# Instant food: perception of consumers towards junk food

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Date: April 2024

# DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, **"Instant Food: Perception of Consumers towards Junk Food"** is based on the results of investigations carried out by me in **Master of Commerce** at the **Goa Business School**, Goa University under the Supervision of **PROFESSOR. K. B. SUBHASH** and the same has not been submitted elsewhere for the award of a degree by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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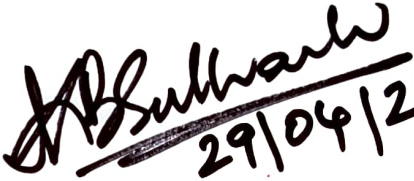
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# COMPLETION CERTIFICATE

This is to certify that the dissertation report **"Instant Food: Perception of Consumers towards Junk Food"** is a bonafide work carried out by **Ms. Rutika Roshan Naik** under my supervision in partial fulfillment of the requirements for the award of the degree of **Master of Commerce** at the Discipline **Commerce** at the Goa Business School, Goa University.

29\04\24

**PROFESSOR. K. B. SUBHASH**

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Date: 11|05|2024

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## Abbreviations

| Serial No. | Entity | Abbreviations |
|---|---|---|
| 1 | Individual factors | IF |
| 2 | Food safety concerns | FC |
| 3 | Social factors | SF |
| 4 | Ready-To-Heat | RTH |
| 5 | Ready-To-Cook | RTC |
| 6 | Product attributes and appearance | PA |
| 7 | Marketing and branding attributes | BA |
| 8 | Social factors | SF |
| 9 | Health issues | HI |
| 10 | Satisfaction | SA |
| 11 | Habits | HA |
| 12 | Personal integrative | PSI |
| 13 | Attitude | AT |
| 14 | Altruism | AL |
| 15 | Social benefits | SB |
| 16 | Structural Equation Model | SEM |
| 17 | Cronbach Alpha | CA |
| 18 | Composite Reliability | CR |
| 19 | Average Variance Extracted | AVE |
| 20 | Good manufacturing practices | GMP |

# Instant Food: Perception of Consumers towards Junk Food

## Abstract

India's food market is expanding along with its population. People's eating habits have changed significantly, leading to an increased demand for quick meals due to factors such as convenience, a busy lifestyle, and changes in disposable income. The food processing industry has shown remarkable average annual growth of over 9% since 2014–2015, and from 2023 to 2027, it is projected to increase by US $1064.32 million (worldfoodindia). The current study aims to investigate the variables that impact customers' decisions to purchase instant meals and their post-purchase social media reactions. The instant food has been categorized as ready-to-heat and ready-to-cook. The data from 176 respondents were collected through the snowball sampling technique using a structured questionnaire. The collected data was analyzed through SEM using Smart PLS. The study focuses on identifying the key factors influencing consumers' purchase intention and the factors influencing their habits in creating content on social media and other online platforms. The present study findings revealed that individual factors and satisfaction positively influence consumer purchase intention. Additionally, purchase intention has a positive influence on purchase decisions and continuous intention. In terms of content creation, economic benefits, attitude, and willingness to create content have a positive influence on consumer habits, whereas altruism has a negative impact on consumer habits. Instant food seekers prefer consuming snacks between meals. The study shows new trends in consumer food behavior. The findings of the study can be utilized to develop marketing strategies. According to findings, the key market players in the instant food industry are MTR and Amul.

Key words: Instant food, Ready-to-Heat, Ready-to-Cook, Purchase decision, Content cocreation

# Chapter 1: Introduction

## 1.1 Introduction

In the heart of India, where the aroma of fragrant spices fills the air, instant food has carved out a curious niche. In this modern world, people with busy lifestyles often find food preparation to be a challenging task and seek alternative methods for cooking. Years ago, individuals used to prepare and eat their own food. During the 1990s, there was a decline in home cooking as people became more interested in dining out and eager to sample new cuisines. However, there have been significant changes in the way food is produced for commercial gain. The industrialization and modernization of the food industry have drastically altered our diets, replacing fresh food consumption with processed food options (Nt 2023). Ready-to-eat food refers to a food that is in a type which is suitable for eating with no further preparation or is a raw or partially cooked food. Ready-to-eat food refers to a food which is already prepared with no requirement of mixing ingredients or other cooking beyond heating up the food. This type of food is stored on pantry shelf or in the refrigerator or freezer, until the time of consumption (Rathee and Rajain 2021). Instant food comes in a variety of forms, both ready to eat and ready to prepare. The selection of these products is vast, and new products are added to it daily. Instant food effectively meets people's needs in a world where time is a valuable resource. People want to complete tasks quickly and manage their time well to enhance their lives. Evidence shows that there is a global surge in prepared meals worldwide, indicating a shift away from traditional cooking methods (Azman et al. 2023).

The term "instant" itself implies quick preparation, referring to a type of food that can be cooked rapidly (Gupta and Bisla 2019). Instant food is gaining popularity and winning over the hearts and stomachs of people across continents. The term "instant food" refers to food that is easy, convenient, and quick to prepare, as well as hygienic and easy to eat. The food undergoes a

considerable amount of preparation by the manufacturer before it reaches the retailer. Today, supermarket shelves offer a variety of instant food options to choose from, ranging from flavourful curries to comforting khichdi's. From traditional comfort food to international cuisine, there is an array of instant options available. The growth of ready-to-eat food is 40% annually (Dhir and Singla 2020). Instant food can be consumed directly or with minimal preparation, such as heating or frying. Due to the increase in urbanization, rising women employment rates, convenience, and rapid changes in urban lifestyles, the demand for instant food is on the rise. It is seen as a great alternative and a positive choice by consumers with hurried and busy lifestyles. It provides benefits to individuals in numerous ways. Essentially, it is simple for individuals to carry these convenient instant food options while they travel as it is easy for them to eat on the go (Ezhilarasi 2021). Now, not only men but also women have taken up employment in corporate fields and other sectors. The burden of work has led to anxiety and working women has increased, which is one of the reasons that has changed the demand for processed food in societies and lifestyles (Khurana and Goyal 2021). Indian households are becoming more experimental and prioritizing speed over tradition. This shift in priorities has opened the door to many collaborations. This also triggered a shift in cooking habits towards less time-consuming food preparation. Instant food is becoming increasingly popular, making it easier for people from different backgrounds to have access. This type of food can be stored on a shelf or in the refrigerator.

The study of consumer perception deals with the way consumers behave, act, and think in their role as consumers. It aims to understand and study the actions of consumers or individuals. Understanding consumer behavior is a significant challenge as it is influenced by various factors, including internal and external aspects such as personal, professional, and societal influences. They are diverse in their habits. It differs from person to person. They are the final step in the supply chain, possessing the ultimate power of choice. Various factors influence their food choices, making it necessary to understand their behavior. Consumers begin by searching for information,

then finding alternatives, which leads to a purchase decision. This is followed by the post-purchase experience and further satisfaction derived from consuming the products. Consumers are becoming more aware of food products, leading to changing intentions and perceptions of Ready-to-Eat food products in the Food Retail Industry (Goindi, Sinha, and Bhatt 2021). The market for food runs because of the consumer. The consumption patterns differ from individual to individual based on various factors such as socioeconomic characteristics, social status, income structure, and the time available to homemakers. The behavior and desire of consumers for instant food help marketing firms gain a clear understanding of their needs and wants, leading to long-term success for the business. TV advertisement practices and their characteristics can help businesses increase their market shares without resorting to expensive marketing campaigns (Issn 2021). Understanding customers' value drives success. The amount consumers are willing to pay for a product describes the value created by a company.

Consumer perception is a process of selecting, classifying, and comprehending feelings that are directly influenced by sensory receptors (Ezhilarasi 2021). The rise of the internet as a powerful information and communication tool has transformed consumers into empowered behavior. Empowered by the wealth of information available online, consumers can research various instant food products, compare prices, access expert reviews, make informed decisions, and are often willing to share their experiences and attitudes. Therefore, consumers use social media to obtain crucial information about a brand when they are interested in learning more about it. Such consumer attitude is often known as co-creation. This shift has compelled companies to adopt a more collaborative and customer centric approach, departing from the traditional firm-centric perspective to gain a better understanding of their customers' needs, desires, and preferences (Constantinides2015 2015). By involving customers in a collaborative network, companies can learn what consumers want, refine their skills, provide better products, and remain competitive in a dynamic market (Lorenzo-Romero, Constantinides, and Brünink 2014). By doing

so, consumers can contribute to new product development. Nowadays, companies are shifting away from solely internal, product-driven processes and striving to embrace a customer-centric approach to create value(Constantinides2015 2015). Consumer-to-consumer communication and discussion provide consumers with an alternative source of information(Prahalad and Ramaswamy 2004a). Marketers are exploring new information channels to expand the reach of their products, utilizing a variety of online platforms. Video sharing technology has created avenues for creative expression and has led to a significant increase in content creation(Poch and Martin 2015). In recent years, companies have been placing importance on customers' needs and wants. Companies are actively involving consumers in shaping products and services and trying to adopt a customer-centric view(Lorenzo-Romero, Constantinides, and Brünink 2014).

## 1.2. Background

Instant noodles were first introduced in Japan in the 1980s, followed by their introduction in India. Agriculture provided the majority of the world's food forty years ago, supporting every human on the planet (Shanmugapriya and Srivarshini 2018). In the food and agriculture sector, India has made progress since independence in terms of growth in yield, output, and processing. Historically, Indians preferred fresh, home-cooked food. In recent years, there have been changes in food preferences and consumption patterns. It can be seen as a food revolution. Initially, these foods were consumed by defensemen, disaster victims, trekkers, hikers, and hunters who needed quick and portable food options. But now, ready-to-eat (RTE) food has become popular among most busy people in modern cities (Goindi, Sinha, and Bhatt 2021). Indian households today are experimental and flexible in using food products that are more convenient and reduce the steps in cooking. Due to distinctions in culture, eating habits, climate, and geographical factors, consumption and food preferences vary from one society to another. The instant food market extends far beyond noodles. There are various types of instant food, ready-to-eat, and ready-to-make options available. These changes result in new varieties of products, ranging from vegetarian

to non-vegetarian options. It has developed a variety of convenient household products that are easy to use and save time by reducing the preparation process from scratch.

From small traders to multinational corporations, many have started innovating and commercializing instant food products. A producer should strike a balance between customer satisfaction and profitability. The selling price of the product should cover its production cost and generate profit. The awareness and marketing are done through the media, which plays a crucial role in shaping our understanding of food. It showcases attractive ads and colorful images that entice our taste buds. Various types of advertisements increase consumer awareness of instant food. In a global context, the Ready-to-Eat (RTE) food industry has emerged as an excellent food choice and is expected to expand at a compound annual growth rate of 7.2% from 2016 to 2026, reaching a value of up to US$195.3 billion (Baskaran et al. 2017). It has provided high-quality food choices that are easily available in supermarkets, online stores, general stores, and all market outlets. Multinational companies have emerged in India, providing not only Western dishes but also customizing their menus to suit Indian preferences and catering to the local palate. These food chains were not only providing burgers and fries but also adapting to Indian cuisine.

## 1.3 Categories of Instant Food Product

For the purpose of the study instant food has been categorised as follows:

Ready-To-Heat (RTH) - An RTH food product may be defined as any food product that has undergone significant processing by the manufacturer, requiring minimal processing and cooking before consumption. These products are designed to be used with the recipes provided in resealable pouch packs. Simply dip them in boiling water to heat and eat. As the name suggests, they need to be heated, which means that only water or milk is required to prepare them for consumption.

(Dhir and Singla 2020) Ready-To-Cook (RTC) - RTC food products may be defined as any food products that require preparation such as cooking, frying, reconstitution, dilution, etc., before consumption. These products contain all the ingredients prepared or semi-cooked and packed in

the required proportions. One must follow the instructions on the package to cook and assemble the dish. These products are also used as ingredients and become part of the cooked food.

**1.4 Scope of research**

The aim of the study is to identify the various factors influencing consumers' decisions when purchasing instant food. The study is going to consider various factors such as Individual factors (IF), Food safety concerns (FC), Product attributes and appearance (PA), Marketing and branding attributes (BA), Social factors (SF), Health issues (HI), and Satisfaction (SA) that influence consumers to determine their perception. The study will also examine how consumers react on social media post instant food consumption. The factors influencing consumers' willingness to create content include Personal integrative (PSI), Altruism (AL), Social benefits (SB), Economic benefits (EB), Hedonic benefits (HB), Attitude (AT), and Habits (HA). Following a thorough examination of the literature in the field of studies on instant food, the constructs were chosen for the current investigation. The purpose of the study is to bridge the research gap by investigating factors influencing the consumers purchase intension, continuous intention and purchase decisions towards instant food and also consumers HB to create content. As a result, producers of IF will be better equipped to maximise customer happiness and offer higher-quality products by understanding the variables impacting consumers' decisions to buy. The present study will utilise all the variables combined for analysis.

**1.5 Factors Influencing the Consumer's Instant Food Purchase Decisions**.

The nine independent factors influencing buying behavior are:

(Sen, Antara, and Sen 2021) Individual factors, which refer to an individual's lifestyle, preferences, and dislikes. It includes attitudes, values, habits, taste preferences, texture, individual budget, and so on.

(Liew et al. 2021)Food safety concerns refer to attributes associated with safety, such as health risk information, manufacturing and expiry dates of the product, nutritional content, and the use of artificial ingredients.

(Liew et al., 2021) Product attributes and appearance are described as the visual appeal, functionality, and product features that appeal to consumer preferences. Eye-catching packaging combines colour, bold design, unique shapes, and clear messages.

(Liew et al., 2021) Marketing and branding attributes refer to maintaining customer relationships by adopting various marketing strategies such as sales promotion and social media marketing. A strong and consistent brand image fosters trust and loyalty among consumers.

(Saygi and Shipman, n.d.)Social factors refer to the cultural context of life, which encompasses both social circles and cultural background. The food choices are affected by the interactions among individuals, as well as by the cultures and societies in which they live.

(Rawat 2023)Health issues refer to the adverse effects on individuals' health due to high sugar, calorie, saturated fat, and trans-fat content.

(Sochenda 2021)Satisfaction refers to an individual's feelings of pleasure or disappointment that can result from comparing a product's perceived performance to his or her expectations.
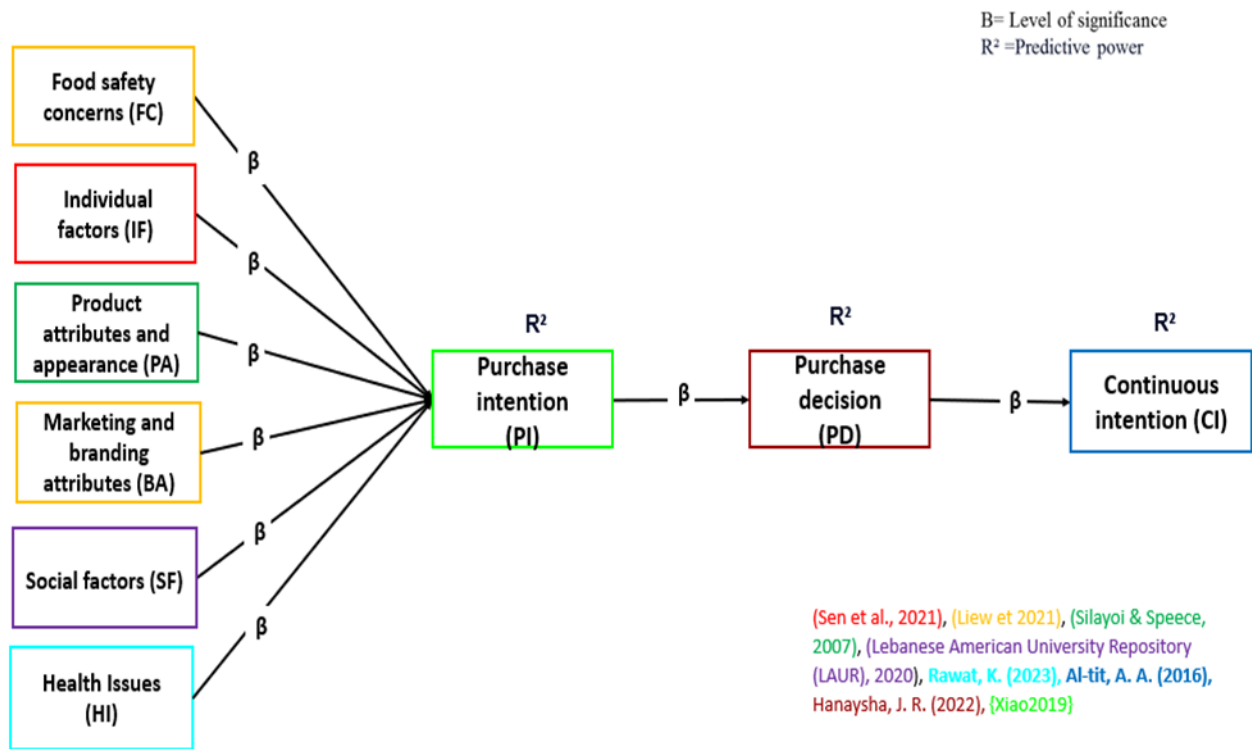
**Figure 1.1** Factors influencing the consumer's instant food purchase intension

**1.5.2 Factors Influencing Consumer's Habits to Create Content**

The six independent factors influencing consumers' willingness to create content are as follows:

(Nambisan and Baron 2009)Personal Integrative (PI) is described as behavioral drivers solely associated with the desire for recognition and aligns them with personal value and identity, such as strengthening consumers' status, credibility, and identity.

(Bronner & Hoog, 2011) Altruism (AL) is defined as doing something for others at some cost to oneself. It emphasizes prioritizing the well-being of others and feeling the emotions of others over oneself.

(Lorenzo-Romero, Constantinides, and Brünink 2014)Social Benefits (SB) refer to the outcomes that individuals or groups experience as a result of their social interactions, which include social recognition, respect, friendship, image within a network, status, and positive reinforcement. Consumers are driven by the desire to connect with others and build relationships.

(Ali, Razak, and Hussin 2019)Economic benefits (EB) refer to the material rewards a consumer receives by participating in co-creation activities or by avoiding risks related to the quality of products and services. Consumers engaged in content creation are motivated by the possibility of receiving financial gain, which may come in the form of rewards, financial prizes, or revenue sharing.

(Fishbein & Ajzen, 1975) Attitude (AT) is referred to as an individual's positive or negative feelings about performing a target behavior. Consumer response refers to how individuals react to a specific object, such as content creation.

(Nambisan & Baron 2015)Hedonic benefits (HB) are mentally stimulating experiences associated with fun, enjoyment, entertainment, and pleasure, which are perceived as valuable benefits by the consumer. It refers to receiving such benefits by engaging in content creation.

