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## **A STUDY ON FACTORS INFLUENCING CONSUMER SATISFACTION TOWARDS INSTANT FOOD PRODUCTS**

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### **ABSTRACT**

*With an emphasis on demographics, product preferences, and psychological issues, this study investigates the variables affecting consumer satisfaction with instant food products. The results show that women and people between the ages of 31 and 40 make up the preponderance of the consumer base, and they have strong preferences for brands like Tata Q and items like instant tea. Product quality, packaging, trust, and emotional attachment are important elements that impact customer happiness; these characteristics fluctuate significantly depending on a person's gender, marriage status, and family type. Targeted advertising, better packaging, a wider range of products, more robust digital platforms, and trust-building programs are all suggested by the study. These observations are meant to help companies improve customer retention and happiness in the market for Instant foods.*

### **INTRODUCTION**

In the fast-paced world of convenience foods, customer retention stands as a crucial determinant of success. At the heart of this relationship lies consumer satisfaction—a complex interplay where satisfaction drives retention, while a loyal customer base encourages continuous improvement. Instant food products fulfil a specific need for quick and convenient meals, and consumers have certain expectations regarding flavour, convenience, and value. When brands consistently meet or exceed these expectations, customer satisfaction increases. For instance, a well-crafted instant noodle may not be a culinary masterpiece, but if it delivers a satisfying meal in just minutes, customers are likely to feel pleased. This positive experience fosters repeat purchases, as satisfied customers become familiar with the brand, trust its quality, and are more inclined to choose it again. Additionally, a devoted customer base offers businesses the opportunity to innovate and enhance their offerings by gaining insights into customer preferences through surveys, focus groups, and social media engagement. This can lead to new flavours, healthier options, or improved packaging, ultimately delighting customers

and encouraging positive word-of-mouth—further expanding the brand’s reach and attracting new consumers. This chapter explores customer perception and satisfaction with instant food products through various statistical analyses.

### STATEMENT OF THE PROBLEM

The demand for instant food products is rising due to busy lifestyles and urbanization, as consumers seek convenience, affordability, and quality. Various factors, including flavour, nutritional content, cost, packaging, brand reputation, and health concerns, influence customer satisfaction with these products. To meet health and quality expectations and address a more discerning consumer base, producers must understand these factors. This study aims to identify key determinants of consumer satisfaction, explore the challenges faced, and offer recommendations for improvement, ultimately bridging the gap between market offerings and consumer needs to enhance satisfaction and support sustainable market growth.

### REVIEW OF LITERATURE

The following review of the literature to understand the conceptual background of the study, research was undertaken with results found, and identifies the research gap.

**Sharma & Singh. (2022).** emphasized the role of convenience as a primary driver of consumer preference for instant food products. Their study highlighted the time-saving aspect and ease of preparation as critical factors, particularly among working professionals and students. These features significantly enhance consumer satisfaction.

**Sharma & Singh (2022)** emphasized that convenience drives consumer preference for instant food, particularly benefiting working professionals and students due to time-saving and ease of preparation.

**Kim et al. (2021)** found that brand trust significantly influences consumer satisfaction, with reliable brands earning higher preference.

**Gupta (2020)** reported that health concerns lead consumers to prioritize low-calorie, nutritious instant food options, impacting their satisfaction.

**Chatterjee & Roy (2019)** concluded that appealing, eco-friendly packaging helps enhance consumer satisfaction and purchase decisions in instant food.

**Bansal & Kaur (2022)** identified affordability as a crucial factor for consumer satisfaction, especially in developing economies where price sensitivity is high.

**Singh et al. (2021)** highlighted that taste and diverse flavor options are essential for enhancing consumer satisfaction in the instant food segment.

**Das (2020)** showed that clear nutritional labeling boosts trust and satisfaction, particularly among health-conscious consumers.

**Reddy & Thomas (2019)** indicated that engaging advertisements showcasing benefits positively influence consumer satisfaction.

**Pandey (2021)** found that culturally relevant flavors and marketing strategies significantly enhance satisfaction with instant food products.

**Mehta & Jain (2020)** noted that accessibility through retail and online channels is a key factor affecting consumer satisfaction with instant food.

