

# A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS THE BRAND NESTLE MAGGI

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## ABSTRACT

The present study aims to examine the consumer buying behaviour of Maggi Noodles. The study examined by selecting the consumers of Wayanad Area alone. The paper test the buying behaviour of maggi noodles, perception of consumers and factors influencing the buying behaviour. The study carried out by selecting convenience sampling method and the sample size comprises of 60 respondents. The results of the study showed that consumers are very much aware about Maggi noodles, and it is the advertisement plays the major role in promotional activities.

**Keywords:** Brand, Buying Behaviour and Consumer Behaviour

## INTRODUCTION

The quick food industry in India has evolved as a part of the changing life style of young population in India. Thee many reason why quick food styles are catching up fast because of more number of working couples, non-availability of reliable domestic servants, breaking up of joint family system, rising population, hectic schedules, increase in disposable income etc. As a part of it Nestle India Ltd introduced Maggi to the Indian consumers in 1982, with the launch of this they created an entirely new category of food called instant noodles. In the Indian packed food industry. Over rated ingredients, availability of ready mix also pay an important role in the increase in demand for Maggi brand. More over India offers plethora of opportunities for domestic and international players such as widened market, rising young population, high growth rate of Indian economy, adoption of latest technology in food processing and packaging. Even the street food makers use Maggi as a superior recipe in many places.

‘Brand name is a promise’. Branding can be expressed as a process that involves creating a specific name, logo and an image for a product or products. The main aim is to attract consumers. The main features of branding includes Targetability, Awareness, Loyalty, Consistency, competitiveness, distinctiveness, Passion, Exposure, Audience knowledge, uniqueness. Maggi is still one of the most popular brand in the minds of Indian customers because they implement these branding strategies according to the preference of the Indian customers through effective means of advertising, proper marketing tactics, pricing strategy etc.

This project which is entitled as a study on consumers behaviour towards the brand nestle Maggi is aimed to find out the various factors influencing consumers buying decision and to analyse the satisfaction level

towards the brand Nestle Maggi. The study is scheduled through primary data and other information there by preparing questionnaire which focuses on various variables and attributes.

## IMPORTANCE OF THE STUDY

Branding is an important indicator of how people make decision about what they buy, want, need or act in regards to understand consumer behaviour to a product, service, Company . Branding is a vital aspect of marketing. It is critical to understand how brand is perceived by consumers to know how potential consumers will respond to the product or service.

**Importance to organization and markets:** Branding is one of the most important factors for any organisation before launching a product. If the organisation failed to analyse how a consumer will respond to a particular brand, the company will face losses. Branding is very complex because it should possess the features branding including targetability, awareness, loyalty, consistency, competitiveness, distinctiveness, passion, uniqueness etc. For marketers or sales people proper marketing of brands allows them to make intangible benefits tangible to targeted customers, build differentiation in near commodity markets, achieve identity and preference with customers. Customers and differentiate market offering that have same or very similar core product but are augmented with different services, Programmes and system. If the marketers and organisation failed to understand these factors, they would not meet their targets.

## STATEMENT OF THE PROBLEM

Consumer behaviour is a study of why people buy. It is the behaviour of the consumers at the time of buying a brand. During the time of crisis managing a brand is extremely important, brands are built by consumers, not companies and the way consumers perceive the brand ultimately defines the brand. Branding is very complex because the taste and preference of all the consumers are entirely different towards purchase consumption and disposal of product.

## OBJECTIVES

- To know consumer behaviour towards Nestle Maggi.
- To understand the perception of the people about Maggi.
- To find out various factors influencing consumer purchase decision.

## HYPOTHESIS

H0: There is no association between gender of respondent and perception about maggi noodles.

H1: There is an association between gender of respondent and perception about maggi noodles.

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is the description, explanation and justification of various methods of conducting research. Researcher has to design his methodology. It is also deals with the objective of the study, the method of defining the problem, type of data collected and the method used for collecting the data.

### Research Design

A research design is the arrangement of condition for collection and analysis of data in a manner which may result in an economy in procedure. Research design is used as a guide in collecting and analysis of data. It may be specific representation of various steps in the process of research. The research design adopted in this study is **descriptive and analytical research design**.

### Descriptive and Analytical Research Design

Descriptive and analytical research is being carried out with specific objective and base it result in definite conclusion.

### Sample Design

A sample design is a definite plan for obtaining a sample from a given population. The sampling design adopted in this study is **convenience sampling method**. Convenience sampling is used to collect the sample of 60 respondents in Wayanad district.

### Source of Data

While doing a study the researcher should know about the two sources of data. They are;

- Primary data
- Secondary data

### Primary Data

Primary data is the data which collected for the first time. These data are basically observed and collected by the researcher for the first time. I have used primary data that is questionnaire for my project work.

### Secondary Data

The secondary data is that data which has been collected from the company records, books, journals, various websites and primarily collected by the other person for his own purpose and now these for my purpose secondly.

### Tools of Analysis

The researcher uses statistical tools for analysis to derive the tables and draw charts to prepare the survey report. Tools used for this study are percentage, mean score and chi square.

## 1. Percentage

Percentage analysis refers to average of the one variable. It can be represented that number of respondents response to be converted in the form of 100.

$$\text{Percentage} = \frac{\text{Number of responses}}{\text{Total respondents}}$$

## 2. Mean score

The mean value or score of a certain set of data is equal to the sum of all the values in the data set divided by the total number of value. A mean is the same as an average.

$$\text{Mean} = \text{Total score of each variable} / \text{Number of respondent}$$

## 3. Chi square

Chi square test is most widely used non parametric test. This test was used to analyse the relationship or association between categorical variables. This tow variable, one was dependent and another one was independent.

$$X^2 = \sum (O - E)^2 / E$$

O = Observed frequency

E = Expected frequency

## SCOPE OF THE STUDY

The study has greater scope in terms of studying consumer behaviour. This study is mainly focused on the brand-Nestle Maggi.. In this study only the fast food category of the food industry has been considered and only Nestle Maggi has been taken for the study out of the long list brands available in the market.