(Liu, Shao, and Fan 2018)Habits (HB) are defined as automatic responses triggered by specific stimuli, independent of conscious decision-making. It helps to describe how consumers effortlessly and naturally engage in creating content.
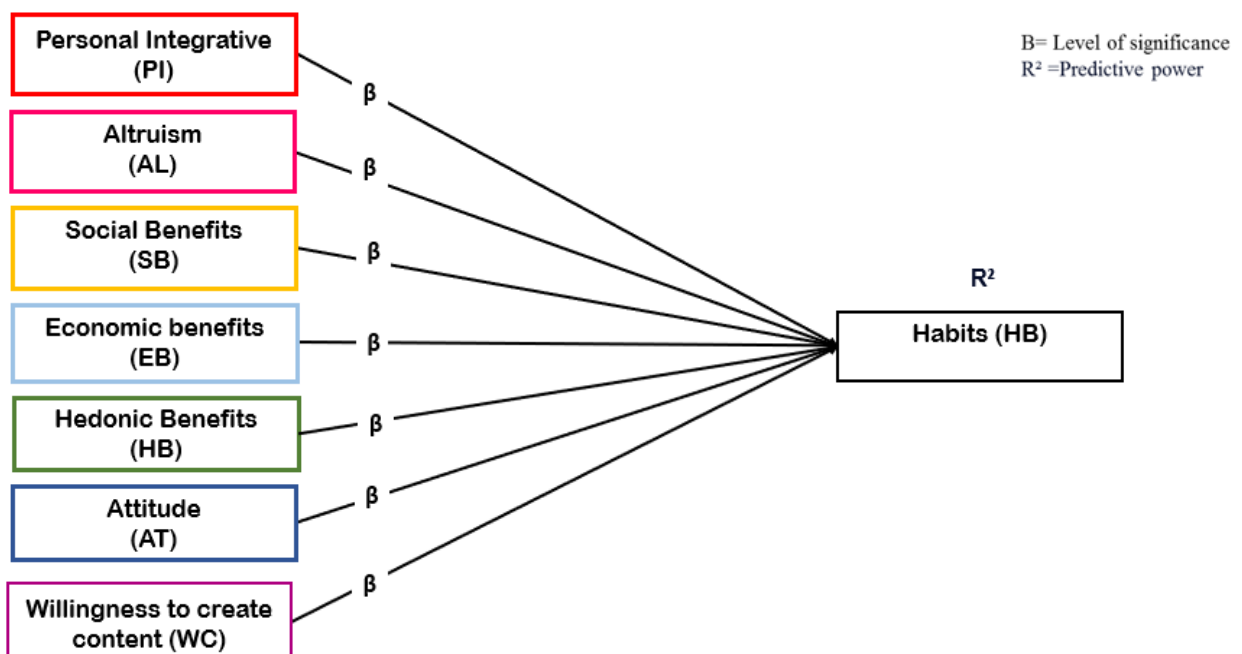


**Figure 1.2** Factors influencing consumers' Habits to create

**1.5.3 Composite Model**
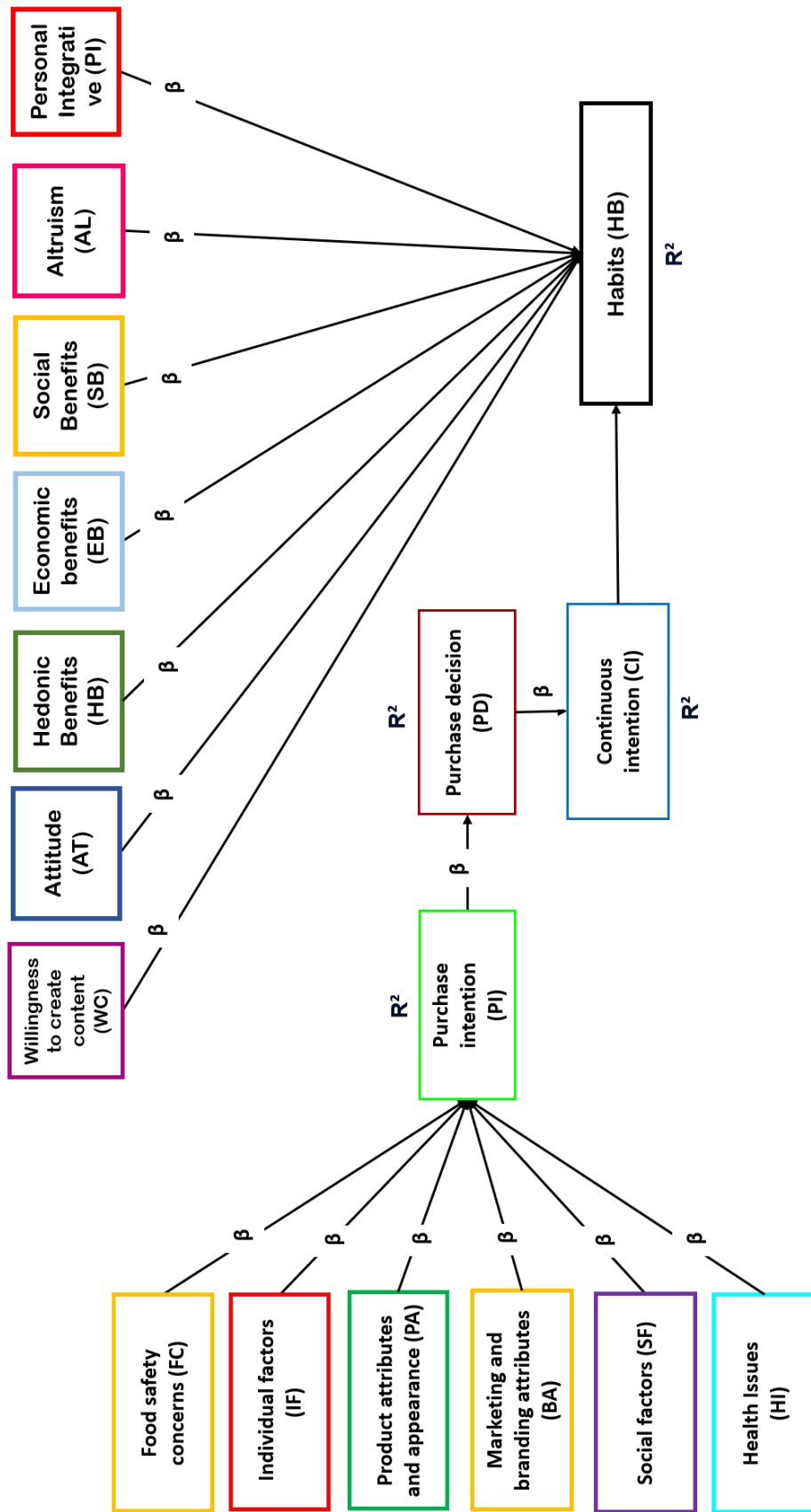


**Figure 1.3** Composite Model

**1.6 Literature Review**

The present study evaluates consumers' perceptions of instant food. The literature from the years 2006 to 2023 was studied, and a total of 50 papers were referred to for the study. In order to collect research papers for review, detailed research was conducted on Indian and international papers using available databases such as Google Scholar, Elsevier, ResearchGate, and Scopus.

Research papers were selected that were directly associated with the concept of consumer behavior towards instant food, consumer preferences and satisfaction towards instant food, factors affecting purchase intention in the fast-food industry. The selection also included papers where keywords such as consumer satisfaction, ready-to-eat, canned food, food habits, fast food, and health issues associated with fast food were used to search for papers. The papers are then grouped according to the research gap, which is analyzed based on the year of publication (i.e., 2006-2023), authors' names, number of authors, journal name, objectives, findings, techniques, and variables. The instant food is categorized into two types: ready-to-heat and ready-to-cook. The selection of instant food products is based on items frequently purchased after discussions with local consumers in the study area and representatives of popular instant food brands in the same area. The products were then categorized into two groups representing Ready-to-heat and Ready-to-cook. Further, 23 food products were selected, including packed instant gravies, instant semi-cooked food, instant food mixes, and instant snack products, along with 8 brands identified as MTR, Gits, Tata Sampan, Haldiram, ITC, ID, Amul, and McCain. The detailed literature review is conducted (refer to chapter 2) to identify (1) research gaps, (2) techniques used for data analysis, and (3) sources and methods of data collection.

**1.7 Statement of The Problem**

The food consumption habits require further analysis because they account for a significant portion of consumer spending. In this busy world, where both men and women have taken up employment and have packed schedules, cooking food can be a significant challenge. Traditionally, cooking

and preparing food were associated with women, and this legacy has been passed down from generation to generation. But now women are breaking free from traditional confines. Due to this social shift, there is a demand for time-saving options. To cope with the challenges, buying behavior shifted towards instant food, offering a convenient solution to their needs. The increased demand for instant food is due to its convenience, requiring less time and effort for food preparation. Numerous international and Indian companies are involved in the production of instant food, offering a variety of options to choose from. Also, overconsumption can lead to a range of health issues. Studying consumer behavior is crucial because it significantly influences product placement in stores and purchasing decisions in households. The instant food market holds a promising future due to the busy lifestyles prevalent across cultures and the young generation's aspiration for a Western lifestyle. Hence, a study of consumer intention to understand how they react and their buying behavior was considered to gain insight into the dynamic market and to bridge the gap between consumer preferences and the realities of their lives, including health.

**1.8 Research Question and Objectives and related Hypothesis**

The present study aims to address three questions: (1) What are the factors influencing the consumption of instant food, and (2) Are consumers satisfied after purchasing instant food? (2) How do the respondents react? Is it possible to develop a comprehensive model to determine if buying behavior is influenced by various factors, which in turn leads to content co-creation based on consumers' experiences after consuming instant food. Based on the discussion in the background section above, the following research questions (RQ) are developed along with the related objectives (O) and hypotheses (H) for further analysis.

**RQ1:** "Whether there is any influence of eight constructs on consumer behaviour of instant food namely, Individual factor (IF), Food safety concerns (FC), Product attributes and appearance (PA), Marketing and branding Attributes (MB), Social factors (SF), Health Issues(HI), Satisfaction(SA), Continuous intention(CI)" This RQ tried to find "What factors are influencing the customer

behaviour when it comes to instant food and whether satisfaction also influences while making purchasing decision? The related objective (O) framed and the hypothesis (H) to be tested is:

**O1:** "To study whether there is any influence of factors considered by the respondents for consuming instant food and are they happy after purchasing instant food".

**H1:** "There is significant influence of the factors including satisfaction while making the purchase decision". The hypothesis will be tested using Structural Equation Model with the help of Smart PLS software.

**RQ2:** How do the respondents react based on their experience?

This RQ tries to find the satisfaction level influenced by seven factors namely, personal integration (PI), altruism (AL), social Benefits (SB), economic Benefits (EB), hedonic Benefits (HB), attitude (AT), and willingness to create content (WC) which leads to Habits (HA). The related objective (O) and the hypothesis (H) to be tested is:

**O2:** "To identify various factors influencing respondent's social media reactions".

**H2:** "There is significant impact of various factors on habits of respondents when it comes to content co-creation on social media". The hypothesis will be tested using Structural Equation Model with the help of Smart PLS software.

**RQ 3:** "Will the developed composite model provide a better understanding"?

**1.10 Chapterisation Scheme**

The entire research is divided into four chapters

**Chapter 1: Introduction**

This chapter includes introduction of instant food, background of instant food, Definition of instant food product, Categories of instant food product, Model description, Literature review, Statement of the problem, Objectives of the study, Research Question and Hypothesis for the study and Research Methodology.

**Chapter 2: Literature review**

This chapter deals with evaluating the existing literature available on instant food. It discusses the various literature done by the various researchers in similar areas in order to have in depth view of existing knowledge. The development and growth of instant food products, Indian instant food industries. The literature is divided in three sections, the first section deals with details of the demographic details of the respondent, second factors influencing consumer behaviour to create content and lastly the factors that leads to willingness to create content.

**Chapter 3: Analysis and discussion**

This chapter presents the empirical findings in a clear and organised manner, showcasing key insight through detailed explanation for each of the research question/ objective to get a better understanding.

**Chapter 4: Findings, Summary and Conclusion**

The last chapter of the study includes the introduction, findings and summary from the demographic profile, factors influencing consumers instant food purchase intension and the factors influencing the consumers habits to create content. The chapter also provides conclusion, theoretical implication and scope for future research study.

# Chapter 2: Literature Review

## 2.1 Introduction

The present study evaluates the existing literature available on instant food. A literature review will provide us with an in-depth understanding of the topic and an overall view of the topic under study. By delving into past research, it guides researchers and helps prevent duplication of work done previously in similar areas. It also provides key concepts and methodologies, which help provide the basis for our study.

The literature from the years 2006–2023 was studied, and total 50 papers were referred for the study. The papers were searched using keywords like instant food, junk food, consumer behavior, consumer satisfaction, ready-to-eat, canned food, food habits and fast food for the study. In order to collect research papers for review, detailed research with respect to Indian and foreign papers were carried out using the available database. like Google Scholar, Elsevier, Research Gate, and Scopus. Study based on instant food, perception of consumers, continuous intention, customer satisfaction, factors influencing consumer behavior and factors influencing the habits of the consumer to content have been taken up.

There are numerous studies on the topic of instant food, but no study has been made to understand the effect of purchase intention on purchase decisions, customer satisfaction, and finally, continuous intention. No similar study in the state of Goa has been made. Most particularly, not a single study has been made in this area to identify the reaction of consumers if they are satisfied with their experience.

## 2.2 Customer profile (demographic)

People's buying intension and buying behaviour are shaped by their personal characteristic like gender, age, occupation, income level and education. A firm should design product and services keeping in mind the needs of the consumer and their demographics. Sociodemographic factors (age, education, and income) also found to have an impact on victual buying behaviour

(Sen, Antara, and Sen 2021). By emphasizing on the needs of the consumer, knowledge and information of their demographics it will help to boost the sales and adopt strong marketing strategies. Consumers may be treated as groups, typically market segments, identified by geodemographic characteristics and assumed to have common attitudes and behaviour(Johns and Pine 2002). (Marudhadurai 2020)in his study revealed that there is a relationship between the age, income, the education level and influencing factors among different individuals. By analysing the demographic profile through the data collected by survey, provides valuable insight about the needs, wants and preferences of the consumers., this enables in enabling effective marketing strategies. The instant food products are mostly purchased by the consumers through retail shops and departmental stores(Patel 2019). The rise in instant food is due to the reasons such as urbanization, changing family dynamics, convenience and offering variety with sacrificing taste and growing affluence among middle income earners (Patel2019). There are numerous factors that affect the consumers decision making behaviour, one of them is gender. The individual's gender also influences the food selection (Saygi), men typically needs higher calories due to their higher average muscle mass whereas women need twice the amount of iron than men for biological activities such as childbearing and mensuration. Men and women approach shopping with different motives and consideration.(Khurana and Goyal 2021), has made an attempt to understand the perception of youngsters of India towards the instant food products.

It revealed that there is no association between gender, age towards purchase behaviour and male and female are equally aware about instant food product. Majority of the consumers have purchased instant products regularly and they preferred for easy availability and lesser time taken for preparation is a main reason for purchasing instant food products(Vasan 2019).

External factors shape the buyer's decision, like age, family phase, and way of life. (Saygi). The needs and interests vary for different age groups, for example, diapers. for children and wellness products for the elderly. Analyzing consumers ages is a very important topic nowadays.

Different age groups have different choices, as they navigate through different stages, their priorities change. Young people are intended to spend more money on their lifestyle than older people, whereas older people tend to consume less energy-dense sweets and fast foods and consume more energy-dilute grains, vegetables, and fruits rather than young people.(Sen, Antara, and Sen 2021), the age group of 21–30 years is buying more RMFF than any other age group. This is aligned with (Paul et al. 2022)results, as it stated that generation Z positively influences purchase intension.

The retailer's influence plays a very important role in the purchase of instant food. products, and retail shops are an important source for the purchase of these products by consumers(Dr. S Praveen 2019). It was also found by(Bala Swamy, M;Kumar and Srinivasa 2012), Products were purchased from retail and department stores.

Occupation plays a very fascinating role in our food choices; it dictates our access. time and resources. The nature of one's profession as a housewife, businessman, A service holder or any other profession shapes the perception regarding food. choices. There is a huge demand for ready-made frozen food in those places where Women are also engaged in economic activities, freedom, flexibility, and involvement in the business or administrative sector is becoming more widespread. (Sen, Antara, and Sen 2021) So, they can't give enough time in-house because of taking part in the financial area. Rising urbanization is increasing the number of women working outside their home, and increasing per capita income is acting as a driving force behind Readymade Frozen Food (Sen, Antara, and Sen 2021). Individuals with higher incomes are likely to dine out more regularly.

## 2.3 Factors influencing the consumer for consumption of instant food

The main purpose of business is to create and retain customers hence it is necessary to understand the consumer behaviour. The question arises is what are the factors influencing the buying behaviour of the consumers? There are many factors that impact our food choices such as

product features, personal appetite, mood, habits and even culture. Our buying behaviour is influenced by a set of complex factors. Hence following are the factors considered to understand the factors influencing the consumer behaviour and are they happy.
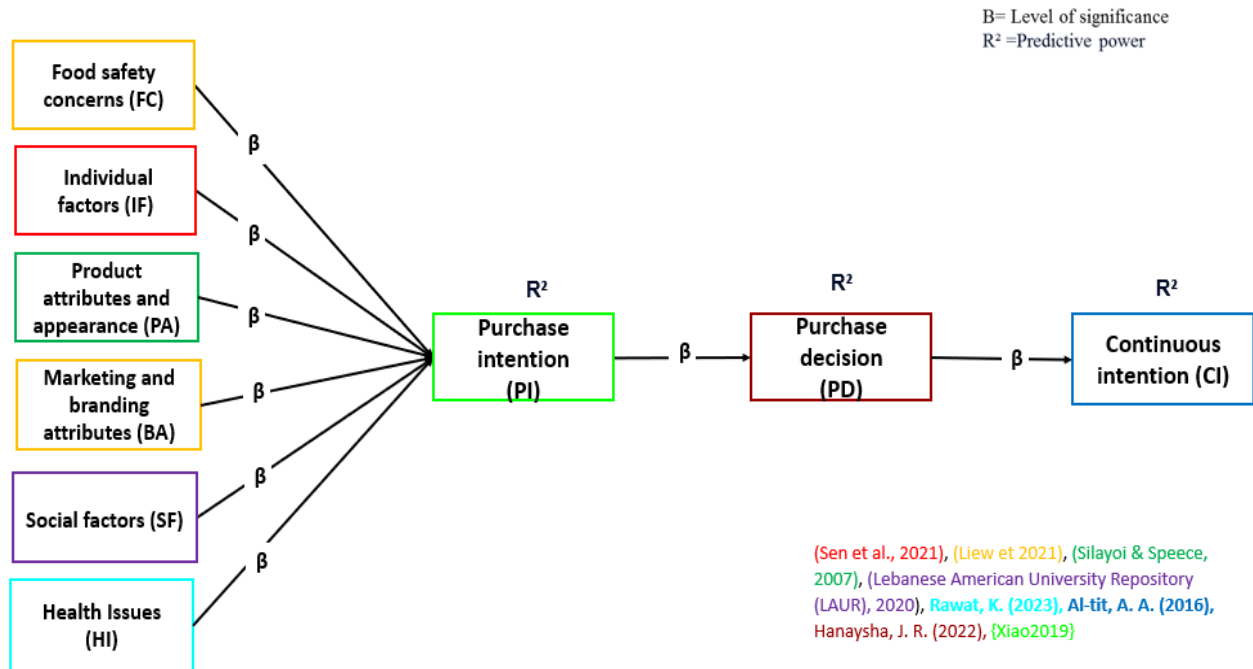


### 2.3.1 Individual factor (IF)

Individual factors influencing buying behavior differ from person to person. It depends on one's lifestyle and their likes and dislikes. Individual factors like individual habits, attitudes, beliefs, and values play an important role in food choice(Sen, Antara, and Sen 2021). Additionally, taste preference, individual budget, texture, and flavors play a significant role. Individuals with busy lifestyles find instant food a convenient option to choose as it saves time and requires less effort in food preparation. Convenience indicates that consumers are inclined to save time and energy as regards food preparation(Sen, Antara, and Sen 2021). As it saves time and energy in preparing meals, it has a significant impact on the purchase decision(Mohammad et al. 2023). It was also confirmed by (Bala Swamy, M;Kumar and Srinivasa 2012)that ready availability and timing-saving factors influence the purchase decision. In this fast-paced lifestyle, individuals opt for quick and convenient meal options(Azman et al. 2023). Consumers feel that the major factors for the use of instant foods in the present world are the prices, as some of the raw materials are

continuously increasing; the purchases of RTE foods are more economical and convenient as they save time, energy, and money; the standard of living is also changing due to a rise in income levels; the influence of western countries; more global trade; traveling, etc. Hence, people are changing their taste to instant foods more compared to the old, traditionally prepared foods(Dr. S Praveen 2019). Price indicators such as fair, affordable, competitor's price, and discounts attract budget-conscious consumers and play a major role in buying decisions and repurchase intentions(Kotler and Keller 2006). A monthly spend of Rs. 400–600 on RTE products by an individual signifies the growing popularity of such products (Duraichamy2021). Consumers are interested in buying this food as it is easy to cook, delicious, easy to find, quality product, low price, etc (Sen2021).

*H1a: Individual factor (IF) has a positive influence towards consumers instant food purchase intension (PI).*

## 2.3.2 Food safety concerns (FC)

Safety can be defined as having a wider or narrower scope(Baskaran et al. 2017). From a narrow perspective, food safety, also known as a food risk, is related to the probability of contracting a disease as a consequence of consuming certain food types. While ingredients and nutritional information are important, consumers also prioritize safety, which influences their purchase intention. Adoption of proper safety measures protects the consumer from foodborne illnesses. In urban environments, food concerns often run higher, and it was confirmed in a previous study (Ran, Mowla, and Islam 2011)that safety positively influences consumers purchase decisions. Consumers perception of food safety is shaped by one such psychological interpretation that affects their attitude and behavior about purchasing food products(Yeung and Morris 2001). Consumers value transparency; they want labels to spell out a detailed nutrition breakdown for the artificial ingredients used, a manufacturing date, an expiration date, health risks, and storage instructions. Food safety has long been ensured by the application of the MS1500:2004 standard, which includes guidelines for the theory of food safety (MS1514), the Hazard Analysis Critical

Control Point (HACCP-MS1480), and the recommendations for good manufacturing practices (GMP) for the small and medium-sized food industry.(Yeung and Morris 2001), to lower the risk in food, particularly during safety concerns, consumers are willing to pay marginally higher costs for quality assurance. It was studied by (Liew et al. 2021)that consumers without fail scrutinize the manufacturing and expiration dates of the product before making an informed quality food choice.

**H1b:** *Food safety (FC) concerns has a positive influence towards consumers instant food purchase intension (PI).*

### 2.3.3 Product attributes and appearance (PA)

Consumer choice for food is positively influenced by the product property and relationship with surroundings(Vasan 2019). Product attributes are described as visual appeal, its functionality, and product features that appeal to consumer wants such as visual and symbolic value and functional qualities (Paul et al. 2022). Eye catching Packaging blends color, bold design, unique shapes, and clear message forms. emotional tool and a powerful tool for attracting and retaining consumer attention. (Silayoi and Speece 2007)Packaging silently communicates its opinion; it acts as a symbol that communicate the implied meaning of the product. It also influences the consumer's purchase decision and used as a strategic tool by the manufacturer. It acts as a crucial factor in the decision-making process as it effectively communicates at the time of making choices in the store. Pictures of the product are used as a strategic way to differentiate the product from the other competitors, it also attracts the attention of consumers and sets expectations. The overall characteristics of the packaging showcases the uniqueness and originality of the product. Safeguarding the products during transportation and facilitating storage is the primary function of the packaging, it prevents loss, spoilage, and damage. The secondary function is using packaging as a marketing tool, it communicates features and product attributes to the potential buyers(Silayoi

and Speece 2007). Size and shape also affect the decision-making process. Straight-shaped products have more utility than curvy(Silayoi and Speece 2007).

Packaging can be segregated into two categories identified as visual and information elements(Silayoi and Speece 2007). The visual elements consist of all the colorful and attractive pictures, shapes, and graphics. The information elements consist of all the product information, such as ingredients, fats, sugar, food preservatives, benefits, and cooking instructions. Also, vibrant images, colorful packaging, nostalgic designs, and free gifts encourage repeat purchases. This trend towards convenience has led to the development of packaging options. that cater to the needs of urban consumers, such as resealable pouches, single-serve containers, and packaging that is designed for on-the-go consumption.