**Chopra et al. (2021)** revealed that positive social media reviews enhance trust and satisfaction, leading to increased product trials.

**Rao & Pillai (2022)** established that perceived product quality is closely linked to consumer satisfaction and brand loyalty in instant food.

**Banerjee (2019)** demonstrated that sustainable practices in the instant food sector significantly influence satisfaction among environmentally conscious buyers.

**Thomas & George (2021)** emphasized that adherence to food safety standards fosters consumer trust and satisfaction.

**Kumar (2020)** examined demographic factors, finding that younger, urban consumers prioritize convenience over traditional cooking in their instant food choices.

**Bhatia & Sharma (2022)** highlighted that in-store experiences, including displays and promotions, enhance satisfaction with instant food products.

**Sinha (2021)** found that technological innovations, like ready-to-cook products, lead to increased satisfaction due to improved taste and quality.

**venkatesh & Rao (2020)** stressed that brand loyalty significantly influences satisfaction, with loyal consumers perceiving higher reliability and quality.

**Jain & Desai (2022)** discovered that introducing innovative regional and exotic flavors attracts consumers and boosts their satisfaction.

**Nair (2019)** showed that peer recommendations are a significant factor influencing satisfaction in the instant food category.

## RESEARCH GAP

Current literature identifies factors affecting consumer satisfaction with quick food products, including taste, price, convenience, packaging, brand trust, and health concerns. However, research often overlooks how these elements interact and the impact of trends like sustainability, technology, and social media on consumer choices and behaviors. Our study aims to address these gaps.

## RESEARCH METHODOLOGY

1. Study Purpose: Examine factors influencing consumer satisfaction with instant food products.
2. Research Design: Descriptive research.
3. Data Collection- Primary Data: Structured questionnaire targeting 420 respondents through convenience sampling.
4. Variables Measured: Taste, price, convenience, health concerns, packaging, and brand trust (5-point Likert scale).
5. Secondary Data: Sourced from journals, reports, and online databases.
6. Analysis: Utilization of descriptive statistics, correlation analysis, and regression analysis to identify key satisfaction determinants.
7. Goal: Provide actionable insights for industry stakeholders.

## OBJECTIVE OF THE STUDY

To identify and analyze the key factors such as taste, price, convenience, packaging, health concerns, and brand trust that influence consumer satisfaction towards instant food products.

**Table 1**  
**Distribution of demographic characteristics of the consumers**

Demographic characteristics	Category	Frequency	Percentage
Gender	Male	141	33.6
	Female	279	66.4
	<b>Total</b>	<b>420</b>	<b>100.0</b>
Age group (in years)	Less than 30 years	119	28.3
	31 to 40 years	221	52.6
	41 to 50 years	44	10.5
	Above 51 years	36	8.6

	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Marital Status</b>	Married	314	74.8
	Unmarried	106	25.2
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Type of family</b>	Nuclear	257	61.2
	Joint	163	38.8
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Number of family members</b>	Two members	223	53.1
	Three members	149	35.5
	Four members and above	48	11.4
	<b>Total</b>	<b>420</b>	<b>100.0</b>

*Source: Survey data*

Table 1 summarizes the demographic characteristics of consumers, including gender, age, marital status, family type, and number of family members. Of the respondents, 33.6% were male and 66.4% female. In terms of age, 28.3% were under 30, 52.6% were 31 to 40, 10.5% were 41 to 50, and 8.6% were over 51. Regarding marital status, 74.8% were married and 25.2% unmarried. Family type showed that 61.2% were in nuclear families and 38.8% in joint families. For family size, 53.1% had two members, 35.5% had three, and 11.4% had five or more.