## LIMITATION OF THE STUDY

- Lack of sufficient secondary data.
- The data analysis of the study is based on the questionnaire which filled by the respondent.
- Respondent had marked the answer in questionnaires which may be socially incorrect of their actual feeling.

## DATA ANALYSIS AND INTERPRETATION

## Gender wise classification

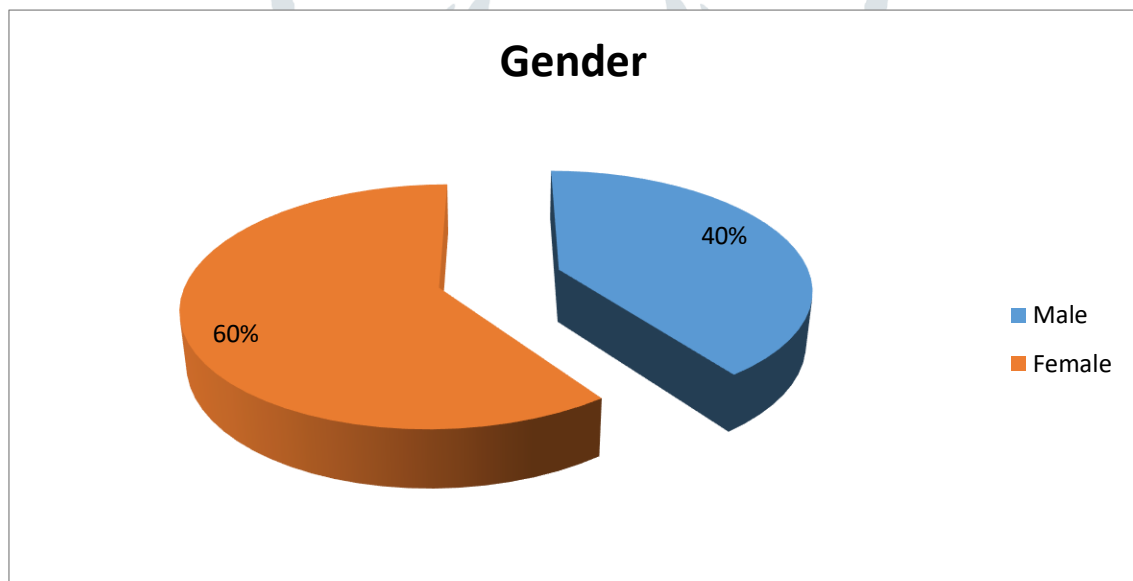
Gender	No. of Respondents	Percentage
Male	24	40%
Female	36	60%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

From the above table 4.1 depict the gender classification, out of 60 respondents, 40% of respondents were males and 60% of them were females.

**Graph 4.1**  
Gender wise classification



## Age wise classification

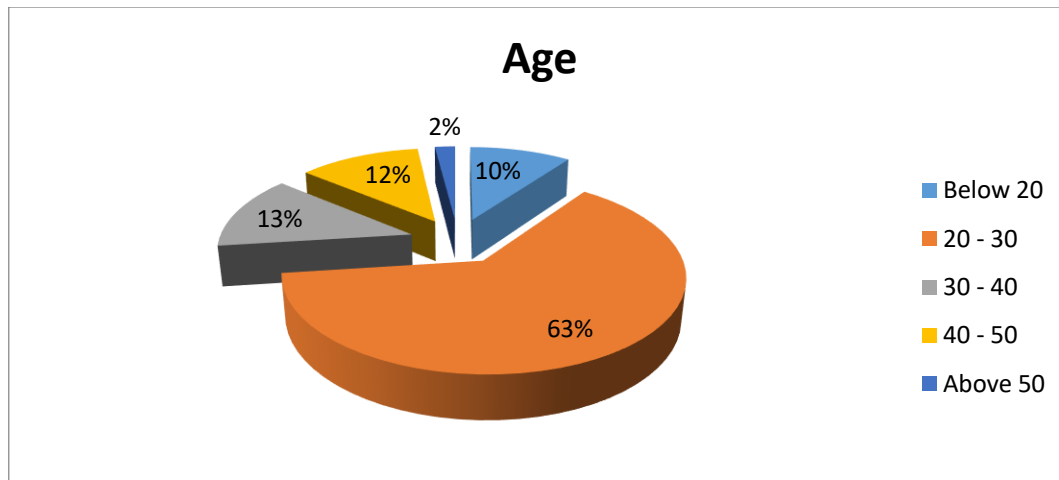
Age	No. of Respondents	Percentage
Below 20	6	10%
20 - 30	38	63%
30 - 40	8	13%
40 - 50	7	12%
Above 50	1	2%
<b>Total</b>	<b>60%</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

Out of 60 respondents, 10% of respondents were found below 20, 63% were found between 20 – 30, 13% were between 30 – 40, 12% were found 40 – 50, and 2% were Above 50.