Mohammad et al. (2023)Consumer perceptions of an acceptable color are linked to their perception of other quality attributes, including taste and nutrition. Different colours evoke different emotions and associations, for example, red color packaging suggests spiciness and green color are linked with freshness and nutrition. While shopping When consumers get attracted to its packaging, a quick visual representation can be the deciding factor. If products are available, there are a range of packaging options, such as cups, restorable pouches, and bowls, which makes it easy to consume due to Demand is increasing. Innovative packaging with clear labeling empowers consumers with the knowledge, this reduces confusion, boosts brand trust, and helps in building brand loyalty and ultimately influences purchase decisions(Liew et al. 2021). Effective packaging influences the consumer's decision about a product(Paul et al. 2022). According to purchase(Fishbein and Ajzen 1975 2015) intention is influenced by product packaging.

**H1c:** *Product attribute and appearance (PA) has a positive influence towards consumers instant food purchase intension (PI).*

### 2.3.4 Marketing and branding attributes (BA)

Brand image has been recognized as an essential component of the concept of marketing (Liew et al. 2021)(Baskaran et al. 2017). Marketing refers to maintaining customer relationships by designing attractive advertising strategies. Marketing managers need to be aware of consumers's consumption patterns and how the benefits of their goods and services are perceived in order to understand their decision when making a purchase(Blackwell, Miniard, and Engel 2001). Research revealed that one of the primary factors influencing the consumption of instant food among young consumers is exposure to advertising (Mathur 2016). Without a doubt, effective social media marketing will enable businesses to build a win-win connection with their customers by enhancing customer happiness, interaction, and positive word-of-mouth (Hanaysha 2018). Branding is an invisible force that shapes perception, builds trust, and creates a unique identity for the product  (Baskaran et al. 2017). It builds a bridge between the firm and the product and gives a reason for the consumer to choose the brand over other competitors. It plays a pivotal role in influencing the choice an individual makes in purchasing instant food products. It goes beyond labeling and logos; it is a unique identity that speaks directly to consumers. A brand image is a mental picture customers have of a brand, and a strong and consistent image creates trust and loyalty among consumers. It is important to create an impact on consumers' choices along with their loyalty through identifying and differentiating quality and origin(Sen, Antara, and Sen 2021). By creating a strong impression of a brand, customers are more likely to be loyal and choose the brand over other competitors; this can lead to repeat purchases and a positive word-of-mouth recommendation. The demand and supply of instant food have increased through innovative and captivating advertising(Anitha and Radhika 2013). Loyal customers often become brand ambassadors, recommending a particular brand of product to friends, family, and acquaintances, and often choose to buy from the same company repeatedly(Kuikka and Laukkanen 2012). The

study conducted by (Liew et al. 2021)found marketing and branding attributes strongly influence consumers instant food purchase decisions.

*H1d: Marketing and branding attributes (MB) has a positive influence towards consumers instant food purchase intension (PI).*

## 2.3.5 Social factors (SF)

Social factor (SF) is defined as the degree to which consumers perceive how others in their social circle (families, friends, relatives, co-workers, media, and social media) believe they should use a particular product, technology, or service(Agbemabiese, Anim, and Nyanyofio 2015). Consumer social factors pave the way for fast consumption(Lebanese American University Repository (LAUR) 2020). In context to instant food, it refers to the food choices that are affected by individuals interaction with one another as well as by the cultures and societies they reside in(Saygi and Shipman, n.d.). The people we spend time with and the cultural backdrop of our lives—both social circle and cultural context—shape our food choices.(Saygi and Shipman, n.d.), when we admire the lifestyle of those around us, it becomes aspirational, and this often leads to imitation. They can be neighbours, family members, peer groups, or circles of friends. Also, consumers frequently engage in trends, like trying out new product varieties or flavors, to actively participate in discussions to enhance their visibility and gain recognition(L. Chen, Yuan, and Zhu 2022). In addition, social media advertising plays a big role in the food choices we make(Saygi and Shipman, n.d.), it influences our purchase decisions. There has been a shift in consumer food behavior, which may be due to the due to the virtualization of online shopping and the growing popularity of grocery stores(Saygi and Shipman, n.d.). It should be noted that traditional stores remain a cornerstone of consumer behavior. According to(Dr. S Praveen 2019), retail shops were the major source of information, as the sellers themselves influence and motivate consumers to opt for these products while making purchases, followed by TV and radio advertisements, as these are the common mass media existing in almost all households in all the selected areas. While

seeking new experiences with food, television advertising influences consumers purchase decisions(Duraichamy 2021). Children get familiar with different types of food options when they are introduced by their family, considering different factors such as taste, nutritional content, time, and social status. Children are the active participants in food choices, and as children mature, they gradually assume the decision-making process, and parents influence less gradually(Farhana 2021). Couples carefully plan and jointly decide on instant food purchases, and television advertising is the source through which consumers learn about instant food products(Patel 2019). The support and exchange of food experiences drive consumers to consume instant food. All this together influences the purchase decision. Consumers perceive and interact with different products and brands in a way heavily influenced by their cultural context(Mayangsari 2018). According to(Liao, Dong, and Guo 2020), consumers rely on social factors such as word of mouth from neighbours, relatives, coworkers, classmates, and colleagues when deciding to dine in a fast food restaurant. An individual's consumption behavior is affected by his or her surrounding social situations and environment, not only by his or her motivation(Lebanese American University Repository (LAUR) 2020), the study conducted by the Lebanese American University Repository found social factors positively influencing the consumption behavior of the respondent.

*H1e: Social factors (SF) has a positive influence towards consumers instant food purchase intension (PI).*

## 2.3.6 Health issues (HI)

The companies should take care of the health of the future generation; they can try to reduce the preservatives and other chemicals(Marudhadurai 2020). Instant food is recommended as a meal as it contains substantially fewer calories(Remnant and Adams 2015). The nutritional and fat content vary across the meal type and range. According to(Remnant and Adams 2015), 'Healthier' labeled meals showcase low fat, saturated fats, and sugar content with a moderate salt level. Health-conscious people are less likely to indulge in instant food frequently and have lower

chances of consuming it at least once a week(Aruppillai and Godwin Phillip 2015). The reason behind the increased number of noncommunicable diseases is frequent consumption of instant food(Dhir and Singla 2020). Modern food habits offer both challenges and opportunities for human health. Some of the negative effects are chronic health conditions, obesity and weight gain, digestive issues, poor nutritional content, and an increased risk of mental issues, whereas the positive effects are convenience and flexibility, cultural diversity, and innovation(Mendonca 2023). As per (WHO, 2021), consumption of more processed and high-calorie foods being consumed by the people has led to increase in overweight and obesity rates.

The Food and Drug Administration (FDA) has compiled a list of over 30,000 chemicals that can be added to stabilize, texturize, preserve, sweeten, thicken, add flavor, and color to instant food in order to attract consumers. As per health experts, there is a surge in obesity and heart disease due to modern dietary habits, mainly due to the consumption of fast food. Despite these concerns, it hasn't deterred a growing appetite for such food consumption, especially among the young generation(Mayangsari 2018). Since health conditions like obesity and diabetes are fueled by instant food and have comorbidities with other serious illnesses, it was suggested by (Antequera-Jiménez et al. 2024)that promoting policies to limit instant food consumption could help enhance the general health of the overall population. consumption The existing literature, upon closer examination, reveals a large knowledge gap concerning this topic. Moreover, the available literature lacks understanding of the health issues associated with other instant food products, such as ready-to-heat and ready-to-cook food products, yet it remains unexamined despite its convenience and instant nature and extensive market share. Sales of ultra-processed items are fast rising globally, though the impact of ultra-processed food consumption on noncommunicable diseases (NCDs) has turned out to be a global epidemic (Costa et al. 2019). (Rawat 2023)revealed in his study that instant food has adverse effects on the health of consumers due to overconsumption and wrong eating habits. The study conducted by the Lebanese American

University Repository (Lebanese American University Repository (LAUR) 2020), found a significant positive relation between fast food addiction and consumer behavior.

**H1f:** *Health (HI) issues has a positive influence towards consumers instant food purchase intension (PI).*

**2.3.7 Satisfaction (SA)**

Customer satisfaction can be defined as an individual's pleasure, feeling, or disappointment that can result from comparing a product's perceived performance in relation to his or her expectations (Oliver, 1981; Brady & Robertson, 2001). Understanding consumer satisfaction is crucial because it results in an optimistic outcome from the resources and the fulfilment of unmet needs and desires (Bearden1983). A satisfied customer is a powerful marketing tool that plays an important role in the market (Mahapsari2013). According to (Yang2017), satisfaction is the perceived difference between expectations prior to the consumption of a product or service and the perceived performance after consumption of the product or service. The success of companies mainly depends upon the satisfaction of consumers, or consumer delight (Marudhadurai2020). Every organization prioritizes customer satisfaction above all else, and doing so is necessary for accomplishing organizational goals. Strong product satisfaction among consumers translates to continuous intention, repeat purchases, and ventures into other products within the brand's line (Rogers1992). Collecting feedback on the overall satisfaction of the consumer's empowers the producers to improve their service and quality (Mahapsari2013). If the interaction between consumer and seller or the other members of the community results in satisfaction, they will continue to interact with each other and desire further engagement (Sashi2012). Satisfaction is the positive interaction of enterprises that leads to happy business (Nguyen2022). There is a relation between satisfaction and repurchase behavior; a higher satisfied customer, the greater the chances they'll return (Johns2002). A study conducted by (Sochenda,2021) examined various factors influencing consumer satisfaction and then assessed

the casual relationship between consumer satisfaction and customer loyalty, finding that consumer satisfaction positively influences customer loyalty in the fast food industry. The purpose of the study is to bridge the research gap by investigating factors (individual factors, food safety concerns, product attributes and appearance, marketing and branding attributes, social factors, and health issues) that influence purchase decisions, customer satisfaction, and continuous intention towards instant food.

**H1g:** *Satisfaction (SA) has a positive influence towards consumers instant food purchase intension (PI).*

### 2.3.8 Purchase intension (PI)

Purchase intention (PI) measures a consumer's likelihood to buy a product or service, reflecting their level of motivation and interest (Paul et al. 2022). On the other hand, (Limantara 2017)mentioned that even if purchase intention is a strong indicator of a customer's potential purchase behavior, it cannot be equated with actual purchase because it can be disrupted by internal and external factors. PI is one of the principal concepts studied in the marketing literature. According to Fishbein and Ajzen (1975)purchase intention is complex as it involves the consumer's feelings, thoughts, and past experiences, and external factors play a significant role in shaping the consumer's intention to purchase. A study conducted by Tan, Hanif, and Amalina (2016)demonstrated that consumers's purchase intentions have a significant influence on psychological factors, indicating that a product is directing their behavior. The interest of marketing scholars in purchase intentions is explained by the fact by the fact that it is also associated with buying behavior(Baskaran et al. 2017). It reflects a customer's pre-purchase mindset. Purchase intention reflects whether a product aligns with customers' needs and expectations; meeting expectations strengthens the bridge, and customers explore further, leading to higher satisfaction and repeat purchases, while unmet expectations lead to disappointment, hindering exploration and satisfaction(Paul et al. 2022). Focusing on and understanding consumer

behavior will help businesses boost sales and earn profits. (Baskaran et al. 2017)has suggested finding out fundamental factors that shape the dynamics of the purchase intention of RTE food, and hence this study aims to bridge the gap. Purchase intention has a high inclination toward repeat purchases to obtain products they are interested in (Nabil2010). Hawa et al. (2014)revealed that factors such as health, quality, and value have a positive impact on consumers' intentions to buy RTE food products. Another study conducted by (Paul et al. 2022) stated that generation Z's purchase intention is influenced by convenience and product attributes; both factors exhibit a strong and positive relationship with the purchase intention. Past studies have found a positive correlation between purchase intention and purchase behavior(Fitzsimons and Morwitz 1996).

**H1h:** *Purchase intension (PI) has a positive influence towards consumers instant food purchase decision (PD).*

## 2.3.9 Purchase decision (PD)

Hanaysha (2022)has defined a purchase decision as a series of steps that a consumer follows before purchasing the actual product; it consists of various aspects such as what to buy, when to buy, where to buy, brand evaluation and model selection, payment option, and budget. It is a process that begins with a consumer recognizing a need and finishes with the selection of a specific product or service(Salem 2018). In general, a decision is indeed the act of selecting between two or more options(Leon G Schiffman and Kanuk 1994). Consumers decisions are formed based on their perceptions based on a combination of factors such as a brand's image, the company's offering, and its reputation, which shapes their decision-making. The factors influencing consumers purchase decisions can be identified as internal or external factors. Internal factors can be identified as knowledge, beliefs, attitude, perception, personality, status, lifestyle, and roles. On the other hand, external factors include membership, groups, social class, and culture(Hanaysha 2022). Retaining customers and maintaining strong relationships with them has become a challenge for businesses and firms as consumers now have a wide range of options

available, have greater bargaining power, and can easily switch to competitors offering better deals, features, and services(Salem 2018). Marketers can stimulate the buying behavior of consumers by creating advertising and marketing programs that elicit their responses(Salem 2018). It is highly probable that consumers use their past purchasing experience with marketing campaigns and non-commercial information sources to form their judgment(L G Schiffman and Kanuk 2007).

*H1i: Purchase decision(PD) has a positive influence towards consumers instant food continuous intension(CI).*

### 2.3.10 Continuous intension (CI)

The study by Teng and Kuo (2011) defined continuous intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information about a service. Positive experience holds immense power; if the product offers a great experience, there is a high possibility of satisfied consumers rejecting competitive offers. It is the likelihood of consuming the same product in the future. Service quality and food quality have a great influence on customer satisfaction(Mahapsari 2013). As consumer expectations evolve, producers should track their desires and satisfaction, and promptly addressing concerns will help in retaining business(Mahapsari 2013). Many studies have revealed that there is a relationship between customer satisfaction and continuous intention. A highly satisfied consumer has the intention of repurchasing(Mahapsari 2013). M. A. K. Sriyalatha and P. J. Kumarasinghe (2021)in his study 'Customer satisfaction and revisit intention towards fast food' stated that by enhancing consumer satisfaction, it can increase consumer turnover, which in turn affects the likelihood of continuous intention. Hence, it can be concluded that satisfied consumers are likely to make another purchase and recommend products to friends, family, and associates.

**2.4 Factors influencing consumer's willingness to create content**

Consumer-to-consumer interaction provides information and insight they might not have considered before and is not completely dependent on the seller. Online interaction reveals an emerging trend. Food manufacturers need to understand consumer behavior. The use of social media enables consumers to interact virtually about their experiences. Unlike traditional marketing channels, social media allows for direct and immediate interaction and provides space to connect with each other. The interactive nature of social media enables sellers to interact and engage with customers and also provides a platform for customers to voice their opinions and give immediate feedback, helping sellers improve their products and services and also influencing others buying decisions.
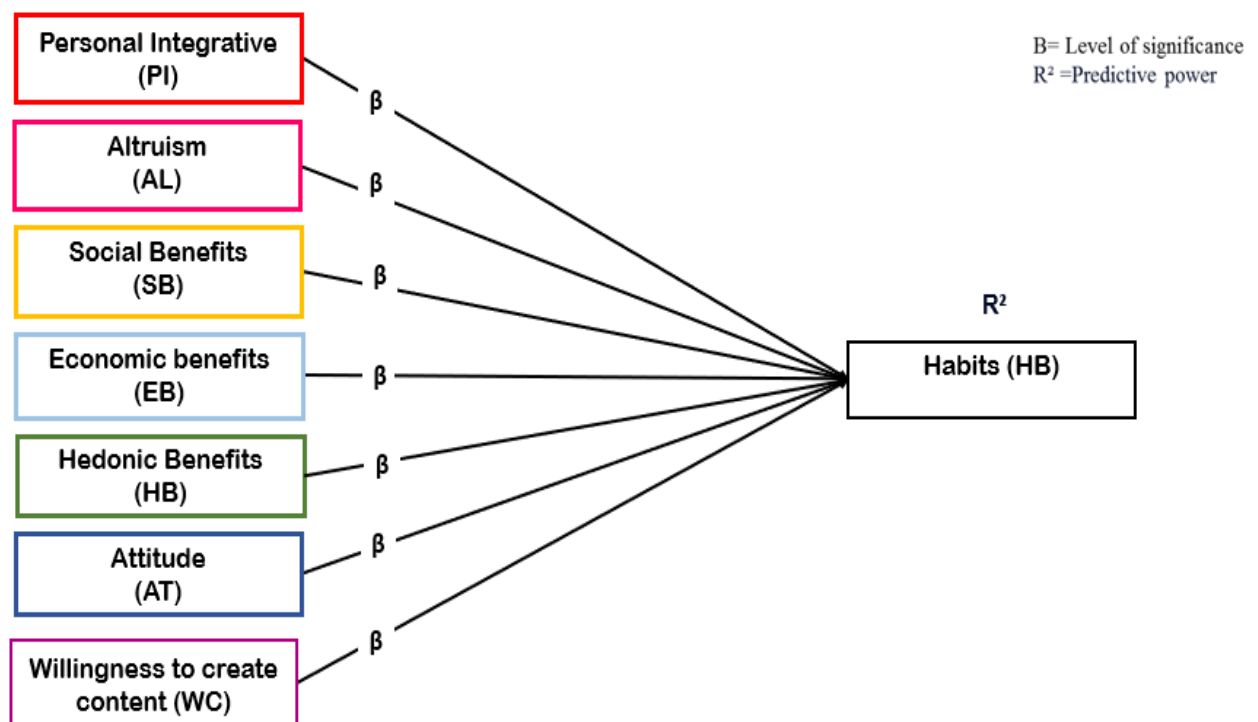


**2.4.1 Personal integration (PSI)**

Personal integrative is described as behavioral drivers solely associated with desire seeking for recognition and aligning them with personal value and identity(Sundaram 2020). It provides benefits such as strengthening consumer status, creditability, and status(Yadav and Mahara 2020). Such motives originate from external rewards like building a positive reputation, achieving a

respectful position in a community, and achieving a sense of self-efficacy(Nambisan and Baron 2009). Online platforms provide a venue for consumers to exhibit product-related knowledge and problem-solving skills. Participating in the content creation process empowers consumers as it generates a sense of self-efficacy while contributing to the company's innovative process through their deeper product knowledge and their problem solving skills(Constantinides2015 2015). Drawing from the consumer value perspective(Holbrook 2006), consumer's internalized wants for seeking social wants and achieving self efficacy shape their engagement experience. By contributing high-potential ideas, consumers might gain reputation and expertise and become known in the community, raising their profile and reputation(Nambisan and Baron 2009). Personal integration has a positive impact on consumers participation in content creation(Lorenzo-Romero, Constantinides, and Brünink 2014). According to a study by (Yadav and Mahara 2018), consumer's intension to use social commerce platforms were significantly influenced by personal intergrative. By providing insightful reviews and feedback, we can position consumers as knowledgeable, potentially earning them reputation and recognition among peers and within relevant communities(Harhoff, Henkel, and Hippel 2009).

*H2a: Personal integration (PSI) has a positive influence towards Habits (HA)*

### 2.4.2 Altruism (AL)

Prahalad and Ramaswamy (2004b)has defined altruism as doing something for others for another at some cost to oneself. Wasko and Faraj (2005)has found that knowledge providers receive satisfaction from altruism and are willing to engage in intellectual exposure. It is a powerful motivator for individuals to support or help others without personal gain(Wasko and Faraj 2005). According to research, altruism is a trait of an individual(Philippe Rushton, Chrisjohn, and Cynthia Fekken 1981). It emphasizes prioritizing the well-being of others and feeling the emotions of others over oneself(Crawford, Smith, and Krebs 1987). In content creation, altruism is a complex behavior. Consumers might share their positive or negative experience to raise

awareness or promote ethical issues(Hennig-Thurau et al. 2004). This can genuinely assist other consumers in navigating the market and making better choices. The marketer should target high-altruism consumers in developing strategies to utilize the trend of content creation(Poch and Martin 2015). When users share content motivated by a desire to help others, such as pictures, text, or a short video, such altruistic behavior is crucial for content creation(Liao, Dong, and Guo 2020). Altruism is recognized as a primary motivator for consumers's eWOM intentions within online consumer opinion platforms(Cheung and Lee 2012). Altruism has a positive impact on the likelihood of creating positive user-generated content(Poch and Martin 2015). Another study by (Ali, Razak, and Hussin 2019) found that Altruism had a significant influence on consumer's commerce platform eWOM engagement.

