



CONSUMER ATTITUDE & BEHAVIOR TOWARDS INSTANT NOODLES ESPECIALLY MAGGI IN INDIA

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ABSTRACT

The business of noodles has been mounting at an admirable speed. Due to fast cooking properties, instant noodles today have occupied an important position in almost every Indian kitchen. The basis to victory of the noodles is its reasonably price, ease, new flavor & variants. The great thing about instant noodles is that the products are consumed by every category, gender & age.

KEYWORDS: Consumer attitude & behavior, Noodles

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INTRODUCTION

The companies are targeting the rural customers with smaller pack variants & urban customers with health products. Main attractions include atta noodles, vegetable noodles & oat noodles. The demand of instant noodles is growing at a very fast speed.

Key factors of growth of noodles market include:

- ▲ Urbanization
- ▲ Rising income levels
- ▲ Working couples
- ▲ Busy schedule & fast cooking properties
- ▲ Increasing disposable income
- ▲ Changing life style
- ▲ The want of the younger generation to try something different.
- ▲ New flavors & variants
- ▲ Increasing consumer base(not only for children but for all age groups)
- ▲ Health oriented products
- ▲ Desire from packet to cup noodles

The instant noodle market is intensified with players dominated by Nestle (Maggi), ITC (Sunfeast Yippee noodles), Hindustan Unilever (Knorr Soupy Noodles), GlaxoSmithKline Consumer Healthcare (Foodles), Capital Foods Ltd. (Ching' s Secret), CG Foods India Pvt. Ltd.(wai wai).Future Group (tasty Treat), Nissin(Top Ramen). Maggi

was almost the synonym of instant noodles in India before few years. Noodles are relished as evening snacks because Indians prefer to have a heavy breakfast, hence maggi marketed its product into India not as main course meal but as a snack and it has been successful as a evening snack from the beginning (Wheelen and Hunger, 2008)¹.

ALLGATIONS ON MAGGI

- ✦ Now days, Noodle market is a very concerned issue in India. This industry will witness higher competitive force.
- ✦ In 2015, allegations on Maggi that the brand is high on lead content & monosodium glutamate (MSG) than that was permissible. Maggi MSG-lead controversy could have a cascading effect on the entire instant noodles market, which today is of the order of Rs 4,000 crore. Maggi, which is almost generic to the noodles market, has a 70% market share.(Times of India, 2015)²
- ✦ Instant noodles sales in India have gone down a month after the prohibition on Maggi noodles.
- ✦ With Maggi off the shelf, competitors are eyeing to gain the space. The other players especially ITC's Sunfeast Yippee Noodles, currently the second largest brand in the instant noodle market, is trying to get the position & expand



market share from the Maggi fiasco. Nestle will have to twist speedily to make certain that the Maggi can keep hold of its supremacy in the Indian market. The company has to re establish the consumer trust on instant noodles.

✦ “Stringent tests are conducted for the company’s food products at ITC’s NABL accredited Life Sciences & Technology Centre as well as at external laboratories which are FSSAI approved and NABL accredited. In all these tests, our food products have consistently been found to be completely safe for consumption and in compliance with statutory regulations,” said the ITC spokesperson.(Rediff.com,2015)²

RESEARCH METHODOLOGY

1. Objectives of the study:-

- A. To find out the prime drivers to buy noodles.
- B. To recognize the important attributes to buy instant noodles.
- C. To find out the attitude of customers for maggi.
- D. To find out the improvement aspects of maggi.

2. Sample size and its selection:-

200 respondents are selected by **convenience sampling**.

3. Data collection:-

To collect Primary Data, following methods are used:

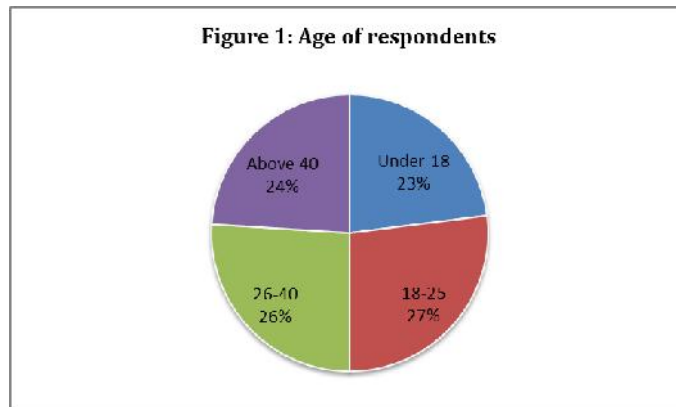
- Online questionnaire is designed to collect the data.
- Telephonically schedules are filled.