**Age wise Classification**



**Education wise classification**

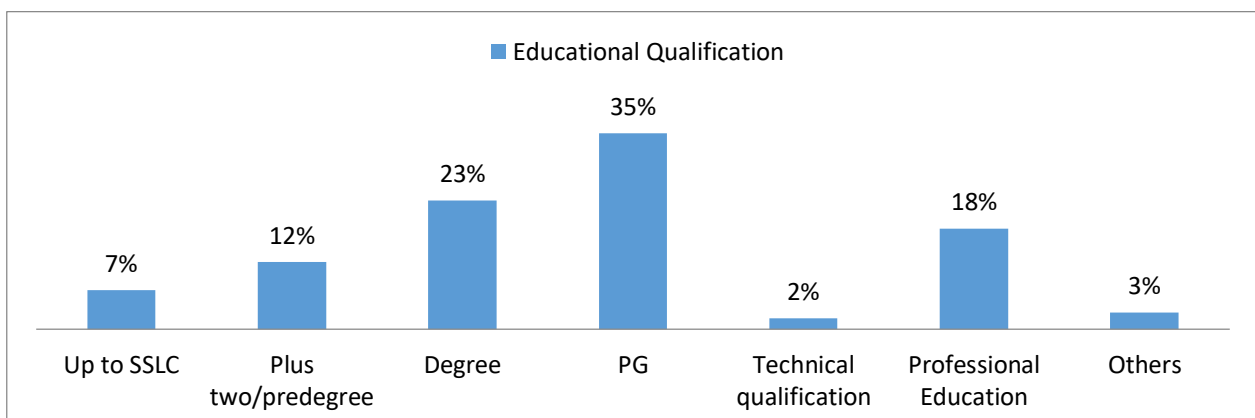
Qualification	No. of Respondents	Percentage
Up to SSLC	4	7%
Plus two/predegree	7	12%
Degree	14	23%
PG	21	35%
Technical qualification	1	2%
Professional Education	11	18%
Others	2	3%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

From the above table, it can see that about 35% of respondents have the education qualification of Post Graduates, 7% of SSLC, about 12% have higher secondary level education, 23% of degree, 2% of technical qualification, professional education give 18% and each 3% of them are others.

**Education wise classification**



### Marital Status

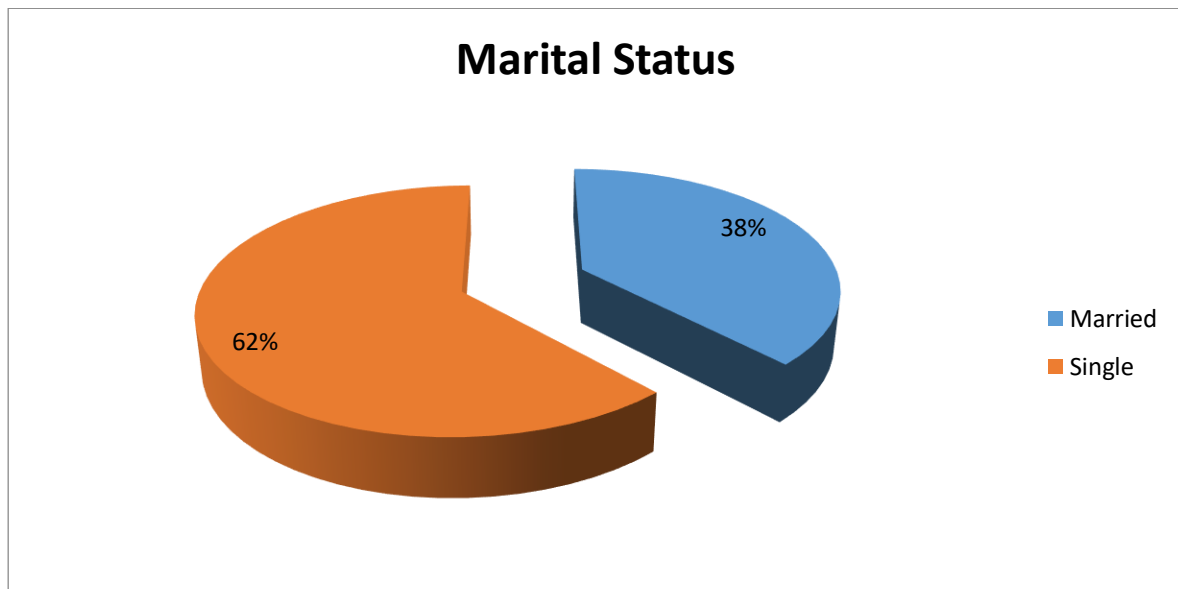
Status	No. of Respondents	Percentage
Married	23	38%
Single	37	62%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

#### Inferences:

From the above table, it is clear that 38% of the respondents are married and 62% of them are unmarried.

### Marital Status



### Monthly Income

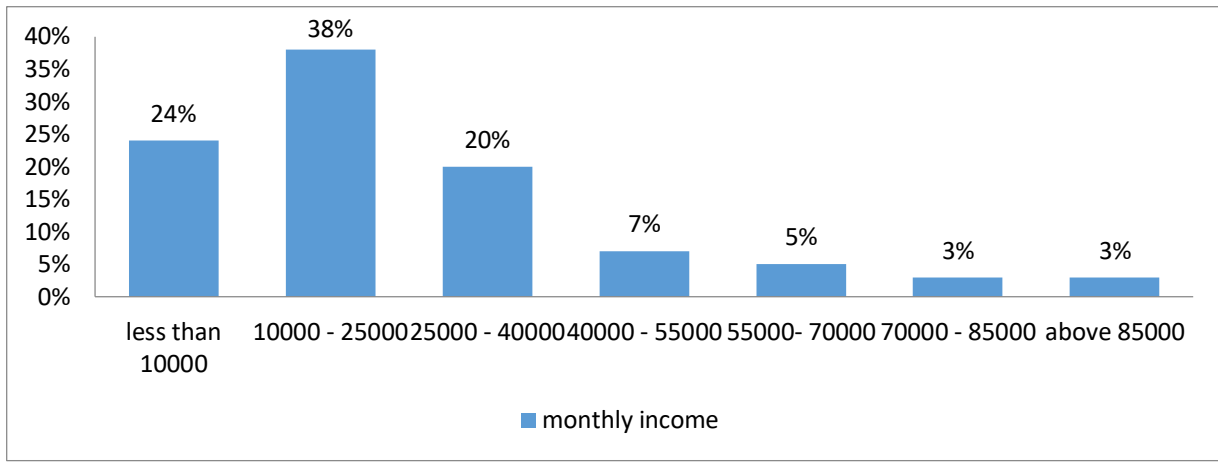
Income	No. of Respondents	Percentage
Less than 10000	14	24%
10000 – 25000	23	38%
25000 – 40000	12	20%
40000 – 55000	4	7%
55000 – 70000	3	5%
70000 – 85000	2	3%
Above 85000	2	3%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