**H2b:** *Altruism (AL) has a positive influence towards Habits (HA)*

## 2.4.3 Social benefits (SB)

(Nguyen et al. 2022)social benefits are the invaluable rewards; it is a positive outcome that an individual or group experiences as a result of its social interaction, which provides social recognition, respect, and friendship within a network, creating a valuable connection and unlocking future opportunities. Such benefits arise from communities and rational ties that develop among the users over time(Nambisan 2002). In terms of content creation, the goals are to broaden the social network and strengthen the sense of community. For example, individuals engage in a behavior, like contributing knowledge in a virtual community, because they expect to gain a sense of belongingness or social identity(van Doorn et al. 2010), and this motivation plays a significant role. Social does not necessarily mean non-economic; rather, it includes all those benefits that accrue to society as a whole. Individuals who consume instant food may share their experience and expand their social circle. This may also influence others to try such products. It is something that benefits the public or a group of individuals living together and contributes to the well-being and progress of society(Resnik 2018). Social benefits like status, positive reinforcement, image,

and respect can act as motivators for intensifying behavior (Hoisl et al., 2007). It extends beyond simply interacting with the customers; it gives the feeling of being valued, appreciated, and a sense of shared purpose(Mayangsari 2018). Interactions in social communities usually happen due to the expected benefits to be received by the member(Yadav and Mahara 2020). The social benefits enhance the service quality of instant food; the more valuable these benefits are, the more favorably they are viewed(Nambisan and Baron 2009). To establish social relationships, users need to share thoughts, feelings, and experiences regularly(L. Chen, Yuan, and Zhu 2022). The researcher found that social benefits have a positive impact on the virtual customer environment. Studies have revealed that consumers who share photos online have the ability to express themselves, connect with people who share similar interests, and strengthen existing relationships(C. Chen et al. 2017). This motivates customers's participation in content creation. Platforms offer opportunities for users; they provide social benefits according to the theory of uses and gratifications, namely, social integrative benefits and personal integrative benefits(Nambisan and Baron 2009). In a firm-hosted environment, few individuals are driven by the desire to connect with others and build relationships; this creates a sense of mutual benefits and shared responsibility, further encouraging them to participate in community activities like blogging and content creation(van Doorn et al. 2010). Achieving such status makes consumers stand out from the crowd and potentially position themselves as experts or trusted voices within the platform. For example, receiving titles from a formal platform such as Amazon.com's "Top 100 Reviewers" provides a source of accomplishment and satisfaction(Hoyer et al. 2010a). A study conducted by(Yadav and Mahara 2018) found social integrative benefits having significant and favourable impact on consumer's willingness to engage in content creation on social media and other platforms.

**H2c:** *Social benefits (SB) has a positive influence towards Habits (HA).*

**2.4.4 Economic benefits (EB)**

When researching the benefits of customers, it is necessary to pay attention to the economic benefits (Nambisan and Baron 2009). The economic benefits (EB) refer to the material rewards a consumer receives by participating in co-creation activities or by avoiding risks that are related to the quality of products and services(Etgar 2008). By contributing to instant food cocreation and by posting their experience through reviews, it leads to a sense of recognition and accomplishment, enhancing their reputation as trendsetters or knowledgeable consumers within their social circle or online communities. Consumers engaged in content creation are motivated by the possibility of receiving financial gain, which may be in the form of reward, financial prize, or revenue sharing(Hoyer et al. 2010b). Such benefits encourage the consumer to create and share positive content. For example, Dorito's campaign named 'Crash the Super Bowl' run by Frito-Lay involved a cash prize for creating a 30second Dorito's ad. Such a contest encourages participants to participate in content creation by providing economic benefits. It shapes others choices and influences what other people might choose to consume; this may be a source of satisfaction driving their continuous engagement. The results by (Nambisan and Baron 2009) revealed economic benefits having a positive influence on the virtual customer environment.

**H2d:** *Economic benefits (EB) has a positive influence towards Habits (HA)*

**2.4.5 Hedonic benefits (HB)**

According to(Nambisan and Baron 2009), hedonic benefits are a mentally simulating experience associated with fun, enjoyment, entertainment, and pleasure that is perceived as a valuable benefit by the consumer. In terms of content creation, it refers to receiving such benefits by engaging in content creation. It is driven by internal motives when consumers engage in co-creation activities for their inherent satisfaction, fun, and excitement rather than seeking external rewards(V. Chen 2018). Such benefits strengthen aesthetics or pleasurable experiences and senses(Yadav and Mahara 2020). Co-creation activities provide consumers with a break from their

routine lives, seeking pleasure and fostering personal growth(Junaid 2021). It anticipates enjoyment and pleasure or items driven by intrinsic motivation with a focus on experiencing service itself rather than aiming for a particular objective(Sweeney and Soutar 2001). Interaction in online communities provides a platform for sharing knowledge and experience and a valuable resource for problem-solving, which serves as a source of mental stimuli(Nambisan and Baron 2009). Sharing and discussing ideas around products or services along with problem solving can definitely satisfy certain psychological needs of consumers. This positive feeling acts as a strong motivator to actively participate in content creation(Nambisan and Baron 2009). Engaging through virtual content offers consumer hedonic benefits; the greater the benefits, the greater the willingness to create content and share information and related resources, which leads to product development virtually(Mayangsari 2018).C. Chen et al. (2017), Lorenzo-Romero, Constantinides, and Brünink (2014)revealed that hedonic benefits have a positive impact on consumers participating in content creation. Being involved in fun and joyful activities encourages consumers to participate in content creation(Nambisan and Baron 2009). As per previous researchers' intrinsic motivation in virtual communities to share knowledge stems from anticipated hedonic benefits stemming from consumers's engagement(Hoyer et al. 2010b).

**H2e:** *"Hedonic benefits (HB) has a positive influence towards Habits (HA)."*

## 2.4.6 Attitude (AT)

According to Fishbein and Ajzen (1975), attitude is an individual's positive or negative feelings about performing a target behavior. Paul et al.(2022)defined attitude as a consistent inclination to act favorably or unfavorably towards a certain thing. It refers to consumers reactions to a particular object, such as content creation. Seifert and Kwon (2020)suggests that a strong, well-defined attitude is a better indicator than behavior and a post purchase predictor. As a matter of fact, if an individual has a negative attitude towards creating content, he not only stops engaging in content creation but also affects the environment around him. The expectancy-value model

(Fishbein and Ajzen 1975 2015)states that an individual's opinion or belief is a significant factor in shaping attitudes. Attitude indicates knowledge, feelings, and actions intended for the given stimulus. As per the technology adaptation model (TAM), attitude, perceived risk, perceived enjoyment, and risk influence customer behavioral intention(Vinitha 2021). Past studies stated customer interaction plays a significant role in shaping a positive customer experience and fostering a positive attitude(Pleyers and Poncin 2020). Individuals are more likely to engage when they have a positive attitude that is favorable, beneficial, and rewarding(Ajzen 1991). The relationship between attitude and behavior can be weak or very strong, meaning that a person's attitude toward an object influences how they interact with it(Izquierdo-Yusta et al. 2019). As per the theory of planned behavior, the more positive an individual's attitude, their subjective norms, and perceived control towards consumer behavior, the stronger the intention to perform their behavior becomes(Ajzen 1991). With regard to content creation, this study seeks to determine the consumer's attitude towards participation in content creation.

**H2f:** *Attitude (AT) has a positive influence towards Habits (HA)*.

### 2.4.7 Willingness to create content (WC)

Consumer's willingness can be defined as the consumer's motivation and desire to actively engage in the process of content creation(Opata et al. 2019). Intrinsically or extrinsically, consumers engage in activities because they are satisfying or rewarding. (Ferm and Thaichon 2021).Time spent on social media may increase consumers's willingness to create content. Füller (2006), in his research "Why customers engage in virtual new product developments initiated by producers," reveals that consumers engage in new product development due to various reasons, including curiosity, dissatisfaction, desire to gain rewards, love for innovation, and showcasing ideas. Through social media, even producers are more likely to interact with the customers directly and get their input (Füller 2006). Consumers attain a higher willingness to create content as a result

of the social connections they have, which means that with an increase in social connections, their willingness to create content increases(Opata et al. 2019).

**H2g:** *Consumer's willingness (WC) to create content has a positive influence towards Habits (HA).*

## 2.4.8 Habits (HB)

Habit (HB) is defined as an automatic response triggered by specific stimuli, independent of conscious decision-making(Limayem and Hirt 2003). In terms of content creation, HB describes how consumers effortlessly and naturally engage in creating content. A habit is a phenomenon that is done regularly without thinking.(Saygi and Shipman, n.d.), having a habit to create content is like all other habits, which are not easy to change. It is developed through repetition over a period of time. With the advancement of digital technology, people spend more time-consuming online content. The technology is being adapted by all age groups, especially children.

## 2.5 Development and Growth of Instant Food Product

Consumer tastes are shifting away from home-cooked food to ready-to-eat products. This shift in consumer behavior is projected to have a substantial impact on consumer behavior. The RTE/RTC food sector is the largest worldwide conventional and non-conventional food market industry owing to higher consumer acceptance of such products. The global RTE food market is anticipated to have an annual growth rate (CAGR) of 4.6% from 2023 to 2028 (worldfoodindia). The convenience and portability of such convenience food products are driving popularity, which is anticipated to help the expansion of the global market in the near future.

North America takes the top global spot; it commands the largest share of the RTC/RTE market in terms of revenue. Whereas Germany, the U.K., and France are the powerhouses within the European RTE/RTC sector and collectively contribute to half of the region's total sales (worldfoodindia). The transnational food and beverage companies (TFBCs) are targeting and

expanding into Asian markets due to variables such as growing market openness, changing consumer behavior, a young and expanding population, and strong economics (Worldfood India). Innovative products are projected to cater to the evolving needs and preferences of European consumers; hence, Europe is expected to witness considerable growth (worldfoodindia). While Asia is expected to be the fastest-growing market from 2022 to 2030, Further Asia-Pacific emerging economies like India hold tremendous potential to reshape the landscape of the RTE/RTC food market (worldfoodindia). In 2020–21, the United States was the top importer of RTC products, followed by the UAE, Saudi Arabia, Kuwait, and Canada Over the past two decades, numerous international chains have entered India because they saw it as a promising market with room for expansion and growth. At the moment, the leading food manufacturers of instant food are ITC, MTR foods, Gits, Mother's Recipe, and tasty bites. Together, ITC and MTR account for less than half of the market share, with the remaining businesses accounting for 45% of the heat-and-eat food output. Other competitors in this sector include ADF Foods, Piya Foods, and Heinz; they are relatively recent arrivals with constrained product lines and a regional presence (www.linkedin.com). The market for instant food is currently estimated to be worth Rs. 240 crores, and it has grown at a rate of 18% during the previous three years and the next five (www.linkedin.com).

**2.6 Indian Instant / Processed Food Industries**

As India's food habits evolve, so will its appetite. The food processing industry in India is one of the largest in terms of growth, export, production, and consumption. It boasts a rapidly expanding food sector and is the world's largest producer. The convenience food industry, which encompasses RTE, RTC, and RTS items, has seen a notable expansion in recent years due to the growing inclination of the working population toward quick and simple meals. Food is an integral part of people's routine; it nurtures our physical and mental well-being. During the 1990's, customer's inclination towards outside food increased, and they started eating at restaurants and

were ready to try a wider variety of food items available in the market from different parts of the world (Rathee and Rajain 2021). The Ministry of Food Processing Industry (MOFI) says that some of the important sub-sectors in the food processing industry are fruit and vegetable processing, the protein-rich world of fish, milk, meat, packed food, alcoholic beverages, and the earthly foundation of grain processing, and this sub-sector has made remarkable progress for the past five decades in producing such food. The total food production in India is likely to double in the next ten years. India is one of the world's major food producers but accounts for less than 1.5 percent of international food trade (Deephti Sankar). India's population is booming, so its food market is expected to grow by 8–10 million every year(Rajendran and Kapoor 2016). The sector's development through various government programs, such as a strong regulatory framework, R&D initiatives, and various government programs, has contributed to the success of the Indian sector. There was a decline in the share of food in total expenditure of 54 percent in rural areas compared to 64 percent in 1987–88 and 42 percent in urban areas compared to 56 percent during 1987–88 (Ollo 2017). Since 2014–2015, the food processing sector has achieved an impressive average annual growth of over 9% (worldfoodindia). The RTE The Indian instant food market was around 150 crores in 2003 and is estimated to grow by US 1064.32 million from 2023 to 2027 (WorldFoodIndia). The technological and scientific developments of the last half century, however, provided a rise to worldwide-scale distribution and production of food, making an ever-increasing and ever diverse food supply almost for all time available everywhere (Almeida Costa 2003). Over a lifetime, an average person consumes over 70,000 meals, which weighs 30 tons of food (Saygi and Shipman, n.d.). As per the NSSO (national sample survey organization), in 2009–2010, an average Indian household spent53.6 percent of its total expenditure on food items (thehindubusinessline.com). The growing demand and changing lifestyles of individuals have led to more Indian and foreign companies entering the market. Consumers have needs and wants that are different for every individual, so manufacturers must consider the latest trends in food

segments, consumer preferences, tastes, needs, and wants. The RTE/RTC food business in India is predominantly driven by young consumers, with millennials having a significant portion of approximately 34% of India's population, indicating that the sector has tremendous potential in India (worldfoodindia). By financial year'30, instant food output in India is expected to reach over Rs. 9,600 crore, or 4,6 lac MT (metric tons), representing a compound annual growth rate (CAGR) of 13%.

Over the past three financial years, i.e., 2018–19, 2020–2021, India exported USD 5,438 million in food products, including RTE, RTC, and RTS products (worldfoodindia). From 201112 to 2020-21, India's exports of RTE, RTC, and RTS increased by 10.4%. India exported about 2.14 billion of these products (worldfoodindia). Considering the greater potential for the food processing industry, the government has announced a reduction in excise duty for specific RTE food products, bringing it down to 8% from 16% (Bala Swamy, M;Kumar and Srinivasa 2012). The Indian government, prioritizing consumer safety, has laid down comprehensive rules and regulations for packaged food production. The ministry of food industries has provided numerous incentives and support to this sector with major schemes like the Pradhan Mantri Kisan Yojana, Pradhan Mantri Formalization on Micro Food Processing Enterprises, and the production linked incentive scheme. While taste and sensory appeal undeniably play a role in consumer choices, the producer should also emphasize the nutritional content of the food.

**2.6.1 Industry Indicators**

| KEY INDUSTRY INDICATORS | DETAILS |
|---|---|
| Overall Market ('000 MT) (FY') | 135 |
| No. of registered units | 716 |
| Past Growth Rate | 15% |
| Overall Exports | 5,775 |
| Expected Market | 459 |
| Future growth rate | 13% |

*Source: worldfoodindia.gov.in*

With a total market size of 135,000 MT (metric tons), the industry is reasonably significant. Given the industry's historical growth rate of 15%, it appears to be in a growth phase. This is further reinforced by the 13% predicted growth rate for the future, which points to continuous expansion in the upcoming years. With a market size predicted to reach 459,000 MT, it is likely to grow at a rate more than three times faster than it is now, indicating substantial growth potential. The large number of units (716) that have been registered points to a fragmented market structure with a large number of small and medium-sized businesses. This may result in fierce rivalry and maybe reduced profit margins for certain businesses. The sector is export oriented, as seen by the 5,775, or a sizable share of the total market, exported. The industry's overall expansion may benefit from this, but it also leaves it vulnerable to changes in currency exchange rates and worldwide demand.

## 2.7 Research Gap

Consumers are shifting from traditional home-cooked food to instant food, and their tastes and preferences are evolving over time. Hence, the present study has made an attempt to understand the perceptions of consumers towards instant food. The present study contributes to the existing literature on instant food by categorizing it as ready-to-cook (RTC) and ready-to-heat (RTH).

The first part of the study attempts to understand the demographic profile of the respondents i.e. who the respondents are and whether there is any difference among the demographic characteristics of the respondent in terms of gender when it comes to consuming instant food. This first part of the study will be analysed using chi-square and tabulation to understand which attribute has significant influence when it comes to gender and location. To understand the demographic profile of the respondent chi-square test has been used. Many studies have conducted chi-square in different location but the present study aims to study the demographic characteristics in the state of Goa. In order to gain deep insight of the demographic

characteristics the frequency of consumption, preferred time zone for consumption, type of instant food consumed such as RTC and RTE along with the brands and reasons for purchase will be analysed which would be the addition to existing literature. This research will endeavour to ascertain the various attributes of respondents who consume instant food and which demographic features are relevant to the gender in each location.

The second part of the study attempts to identify the various factors influencing the buying behaviour the consume instant food. The proposed model is constructed by 7 attributes including satisfaction, these attributes are identified from existing literature. Also, the past study available has not studied all the attributes together to identify the consumer behaviour. This study contributes to the existing literature by analysing level of satisfaction derived from consumption of instant food if consumers are satisfied. The suggested models will be put to the test to see which one performs better than the models developed before by other researchers in earlier investigations. If the proposed model has higher $R^2$ value than the proposed model is considered a better model to analyse the behaviour of consumers when it comes to instant food.

The third section of the research endeavours to comprehend customer behavior on social media platforms, which have not been examined in the context of instant food, based on the results of the conducted literature review. After consuming instant food, customers can be inclined to post information on social media sites based on their experiences. They might also wish to share their experiences with others to influence future purchases. Six factors were identified from previous work and will be analyzed by the proposed model to create content: personal integrative, societal benefits, hedonic benefits, attitude, willingness to create content, and economic benefits. Since no model for any of these constructs has been investigated, the current work will be analyzing the proposed models to determine which model has the highest predictive power and which has the highest significance level. Based on consumer experience after instant food consumption, they

may be willing to share content like comments, opinions, and suggestions through various platforms.

**2.8 Methodology**

The purpose of this study is to identify the consumer perception towards instant food in the state of Goa. The primary data have been collected from potential respondent through structed questionnaire which was circulated online. The sampling method used was convenience sampling. The secondary information was collected from websites and published articles. The data was collected from students, business man, employed and unemployed people and from housewives. For the purpose of analysis sample size was 400 respondents. Total responses received were 180 and total usable responses were 176. The main purpose of the study is to identify what are the factors influencing and are they satisfied also to understand how they react and combination of satisfaction with reaction. The questionnaire was organised in three sections, where the first section includes demographic variables/profiles/characteristic such as age, gender, education, marital status, family income, occupation and also frequency of consumption, time zone for consumption and reasons for consuming and the factors affecting the purchase intension that leads to purchase decision and then continuous decision. The independent factors are Individual factors (IF), Food safety concerns (FC), Product attributes and appearance (PA), Marketing and branding attributes (BA), Social factors (SF), health issues (HI) and Satisfaction (SA). Based on this factor the 60 statements were framed for questionnaire. Here statements were asked to rate using 5-point Likert scale where 1-strongly, 2-Disagree, 3Disagree, 4-Neutral, Agree and 5-Strongly Agree.

The third section deals with the reaction of the respondent after based on their experience. That is factors which leads to willingness to create content. Here 18 statements were included which were classified into 8 groups viz Personal integration (PSI), Altruism (AL), Social Benefits (SB), Economic Benefits (EB), Hedonic Benefits (HB), Attitude (AT), Willingness to Create Content (WC) influencing Habits (HA).

Data was analysed using smart PLS. frequency test was used to study demographic profile of the respondents consuming instant food. To analyse first objective i.e to study whether there is any influence of factors considered by the respondents for consuming instant food and are they happy after purchasing instant food structural equation method was used and for third and for second objective i.e. To study the level of satisfaction influenced by the factors considered by consumer's habits to create content SEM was used. The third objective to see the possibility of developing the combined model of factors influencing purchase intension and how they react of social media also analysed using SEM.

## 2.9 Summary

The chapter offers a detailed explanation of the existing literature in relation to the consumers instant food consumption and their social media content creation habits. Furthermore, it offers a through description of the demographic profile of the respondents examined by various researchers in relation to instant food. Additionally, it offers a detailed explanation of the factors that have been found from previous research and taken into account for the study to influence customers' intentions to purchase instant food and all the factors used for model development are explained above with the results of what other researchers have found using the above constructs. The chapter also provides explanation for the second objective that is the factors influencing consumers Habits to create content on social media on various online platforms which provides a model development and a detailed explanation of the constructs used for the current study. The research gap for the study, development and growth of instant food industries and the research methodology that will be applied to examine the data for the three RQ, objective and hypothesis are also provided in this chapter.

# CHAPTER 3: DATA ANALYSIS AND DISCUSSION

## 3.1 Introduction

This chapter offers details on the data analysis done on the topic "Instant Food: Perceptions of Consumers Toward Junk Food." The core of this chapter lies in the detailed presentation of the sample data collected from the state of Goa. Statistical techniques such as chi-square and CFA are used to explore the trends and relationships within the data. This chapter will also highlight the sample characteristics and demographic information of the respondents. The analysis aims to answer three basic questions: *(1) What are the factors influencing purchasing behavior when it comes to instant food, and are they happy? (2) How do consumers react on various social platforms? (3) "Will the developed composite model provide a better understanding"?* This chapter aims to effectively communicate the key findings and allow the reader to grasp the essential patterns and relationships within the data.

## 3.2 Who the customers are?

The details in this chapter deal with the demographic characteristics of the sample respondent who contributed to primary data collection. By evaluating the data collected, a better understanding of the respondent who participated in the study and how their unique qualities might have an influence on the study is gained.

This chapter consists of two sections. The first section shows the consumer demographic profile of the respondent consuming instant food. The collected data is analyzed through frequency and tabulation. This tries to find whether there is any association between the demographic profile or variables such as age, gender, marital status, occupation, income, and location when it comes to the consumption of instant food. The second section deals with additional information such as awareness about instant food, type of brand purchased, preferred time zone, frequency of purchase, and reasons for consumption.

**3.2.1 Results and interpretation**

In Table 3.1 below, the demographic profile of the respondents is arranged in a cross-tabulation form with respect to the gender of the respondents. A frequency test is used to test the hypothesis developed and whether the observed patterns are simply random or if there's a genuine difference in demographic profiles between males and females when it comes to the perception of consumers towards instant food.

In the case of the location of the respondent consuming instant food, the majority of the consumers consuming instant food were female. Out of 103 respondents (Table 3.1), 79.61% are female and consume instant food more than males (20.39%), whereas respondents from north Goa are 73, of whom more are male (67.12%) than females (32.88%) and consume instant food. In the case of the age of the respondent, the majority of males and females belonged to the young generation of age groups 20–29 as compared to the other age groups. Out of 103 respondents, 82.52% are female and aged 20–29; similarly, males out of 73 respondents are aged up to 20– 29. This reveals that the majority of the youngsters prefer consuming instant food over the other age groups.