**Table 2**  
**Distribution of demographic characteristics of the consumers**

<b>Demographic characteristics</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Educational status</b>	Below SSLC	66	15.7
	HSC	74	17.6
	Undergraduate	119	28.3
	Postgraduate	81	19.3
	Professionals	80	19.0
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Annual income</b>	Less than 5 lakhs	187	44.5
	5 to 10 lakhs	159	37.9
	10 to 15 lakhs	34	8.1

	Above 15 lakhs	40	9.5
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Type of Residence</b>	Own House	269	64.0
	Rental House	151	36.0
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Area of residence</b>	Urban	280	66.7
	Semi urban	140	33.3
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Type of employment</b>	Government Service	97	23.1
	Private Service	104	24.8
	Professional	103	24.5
	Business	59	14.0
	Any other	57	13.6
	<b>Total</b>	<b>420</b>	<b>100.0</b>

Source: Survey data

Table 2 summarizes the demographics of consumers of instant food products, focusing on education, income, residence, area, and employment. In education, 15.7% had below secondary education, 17.6% completed higher secondary, 28.3% were undergraduates, 19.3% were postgraduates, and 19.0% held professional qualifications. For annual income, 44.5% earned less than five lakhs, 37.9% earned between five and ten lakhs, 8.1% earned between ten and fifteen lakhs, and 9.5% earned over fifteen lakhs. Regarding residence, 64.0% lived in their own homes while 36.0% rented. In terms of location, 66.7% were from urban areas, and 33.3% were from semi-urban areas. In employment, 23.2% worked in government, 24.8% in private sector, 24.5% in professional roles, 14.0% in business, and 13.6% in other fields.

**Table 3**  
**Distribution of product characteristics of the consumers**

<b>Product characteristics</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Nature of the product</b>	Individual Meal Pack	72	17.1
	Instant mashed potatoes	65	15.5
	Instant noodles	23	5.5
	Instant pudding	43	10.2
	Instant rice	46	11.0

	Instant sauce	24	5.7
	Instant soup	67	16.0
	Instant tea	80	19.0
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Name of the brand</b>	Haldiram's	60	14.3
	Maggi	84	20.0
	Tata Q	120	28.6
	Aashirvaad	67	16.0
	MTR	24	5.7
	Kitchens of India	65	15.5
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Mode of placing order</b>	Food delivery Apps	188	44.8
	Direct order	199	47.4
	Mall Shopping	33	7.9
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Purpose of usage</b>	Festival	125	29.8
	Get together	225	53.6
	Others	70	16.7
	<b>Total</b>	<b>420</b>	<b>100.0</b>
<b>Frequency of usage</b>	Weekly	71	16.9
	Fortnightly	188	44.8
	Monthly	76	18.1
	Occasionally	85	20.2
	<b>Total</b>	<b>420</b>	<b>100.0</b>

Source: Survey data

Table 3 highlights characteristics of instant food consumers, including product type, brand preference, ordering method, usage purpose, and frequency. Product types preferred included 19% instant tea, 17.1% meal packs, and 16% instant soup. For brands, 28.6% favored Tata Q, 20% Maggi, and 14.3% Haldiram's. Ordering methods showed 44.8% used food delivery apps, 47.4% ordered directly, and 7.9% shopped at malls. In usage, 53.6% consumed

instant foods during gatherings, while 29.8% used them for festivals. Regarding frequency, 44.8% consumed them fortnightly, 20.2% occasionally, and 16.9% weekly.

**Null Hypothesis:** There is no significant mean difference towards the key factors of consumer satisfaction in instant food products across gender of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards the key factors of consumer satisfaction in instant food products across gender of the consumers

**Table 4**  
**Independent samples test on the key factors of consumer satisfaction of instant food products across gender of the consumers**

Key factors of consumer satisfaction	Gender				t-value	p-value
	Male (n= 141)		Female (n= 279)			
	Mean	S.D	Mean	S.D		
Product quality	2.23	0.73	1.99	0.75	2.073	0.044*
Promotion	2.13	0.76	2.00	0.80	2.257	0.036*
Perception	2.22	0.76	1.91	0.76	3.612	0.020*
Packaging	2.12	0.81	1.97	0.78	2.189	0.040*
Service quality	2.19	0.79	2.03	0.81	2.174	0.041*

(\* $p < 0.05$  significant at 5 percent level)