#### Inferences:

From the above table 4.5 we can understand that most of the consumers have average monthly income (i.e. 38%) has the income between 10000-25000, 24% have income less than 10000, 20% have the income between 25000 – 40000, 7% of them are between 40000 – 55000, 5% have income between 55000 – 70000 and both 70000 – 85000 & above 85000 have 3% each.

### Monthly Income



### Awareness about MAGGI

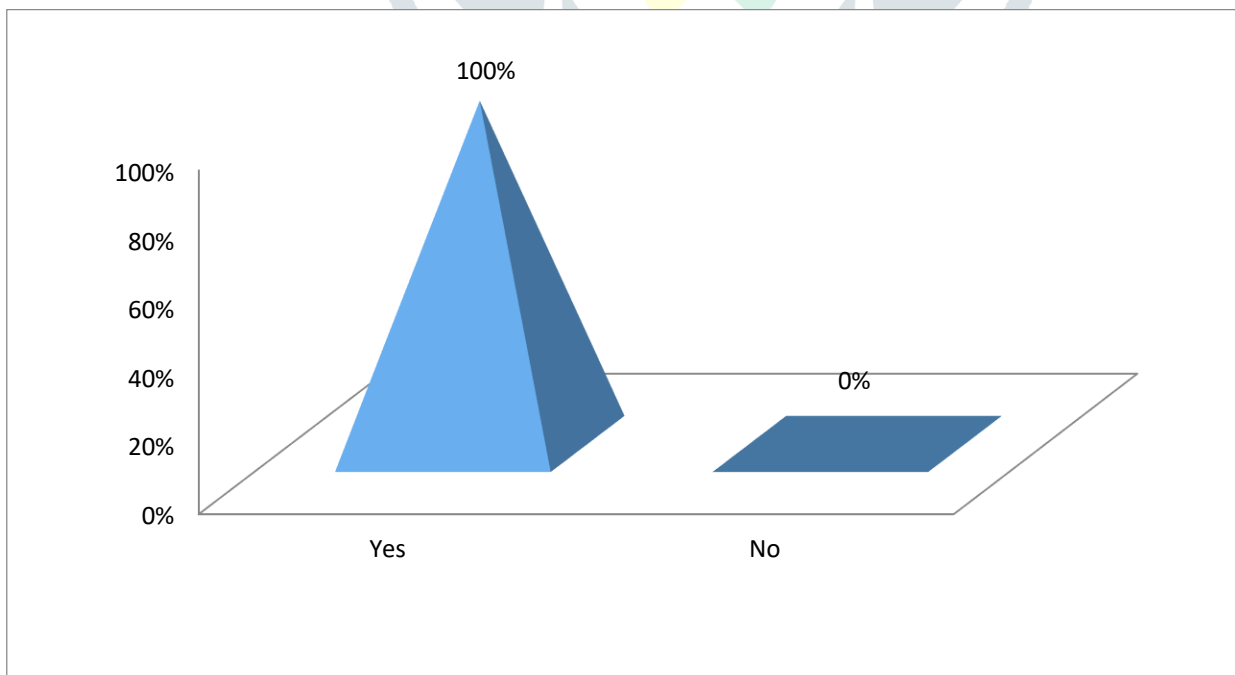
Attitude	No. of Respondents	Percentage
Yes	60%	100%
No	0	0%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

#### Inferences:

It shows the awareness of respondents about MAGGI. 100% of respondents have fully aware about MAGGI.

### Awareness about MAGGI





### Awareness about MAGGI

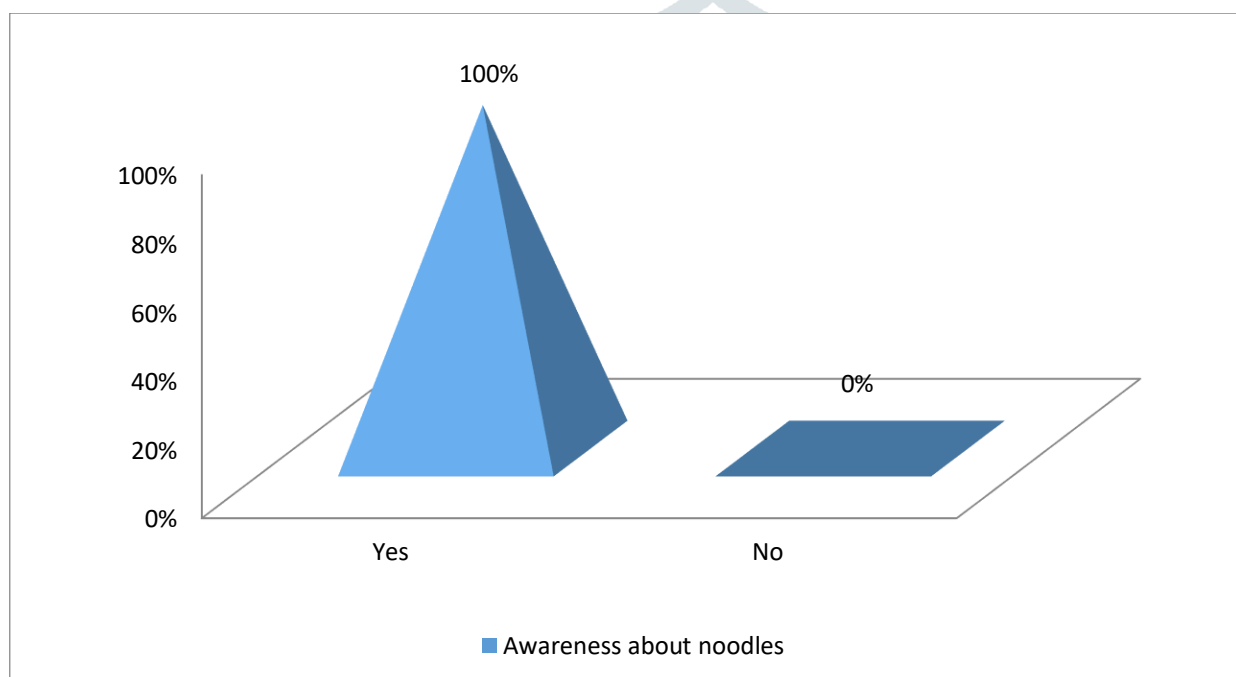
Attitude	No. of Respondents	Percentage
Yes	60%	100%
No	0	0%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