The above table 3.1 shows the occupation status of male and female respondents consuming instant food products, where it can be seen that the majority of males (45.21%) and females (65.05%) are students. Also, in the in the private sector, male employees (39.73%) and females (25.25%) also preferred consuming instant food (Table 3.1). While a few males (4.11%) and females (2.91%) were government employees from Goa.

The above (Table 3.1) also exhibits the current qualification of the male and female respondents educational backgrounds: male graduates (61.64% n = 73), (23.29% n = 17) were postgraduates, (9.59% n = 7) were HSSC students, and (4.11% n = 3) were SSC students. Whereas the majority of females were graduates (49.51% n = 51), (31.07% n = 32) were postgraduates, (8.74% n = 9) were HSSC students, and a minority were SSC students (3.88% n = 4).

In terms of marital status (Table 3.1), the majority of the respondents were found to be unmarried compared to married. In the case of 73 male respondents, 89.04% were unmarried and 10.96% were married. Similarly, the majority of the female respondents were unmarried (90.29%) out of 103 respondents, and 9.71% were unmarried. Which means the majority of unmarried males and females prefer instant food.

The last part speaks about the income level of both male and female respondents (Table 3.1). From the table above, it can be seen that monthly incomes of less than Rs. 20000 (34.25%) and more than Rs. 1 lakh (34.25%) were equal for male respondents, and 31.25% had a monthly income of Rs. 20,000–50,000. Whereas in the case of female respondents, the majority of them had a monthly income of Rs. 20,000–50,000 (41.75%), while others had incomes of less than Rs. 20,000 (38.83%), and very few had more than Rs. 1 lakh (19.42%).

**Table 3.1 Demographic profile of the respondent**

| | | Gender | | | |
|---|---|---|---|---|---|
| | | Male (N=73) | | Female (N=103) | |
| Location | North Goa | 49.00 | **67.12** | 82.00 | **79.61** |
| | South Goa | 24.00 | 32.88 | 21.00 | 20.39 |
| Age | up to 20 | 7.00 | 9.59 | 9.00 | 8.74 |
| | 20 - 29 | 60.00 | **82.19** | **85.00** | 82.52 |
| | 30 - 39 | 6.00 | 8.22 | 5.00 | 4.85 |
| | 40 - 49 | 0.00 | 0.00 | 3.00 | 2.91 |
| | 50 & above | 0.00 | 0.00 | 1.00 | 0.97 |
| Occupation | Student | 33.00 | **45.21** | 67.00 | **65.05** |
| | Employed (Govt.) | 3.00 | 4.11 | 3.00 | 2.91 |
| | Employed (Private) | 29.00 | 39.73 | 26.00 | 25.24 |

| | | | | | |
|---|---|---|---|---|---|
| | Own business | 7.00 | 9.59 | 3.00 | 2.91 |
| | Others | 1.00 | 1.37 | 4.00 | 3.88 |
| Educational level | Up to 10th | 3.00 | 4.11 | 4.00 | 3.88 |
| | Up to 12th | 7.00 | 9.59 | 9.00 | 8.74 |
| | Graduation | 45.00 | **61.64** | 51.00 | **49.51** |
| | Post Graduation | 17.00 | 23.29 | 32.00 | 31.07 |
| Marital status | Married | 8.00 | 10.96 | 10.00 | 9.71 |
| | Unmarried | 65.00 | **89.04** | 93.00 | **90.29** |
| Monthly income | Less than Rs. 20000 | 25.00 | **34.25** | 40.00 | 38.83 |
| | Rs. 20000 - 50000 | 23.00 | 31.51 | 43.00 | **41.75** |
| | More than Rs.1 lakh | 25.00 | **34.25** | 20.00 | 19.42 |

*Source: Primary data*

### 3.2.2. Types of instant food brand

The additional data collected from respondents through the survey was analyzed through a percentage and frequency test. The below (Table 3.2) exhibits the brands awareness of the different brands available and the brands that are preferred for consumption by the male and female respondents. For the purpose of this study, eight instant food brands were identified, namely MTR, Amul, Haldiram, Tata Sampan, ITC, McCan, Gits, and IT. As shown in the table below, the majority of the respondents are aware of MTR (14.86% n = 108) and Amul (14.17% n = 103), whereas in terms of purchasing a particular brand, more preference is for Amul (24.43% n = 129) and Haldiram (18.37 n = 97), and MTR is preferred by only 39 (7.30%) consumers, even though it is one of the most known brands. Most of the respondents are least aware of IT food products, which are not mostly consumed. While the same number (97) of consumers are informed about Haldiram and Tata Sampan, in terms of purchasing, 37 (7.01%) consumers purchase Tata Sampan.

**Table 3.2 Instant food brands**

| Brands | Awareness | | | Brands | Buy | |
|---|---|---|---|---|---|---|
| | # | % | | | # | % |
| MTR | 108 | **14.86** | | Amul | 129 | **24.43** |
| Amul | 103 | **14.17** | | Haldiram | 97 | 18.37 |
| Haldiram | 92 | 12.65 | | McCan | 74 | 14.02 |
| Tata sampan | 92 | 12.65 | | ITC | 64 | 12.12 |
| ITC | 87 | 11.97 | | Gits | 58 | 10.98 |
| McCAN | 86 | 11.83 | | MTR | 39 | **7.39** |
| Gits | 82 | 11.28 | | Tata sampan | 37 | 7.01 |
| IT | 77 | 10.59 | | IT | 30 | 5.68 |

*Source: Primary Data*

### 3.2.3 Reasons for consumption

Table 3.3 below represents reasons for instant food consumption. Most consumers prefer instant food over cooking meals from scratch as it takes less time for preparation (64.4%), but urbanization (17%) is the least considered factor. Other consumers prefer consuming because of their eagerness (44.8%) and habits (26.4%).

**Table 3.3 Reasons for consumption**

| Reasons for consumption | No. of respondent | % |
|---|---|---|
| Urbanization | 29 | 17% |
| Less time for preparation | **105** | 64.4% |
| Habits | 43 | 26.4% |
| Eagerness to try new food | 73 | 44.8% |

*Source: Primary Data*

### 3.2.4 Preferred time for instant food consumption

The table 3.4 below shows three different time zone to understand the food consumption patter of the respondents, majority of them consume instant food in between the meals (68.6%), however least of them prefer consuming at lunch (13%) and few of them consume for lunch (18.3%).

### Table 3.4 Preferred time for instant food consumption

| Time zone for consumption | No. of respondent | % |
|---|---|---|
| Breakfast | 31 | 18.3% |
| Lunch | 22 | 13% |
| Between meals | 116 | 68.6% |

*Source: Primary Data*

### 3.2.4 Frequency interval in purchasing instant food

Table 3.5 below shows how often consumers prefer instant food. About 45.30% desire to consume as per their craving, however 31.20% consume once in a week, whereas almost 18.80% consume once in a month while 4.70% prefer consuming daily.

### Table 3.5 Frequency interval in purchasing instant food

| How often consume? | No. of respondent | % |
|---|---|---|
| Daily | 8 | 4.70% |
| Once in a week | 53 | 31.20% |
| Once in a month | 32 | 18.80% |
| As per cravings | 77 | 45.30% |

*Source: Primary Data*

### 3.3 What influences the consumers

This section deals with the examination of the second objective, which is "to study whether there is any influence of factors considered by the respondents for consuming instant food and are they happy after purchasing instant food." In this fast-paced lifestyle, instant food is gaining popularity,

and hence, it is important for food manufacturers to understand the various factors considered by consumers when making purchase decisions. Various factors lead to purchase intention, purchase decision, and continuance intention. Here, three proposed models were developed using the factors considered in different studies that influence consumer purchasing behavior. For the purpose of this study, all three proposed models were tested using a structural equation model using smart PLS, from which one model was selected that was found to be appropriate among the remaining two models.

Thus, the following research question (RQ1) and hypothesis (H1a–H1i) were developed:

**RQ1:** "*Whether there is any influence of eight constructs on consumer behavior of instant food, namely, does satisfaction also influence while making purchase decisions?"*

**H1a:** Individual factor has a positive influence towards consumers instant food purchase intension.

**H1b:** Food safety concerns has a positive influence towards consumers instant food purchase intension.

**H1c:** Product attribute and appearance has a positive influence towards consumers instant food purchase intension.

**H1d:** Marketing and branding attributes has a positive influence towards consumers instant food purchase intension.

**H1e:** Social factors has a positive influence towards consumers instant food purchase intension.

**H1f:** Health issues has a positive influence towards consumers instant food purchase intension.

**H1g:** Satisfaction has a positive influence towards consumers instant food purchase intension.

**H1h:** Purchase decision has a positive influence towards consumers instant food continuous intension.

**H1i:** Purchase intension has a positive influence towards consumers instant food purchase decision.

**3.3.1 Results and Interpretation**

This section deals with the factors considered by the consumers to check whether there is any significant influence of the factors, including Satisfaction on the nine constructs of perception of consumers towards continuous intension. In the present study, the proposed model 2 was selected as the most appropriate model, as it provides better R2 value as well as better Q2 value determines the predictive relevance of the proposed model as well as the F2 values that are the effect size. It was analysed and found that it had a large number of small effect sizes as compared to with the other proposed model 1 and 3, who analysis and results are provided in Appendix 2. In this particular model, 10 constructs were tested and analysed considering satisfaction as one of the independent factor. Partial least square (PLS) was used for analysing data. PLS is a powerful second-generation multivariate technique that employs a correspondent -based approach to produce estimation. It assesses both the measurement and structural model simultaneously in an optimal fashion while placing minimum restrictions on measurement scales, sample size and residual distribution. All constructs in this study were modelled as reflective measures and analysed using smart PLS 4.0 software. The outer loading for each 10 constructs was calculated using PLS-SEM algorithm, and all the outer loading should be above 0.70 as it is clear indication that items are strongly related to their associated constructs and are one indication of the construct validity. To analyse the data measurement model, it was estimated to check the reliability and validity of the model with the help on Cronbach Alpha (CA), Composite reliability (CR) and Average variance extracted (AVE). similarly, the path coefficient and its significance were calculated using a structural equation model.

**3.3.2 Measurement model**

The proposed model had 10 constructs, namely individual factors, food safety concerns, product attributes and appearance, marketing and branding attributes, social factors, health issues, and satisfaction. All these constructs were independent variables, with purchase intention, purchase

decision, and continuous intention as dependent variables. The model also used satisfaction as one of the independent factors to understand the level of satisfaction consumers derive from instant food consumption. The proposed model is tested using the Structural Equation Model (SEM) by using Smart Partial Least Square (PLS) software. The first step involves assessing the factor loadings. Cronbach alpha, convergent reliability, convergent validity, and discriminant validity tests are used to test the model. Similarly, the path coefficient and its significance were calculated for testing the hypothesis developed for the model considered.

The model was tested used two stage structural equation model (SEM)and test of Cronbach's alpha value (CA), Composite Reliability (CR) and Average variance extracted (AVE) was done for all 10 attribute/construct and the following value was obtained as show in table 3.6.

The outer loadings for each of the 10 constructs was calculated using the PLS-SEM and all the outer loading should be above 0.70 as it is a clear indication that items are strongly related to their associated constructs and are one indication of construct validity(Hair and Alamer 2022).Though all the values were not above 0.70, these items were not removed that is PA 5 and SF 4 to get valid and reliable results. Removal of these two indicators lowers R2 therefore these items were kept as it is essential to ensure predictive power of the model. However, in the outer loading if the indicators are below 0.70 it is always not necessary to remove them as their removal is based on the contribution made by each indicator. In general, indicators with the outer loadings ranging from 0.40 to 0.70 should only be removed from the scale if doing so results in an increase in the composite reliability (Joseph F Hair 2013) While removing indicators lowers the R2 value and decreases composite reliability, the indicators are kept in place to make sure the model is appropriate for the current study. Also the Cronbach alpha and Composite reliability (CR) are two indicators used the value of which above 0.7 demonstrates that the construct has good reliability and then it can be decided whether the items have good reliability or not. From the table below (Table 3.6) it can be seen that all the 10 constructs have value greater than 0.70 and hence it can

be concluded that data is valid and reliable. Whereas in case of Average variance Extracted (AVE), it measures how much variance is explained by each construct the threshold limit for which is 0.50, the below (table3.6) also exhibits the CR and AVE values which are within the acceptable limit the AVE values ranging from 0.632 – 0.739. Hence it can be concluded that table 3.6 shows satisfactory results of convergent validity.

**Table 3.6 Loadings, Cronbach Alpha, Construct Reliability and Average Variance Extracted**

| Code | | Loadings | CA | CR | AVE |
|---|---|---|---|---|---|
| | Individual factor (IF) | | 0.877 | 0.911 | 0.671 |
| IF 1 | I would rather purchase instant food than going to cafes /restaurant's | 0.737 | | | |
| IF 2 | I enjoy eating instant food products | 0.833 | | | |
| IF 3 | It helps me in saving time as it takes less time for preparation | 0.863 | | | |
| IF 4 | I purchase it as it is within by budget | 0.832 | | | |
| IF 5 | My eagerness to try new food motivates me to consume | 0.826 | | | |
| | Food safety concerns (FC) | | 0.854 | 0.895 | 0.632 |
| FC 1 | I buy products with expiry date/ manufacturing date mentioned on it | 0.703 | | | |
| FC 2 | I buy as the facilities of storage at vendors are proper | 0.83 | | | |
| FC 3 | Hygienic design of packaging influences my purchase decision | 0.794 | | | |
| FC 4 | Label comparison for most nutritious food helps me in buying decision | 0.798 | | | |
| FC 5 | I consider Nutritional information on products while buying | 0.844 | | | |
| | Product attributes and appearance (PA) | | 0.812 | 0.876 | 0.639 |
| PA 1 | Colourful packaging attracts me in buying | 0.787 | | | |
| PA 2 | Different flavours and varieties in food influences my buying decision | 0.846 | | | |
| PA 3 | I consider product information while buying | 0.746 | | | |
| PA 4 | Instruction to cook makes it more convenient for me | 0.816 | | | |
| PA 5 | Quantity available is value for money | **0.670** | | | |
| | Marketing and branding attributes (BA) | | 0.822 | 0.876 | 0.585 |
| BA 1 | I buy favourite brand regardless of the price | 0.786 | | | |
| BA 2 | I am loyal to a specific brand | 0.786 | | | |
| BA 3 | I don't buy other brand product if my preferred brand is not available | 0.704 | | | |
| BA 4 | I buy well – known brands | 0.81 | | | |
| BA 5 | I get to know about the product through advertising | 0.735 | | | |

| | | | | | |
|---|---|---|---|---|---|
| | Social factors (SF) | | 0.832 | 0.889 | 0.666 |
| SF 1 | I Purchase new variety through friends and family recommendation | 0.824 | | | |
| SF 2 | My purchase intension is influenced by friends and family | 0.834 | | | |
| SF 3 | I trust my friends and family about their opinions | 0.848 | | | |
| SF 4 | I purchase as per my children's choice | **0.620** | | | |
| SF 5 | I buy instant food because it makes social gathering more comfortable | 0.756 | | | |
| | Satisfaction (SA) | | 0.927 | 0.927 | 0.733 |
| SA 1 | I will recommend instant food to others | 0.850 | | | |
| SA 2 | Use of instant food can be trusted | 0.827 | | | |
| SA 3 | My satisfaction with instant food is high | 0.879 | | | |
| SA 4 | I am very much satisfied with the taste | 0.883 | | | |
| SA 5 | Eating instant food puts me in a good mood | 0.839 | | | |
| SA 6 | My experience with instant food is great | 0.856 | | | |
| | Health issues (HI) | | 0.899 | 0.922 | 0.665 |
| HI 1 | My overconsumption leads to acidity problem | 0.842 | | | |
| HI 2 | Frequent purchasing increases my cost | 0.764 | | | |
| HI 3 | I face digestion problems due to regular consumption of instant food | 0.893 | | | |
| HI 4 | I am gaining weight with frequent consumption of instant food | 0.821 | | | |
| HI 5 | I am facing cholesterol issue due to my addiction to instant food | 0.759 | | | |
| HI 6 | I face other health issues due to over consumption | 0.809 | | | |
| | Purchase intension (PI) | | 0.823 | 0.895 | 0.739 |
| PI 1 | I intend to continue to purchase instant food in future | 0.87 | | | |
| PI 2 | I search varieties of instant food products | 0.882 | | | |
| PI 3 | I always talk about instant food with my friends | 0.825 | | | |
| | Purchase decision (PD) | | 0.898 | 0.925 | 0.71 |
| PD 1 | I am used to purchasing instant food | 0.856 | | | |
| PD 2 | With various consideration, I always choose instant food | 0.887 | | | |
| PD 3 | Overall, I am satisfied with my decision of purchasing instant food | 0.85 | | | |
| PD 4 | I often purchase instant food | 0.82 | | | |
| PD 5 | I am happy with my decision to purchase instant food | 0.798 | | | |
| | Continuous intension (CI) | | 0.895 | 0.923 | 0.706 |
| CI 1 | I intent to purchase instant food in future | 0.803 | | | |
| CI 2 | I would say positive things about the instant food to others | 0.873 | | | |

| CI 3 | I would recommend instant food to my family and friends | 0.882 | | | |
| CI 4 | I believe right choice by purchasing instant food products | 0.865 | | | |
| CI 5 | I intent to consume instant food frequently | 0.771 | | | |

The convergent and discriminant validity and convergent validity are considered important while analysing the model. The discriminant validity is the extent to which individual items represents how two different latent attributes is distinct from one another. Thumb rule applicable to discriminant validity is values of each construct should be greater than any correlation between any other constructs as can been seen in the Table 3.7 below. A measurement model is considered reliable if its constructs have convergent and discriminant validity (Fornell and Larcker 1981).

**Table 3.7 DISCRIMINANT VALIDITY FORNELL LARCKER**

| | BA | CI | FC | HI | IF | PA | PD | PI | SF |
|---|---|---|---|---|---|---|---|---|---|
| BA | 0.765 | | | | | | | | |
| CI | 0.585 | 0.884 | | | | | | | |
| FC | 0.678 | 0.526 | 0.795 | | | | | | |
| HI | 0.507 | 0.493 | 0.415 | 0.816 | | | | | |
| IF | 0.586 | 0.715 | 0.654 | 0.478 | 0.819 | | | | |
| PA | 0.724 | 0.655 | 0.762 | 0.502 | 0.737 | 0.800 | | | |
| PD | 0.593 | 0.883 | 0.515 | 0.505 | 0.699 | 0.660 | 0.843 | | |
| PI | 0.617 | 0.822 | 0.609 | 0.522 | 0.739 | 0.686 | 0.818 | 0.860 | |
| SF | 0.669 | 0.720 | 0.601 | 0.632 | 0.654 | 0.667 | 0.712 | 0.704 | 0.816 |

*Source: Primary Data*

### 3.3.1.3 The structural model

After the constructs in the proposed model were shown to have adequate validity and reliability, the structured equation model (SEM) was used to estimate the structured model. Table 3.8 below shows the values of path coefficients, T-values, R2, Q2, F2, and effect size. The below 7 constructs are independent, namely individual factors (IF), food safety and concerns (FC), product attributes (PA), marketing and branding attributes (BA), social factors (SF), health issues (HI), satisfaction (SA), and three dependent variables: purchase intention (PI), purchase decision (PD), and continuous intention (CI).

The values in the table 3.8 were calculated through bootstrapping and the following results of the path coefficient and b values. It can be observed that all the relationships have a positive beta value. It was found that one construct, namely individual factors (IF) and satisfaction (SA), had a significant relationship with purchase intention (PI), and hence H1 and H7 were supported, whereas the other five constructs, namely food safety (FC),Product attributes (PA), marketing and branding attributes (BA), and social factors (SF) and Health issues (HI) did not have a significant effect on purchase intention (PI), and therefore H2, H3, H4, H5, and H6 are not supported in the present study. On the other hand, all dependent variables, such as purchase intention (PI), purchase decision (PD), and continuous intention (CI), had a significant relationship with each other; hence, it can be said that H8 and H9 are supported. Moreover, the values of coefficient determination were calculated, which is the proportion of the dependent variable explained by the independent variable. The R2 and F2 values were obtained using the PLS SEM algorithm in Smart PLS. The R2 values of purchase intention (PI) are 0.739, purchase decision (PD) is 0.668, and continuous intention (CI) is 0.779. Even the F2 values had a smaller effect size, i.e., six small effect sizes and three L effect sizes for the dependent variables. Hence, this proposed model is considered R2 because it shows good predictive power. Since many of the relationships were found to be insignificant (H1b, H1c, H1d, H1e, and H1f), these lead to the acceptance of H1.