DATA ANALYSIS

I. Demographic analysis:-

A. Age of the respondents:-

Age Groups	Percentage
Under 18	23%
18-25	27%
26-40	26%
Above 40	24%

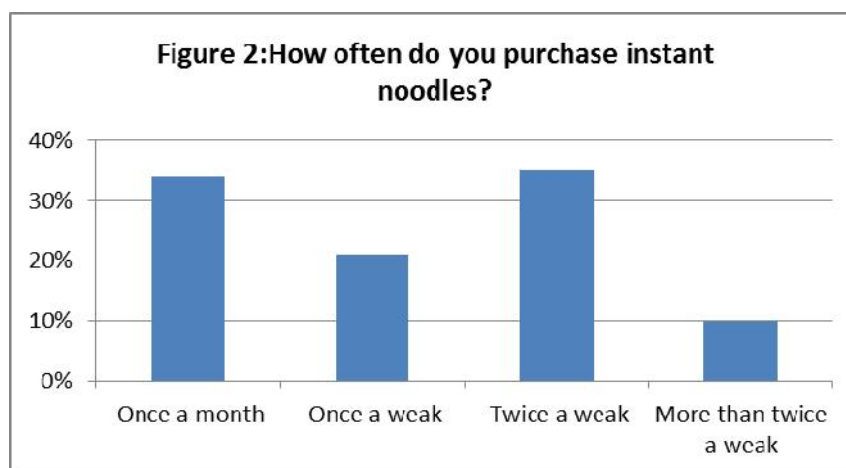


B. Gender of respondents

Male	52%
Female	48%

II. Frequency & Prime drivers to buy noodles:-

Frequency to purchase instant noodles	Percentage of respondents
Once a month	34%
Once a week	21%
Twice a week	35%
More than twice a week	10%



The chart shows that the 35% people eat instant noodles twice a week which shows that people love to eat instant noodles because noodles have lots of features like low price, easy to cook, taste etc.

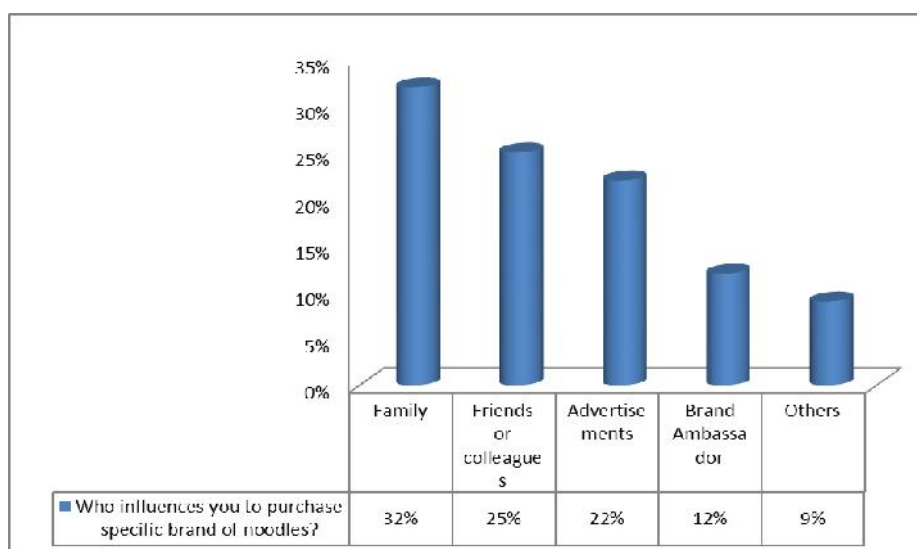
A. Influencers to purchase specific brand of noodles

- I. Family
- II. Friends or colleagues
- III. Advertisements
- IV. Brand Ambassador
- V. Others

B. Influencers to purchase specific brand of noodles

Influencers to purchase specific brand of noodles	Percentage of respondents
Family	32%
Friends or colleagues	25%
Advertisements	22%
Brand Ambassador	12%
Others	9%