#### Inferences:

It shows the awareness of respondents about MAGGI. 100% of respondents have fully aware about MAGGI.

### Awareness about MAGGI



### Brand wise classification

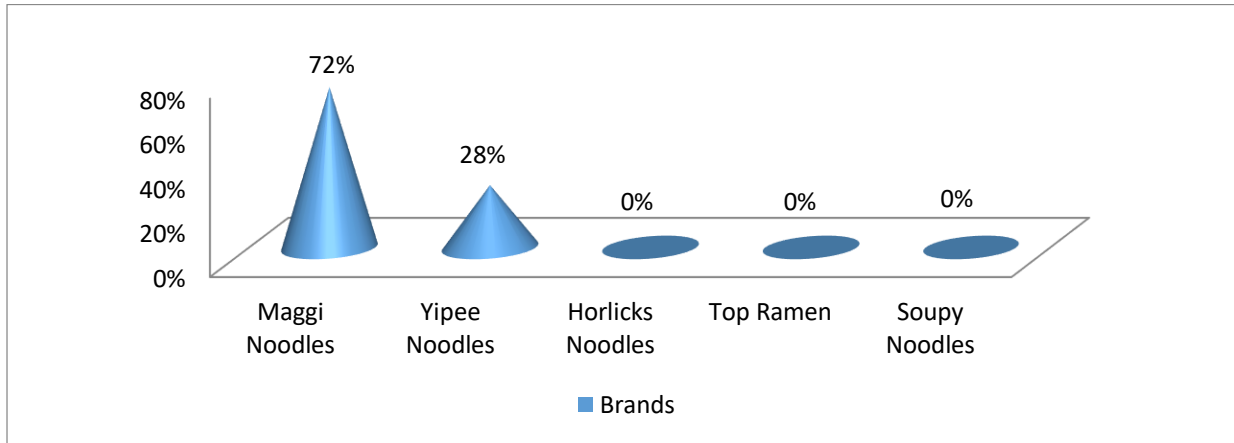
Brand	No. of Respondents	Percentage
Maggi	43	72%
Yippe Noodles	17	28%
Horlicks Noodles	0	0
Top Ramen	0	0
Soupy Noodles	0	0
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

It is found that out of 60 respondents 72% of respondents' favorite brand is Maggi and 28% of them is Yippee Noodles. The other brands of noodles are not brought by the respondents.

**Brand wise classification**



**Influence of advertisement**

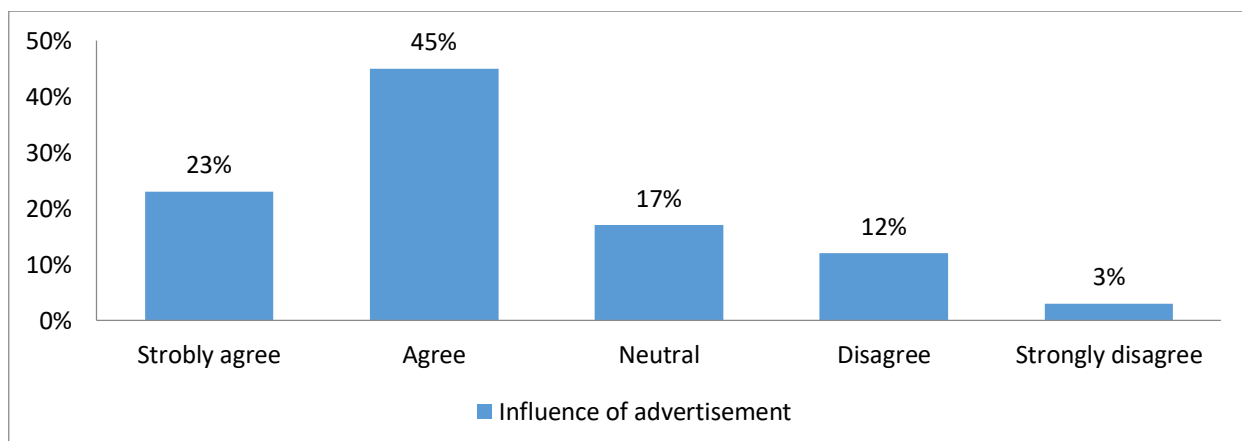
Particulars	No. of Respondents	Percentage
Strongly Agree	14	23%
Agree	27	45%
Neutral	10	17%
Disagree	7	12%
Strongly disagree	2	3%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

It is seen that 45% of respondents agreed to the statement, 23% strongly agree to it, 17% is neutral about it, 12% disagrees the statement and 3% of them strongly disagree about it.