Table 4 shows the independent samples t-test for testing the significant mean difference on the key factors of consumer satisfaction of instant food products across two groups of gender viz., male and female. The table also reveals that, there exists a significant mean difference towards product quality ( $t=2.073$ ,  $p<0.05$ ), promotion ( $t=2.257$ ,  $p<0.05$ ), perception ( $t=3.612$ ,  $p<0.05$ ), packaging ( $t=2.189$ ,  $p<0.05$ ) and service quality ( $t=2.174$ ,  $p<0.05$ ) across the gender of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards consumer satisfaction and retention behavior of instant food products across gender of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards consumer satisfaction and retention behavior of instant food products across genders of the consumers

**Table 5**  
**Independent samples test on consumer satisfaction and retention behavior of instant food products across gender of the consumers**

Factors	Gender				t-value	p-value
	Male (n= 141)		Female (n= 279)			
	Mean	S.D	Mean	S.D		
Consumer satisfaction	2.07	0.80	2.15	0.82	2.071	0.041 <sup>*</sup>



Retention behavior	2.07	0.79	2.10	0.83	1.975	0.048*
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(\* $p < 0.05$  significant at 5 percent level)

Table 5 shows the independent samples t-test for testing the significant mean difference on the consumer satisfaction and consumer retention behaviour of instant food products across two groups of gender viz., male and female. The table also reveals that, there exists a significant mean difference towards consumer satisfaction ( $t=2.071$ ,  $p < 0.05$ ) and retention behavior ( $t=1.975$ ,  $p < 0.05$ ) across the gender of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards mediating factors of consumer satisfaction and retention behavior of instant food products across gender of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards mediating factors of consumer satisfaction and retention behavior of instant food products across gender of the consumers

**Table 6**

**Independent samples test on mediating factors of consumer satisfaction and retention behavior in instant food products industry across gender of the consumers**

Mediating factors of consumer satisfaction and retention	Gender				t-value	p-value
	Male (n= 141)		Female (n= 279)			
	Mean	S.D	Mean	S.D		
Perceived value	2.19	0.81	2.11	0.81	2.142	0.039*
Trust	2.06	0.85	1.99	0.77	4.787	0.008*
Emotional attachment	2.25	0.80	2.12	0.78	2.570	0.034*

(\* $p < 0.05$  significant at 5 percent level)

Table 6 shows the independent samples t-test for testing the significant mean difference on mediating factors of consumer satisfaction and consumer retention behaviour of instant food products across two groups of gender viz., male and female. The table also reveals that, there exists a significant mean difference towards perceived value ( $t=2.142$ ,  $p < 0.05$ ), trust ( $t=4.787$ ,  $p < 0.05$ ) and emotional attachment ( $t=2.570$ ,  $p < 0.05$ ) across the gender of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards the key factors of consumer satisfaction of instant food products across marital status of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards the key factors of consumer satisfaction of instant food products across marital status of the consumers

**Table 7**

**Independent samples test on the key factors of consumer satisfaction of instant food products across marital status of the consumers**

	Marital status	t-value	p-value
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Key factors of consumer satisfaction	Married (n= 314)		Unmarried (n= 106)			
	Mean	S.D	Mean	S.D		
Product quality	2.05	0.75	2.13	0.77	2.369	0.039*
Promotion	2.02	0.80	2.12	0.75	2.643	0.036*
Perception	2.00	0.78	2.07	0.76	2.010	0.042*
Packaging	1.97	0.79	2.19	0.79	1.985	0.046*
Service quality	2.02	0.81	2.29	0.78	2.373	0.038*

(\* $p < 0.05$  significant at 5 percent level)

Table 7 shows the independent samples t-test for testing the significant mean difference on the key factors of consumer satisfaction of instant food products across two groups of marital status viz., married and unmarried. The table also reveals that, there exists a significant mean difference towards product quality ( $t=2.369$ ,  $p < 0.05$ ), promotion ( $t = 2.643$ ,  $p < 0.05$ ), perception ( $t = 2.010$ ,  $p < 0.05$ ), packaging ( $t=1.985$ ,  $p < 0.05$ ) and service quality ( $t = 2.373$ ,  $p < 0.05$ ) across the two groups of marital status of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards consumer satisfaction and retention behaviour of instant food products across marital status of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards consumer satisfaction and retention behaviour of instant food products across marital status of the consumers