Figure 3: Influencers to purchase specific brand of noodles



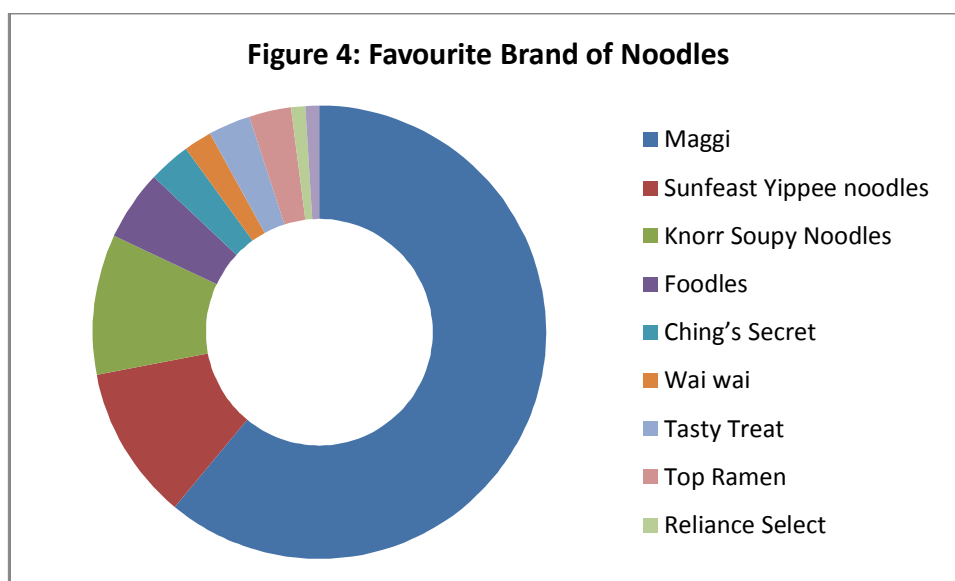
This chart shows that the main influencer of instant noodles is family & then friends, advertisements, brand ambassadors etc.

The family is the most influencing factor for an individual. Marketers are targeting wives & children in the advertisements to influence the buying behavior to purchase noodles.

III. Recognizing favorite brand of noodles & attributes to buy noodles:-

A. Favorite brand of noodles

Favourite brand of noodles	Percentage of respondents
Maggi	61%
Sunfeast Yippee noodles	11%
Knorr Soupy Noodles	10%
Foodles	5%
Ching's Secret	3%
Wai wai	2%
Tasty Treat	3%
Top Ramen	3%
Reliance Select	1%
Others	1%



This chart predicts that the favorite brand of respondents is maggi & then yippee noodles, knorr soupy noodles etc. Maggi had taken staple food in many Indian homes. The idea of two minute preparation time attracted people towards Maggi & made Maggi to be iconic food in India. One brand's loss is another one's gains. So, after maggi ban, other noodles have occupied place in India's homes.

B. Rate the importance of attributes to buy noodles:

- I. Nutritive value of ingredients
- II. Calorie value
- III. Brand itself
- IV. Flavor
- V. Preparation time & method

Importance of attributes to buy noodles:

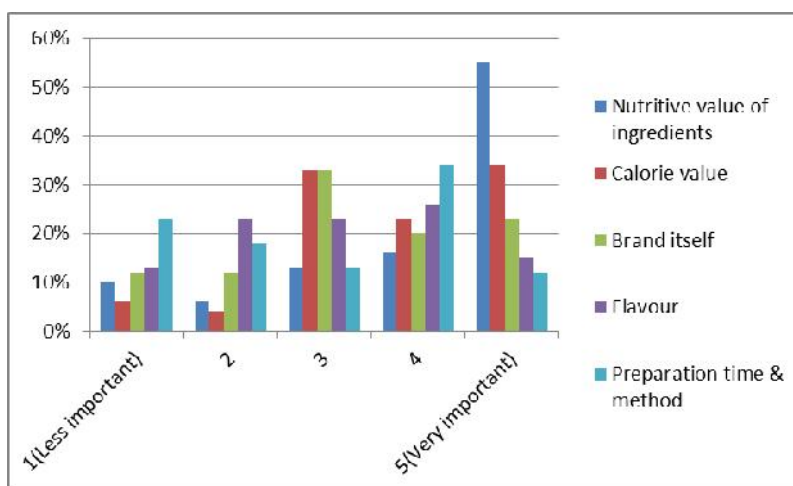
Attributes	Least imp(1)	2	3	4	Very imp(5)	Mean	Rank
Nutritive value of ingredients	20	12	26	32	110	4	R1
Calorie value	12	8	66	46	68	3.75	R2
Brand itself	24	24	66	40	46	3.3	R3
Flavour	26	46	46	52	30	3.07	R4
Preparation time & meth	46	36	26	68	24	2.94	R5

According to the respondents, the important attributes in order to purchase instant noodles are as follows

1. Nutritive value of ingredients
2. Calorie value
3. Brand itself
4. Flavor
5. Preparation time & method

It shows nutritive value of the noodles is the most important factor for the customers, second most important factor is calorie value, third is brand, fourth is flavor, fifth is preparation time & method. It shows that the customers are very much concerned about their health, that's why they are nutritive & calorie conscious.

