regulating components like vitamins and minerals. Consequently, it is known that food gives humans energy and that eating should be hygienic and nutritious to boost energy levels in the body. As a result, the majority of people want to buy hygienic and high-quality foods for themselves, especially easily accessible consumer items.

What is Instant Food?

Time is incredibly essential to everyone in the modern world, when life goes quickly and individuals want to conserve time for other commitments. In the interim, "Instant Foods" are a big part of everyone’s daily routine because they save time and money. The word "instant foods" refers to simple, quick, and easy food that is not only hygienic, free of microbiological contamination, and quick to make, but also convenient to eat. In the past, people ate food in large quantities and gradually, but in the present, people have switched to eating basic, easily digested foods. Thus, the availability of these foods satiated every need for a modern person.

Growth of Instant Foods

The term "instant foods" refers to food items that were first introduced in India in the 1980s and are now often found on kitchen shelves. The term "instant noodles" originated in Japan. People now have new tools, equipment, and vessels for processing food thanks to invention and technology, but they are still looking for new ways to speed up the cooking process because they don't have enough time to make food using traditional methods and need to adapt to a mechanical life.

The influence of Western culture has altered lifestyles in India, including how food is used. As a result, the foods are frequently used in homes and in the catering business. There are many different kinds of instant foods on the market from which to select.
Market prospect for Instant Foods

Over the past 15 years, there have been significant changes to the Indian instant food markets. Numerous significant variables have impacted this shift, including the liberalization of policies, the prevalence of media, spouses living apart, split incomes, creative kitchen applications, etc. India's eating habits and cooking styles differ greatly throughout the country. Due to pressures from a fast-paced lifestyle, individuals these days would rather cook quickly and easily than take their time. People have been motivated to choose these items by the long and laborious procedure of preparing masala and the scarcity of raw resources. These products have a certain market and category potential. Depending on the range of goods available a variety of products are offered.

Men and women must both leave the house in order to work in order to supplement the household income in the constantly shifting socio-domestic landscape, and cooking using traditional methods might be particularly difficult for women. Making the most of this circumstance, companies of all sizes, from startup startups to global conglomerates, have begun to develop and market "Instant Foods," such as noodles, vermicelli, gulab jamun, instant idli, vada, dosa mix, and other items that are simply referred to as instant. Not only are instant food products simple to prepare, but they also play a big part in how people celebrate their religious and familial holidays. The majority of the time, how food is prepared relies on the customs, preferences, social standing, availability, economic factors, habitats, etc. of the local population.

Grounds for Rise in Demand for Instant Foods

- The need for instant foods in the market was brought about by the growth of metropolitan areas as a result of factors such as population growth, the establishment of new industries, the evolution of numerous new products, and time constraints.
- There is a lack of home maids and other servants as a result of industrialization, which draws workers to the area with greater wages. As a result, the housewives began utilizing instant foods to save time.
- With more women becoming literate, many of them are entering the workforce to establish their own social position, and as a result, women's roles are growing, in a circumstance that fuels the desire for quick meals.
- Our county's joint family system vanished; therefore every single family began using these Instant Foods. It offers energy and time savings.
- One of the main reasons people consume instant foods is because the cost of raw materials is always rising, making purchases of these items more affordable overall.
- Instant foods are becoming more and more popular because there are a lot of innovative, inexpensive, and simple-to-use options on the market every day.
- The majority of people choose instant foods because they are simple to make and consume and don't require a lot of hard labor, such as grinding by hand or other drudging tasks.
- Instant foods are affordable and easy to prepare. Due to the fact that it saves users' time, energy, and money, its use has expanded. For this reason, people like instant foods when eating.
- In India, new employment prospects were brought about by the new economic policy. The emergence of multinational corporations has given women the chance to work, which has taken up their time away from home cooking. This led to the necessity of choosing instant foods.
- Because of factors including rising income levels, the influence of Western nations, increased global trade, travel, and other factors, people's tastes are shifting away from traditional foods and toward instant foods, which is driving up demand for them.

Growth of Food Industries in India

India boasts one of the biggest food processing industries when it comes to exports, development potential, consumption, and output. Fruit and vegetable processing, fish processing, milk processing, meat and poultry processing units, packaged and convenience foods, alcoholic and soft drink production, and grain processing units are significant subsectors of the food processing industry.
The food processing sector was estimated by the Ministry of Food Processing Industries to be worth approximately Rs. 315,000 crores, with value-added products valued at Rs. 9,000 crore. About 300 million members of the top and middle classes eat processed food, and by 2010, 200 million more are predicted to do the same. Thirteen.5% of the nation's industrial production is accounted for by the food processing sector. It provides employment for roughly 19% of the nation's industrial labor force and accounts for 18% of the GDP. In recent years, products like pickles, papad, and spice blends have been incredibly profitable. It is believed that this specific segment alone is worth approximately Rs 100 crores.