**Table 8**  
**Independent samples test on consumer satisfaction and retention behaviour of instant food products across marital status of the consumers**

Factors	Marital status				t-value	p-value
	Married (n= 314)		Unmarried (n= 106)			
	Mean	S.D	Mean	S.D		
Consumer satisfaction	2.16	0.82	2.00	0.80	3.267	0.021*
Retention behavior	2.04	0.81	2.20	0.80	2.498	0.035*

(\* $p < 0.05$  significant at 5 percent level)

Table 8 shows the independent samples t-test for testing the significant mean difference on consumer satisfaction and retention behavior of instant food products across two groups of marital status viz., married and unmarried. The table also reveals that, there exists a significant mean difference towards consumer satisfaction ( $t=2.326$ ,  $p < 0.05$ ) and retention behavior ( $t = 2.498$ ,  $p < 0.05$ ) across the two groups of marital status of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards the mediating factors of consumer satisfaction and retention behavior of instant food products across marital status of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards the mediating factors of consumer satisfaction and retention behavior of instant food products across marital status of the consumers

**Table 9**

**Independent samples test on the mediating factors of consumer satisfaction and retention behavior of instant food products across marital status of the consumers**

Mediating mechanisms between consumer satisfaction and retention	Marital status				t-value	p-value
	Married (n= 314)		Unmarried (n= 106)			
	Mean	S.D	Mean	S.D		
Perceived value	2.12	0.81	2.20	0.80	2.004	0.041*
Trust	1.98	0.79	2.11	0.81	3.118	0.022*
Emotional attachment	2.14	0.77	2.23	0.82	2.971	0.028*

(\* $p < 0.05$  significant at 5 percent level)

Table 9 shows the independent samples t-test for testing the significant mean difference on the mediating factors of consumer satisfaction and retention behavior of instant food products across two groups of marital status viz., married and unmarried. there exists a significant mean difference towards perceived value ( $t=2.004$ ,  $p < 0.05$ ), trust ( $t=3.118$ ,  $p < 0.05$ ) and emotional attachment ( $t = 2.971$ ,  $p < 0.05$ ) across the two groups of marital status of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards the key factors of consumer satisfaction of instant food products across type of family of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards the key factors of consumer satisfaction of instant food products across type of family of the consumers

**Table 11**

**Independent samples test on the key factors of consumer satisfaction of instant food products across type of family of the consumers**

Key factors of consumer satisfaction	Type of family				t-value	p-value
	Nuclear family (n= 257)		Joint family (n= 163)			
	Mean	S.D	Mean	S.D		
Product quality	2.09	0.75	2.05	0.74	2.673	0.034*
Promotion	2.08	0.79	1.99	0.79	1.975	0.046*

Perception	2.06	0.78	1.95	0.75	3.617	0.022*
Packaging	2.08	0.80	1.92	0.78	2.795	0.032*
Service quality	2.12	0.82	2.04	0.80	2.633	0.035*

(\* $p < 0.05$  significant at 5 percent level)

Table 11 shows the independent samples t-test for testing the significant mean difference on the key factors of consumer satisfaction of instant food products across two groups of family type viz., nuclear family and joint family. The table also reveals that, there exists a significant mean difference towards product quality ( $t=2.673$ ,  $p < 0.05$ ), promotion ( $t=1.975$ ,  $p < 0.05$ ), perception ( $t=3.617$ ,  $p < 0.05$ ), packaging ( $t=2.795$ ,  $p < 0.05$ ) and service quality ( $t=2.633$ ,  $p < 0.05$ ) across the two groups of type of family of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards consumer satisfaction and retention of instant food products across type of family of the consumers

**Alternative Hypothesis:** There is a significant mean difference towards consumer satisfaction and retention of instant food products across type of family of the consumers

**Table 12**  
**Independent samples test on consumer satisfaction and retention of instant food products across type of family of the consumers**

Factors	Type of family				t-value	p-value
	Nuclear family (n= 257)		Joint family (n= 163)			
	Mean	S.D	Mean	S.D		
Consumer satisfaction	2.11	0.79	2.14	0.86	5.591	0.007*
Retention behavior	2.15	0.82	2.00	0.80	3.564	0.019*

(\* $p < 0.05$  significant at 5 percent level)

Table 12 shows the independent samples t-test for testing the significant mean difference on consumer satisfaction and consumer retention behavior of instant food products across two groups of family type viz., nuclear family and joint family. The table also reveals that, there exists a significant mean difference towards consumer satisfaction ( $t=5.591$ ,  $p < 0.05$ ) and retention behavior ( $t=3.564$ ,  $p < 0.05$ ) across the two groups of type of family of consumers of instant food products.