**Influence of advertisement**



### Perception about MAGGI

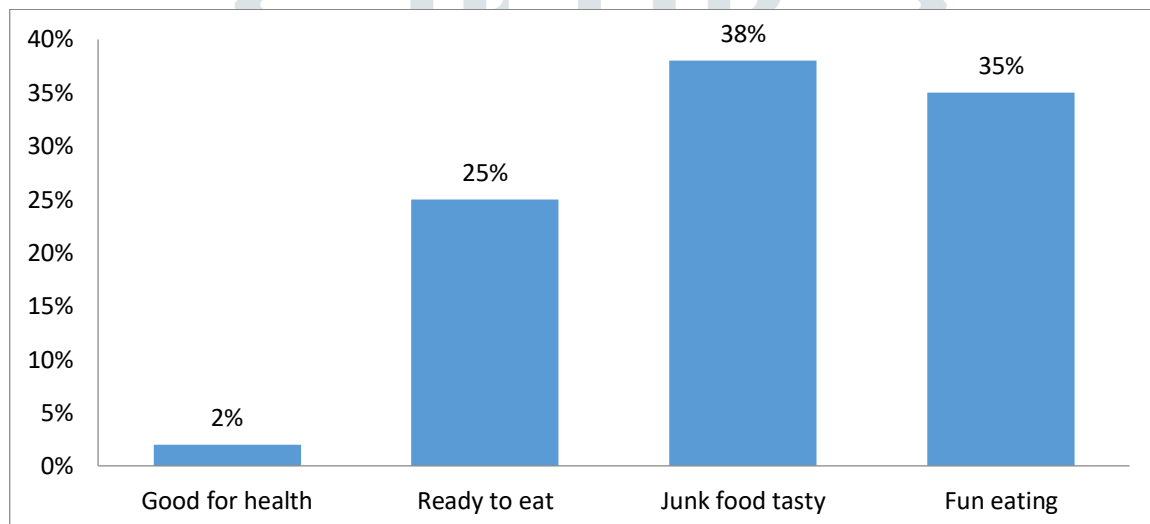
Particulars	No. of Respondents	Percentage
Good for health	1	2%
Ready to eat	15	25%
Junk food Tasty	23	38%
Fun eating	21	35%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

#### Inferences:

From the above table we can find that 38% of respondents perceive noodles has junk food tasty, 35% perceive that it is fun eating, 25% of them it is ready to eat and only 2% of them perceived it is good for health.

### Perception about MAGGI



### Influencing factors of purchase decision

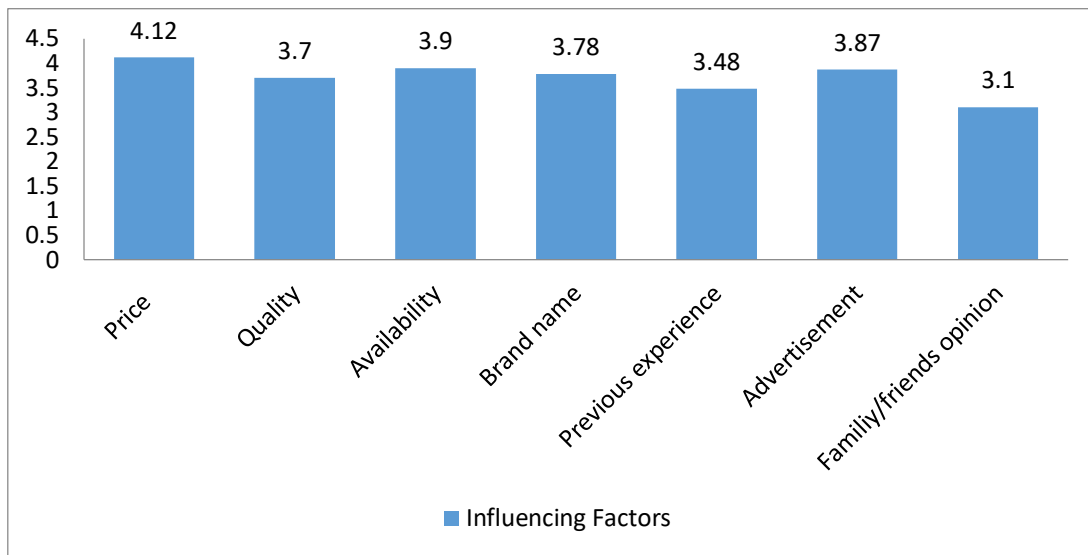
Particulars	Total Score	Mean Score
Price	247	4.12
Quality	222	3.70
Availability	234	3.90
Brand name	227	3.78
Previous experience	209	3.48
Advertisement	232	3.87
Family/friends opinion	186	3.10
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

#### Inferences:

The table is explains the factors that influence the purchase decision of noodles. The factor price has highest mean score 4.12 and the variable family/friends opinion has least mean score 3.10 and all other variable come under moderately satisfied.