**Table 3.8 Path coefficient, T-values, P values, R2, Q2, F2 and effect size**

| Variables | b | T-values | P-values | Hypothesis | $R^2$ | $Q^2$ | $F^2$ | Effect |
|---|---|---|---|---|---|---|---|---|
| IF -> PI | 0.196 | 2.088 | 0.037* | **Supported** | | | 0.051 | S |
| FC -> PI | 0.060 | 0.739 | 0.460 | Not supported | | | 0.005 | S |
| PA -> PI | 0.009 | 0.080 | 0.937 | Not supported | | | 0.000 | S |
| BA -> PI | 0.062 | 0.849 | 0.396 | Not supported | | | 0.006 | S |
| SF -> PI | 0.062 | 0.827 | 0.408 | Not supported | | | 0.005 | S |
| HI -> PI | 0.035 | 0.533 | 0.594 | Not supported | | | 0.003 | S |
| SA -> PI | 0.550 | 6.295 | 0.000* | **Supported** | 0.781 | 0.709 | 0.379 | L |
| PI -> PD | 0.818 | 27.784 | 0.000* | **Supported** | 0.670 | 0.617 | 2.026 | L |
| PD -> CI | 0.884 | 42.116 | 0.000* | **Supported** | 0.781 | 0.606 | 3.558 | L |

*Source: Primary Data, Significance at 0.05*
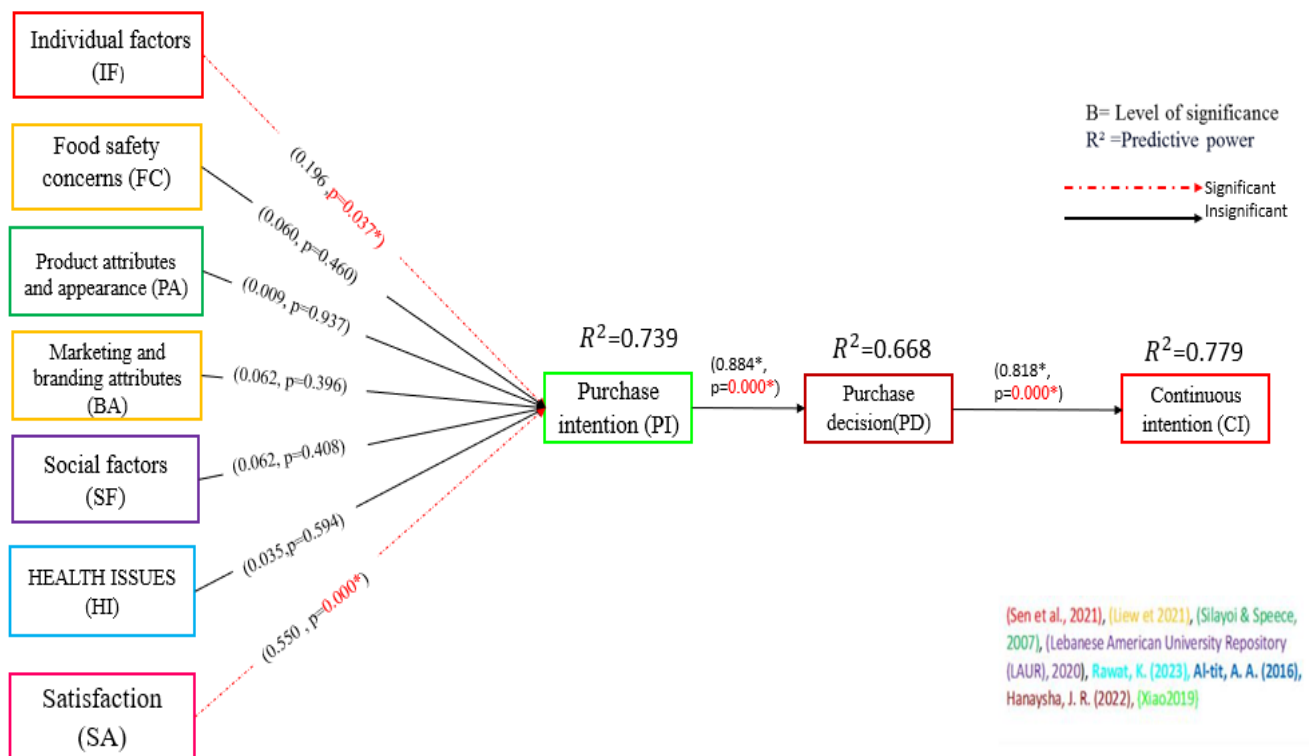


**Figure 3.1** Results of tested model

**3.4 How they react?**

Advancement in technology and growing trends have led people all around the world to engage on social media platforms. This chapter discusses various factors influencing consumers' willingness to create content. A literature review of previous studies has revealed a number of factors in different studies. However, all these factors have been studied together in other studies. In order to analyze the

factors, a proposed model has been developed. The model has been constructed using eight constructs, namely Personal integrative (PI), Altruism (AL), Social benefit (SB), Economic benefit (EB), Hedonic benefit (HB), Attitude (AT), Habits (HB), and Willingness to create content (WC). This chapter aims at achieving the third objective, which is "to identify various factors influencing the respondent's social media reaction." Here, three proposed models were developed using the same constructs and changing their positions. One model is selected, which was found to be the most appropriate from the remaining models. The following research question and hypothesis (H2a–H2g) were formulated as follows:

***RQ2:*** *"How do the respondent react based on their experience"?*

**H2a:** Personal integration (PI) has a positive influence towards Habits (HA).

**H2b:** Altruism (AL) has a positive influence towards Habits (HA)

**H2c:** Social benefits (SB) has a positive influence towards Habits (HA).

**H2d:** Economic benefits (EB) has a positive influence towards Habits (HA).

**H2e:** Hedonic benefits (HB) has a positive influence towards Habits (HA)**.**

**H2f:** Attitude (AT) has a positive influence towards Habits (HA).

**H2g:** Consumer's willingness (WC) to create content has a positive influence towards Habits (HA).

**3.4.1. Measurement model**

In the model, eight constructs were tested and assessed using a two-stage structural equation model (SEM) using Smart Partial Least Squares (PLS) software. With this software, data is processed with two measures: one that analyzes the outer model, i.e., outer loading, Cronbach alpha (CA), convergent, and discriminate validity, and the other that involves testing the hypothesis developed considering the model developed. The factor loading is used as a measure to analyze the relationship between the indicators, and all outer loading values should be greater than 0.70, as it represents a clear indication that items are strongly related to their associated constructs and is one indication of construct validity (Hair and Alamer 2022). The outer loading is calculated through the PLS algorithm

for all 8 constructs, and it was found that all the outer loading was above 0.70, ranging from 0.862 to 0.944; therefore, the items are strongly related to their associated constructs, which ensures construct validity.   In addition, Cronbach alpha (CA), composite reliability (CR), and average variance were extracted. AVE test is done to assess the reliability of all 8 constructs, namely Personal integrative (PI), Altruism (AL), Social benefits (SB), Economic benefits (EB), Hedonic benefits (HB), Attitude (AT), Consumer's willingness to create content (WC), and Habits (HA). The convergent validity calculation reveals that a value above 0.70 demonstrates items having good validity. According to the data presented in Table 3.4.1 below, all the items utilized in this study satisfy the established requirements of CA and CR. Hence, we can say that the data is valid and reliable. Meanwhile, the study also calculated AVE indicators to test the convergent validity of the items in the constructs, for which the variable must meet a minimum value of 0.5 in order to establish significant convergent validity. As shown in (Table 3.9), the AVE of all 8 constructs meets the threshold limit of 0.5, which reveals satisfactory results for convergent validity.

**Table 3.9 Loading, Cronbach alpha, Construct Reliability and Average Variance Extracted**

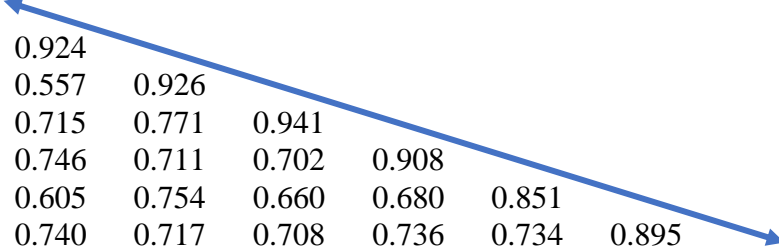|  |  | Outer loadings | CA | CR | AVE |
|---|---|---|---|---|---|
|  | Personal integrative (PSI) |  | 0.623 | 0.84 | 0.724 |
| PI 1 | I post review of my experience if public/social recognition is attached to it | 0.816 |  |  |  |
| PI 2 | I post to impress and show off my activities to friends | 0.884 |  |  |  |
|  | Altruism (AL) |  | 0.866 | 0.918 | 0.788 |
| AL 1 | I want to help others with my own experiences | 0.91 |  |  |  |
| AL 2 | I want to enable others to make a good decision | 0.883 |  |  |  |
| AL 3 | I want to help the company to improve their services | 0.870 |  |  |  |
|  | Social benefits (SB) |  | 0.754 | 0.89 | 0.802 |
| SB 1 | I meet new people when I post my reviews | 0.912 |  |  |  |
| SB 2 | To enhance the strength of my affiliation with the consumer community | 0.879 |  |  |  |
|  | Economic benefits (EB) |  | 0.834 | 0.923 | 0.857 |
| EB 1 | I receive reward for posting my experience on social media | 0.929 |  |  |  |
| EB 2 | I want to make money for posting my positive experience | 0.923 |  |  |  |
|  | Hedonic benefits (HB) |  | 0.786 | 0.903 | 0.824 |
| HB 1 | Sharing personal experience is really enjoyable and fun | 0.898 |  |  |  |
| HB 2 | Posting reviews is a fun way to kill time | 0.917 |  |  |  |
|  | Attitude (AT) |  | 0.83 | 0.922 | 0.854 |
| AT 1 | Posting reviews is thrilling and gives nice experience | 0.926 |  |  |  |
| AT 2 | I feel positive about posting reviews | 0.922 |  |  |  |
|  | Willingness to create content (WC) |  | 0.874 | 0.923 | 0.799 |
| WC 1 | I provide my reviews once i try new product | 0.904 |  |  |  |
| WC 2 | I intend to continue posting reviews of hotel I visit | 0.915 |  |  |  |
| WC 3 | I think my content is useful for companies. | 0.862 |  |  |  |
|  | Habits (HA) |  | 0.87 | 0.939 | 0.885 |
| HA 1 | It became a habit to post once I try new food | 0.938 |  |  |  |
| HA 2 | I am addicted to create content after my every experience | 0.944 |  |  |  |

*Source: Primary Data*

Discriminant validity (DV) was assessed using the Smart PLSS. The DV values helps to identify

whether each item loads on its related constructs and the extent to which each construct is distinct

from the others (Fornell and Lacker 1981). The value for each construct should be greater than other latent constructs. Table 3.10 exhibits the values of the results and all the constructs on the same construct have a higher value as compared to the other latent constructs.

**Table 3.10 DISCRIMINANT VALIDITY FORNELL LARCKER**

|      | AL    | AT    | EB    | HA    | HB    | PI    | SB    | WC    |
|------|-------|-------|-------|-------|-------|-------|-------|-------|
| AL   | 0.888 |       |       |       |       |       |       |       |
| AT   | 0.635 | 0.924 |       |       |       |       |       |       |
| EB   | 0.274 | 0.557 | 0.926 |       |       |       |       |       |
| HA   | 0.361 | 0.715 | 0.771 | 0.941 |       |       |       |       |
| HB   | 0.470 | 0.746 | 0.711 | 0.702 | 0.908 |       |       |       |
| PI   | 0.448 | 0.605 | 0.754 | 0.660 | 0.680 | 0.851 |       |       |
| SB   | 0.578 | 0.740 | 0.717 | 0.708 | 0.736 | 0.734 | 0.895 |       |
| WC   | 0.552 | 0.735 | 0.624 | 0.737 | 0.669 | 0.595 | 0.681 | 0.894 |

*Source: Primary Data*

### 3.4.2 Structural Model

Having established adequate reliability and validity of the factors in the proposed model, the assessment of the structured model was done using the using the Structure Equation Model (SEM) by employing path coefficients, T-values, R2, Q2, F2, and effect size, as shown in the below table 3.4.3. In recent times, an innovative approach has been introduced, known as PLS predict, to derive Q2. According to (Indrawati et al) the usage of PLS predict helps in the evaluation of the accuracy of out of-sample predictions, resulting in an important amount of precision inside the model. In the proposed model, a total 8 constructs were used for testing, including 1 dependent variable, namely Habits (HA), and 7 independent variables, namely Personal integrative (PI), Altruism (AL), Social benefits (SB), Economic benefits (EB), Hedonic benefits (HB), Attitude (AT), and the consumer's Willingness to create content (WC).

The bootstrapping technique was utilized in order to calculate the values of path coefficient and probability, as shown in Table 3.11. Based on the results obtained from the estimation of the structured model, it was found that six constructs, namely Personal integrative (PI), Social benefits (SB), Economic benefits (EB), Hedonic benefits (HB), Attitude (AT), and consumer's Willingness to create content (WC), have a positive significant influence on Habits (HA), whereas Altruism

(AL) does not have a positive significant influence on Habits (HA). The coefficient of determination (R2) was calculated for the portion of the dependent variable (Habits), which was explained by other independent variables. The PLS SEM algorithm is used to obtain R2 and F2 values through Smart PLS software. The proposed model had an R2 value of 0.748, a Q2 of 0.714, a small effect size of F2, and only one M-size effect size. Hence, this proposed model is considered R2 because it shows good predictive power. Since most of the relationships were found to have significant relationships (H2b, H2d, H2, H2f, and H2g), H2 is rejected.

**Table 3.11 Path coefficient, T-values, P values, R2, Q2, F2 and effect size**

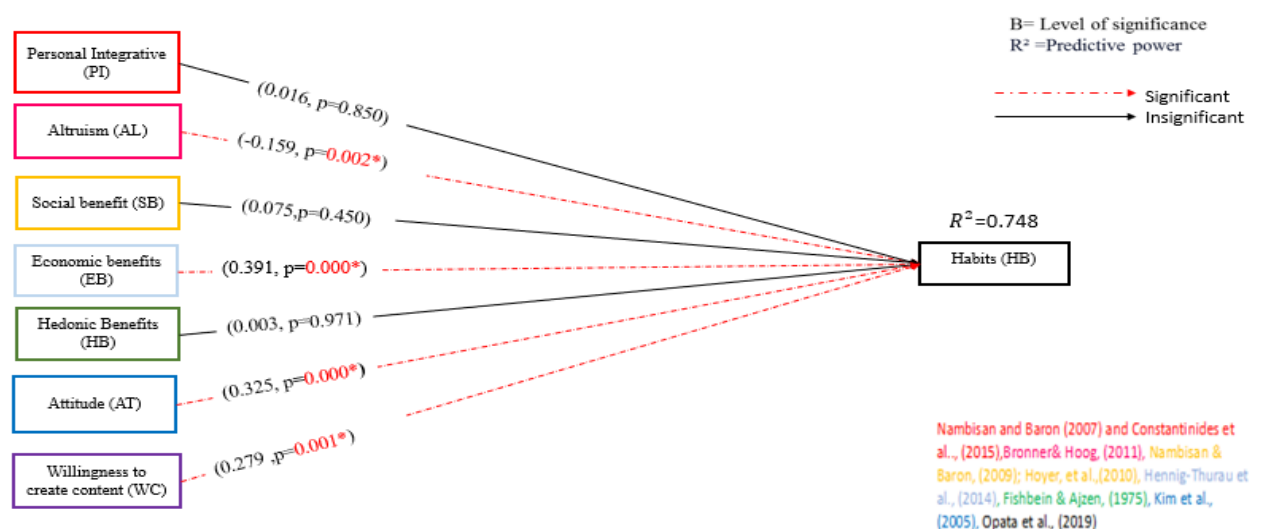| Variables | β | T-values | p | Hypothesis | R2 | Q2 | F2 | Effect |
|---|---|---|---|---|---|---|---|---|
| PI -> HA | 0.016 | 0.189 | 0.850 | Not supported | | | 0 | S |
| AL -> HA | -0.16 | 3.132 | 0.002* | **Supported** | | | 0.05 | S |
| SB -> HA | 0.075 | 0.755 | 0.450 | Not supported | | | 0.01 | S |
| EB -> HA | 0.391 | 4.281 | 0.000* | **Supported** | | | 0.17 | M |
| AT -> HA | 0.325 | 3.797 | 0.000* | **Supported** | | | 0.12 | S |
| WC -> HA | 0.279 | 3.356 | 0.001* | **Supported** | 0.75 | 0.71 | 0.12 | S |

*Source: Primary Data*



**Figure 3.2 Results of tested model**

**3.5 Composite Model**

This section deals with the third objective of the study. A composite model was developed to gain a better insight into consumer behavior towards their perception of instant food and how they react on social media based on their habits. The composite model was tested and analyzed by combining the proposed models of objective 1 and objective 2. Hence, the following RQ, objective, and hypothesis were developed:

**RQ 3:** *"Will the developed composite model provide a better understanding"?*

In this section, a composite model was developed by combining the model of objective 1 and objective 2. The model of objective 1 deals with the factors influencing the consumers to consume instant food products and model of objective 3 deals with consumers reaction on social media based on their habits. The composite model of the objective 3 is the combination of the factors influencing including satisfaction influencing to consume instant food and the factors influencing habits of consumers to react on social media. In total 18 attributes were tested and 17 relationships were studied. Therefore, the results were not shown again as it would lead to interpretation. The composite model was tested and analysed through Structural Equation Model (SEM).

**Table 3.12 Path coefficient, T-values, P values, R2, Q2, F2 and effect size**

| Variables | β | T-values | P-values | Hypothesis | R2 | Q2 | F2 | Effect |
|-----------|-----|----------|----------|------------|-----|-----|-------|--------|
| IF -> PI | 0.196 | 2.088 | 0.037* | **Supported** | | | 0.051 | M |
| FC -> PI | 0.06 | 0.739 | 0.460 | Not supported | | | 0.005 | S |
| PA -> PI | 0.009 | 0.08 | 0.936 | Not supported | | | 0.000 | S |
| BA -> PI | 0.062 | 0.849 | 0.396 | Not supported | | | 0.006 | S |
| SF -> PI | 0.062 | 0.827 | 0.408 | Not supported | | | 0.005 | S |
| HI -> PI | 0.035 | 0.533 | 0.594 | Not supported | | | 0.003 | S |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| SA -> PI | 0.55 | 6.295 | 0.000* | **Supported** | 0.749 | 0.709 | 0.379 | L |
| PI -> PD | 0.818 | 27.797 | 0.000* | **Supported** | 0.670 | 0.617 | 2.026 | L |
| PD -> CI | 0.883 | 41.624 | 0.000* | **Supported** | 0.780 | 0.607 | 3.541 | L |
| CI ->HA | 0.088 | 1.573 | 0.116 | Not supported | | | 0.020 | S |
| PSI->HA | 0.016 | 0.19 | 0.849 | Not supported | | | 0.000 | S |
| AL -> HA | -0.16 | 3.179 | 0.001* | **Supported** | | | 0.051 | S |
| SB -> HA | 0.067 | 0.694 | 0.488 | Not supported | | | 0.005 | S |
| EB -> HA | 0.372 | 4.026 | 0.000* | **Supported** | | | 0.155 | M |
| HB -> HA | 0.006 | 0.061 | 0.952 | Not supported | | | 0.000 | S |
| AT -> HA | 0.302 | 3.542 | 0.000* | **Supported** | | | 0.100 | S |
| WC ->HA | 0.268 | 3.342 | 0.001* | **Supported** | 0.753 | 0.711 | 0.107 | S |

*Source: Primary Data*

The results obtained in the below table 3.12 reveal that the same relationship has a significant relationship with the dependent variables as tested in the proposed model of objectives 1 and 2, and therefore H1, H7, H8, H9, H12, H14, H16, and H17 are accepted and the remaining hypothesis is rejected. Also, H12 is negatively influencing Habits (HA). However, the new relationship formed between Continuous intention (CI), which leads to Habits (HA), has an insignificant relationship. The coefficient of determination R2 is increasing for all four independent factors as compared to the previous model in Objectives 1 and 2 as more constructs are added.
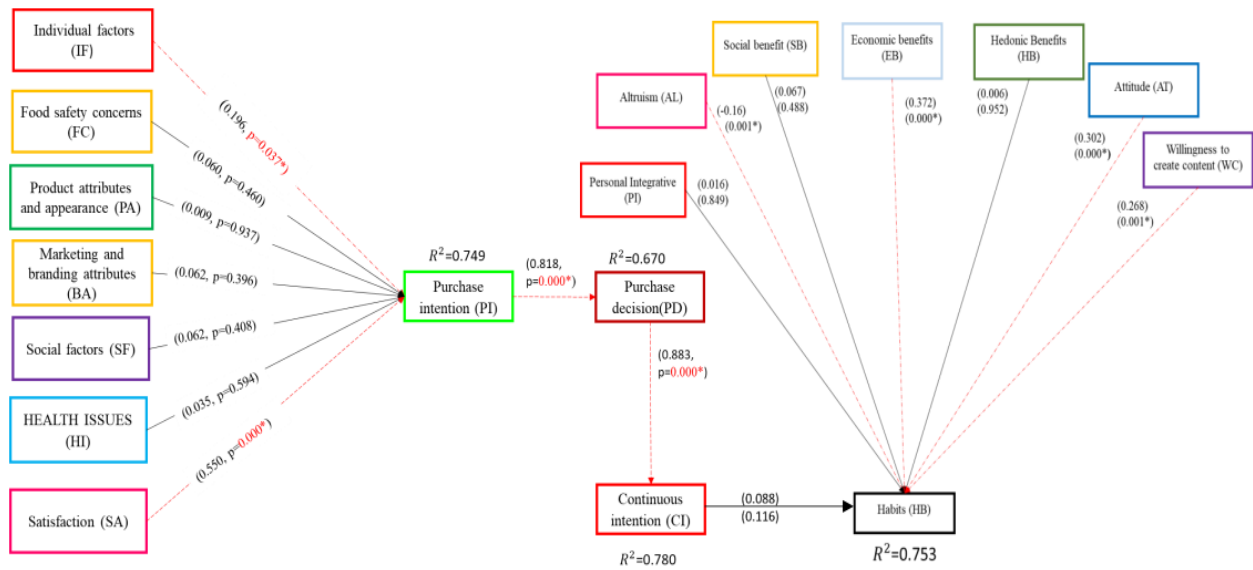
**Figure 3.3** Composite model

## 3.6 Summary

The results obtained for the three RQs mentioned above are briefly summarized as follows: Through the application of frequency testing, the study attempted to identify any variations in respondent's gender across the demographic profiles where the study revealed that 82.19 % of male and 85.00% of female respondents who were under 30 years old were students from North Goa that consumed instant food in the state of Goa.