India is considered to have the potential to become the world's greatest industry, with the food and agriculture sectors contributing 26% of the country's GDP. India is the world's second-largest producer of food, after China. It can produce more than 600 million tons of food goods annually, and in the next ten years, that capacity is probably going to increase. With 53% of the total value of final private consumption going toward food products, this category accounts for the biggest share of consumer spending. Compared to industrialized economies, where food and food goods make up around 20% of consumer spending, this share is far greater.

In rural India, the average monthly per-capita consumer expenditure (MPCE) was Rs. 511, of which Rs. 305 was spent on food and Rs. 206 on non-food items. It is Rs. 1060 for the urban population, of which Rs. 619 is for non-food products and Rs. 441 is for food. The percentage of total expenditure that went toward food increased; in rural regions, it was 54% compared to 64% in 1987–1988; in urban areas, it was 42% compared to 56% in 1987–1988 (National Sample Survey Organization, GOI).

In India, most food is still consumed at home. However, the rising rate of urbanization, the dissolution of traditional joint families, the desire for quality, the need for convenience due to time constraints, the growing number of working women, the rise in per capita income, changing lifestyles, and the rising level of affluence among middle-class consumers have all contributed to an increase in the amount of food consumed outside the home. The percentage of the population living in cities has grown during the past 20 years, rising from 23.3% in 1981 to 27.8% in 2001. The percentage of women who were employed rose from 19.7 to 25.7% over the same time frame. Between 1980–1981 and 2000–2001, the per capita income was Rs. 7, 328, and Rs. 10, 306 respectively.

Making the most of this circumstance, companies of all sizes, from startup makers to global conglomerates, have begun to develop and market "easy to cook food items" like as noodles, vermicelli, gulab jamun, instant idli, vada, dosa mix, and other so-called instant foods. Not only are instant food products simple to prepare, but they also play a big part in how people celebrate their religious and familial holidays. "The final preparation of instant food products, which are prepared and packaged frequently in powdered form, just requires the addition of a liquid, such as water or milk." In contrast to earlier times when people would eat copiously and leisurely, modern trends have shifted people's eating habits toward simpler, easier-to-digest foods.

Therefore, the fact that these meals existed satisfied every demand of the contemporary person. Instant foods or ready-to-eat foods include canned goods, convenience foods, frozen foods, canned foods, dry foods, preserved foods, and quick foods. The impact of the West has altered India's food environments, and the country is using more of these foods.

Understanding the best goods and services that one desires is the foundation of today's competitive industry, thanks to liberalization, privatization, globalization, and technology. Given that the customer is king, any business aspires to grow its profit margin and market share. The rivals are employing the same tactic as well. It covers the mental processes that customers go through when they identify needs, look for solutions to meet those needs, decide what to buy, evaluate information, create plans, then carry those plans out by doing comparison shopping or actually making a purchase. Given that consumer behavior is a human activity that is centered around goods and services, it is one of the most interesting and difficult fields in marketing studies. Comprehending consumer behavior presents a significant difficulty.

These days, instant food items have a rightful place on the shelves of Indian shops and big markets. People's lifestyles have changed as a result of new, high-quality instant food items, and more Indian businesses are now entering the market with a wider range of instant food goods. Products for quick cooking save time and effort. Parents may give their kids an early start, arrive at work on time, and have more time for extracurricular activities. Urban modern women, with their higher education levels, greater job prospects, and favorable
exposure to environments that accelerate the growth of wants, aspire to become more powerful members of society. Products for instant cooking allow consumers to cook at any moment with less effort, time, and energy.

**Conclusion**

People are selecting and preparing to adopt these products as a result of changing lifestyles and extended work hours. One of the factors that go for choosing these products is the availability of raw materials needed to prepare particular spices. Other than that, the primary factors influencing the purchase of these products are their doorstep availability and ease of purchase. In the ready-to-eat food industry, young, single, working professionals and those with higher education make up a significant portion of the consumer base. The consumption of fast food is becoming more popular among young consumers, as seen by their lifestyle choice of consuming it roughly three times per month. This indicates that there is significant market potential for instant food in the future.

**References**