**Influencing factors of purchase decision**



**Important feature**

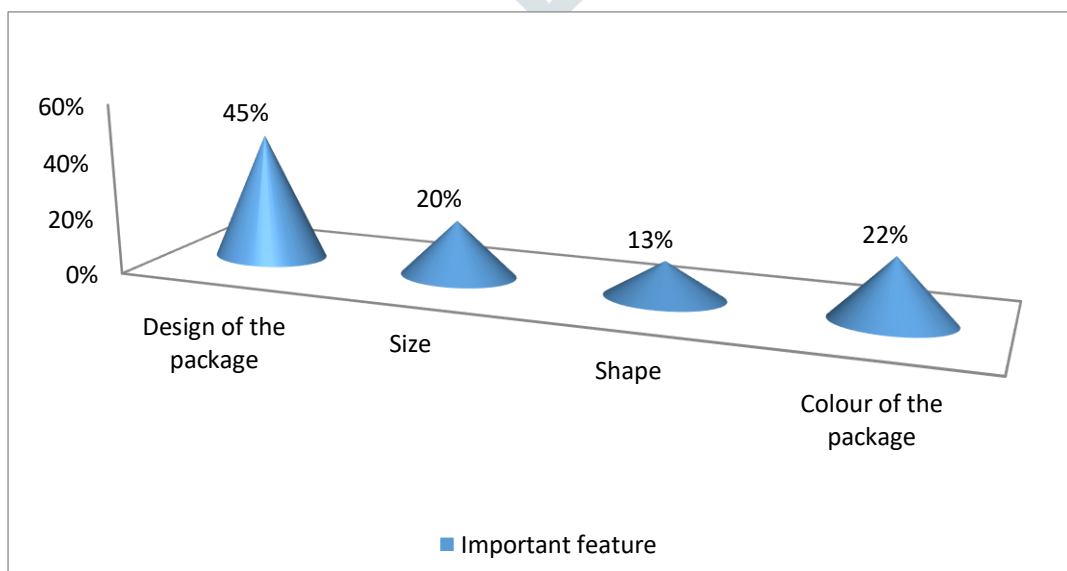
Features	No. of Respondents	Percentage
Design of the package	27	45%
Size	12	20%
Shape	8	13%
Colour of the package	13	22%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

The above table shows that the important feature of MAGGI package. 45% of respondents opined that design is the important feature, 20% with size, 22% with colour and 13% of them with shape of the package.

**Important feature**



### Classification based on satisfaction level of MAGGI

Particulars	Total Score	Mean Score
Price	226	3.76
Quantity	200	3.33
Brand name	229	3.82
Availability	239	3.98
Flavour	201	3.35
Smell	193	3.22
Packaging	222	3.70
<b>Total</b>		

(Source: Primary Data)

### Inferences:

The table shows the level of satisfaction with MAGGI. The respondents are more satisfied with the variable availability with mean score 3.98 and least satisfied with quantity and smell of the product with mean score 3.33 & 3.22 respectively.



### Satisfaction of MAGGI with other substitutes in the market

#### Satisfaction with other substitutes

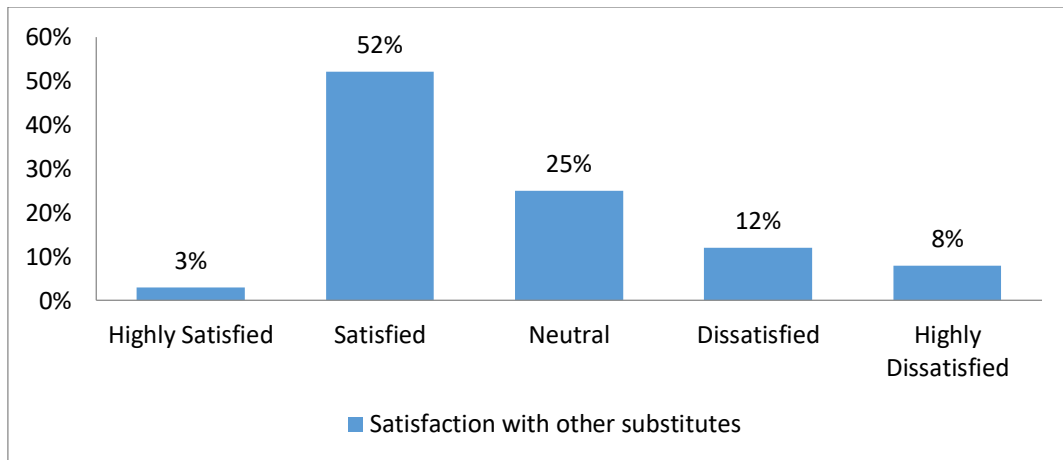
Particulars	No. of Respondents	Percentage
Highly Satisfied	2	3%
Satisfied	31	52%
Neutral	15	25%
Dissatisfied	7	12%
Highly Dissatisfied	5	8%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

This table explains, 52% of respondents are satisfied with MAGGI, 3% are highly satisfied, 25% are neutral, 12% of them are dissatisfied and 8% are highly dissatisfied.

**Satisfaction with other substitutes**



**Classification based on friends/relatives opinion**

**Friends/relatives opinion**

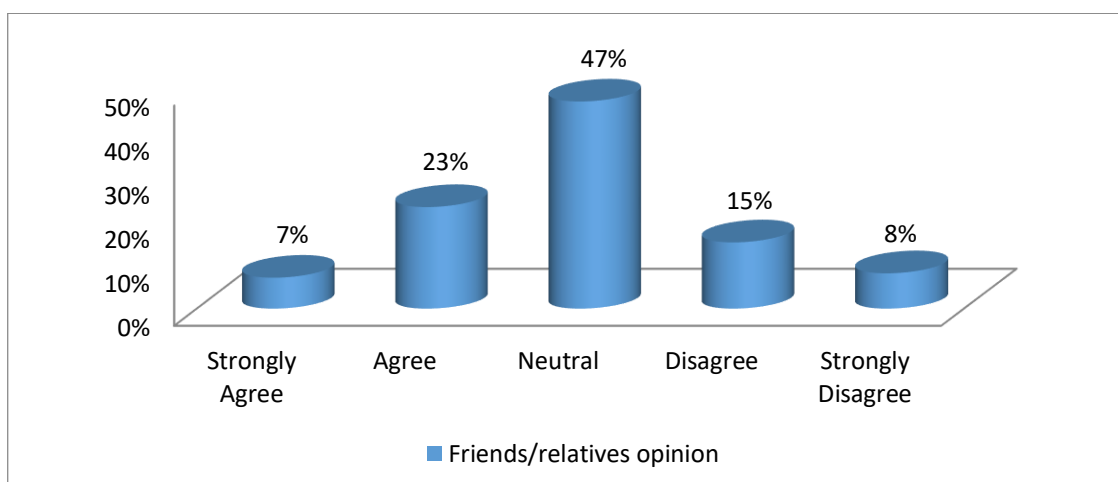
Particulars	No. of Respondents	Percentage
Strongly Agree	4	7%
Agree	14	23%
Neutral	28	47%
Disagree	9	15%
Strongly Disagree	5	8%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