In the measurement model (outer model), the reliability and validity of the model were analyzed with the help of factor loading, CA, CR, AVE, and discriminant validity (Fornell Lacker). The results revealed that values for CR and CA had a high level of reliability and inner consistency among the constructs except for product attributes and appearance (PA) and social factors (SF), which had factor loadings of 6.70 and 6.20, which is below the threshold limit of 0.70, though this construct was not removed as removal of these constructs would lead to a lower $R^2$ value. Hence, the construct was kept for the present study. All the factors showed satisfactory results for AVE. The next step is analyzing the structural model with the help of structural equation modeling (SEM), which showed the results for path coefficient, T-values, R2, Q2, F2, and effect

size. The results revealed that out of 10 constructs, only 2 factors were found to have a positive and significant influence on the purchase intention (PI) and the other 2 dependent variables, which are purchase decision (PD) and continuity intention (CI), hence the formulated hypotheses H1a, H1g, H1h, and H1i were accepted. However, the remaining hypotheses (H1b, H1c, H1d, H1e, and H1f) were not supported. Therefore, the first H1 is rejected: *"There is a significant influence of the factors, including satisfaction, while making a purchase decision."*.

The measurement model was the first step used to determine the reliability and validity of the model with the help of CA, CR, and AVE. The results indicated that the values of CR and CA displayed a high level of reliability and consistency among the constructs. The AVE showed the required results for convergent validity for each of the constructs, and discriminant validity had a higher value on the same construct as when compared with the other constructs. The next step after establishing reliability and validity was testing the structural model with the help of Structure Equation Modeling (SEM), which was used in calculating the path coefficient, T-values, R2, Q2, F2, and effect size. The results indicated that out of seven constructs, four (altruism, economic benefits, attitude, and willingness to create content) had a significant influence on the habits of consumers. Hence, H2b, H2d, H2f, and H2g were accepted, while the remaining constructs were found to have an insignificant influence on consumers' habits to create content; hence, the formulated hypotheses H2a, H2c, and H2e were not supported. Therefore, the second objective is achieved by accepting H2, *"There is a significant impact of various factors on the respondent's social media reaction."*.

In the composite model, 18 constructs were tested, and 17 relationships were studied. The reliability and validity were already established in the models tested earlier for Objectives 1 and 2. Therefore, the results were not shown again, as it would lead to repetition. Therefore, the composite model was tested using the path coefficient, T-values, R2, F2, Q2, and effect size. The results indicated that eight relationships had a significant influence on the dependent variable in

the composite model. Individual factors and satisfaction have a positive influence on purchase intention, followed by purchase decision and continuous intention. All these relationships had significant influence in the model of objective 1. The other relationships, such as altruism, economic benefits, attitude, and willingness to create content, were found to have a significant influence as their p values were below 0.05, and one more relationship, continuance, intention, and willingness to create content, was found to be insignificant as its p value was more than 0.05. The R2 in the composite model was found to be increasing as both models were combined, and the final relationship between continuance intention and habits had an R2 value of 0.75% and a Q2 of 0.71%. Therefore, the composite model is found to provide a better picture when combining the models from objectives 1 and 2.

# CHAPTER 4 SUMMARY, FINDING AND CONCLUSION

## 4.1 Introduction

The chapter focuses on consumers buying behaviour towards instant food and identifying the factors considered by the consumers while purchasing instant food product and also how they react based on their experience. The study is carried out in the state of Goa. Existing literature on instant food and the factors influencing consumers purchase intension as well as consumers habits to create content was divided into four parts. The first section speaks about the demographic profile of the respondent conducted in previous research papers to determine which studies used cross tabulation to explain the demographic profile of the respondents which is explained in chapter 2 (section 2.2). The second section speaks about the factors influencing consumer's instant food purchase intension and does satisfaction also influences the consumer's purchase decision which is explained in chapter 2 (section 2.3), which explains in detail the construct used for model development in the present study which were identified from past studies conducted by various researchers. Using these constructs 3 models were tested and the best proposed model was selected analysis of which is provided in chapter 3 (section 3.3). The third section discusses the consumer's habits to create content of social media platforms. The constructs used for model development are explained in detail in chapter 2 (section2.4). for purpose of which three models were tested and the second proposed model was considered best results of which are provide in chapter 3(section 3.4). the fourth section discussed the composite model which is based on the factors influencing the consumer's instant food purchase decision and the factors influencing consumer's habits to create content on social media platforms, results of which are provided in chapter 3 (section 3.5).

The first RQ and O1 deals the factors influencing the consumer's instant food purchase intension. This particular objective deals with 10 factors influencing consumer's instant food purchase intension, Purchase decision and Continuance intension. The relationship between the constructs and purchase intension was testes through Structural Equation Model (SEM). Factor

loading, Cronbach Alpha (CA), Composite Reliability (CR) & Average Variance Extracted (AVE), Path Coefficients and Discriminant Validity are used to check the outer model.

The second RQ and O2 deals with 8 constructs. It tries to study how this factor influences consumers habits to create content on social media platforms. Factor loading, Cronbach Alpha (CA), Composite Reliability (CR) & Average Variance Extracted (AVE), Path Coefficients and Discriminant Validity are used to assess the second RQ.

The third RQ deals with the composite model prepared which is the combination of O2 and O3. Factors influencing consumers instant food purchase intension and factors influencing consumers habits to create content were combined to obtain a comprehensive picture and gain better understanding of the model. Factor loading, Cronbach Alpha (CA), Composite Reliability (CR) & Average Variance Extracted (AVE), Path Coefficients and Discriminant Validity are used to test the model.

**4.2 Findings**

**4.2.1 Demographic profile (Who they are)**

The first section deals with the demographic profile of the consumers consuming instant food. The present study is specific to the state of Goa (North Goa and South Goa). The demographic variables such as gender, age, income, marital status, education and location. A cross tabulation of consumers demographic variables is performed with that of gender which was analysed with the help of frequency. Along with the demographic profile some additional information is collected and same was shown in the frequency tables along with the percentage test which include awareness about different instant food products brands, preferred brand, frequency of purchase, time interval preferred for consumption and reasons for consumption. The demographic profile of 176 respondents was analysed (Table 3.1), out of which most of the respondents were females (58.52%) as compared to male (41.47%). Where most the consumers prefer to consume instant food are young who fall in the age group of 20-29 therefore (Table 3.1),

most of the respondents were from generation Z in the present study conducted. most of the consumers i.e. 57. 14% hold a graduation degree (Table 3.1). The majority of the respondents consuming instant food were unmarried (65 male 93 female) (Table 3.1). The occupation of the respondents both male (45.21%) and female (65.05%) were students (Table 3.1). Finally, male respondents earned monthly income (Table 3.1) of less than Rs. 20000 (34.25%) and more than Rs. 1 lakh (34.25%) whereas female respondents earned less than Rs. 50000 (41.75%). The additional information collected found MTR and Amul most known brand among the consumers but most of the consumers preferred purchasing Amul over MTR (Table 3.2). the main reason for consuming instant food was less time for preparation (Table 3.3). It was also found that majority of consumers preferred consuming between the meals (Table 3.4) and as per their cravings (Table 3.5).

**4.2.2 Factors influencing as well as satisfaction influencing consumer's instant food purchase decisions**

The first objective of the study was to determine whether or not the factors considered influence the consumers instant food purchase decision along with satisfaction as one of the independent factors influencing the consumers instant food purchase decision. The hypothesis developed were shown in chapter 1 (Section 1.9).

In order to analyse the model developed SEM was used for the testing the relationship between seven factors including satisfaction. The Cronbach alpha (CA), Composite reliability (CR), Average Variance Extracted (AVE), Path coefficient and T- values, Effect size of the dependent variables were found out. From the three models developed, one model was selected on the basis of R2, Q2 and F2. In this fast-paced world ang growing nuclear families the demand for instant food is been rising rapidly, especially among the gen z.

Individual factors (IF) refer to all the intrinsic factors of individuals such as one's habits, likes and dislikes, convenience, price affordability, values and beliefs. The study found that the Individual

factors (IF) had a positive significant relation on consumers purchase decision when it comes to purchasing instant food (Table 3.8).

Food safety concerns (FC) refers to adoption of proper safety measures protects the consumer from foodborne illnesses. Information such as detailed nutrition breakdown for the artificial ingredients used, manufacturing date, expiry date, health risk and storage instructions. The study conducted by (Liew et al. 2021) found that food safety concerns are highly imperative criteria for most of the consumers. The finding of the study is also similar to (Mohammad et al. 2023)food safety had a positive significant relation on consumers purchase decision when it comes to purchasing instant food. But the findings of the current study found that food safety has no significant impact on consumer instant food purchase intension (Table 3.8). Therefore, the hypothesis H1b is rejected as the p value is 0.494 which is more than 0.05 hence it is an insignificant factor that consumers from the state of Goa do not consider while purchasing instant food.

Product attributes and appearance (PA) is described as visual appeal, its functionality and product features that appeal to consumer want such as visual and symbolic value, qualities, shapes and size. (Liew et al. 2021)found that product attributes and appearance is a notable factor contributing the purchase decision of the consumers. The study by (Mohammad et al. 2023) also confirmed that packaging of the Ready-to-eat items has a positive influence on the consumers purchase decision. But the finding of the current study found no significant impact of product attributes and appearance on the consumer's purchase intension. Hence H1c is rejected as the p value is 0.855 which insignificant (Table 3.8). The findings of the factor are similar to the study conducted (Liew et al. 2021)which also found that product packaging did not have influence on the consumers purchase decision.

Marketing and branding attributes (BA) is the force that shapes consumers perception, builds trust and creates a unique identity of the product. attractive advertising and brand image is

considered as an essential component in the past studies conducted (Liew2021, Keller 1998, Blackwell2001). Studies conducted by (Liew et al., 2021) found that marketing and branding attributes is the most influencing factor of the consumers buying behaviour. However, the current study found that marketing and branding attributes does not have a significant influence on the consumer's purchase intension (Table 3.8). Hence H1d is rejected as the p value is 0.386 which is more than 0.05 hence the hypothesis is not supported.

Social factors (SF) defined as the degree to which consumers perceive how others in their social circle (families, friends, relatives, co-workers, media, and social media) believe they should use a particular product, technology or service. The study conducted by Lebanese American University Repository (LAUR),(2020)found social factors positively influencing the consumption behaviour of the respondent. The current study found that social factors did not have a significant influence in the consumers purchase intension. Therefore, H1e is rejected as the social factor have a p value of 0.427 which is more than 0.05 hence there is not significant relation between social factors and instant food purchase intension (Table 3.8).

Health issues (HI) relates to the negative effects due to consumption of instant food such as chronic health condition, obesity and weight gain, digestive issues, poor nutritional content and increased risk of mental issues. Rawat (2023) revealed in his study that instant food has adverse effects on the health of the consumers due to over consumption and wrong eating habits. Also study conducted by (LAUR), 2020) found positive significant relation of fast food addiction on consumer behaviour. The present study found that Health issues (HI) does not have a significant relation on consumers purchase intension which leads to the rejection of H1f as the p value is less than 0.05(Table 3.8).

Satisfaction (SA) is the perceived difference between expectations prior to the consumption of a product or service and the perceived performance after consumption of instant food. A study conducted by Sochenda (2021) found that customer satisfaction had positive

influence on customer loyalty while consuming fast food. The findings of the current study found that satisfaction has positive and significant influence on consumers purchase intension of the consumers (Table 3.8). Hence the H1g is accepted as it has p-value (0.000) which is less than 0.05 though the effect size is large it needs to be rectified by collecting more respondents in future research.

Based on the several factors influencing the consumer's purchase intension, purchase intension is a significant factor that influences a consumer's willingness to take action when making purchase decision. Past studies have found a positive correlation between purchase intension and purchase behaviour(Fitzsimons and Morwitz 1996). The present study found that purchase intension has a positive and significant influence on the purchase decision of the consumers (Table 3.8). Hence hypothesis H1h is accepted as it has a p-value of (0.000) which is less than 0.05 as stated above the effect size is large in the present study which needs to be tested again using a larger sample size of more than 300 respondents.

The last relationship formed is between purchase intension and continuous intension of the consumers to continue purchasing instant food in future. The present study found that purchase intension positive and significant influence on the consumer's continuous intention to consume instant food(Table 3.8). Hence H1i is accepted as the p-value is 0.000 which is less than 0.05 as stated above the effect size is larger in the present study which needs to be tested again by increasing the sample size. Since many of the relationships were found to be insignificant (H1b, H1c, H1d, H1e, H1f) these leads to the acceptance of the H1.

**4.2.3 Factors influencing Consumer's Willingness to Participate in Co-Creation**

The second objective of the study was to determine whether or not the factors influence the habits to create content. This section deals with RQ2, O2 and H2(Section 1.9H. Through testing and analysis of the three proposed model one model was selected as the best model for conducting the study. The best model was selected on the basis of R2, Q2 and F2 along with effect

size whose detailed explanation is provided in chapter 3. The proposed model was tested through SEM using Smart PLS. online interaction through social media reveals the emerging trend in today's world. It has become an important part of the consumer's daily lives and also consumer-to consumer interaction through online platforms provides information which provides better insight.

Personal integration (PI) is often associated with desire seeking for recognition and aligns them with personal value, identity and trustworthiness. Consumer's often feel participation in content creation generates a sense of self- efficacy. Prior studies (Lorenzo-, Constantinides, and Brünink 2014, Yadav & Mahara, 2018) found that PSI had a significant influence on consumer's willingness to create content. The findings of the present study found that Personal integrative (PSI) do not have a significant influence on the habits of the consumers as the p-value is (0.850) which is more than 0.05. Hence H2a is rejected as it has no influence on the habits of the consumer (Table 3.11).

Altruism (AL) is often referred as the consumer's desire to provide support or help others without personal gain. It emphasizes prioritizing well-being of others over on self. In earlier studies conducted by (Cheung and Lee 2012 ,Poch and Martin 2015, Ali, Razak, and Hussin 2019) indicated that Altruism had s significant influence on consumer's intension to use online platforms. The present study found Altruism having positive and significant influence on the habits on the consumers. Hence hypothesis H2b is accepted as p-value is 0.02(Table 3.11) which is less than 0.05 thus have a significant influence on habits of the consumers to create content.

Social benefits (SB) refer to the positive outcome or benefits received the consumers as a result of its social interaction which provides social recognition, respect, friendship within a network and elevates their social performance. Studies by (Hoyer et al., 2010, Yadav & Mahara, 2018) found that SB have a positive and significant influence on the consumer's willingness to participate in creating content on social media and online platforms. The findings of the present

study found that social benefits do not have a significant impact on the habits of the consumers (Table 3.11). Therefore, H2c is rejected as the p-value is 0.450 which is more than 0.05 significance level.

Economic benefits (EB) refer to the material rewards or some monitory benefits a consumer receives by participating in cocreation activities on social platforms after posting content on social media which may influence consumers habits in content cocreation. Prior study by (Nambisan and Baron 2009) revealed economic benefits having a positive influence on the virtual customer environment. The findings of the present study found that economic benefits have a significant and positive influence on the consumers habits (Table 3.11). The p-value is 0.000 which is smaller than 0.0.5. hence it leads to acceptance of Hypothesis H2d.

Hedonic benefits (HB) are often associated with the mentally simulating experience driven by internal motives such as fun, enjoyment, pleasure and entertainment perceived by consumers by engaging in content co-creation activities. Previous studies by (Mayangsari 2018).C. Chen et al. (2017), Lorenzo-Romero, Constantinides, and Brünink (2014)revealed that hedonic benefits have a positive impact on consumers participating in content creation. The results of the present study found that hedonic benefits have insignificant impact of the habits of the consumers (Table 3.11). Therefore, H2e is rejected as the p value is 0.971 which is more than 0.05 hence there is no significant influence of hedonic benefits on habits.

Attitude (AT) refers to consumers positive or negative attitude towards creating content on social platforms available. Ajzen (1991)found that consumers are more likely to engage in content creation when they have positive attitude towards which is favourable. The present study conducted found that Attitude have a significant and positive influence on the habits of the consumers to create content (Table 3.11), therefore H2f is accepted as it has p-value 0.000 which is less than 0.05. Hence attitude have a significant influence on the habits of the consumers.

Willingness to create content (WC) can be defined as consumer's motivation and desire to actively engage in the process of content creation. In the current study Willingness to create content is one of the factors that influences the habits of the consumers to create content. It exhibits positive and significant influence on the habit as its p-value is 0.001 which is less than 0.05 (Table 3.11). Hence H2g is accepted it has a significant influence on the habits of the consumers. Since most of the relationship were found to have significant relationships (H2b, H2d, H2, H2f and H2g) H2 is rejected.

**4.2.4 Composite Model**

A composite model was developed by combing the proposed model of objective 1 and 2(Section 1.6.3). the research question was to see the possibility of developing a comprehensive model to see whether the buying behaviour is influenced by various factors, which in turn leads to content co creation based on consumer's experience after instant food consumption. Findings say that when we tried to combine two models of the study that are factors influencing the consumers instant food purchase intension and factors influencing consumers habits in content creation gave a better R2 also the model is shoeing total 7 significant relationships with along with one factors having negative influence on the habits of consumers to create content (Section 3.12).

**4.3 Conclusion**

The purpose of this study was to examine the perception of consumers towards instant food in the state of Goa. The instant food is categorised as Ready-to-cook and Ready-to- eat products. Thers has been increasing popularity and demand for instant food during recent times due to several factors such a changing lifestyle and modernisation. It is important for the marketers to understand the reason for the growing demand of instant food as this new trend in the food behaviour can have a significant impact on the marketing strategy. Literature review helped to understand existing literature available on instant food product and we came to the conclusion that no study is done in Goa. The entire study is divided in three sections.

The first section of the study (Table 3.1) speaks about the demographic profile of the respondents identified as male and female consumers in the state of Goa (North Goa and South Goa) and the first research question and objective. The demographic data gather was analysed using frequency and cross tabulated. Where unmarried females prefer to consume instant food over unmarried male. The additional data collected found the mostly known instant food brand is MTR (14.86%) but consumers prefer to purchase Amul (24.43%), (Table 3.2). Instant food products were consumed in between the meals (68.6%), (Table 3.3) and consume as per their cravings (45.305%), (Table 3.4). Most of the consumers prefer instant food as it takes less time for preparation (64.4%), (Table 3.5).

The first research question and objective which tried to evaluate the factors influencing consumers instant food purchase intension as well as does satisfaction also influences the consumers purchase intension, it can be concluded that consumer consider individual factors while purchasing instant food also the purchase intension, purchase decision and continuous intension was found to have a significant relationship (Table 3.8).

The second section deals with the second research question and objective which tried to find out various factors influencing the habits of the consumer to create content on social media and other online platforms, this section concludes that altruism, economic benefits, attitude and willingness to create content has a significance influence on the habits of the consumers to create content. Most of the factors were found to be significant on the habits of the consumer while creating content (Table 3.11).

The thirds section deals with the combined model which is the combination of the objective 1 and 2 model which gives a better R2 making it more reliable (Table 3.12). Thus, market segment based on food relates lifestyles can be applied by the instant food companies to develop proper marketing strategies.

**4.4 Managerial Implications**

The study describes new food consumption changes of the consumers and this can have a significant impact on the marketing strategies of the food industries. Consumers search for food substitutes that will enable them to reduce the food preparation time, prevent squandering time cleaning and maintain a balance between work and leisure life and preserve their health. Changing consumer's food trends and reactions from manufacturers food behaviour are important factors in the success of product services. The study discusses emerging patterns in consumer eating habits that help in the creations of advertising strategies for producers of instant food.

**4.5 Theoretical Contribution**

In order to develop a theoretical understanding of e-commerce in relation to online shopping, the study looked empirically for constructs that may have impact on consumers purchase intension. This included factors such as Individual factor was studied by(Sen, Antara, and Sen 2021), Social factors were studied by Lebanese American University Repository (LAUR) (2020), Health Issues by (Rawat.K,2023), Satisfaction by (Sochenda.S, 2021), Purchase intension (Baskaran et al. 2017), Purchase decision (Hanaysha 2022), Continuous intention (Al-tit 2016) and Food safety concerns, Product attributes and appearance and Marketing and branding Attributes were studied by(Liew et al. 2021). The proposed model was developed by combing all these factors studied by the authors in different studies. All these factors were not studied together in the previous studies. Three proposed models were tested and analysed to find the best proposed model which results are provided in chapter 3 and the other two model are provide in the appendix hence adding to the existing literature of instant food and other factors impacting consumers intension to purchase instant food.

In addition to this, the present study also considered the factors influencing consumer habits to engage in content creation on social media and other platforms available. for the purpose of these 8 constructs were identified from the past literature and three models were tested and

analysed. The factors namely Personal integrative, Altruism, Social benefits, Economic benefits, Hedonic benefits, Attitude, habits and willingness to create content. All these factors have been studied in different studies by different researchers. The present study's significance increases by combing all these factors in a single study to comprehend the aspect that impact a consumer's propensity to contribute content on social media and other online platforms.

For the purpose if the study data was collected from the respondents in the state of Goa (North Goa and South Goa). A total of 176 sample size was used for the purpose of analysis. The third composite model was developed by combing the model of objective 1 and 2 details of which are provided in chapter 3. Hence, the present study adds to the existing literature of the instant food and the factors influencing the consumers purchase decision as well the factors influencing the consumers habits to engage in content creation. It also provides comprehensive picture by combing the factors influencing consumer's purchase intensions and also factors which influences consumers habits to create content on social media.