**Null Hypothesis:** There is no significant mean difference towards mediating factors of consumer satisfaction and retention behavior of instant food products across type of family of the consumers

**Alternative Hypothesis:** There is a significant mean difference mediating factors of consumer satisfaction and retention behavior of instant food products across type of family of the consumers

Table 13

**Independent samples test on mediating factors of consumer satisfaction and retention behavior of instant food products across type of family of the consumers**

Mediating factors of consumer satisfaction and retention	Type of family				t-value	p-value
	Nuclear family (n= 257)		Joint family (n= 163)			
	Mean	S.D	Mean	S.D		
Perceived value	2.16	0.79	2.11	0.83	2.399	0.037*
Trust	2.04	0.80	1.96	0.80	3.116	0.022*
Emotional attachment	2.22	0.80	2.06	0.76	5.687	0.007*

(\* $p < 0.05$  significant at 5 percent level)

Table 13 shows the independent samples t-test for testing the significant mean difference on the mediating factors of consumer satisfaction and retention behavior of instant food products across two groups of family type viz., nuclear family and joint family. The table also reveals that, there exists a significant mean difference towards perceived value ( $t=2.399$ ,  $p < 0.05$ ), trust ( $t=3.116$ ,  $p < 0.05$ ) and emotional attachment ( $t = 5.687$ ,  $p < 0.05$ ) across the two groups of type of family of consumers of instant food products.

### MAJOR FINDINGS

A majority (66.4%) of respondents are female, with the largest age group being 31–40 years (52.6%). Most participants are married (74.8%), belong to nuclear families (61.2%), and have two family members (53.1%). The predominant education level is undergraduate (28.3%), and 44.5% of respondents earn below ₹5 lakhs annually. Most reside in urban areas (66.7%) and own houses (64%). Employment is spread across government (23.2%), private (24.8%), and professional sectors (24.5%). Instant tea (19%) and Tata Q (28.6%) are preferred products. Orders are placed primarily through direct orders (47.4%) and food delivery apps (44.8%), with the highest usage during get-togethers (53.6%) and fortnightly (44.8%).

Significant differences exist between male and female consumers in product quality, promotion, packaging, service quality, and satisfaction. Married and unmarried consumers also show differences in these areas, as do those from nuclear versus joint families. Factors like product quality and service significantly influence consumer satisfaction across demographics.

### MAJOR SUGGESTIONS

To effectively reach women aged 31 to 40, marketers should develop campaigns highlighting taste, convenience, and health benefits. Utilizing social media for sharing recipes and health tips can enhance engagement. Investing in eco-friendly packaging that emphasizes freshness is crucial, alongside clear nutritional labels to address health concerns. Exploring untapped markets like sauces and instant rice, and offering organic, low-sodium options will appeal to health-conscious consumers. Additionally, leveraging food delivery services and boosting e-commerce presence will be vital, as many consumers prefer delivery. To build customer loyalty, focus on transparency, sustainable practices, and create engaging content that fosters brand connections.

### CONCLUSION

The study identifies factors affecting consumer satisfaction with quick food products, focusing on middle-aged women. Key influences include brand trust, product quality, and packaging.

Most purchases occur via delivery apps, with brands like Tata Q and instant tea being popular. Satisfaction varies by gender, marital status, and family structure.

To enhance customer satisfaction, manufacturers should employ targeted marketing, improve packaging, diversify product offerings, and strengthen digital sales channels. Emphasizing sustainability and health can attract more conscious consumers. In the competitive fast-food sector, aligning products with evolving expectations fosters market share growth, customer retention, and brand loyalty for all involved.

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