Out of the total respondents, 3% of respondents strongly agree the statement, 23% agrees it, 47% is neutral about it, 15% is disagrees it and 8% of them strongly disagree the statement.

**Friends/relatives opinion**



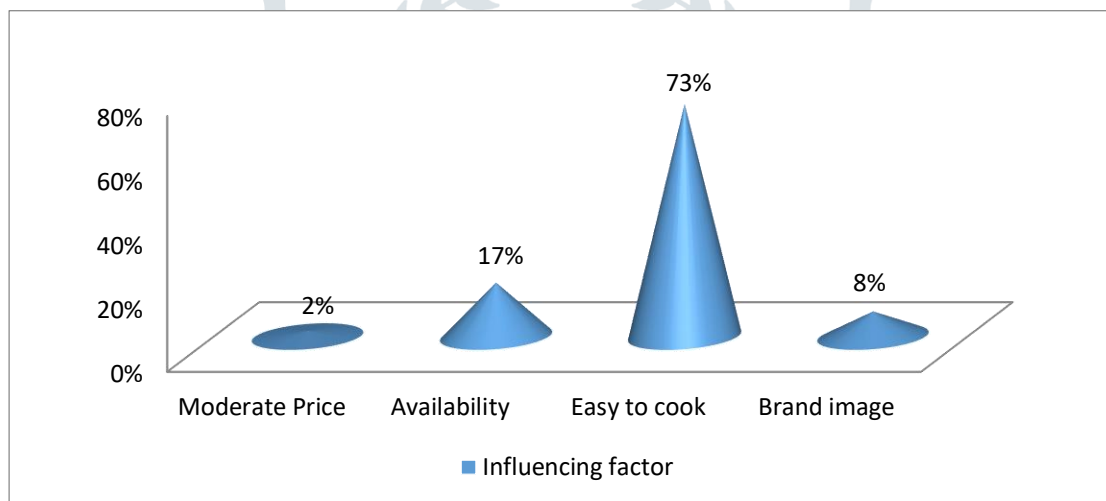
**Influencing factor for buying MAGGI again and again****Influencing factor**

Factors	No. of Respondents	Percentage
Moderate Price	1	2%
Availability	10	17%
Easy to cook	44	73%
Brand image	5	8%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

From the above table we can understand that 73% of respondents say that influencing factor is easy to cook, 17% with availability, 8% with brand image and only 2% of them with moderate price.

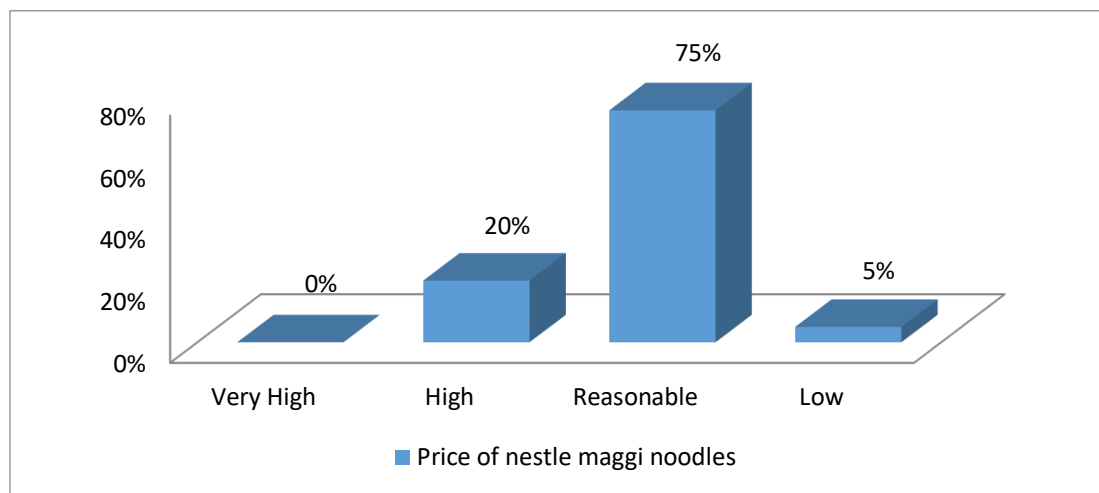
**Classification based on price of MAGGI****Price of MAGGI**

Particulars	No. of Respondents	Percentage
Very High	0	0%
High	12	20%
Reasonable	45	75%
Low	3	5%
<b>Total</b>	<b>60</b>	<b>100%</b>

(Source: Primary Data)

**Inferences:**

The above table 75% of respondents opined that the price of nestle maggi noodles is reasonable, 20% of them with high price and 5% of them opined that low price.

**Price off nestle maggi noodles****CONCLUSION**

The present study examined the perception of public in Wayanad towards Maggi Noodles. The study proved that though the public views Maggi noodles as a junk and fast food, still their preference of maggi noodles is over other similar brands. Advertisement, design of package and brand familiarity are the driving forces behind the demand of maggi noodles among these public has been proved in the study.

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