## 4.6 Limitation and Suggestion for Future research

The present study done on consumer's perception towards instant food had its own limitation. As the respondents of the survey were unwilling to participate due to questionnaire being lengthy. Due to the time constrain the sample size collected is 176. Furthermore, the study was conducted in the state of Goa, therefore culture may have influenced the results of the study. However, an attempt was made to conduct cross country analysis in different countries but due to the academic ethics committee of the foreign country the questionnaire could not be further distributed to the other respondents in those location. Further researchers can test in other location with larger sample size. The instant food companies are required to carry out attractive advertising and awareness programmes to get the attention of the buyers. If small trial instant meals are given as complimentary items free of cost on purchase of full-size products would be a great strategy to get the attention of the buyer.

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**Annexure 1: Questionnaire**

**Questionnaire:** "Factor influencing consumers instant food purchase decisions"

As a part of my Dissertation work in M. Com Course, I am conducting a survey on **'Customer behaviour towards instant food products'**. Please do co-operate with me in this survey by giving your responses. I promise that your response will be kept confidential and will be used only for the study purpose.

Informed consent

**INFORMED CONSENT**
I understand that the proposed study is for obtaining responses for the purpose of assessing the perceptions and opinions of people from different geographical locations about **Instant food: Perception of consumer towards junk food.**

I also understand that the data collected will ONLY be used for academic and research purposes and strict confidentiality will be followed in keeping the data so collected.
I agree to participate the survey and provide my perceptions and opinions for completing the proposed study.
Yes
No

Part I: Demographic Profile (Please Tick)

| **Gender** | Male | | Female | | |
|---|---|---|---|---|---|
| **Age** | Up to 30 Years | | Above 30 Years | | |
| **Income** | Below Rs 50,000 | Rs 50,000- Rs 100,000 | | Above Rs. 100,000 | |
| **Education** | Up to 10<sup>th</sup> | Up to 12<sup>th</sup> | Graduation | Post-Graduation | |
| **Occupation** | Student | Employed (Govt.) | Employed (Private) | Unemployed | House wife |
| **Marital Status** | Married | | Unmarried | | |
| **Location** | North Goa | | South Goa | | |

1. Are you aware of instant food products?

o Yes

o No

2. Do you consume instant food products?

o Yes

o No

3. Main time zone for consumption

o Breakfast

o Lunch

o Between meals

4. If yes, what are the reason for consuming instant food products?

o Urbanisation

o Less time for preparation

o Habits

o Eagerness to try new food

5. Place of purchase

o Retail outlets

o Departmental stores

o Online

o Local market

**Part 2: Awareness about the products:**

| Products | Know about the product | Buying the particular brand |
|---|---|---|
| 1. MTR | | |
| 2. Gits | | |
| 3. Haldiram | | |
| 4. Amul | | |
| 5. McCan | | |
| 6. Tata sampan | | |
| 7. IT | | |
| 8. ITC | | |

| | **Individual factor (IF)** | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| IF 1 | I would rather purchase instant food than going to cafes /restaurant's | | | | | |
| IF 2 | I enjoy eating instant food products | | | | | |
| IF 3 | It helps me in saving time as it takes less time for preparation | | (Sen, Antara, and Sen 2021) | | | |
| IF 4 | I purchase it as it is within by budget | | | | | |
| IF 5 | My eagerness to try new food motivates me to consume | | | | | |
| | **Food safety concerns (FC)** | 1 | 2 | 3 | 4 | 5 |
| FC 1 | I buy products with expiry date/ manufacturing date mentioned on it | | | | | |
| FC 2 | I buy as the facilities of storage at vendors are proper | | | | | |
| FC 3 | Hygienic design of packaging influences my purchase decision | | (Liew et al., 2021) | | | |
| FC 4 | Label comparison for most nutritious food helps me in buying decision | | | | | |
| FC 5 | I consider Nutritional information on products while buying | | | | | |
| | **Product attributes and appearance (PA)** | 1 | 2 | 3 | 4 | 5 |
| PA 1 | Colourful packaging attracts me in buying | | | | | |
| PA 2 | Different flavours and varieties in food influences my buying decision | | | | | |
| PA 3 | I consider product information while buying | | (Liew et al., 2021) | | | |
| PA 4 | Instruction to cook makes it more convenient for me | | | | | |
| PA 5 | Quantity available is value for money | | | | | |
| | **Marketing and branding attributes (BA)** | 1 | 2 | 3 | 4 | 5 |
| BA 1 | I buy favourite brand regardless of the price | | | | | |
| BA 2 | I am loyal to a specific brand | | | | | |
| BA 3 | I don't buy other brand product if my preferred brand is not available | | (Liew et al., 2021) | | | |
| BA 4 | I buy well – know brands | | | | | |
| BA 5 | I get to know about the product through advertising | | | | | |
| | **Social factors (SF)** | 1 | 2 | 3 | 4 | 5 |
| SF 1 | I Purchase new variety through friends and family recommendation | | | | | |
| SF 2 | My purchase intension is influenced by friends and family | | (Saygi and Shipman, n.d.) | | | |
| SF 3 | I trust my friends and family about their opinions | | | | | |
| SF 4 | I purchase as per my children's choice | | | | | |

| | | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| SF 5 | I buy instant food because it makes social gathering more comfortable | | | | | |
| | **Satisfaction (SA)** | 1 | 2 | 3 | 4 | 5 |
| SA 1 | I will recommend instant food to others | | | | | |
| SA 2 | Use of instant food can be trusted | | | | | |
| SA 3 | My satisfaction with instant food is high | | (Rawat 2023) | | | |
| SA 4 | I am very much satisfied with the taste | | | | | |
| SA 5 | Eating instant food puts me in a good mood | | | | | |
| SA 6 | My experience with instant food is great | | | | | |
| | **Health issues (HI)** | 1 | 2 | 3 | 4 | 5 |
| HI 1 | My overconsumption leads to acidity problem | | | | | |
| HI 2 | Frequent purchasing increases my cost | | | | | |
| HI 3 | I face digestion problems due to regular consumption of instant food | | | | | |
| HI 4 | I am gaining weight with frequent consumption of instant food | | (Sochenda 2021) | | | |
| HI 5 | I am facing cholesterol issue due to my addiction to instant food | | | | | |
| HI 6 | I face other health issues due to over consumption | | | | | |
| | **Purchase intension (PI)** | 1 | 2 | 3 | 4 | 5 |
| PI 1 | I intend to continue to purchase instant food in future | | | | | |
| PI 2 | I search varieties of instant food products | | Al-tit, A. A. (2016) | | | |
| PI 3 | I always talk about instant food with my friends | | | | | |
| | **Purchase decision (PD)** | 1 | 2 | 3 | 4 | 5 |
| PD 1 | I am used to purchasing instant food | | | | | |
| PD 2 | With various consideration, I always choose instant food | | | | | |
| PD 3 | Overall, I am satisfied with my decision of purchasing instant food | | (Baskaran2017) | | | |
| PD 4 | I often purchase instant food | | | | | |
| PD 5 | I am happy with my decision to purchase instant food | | | | | |
| | **Continuous intension (CI)** | 1 | 2 | 3 | 4 | 5 |
| CI 1 | I intent to purchase instant food in future | | | | | |
| CI 2 | I would say positive things about the instant food to others | | | | | |
| CI 3 | I would recommend instant food to my family and friends | | Hanaysha, J. R. (2022) | | | |
| CI 4 | I believe right choice by purchasing instant food products | | | | | |
| CI 5 | I intent to consume instant food frequently | | | | | |

Are you aware of various platform available to share your experience or to provide your feedback in form of reviews, opinions, post, rating, etc.?

o Yes

o No

In which platform you prefer to share your experience about your online investing in form of reviews, opinions, post, rating, etc?

o On Company's website/ Application

o On Play store

o On social media

o Other Platform (Please specify):

| | **Personal integrative (PI)** | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| PI 1 | I post review of my experience if public/social recognition is attached to it | Nambisan Baron, (2007) Constantinides et al., (2015) | | | | |
| PI 2 | I post to impress and show off my activities to friends | | | | | |
| | **Altruism (AL)** | 1 | 2 | 3 | 4 | 5 |
| AL 1 | I want to help others with my own experiences | Bronner & Hoog, (2011) | | | | |
| AL 2 | I want to enable others to make a good decision | | | | | |
| AL 3 | I want to help the company to improve their services | | | | | |
| | **Social benefits (SB)** | 1 | 2 | 3 | 4 | 5 |
| SB 1 | I meet new people when I post my reviews | Nambisan & Baron,(2009); Hoyer, et al., (2010) | | | | |
| SB 2 | To enhance the strength of my affiliation with the consumer community | | | | | |
| | **Economic benefits (EB)** | 1 | 2 | 3 | 4 | 5 |
| EB 1 | I receive reward for posting my experience on social media | Hennig-Thurau et al., (2014) | | | | |
| EB 2 | I want to make money for posting my positive experience | | | | | |
| | **Hedonic benefits (HB)** | 1 | 2 | 3 | 4 | 5 |
| HB 1 | Sharing personal experience is really enjoyable and fun | Nambisan & Baron, (2007) | | | | |
| HB 2 | Posting reviews is a fun way to kill time | | | | | |
| | **Attitude (AT)** | 1 | 2 | 3 | 4 | 5 |
| AT 1 | Posting reviews is thrilling and gives nice experience | Fishbein & Ajzen, (1975) | | | | |
| AT 2 | I feel positive about posting reviews | | | | | |
| | **Willingness to create content (WC)** | 1 | 2 | 3 | 4 | 5 |
| WC 1 | I provide my reviews once i try new product | Kim et al., (2005) | | | | |
| WC 2 | I intend to continue posting reviews of hotel I visit | | | | | |

| WC 3 | I think my content is useful for companies. | | | | | |
|------|---------------------------------------------|---|---|---|---|---|
| | **Habits (HA)** | 1 | 2 | 3 | 4 | 5 |
| HA 1 | It became a habit to post once I try new food | | | | | |
| HA 2 | I am addicted to create content after my every experience | Opata et al., (2019) | | | | |

**Appendix II**

**RQ 1:** What factors are influencing the customer behaviour when it comes to instant food and whether satisfaction also influences while making purchasing decision?

**Path coefficient, T-values, P values, R2, Q2, F2 and effect size**

| Variables | B | T-Values | P | Hypothesis | R2 | Q2 | F2 | Effect |
|---|---|---|---|---|---|---|---|---|
| IF -> PI | 0.387 | 3.662 | 0.000* | Supported | | | 0.170 | M |
| FC -> PI | 0.033 | 0.409 | 0.683 | Not Supported | | | 0.001 | S |
| PA -> PI | 0.111 | 0.922 | 0.356 | Not Supported | | | 0.010 | S |
| BA -> PI | 0.079 | 0.879 | 0.379 | Not Supported | | | 0.007 | S |
| SF -> PI | 0.266 | 2.942 | 0.003* | Supported | | | 0.075 | S |
| HI -> PI | 0.059 | 0.792 | 0.428 | Not Supported | 0.65 | 0.605 | 0.006 | S |
| PI -> PD | 0.818 | 27.891 | 0.000* | Supported | 0.669 | 0.567 | 2.023 | L |
| PD -> CI | 0.883 | 42.106 | 0.000* | Supported | 0.781 | 0.558 | 3.557 | L |
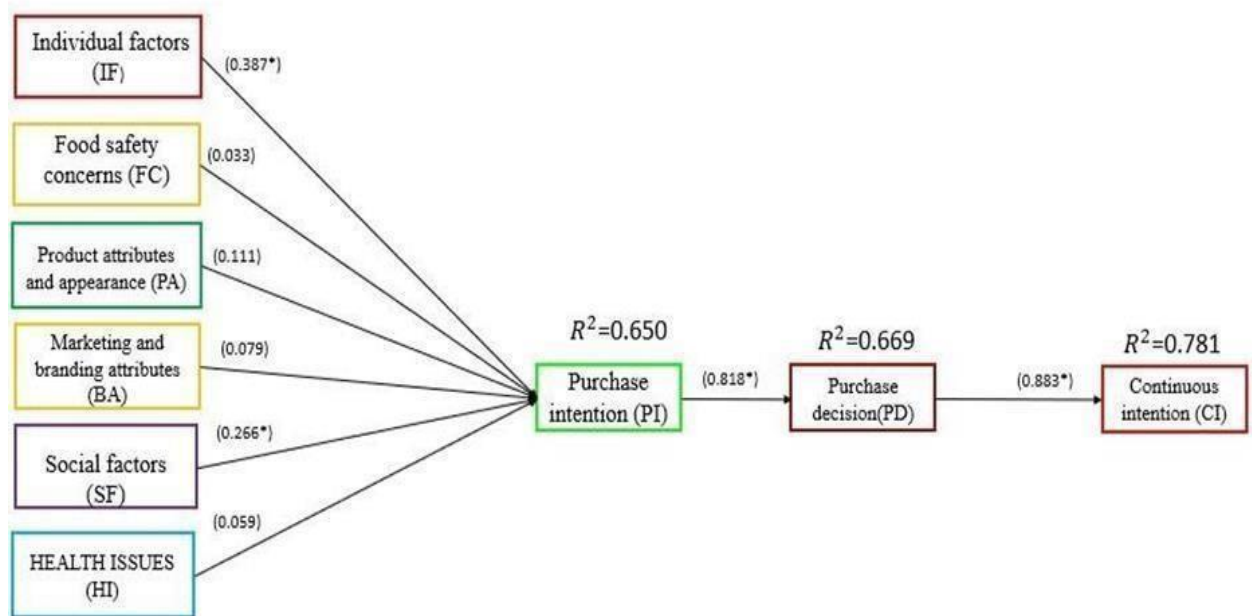


Proposed Model

**Path coefficient, T-values, P values, R2, Q2, F2 and effect size**

| Variables | B | T-Values | P | Hypothesis | R2 | Q2 | F2 | Effect |
|---|---|---|---|---|---|---|---|---|
| IF -> SA | 0.349 | 3.307 | 0.001* | Supported | | | 0.150 | M |
| FC -> SA | -0.033 | 0.466 | 0.641 | Not Supported | | | 0.001 | S |
| PA -> SA | 0.175 | 1.638 | 0.101 | Not Supported | | | 0.026 | S |
| BA -> SA | 0.025 | 0.309 | 0.758 | Not Supported | | | 0.001 | S |
| SF -> SA | 0.376 | 4.233 | 0.000* | Supported | | | 0.162 | M |
| HI -> SA | 0.045 | 0.699 | 0.485 | Not Supported | 0.680 | 0.644 | 0.004 | S |
| SA -> PI | 0.840 | 29.176 | 0.000* | Supported | 0.705 | 0.614 | 2.391 | L |
| PI -> PD | 0.818 | 27.685 | 0.000* | Supported | 0.670 | 0.555 | 2.027 | L |
| PD -> CI | 0.884 | 42.123 | 0.000* | Supported | 0.781 | 0.531 | 3.558 | L |
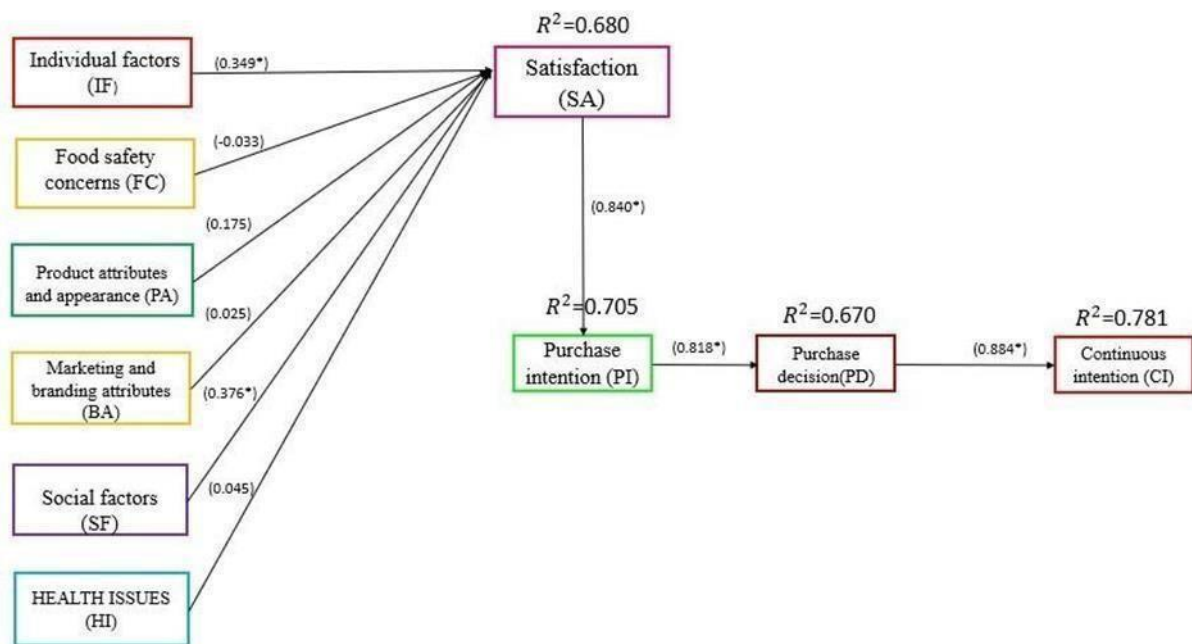


Proposed Model

**Annexure iii:**

**RQ 2:** How do the respondents react based on their experience?

| Variables | B | T-Values | P | Hypothesis | R2 | Q2 | F2 | Effect |
|---|---|---|---|---|---|---|---|---|
| PI -> WC | -0.018 | 0.185 | 0.854 | Not Supported | | | 0.000 | S |
| AL -> WC | 0.221 | 2.929 | 0.003* | Supported | | | 0.071 | S |
| SB -> WC | 0.017 | 0.148 | 0.883 | Not Supported | | | 0.000 | S |
| EB -> WC | 0.115 | 1.19 | 0.234 | Not Supported | | | 0.010 | S |
| HB -> WC | 0.058 | 0.562 | 0.574 | Not Supported | | | 0.003 | S |
| AT -> WC | 0.225 | 1.917 | 0.055 | Not Supported | | | 0.039 | S |
| HA -> WC | 0.365 | 3.636 | 0.000* | Supported | 0.668 | 0.617 | 0.112 | S |
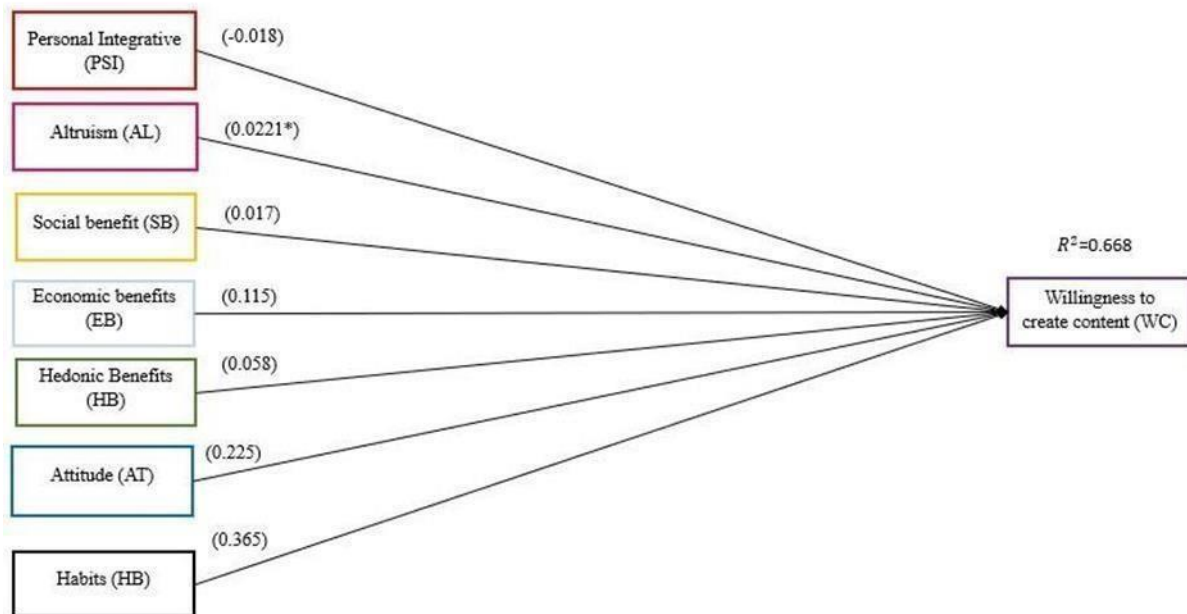


Proposed Model

| Variables | B | T-Values | P | Hypothesis | R2 | Q2 | F2 | Effect |
|---|---|---|---|---|---|---|---|---|
| PI -> HA | 0.010 | 0.114 | 0.909 | Not Supported | | | 0.000 | S |
| AL -> HA | -0.109 | 1.97 | 0.049 | Not Supported | | | 0.022 | M |
| SB -> HA | 0.088 | 0.839 | 0.402 | Not Supported | | | 0.007 | S |
| EB -> HA | 0.473 | 5.018 | 0.000* | Supported | | | 0.241 | M |
| HB -> HA | 0.023 | 0.256 | 0.798 | Not Supported | | | 0.001 | S |
| AT -> HA | 0.432 | 5.169 | 0.000* | Supported | 0.720 | 0.689 | 0.208 | M |
| HA -> WC | 0.737 | 15.64 | 0.000* | Supported | 0.543 | 0.534 | 1.188 | L |



Proposed Model