Figure 5: Importance of attributes to buy noodles

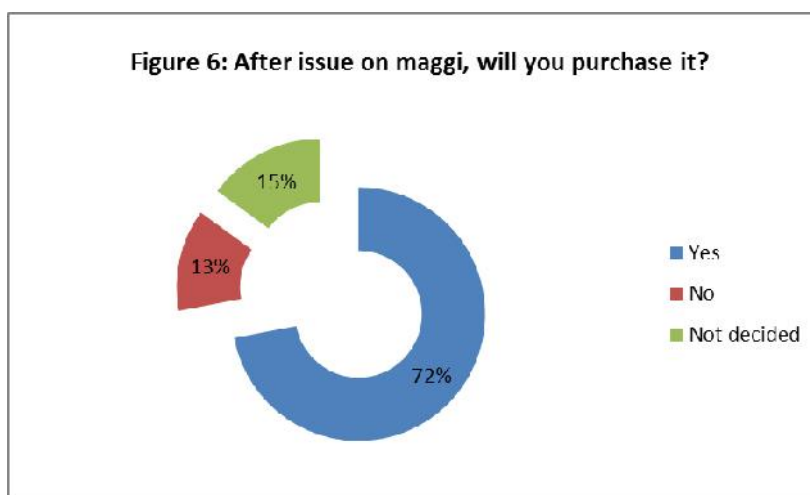


IV Attitude of customers for maggi:-

Have u ever bought maggi?	Percentage of respondents
Yes	96%
No	4%

This table shows that 96% respondents bought Nestle's popular brand maggi.

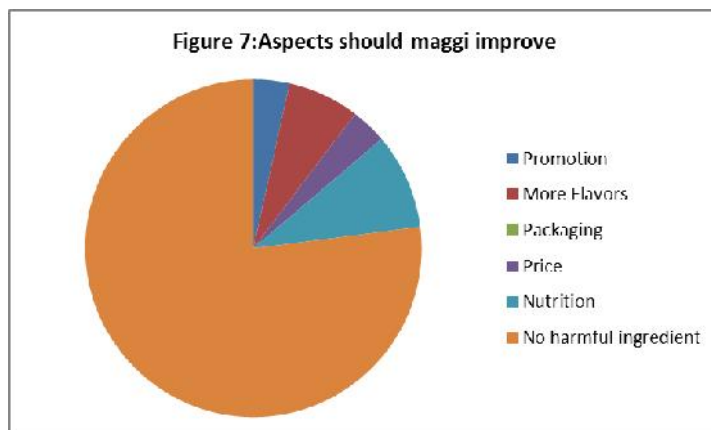
After issue on maggi, will you purchase it?	Percentage of respondents
Yes	72%
No	13%
Not decided	15%



72% of the respondents still want to purchase maggi again which demonstrates that the customers have strong faith & trust on maggi & eagerly waiting to see maggi again in the market.

V.Improvement aspects of maggi:-

Improvement Aspects of Maggi	Percentage of respondents
Promotion	3%
More Flavors	6%
Packaging	0%
Price	3%
Nutrition	8%
No harmful ingredient	67%



67% of the respondents believe that the most important improvement aspect of the maggi is that there should no harmful ingredient & the product must be safe for health of the customers. Maggi has witnessed a serious dent in its popularity and image. This is because of the lead & MSG issue of the maggi. Maggi has to focus on regain its brand value by regaining trust of the customers.

RESULTS

1. Frequency to purchase instant noodles is very high as 35% respondents consume it twice a week.
2. Family & advertisements play a great role in consumer decision making process to buy instant noodles.
3. The favorite brand of respondents for instant noodles is maggi.
4. Nutritive value of ingredients & calorie value are important attributes to buy noodles.
5. 72% respondents are ready to buy maggi again & 13 % have not decided, this shows the people really want to give second chance to maggi.

6. 67% respondents believe that maggi should come again in the market but with no harmful ingredient. This shows the loyalty of the customers towards the maggi brand.

CONCLUSION

In India, the instant noodles have undergone numerous transformations. The study shows that the customers are waiting for re launch of the maggi instant noodles. Maggi will soon get its position if it comes with no harmful ingredient & high intensive marketing but maggi has to face severe competition to regain the trust of the customers & get its position.

REFERENCES

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