



CONSUMER AWARENESS AND ITS IMPACT ON NOODLES

Dr. K. Umadevi* Mr. M. Magesh**

*Associate Professor and Course Coordinator, School of Commerce (PG), CMS College of Science and Commerce, Coimbatore.

**Assistant Professor, School of Commerce (PG), CMS College of Science and Commerce, Coimbatore.

Abstract

Nestlé's maggi is the most popular brand in India among the instant noodles. World has become too fast and many fast food items have flooded the markets. Noodles occupy a predominant place in the day to day life of the households. This research study attempted to find out the consumer awareness towards various aspects of noodles, which plays a major role in the food structure of an Indian family.

The study is also attempted to know the changing behaviour of the consumers after the ban of maggi brand in India.

Introduction

In the early 80's the concept of 'Ready to cook' was alien to the Indian market. 'Ready to cook' foods are processed and/or prepared to be ready to cook with very little additional effort. People were doubtful to experiment these foods especially for their children. Later on, with the overwhelming phase of modern busy lifestyle, set by increased working time, target oriented working environment, very little free times, people started demanding more convenient foods and ready meals. Growing number of working women, increase in disposable income, little or no cooking skills among youngsters were responsible for going towards 'convenience' and 'Ready to cook' food items. Many fast food items have entered into the market and noodles remained the most popular item among them.

Instant noodles were invented by Momofuku Ando of Nissin foods in Japan. They were launched in 1958 under the brand name Chicken Ramen. In 1971 Nissin introduced cup noodles, a dried noodle block in a polystyrene cup. The main ingredients used in noodles are wheat flour, palm oil and salt. Common ingredients in the flavoring powder are salt, monosodium glutamate, seasoning and sugar. Instant noodles are marketed worldwide under several brand names. Instant noodles are precooked and usually dried noodle block, sold with flavoring powder and/or seasoning oil, usually in a separate packet; though in case of cup noodles the flavoring is often in the cup. Dried noodle blocks are cooked or soaked in boiling water.

The most popular brand in India is Nestlé's maggi which is promoted as "two minute noodle". Other popular brands in India include, Top Ramen smoodles, Yummy noodles and Wai Wai noodles, tai pai noodles, Sunfeast yipee noodles and NE time noodles.

Objectives

1. To understand the consumption pattern of noodles among the selected households.
2. To identify the factors affecting consumption of noodles.
3. To know the brand awareness of consumers towards noodles.
4. To find out the brand loyalty of consumers towards maggi.

Statement of the Problem

World has become too fast and many fast food items have flooded the markets. Noodles occupy a predominant place in the day to day life of the households. 'Maggi' which is one among the popular noodles in the world market is now banned in India. This created an interest to know the consumer's awareness towards the present situation in the 'Noodles market' and their perception towards it.

Methodology

Sources of data: the study depends both on primary and secondary data.

Primary data were collected from the consumers through questionnaire and secondary data from journals, newspapers and internet. Convenience Sampling method is used to collect data.

Sample size: 75 consumers in Coimbatore city, Tamil Nadu State.

Tools applied: Percentage method & Weighted Average method.



Significance of the Study

Children are the future pillars of any country. Their mental & physical health is of great importance. Mothers should realize that “Healthy Mind is always in Healthy Body” and should provide them food with all sorts of nutritional values. They should be highly aware of healthy food available in the market & must also be able differentiate Healthy food and non-healthy food. This research study attempted to find out the consumer awareness towards various aspects of noodles, which plays a major role in the food structure of an Indian family.

Review of Literature

1. **Hou (2001)**, in his market research has indicated that consumption of instant noodles continues to expand rapidly in various countries of Europe, South America, middle east as well as Asia
2. **Sachin Udhas(2009)**, in a case analysis found that the maggi noodles is the market leader with around 80% of the noodles market.
3. **Zhu et al (2010)** stated that, Asian noodles are most popular cereal foods. Noodles in various formulations and shapes had been staple food for many oriental countries since ancient times.
4. **Agrim Kumar et al(2012)**, found that maggi is losing share to sunfeast yippee because sunfeast has managed to attract kids by its bright coloured packages with cartoons, cool brand image and offering stickers free for kids
5. **Monalisa Bhavesh (2013)**, tells that Maggi has a good brand recall compared to its competitors like Top Ramen, Soorya Noodles, etc. Consumers could easily associate Maggi with noodles. The age groups of 25 to 45 were highly conscious of Maggi brand and seemed to be consuming Maggi more compared to other age groups,

Analysis and Interpretation

Demographic profile of the respondents

Variables		No. of Respondents	%
Age	15-25	13	17
	26-35	27	36
	36-45	15	20
	46-55	11	15
	Above 55	09	12
Marital Status	Married	60	80
	Unmarried	15	20
Occupational status	Employed	51	68
	Unemployed	24	32
Education	School level	11	15
	UG	33	44
	PG	31	41
	Others	-	-
No. of Children	One	37	62
	Two	23	38
	More than 2	-	-

The above table shows that the respondents are widely spread in all the age groups. Among the respondents, 80% are married and 68% are employed. Only 15% do not have higher education. 44% of them are graduates and 41% have completed post graduation. Among married respondents 62%, have only one child.

Consumption pattern

Variables		No. of respondents	%
Noodles consumer in the family	Only children	23	31
	Both children and adults	30	40
	Mainly children and occasionally Adults	22	29
Reason for preferring noodles	Easy cooking	30	40
	Fast cooking	25	33
	Tasty and healthy	08	11
	Children's preference	12	16
Period of consumption	Less than 1 year	4	05



	1-5 years	44	59
	6-10 years	24	32
	More than 10 years	03	04
Frequency of consumption	Twice in a week	16	21
	Weekly once	28	37
	Twice in a month	12	16
	Monthly once	10	13
	Very rarely	09	12
Preference towards eating noodles in fast food outlets	Prefer	26	35
	Do not prefer	49	65
Influence of brand ambassadors in purchase decisions	High	44	59
	Neutral	25	33
	Low	06	08
Brand of noodles purchased	Maggi	38	51
	Top Ramen	24	32
	Sunfeast Yippee	13	17
Influence on particular brand	Advertisement	62	83
	Children	13	17
Filing criminal cases against brand ambassadors	Necessary	14	19
	Not necessary	22	29
	No idea	39	52

40% had responded that both adults and children eat noodles in their family, and 31% said that only children eat noodles. Among the respondents 40% prefer because of easy cooking and 33% due to fast cooking. 59% of the respondents say that they were consuming noodles for about 1 to 5 years, 37% of the respondents eat noodles once in a week and 65% of the respondents do not prefer to have noodles in fast food outlets. 59% have opined that brand ambassadors have highly influenced their purchase. Among the total respondents 51% of them purchase Maggi noodles, whereas 83% of the respondents had said that Advertisement influences them to buy a particular brand. Only 19% of the respondents felt filing criminal case against brand ambassadors is necessary.

Brand Awareness

Brand Awareness	Highly Aware	Aware	Unaware	Weighted Score	Rank
1. Different brands of noodles available	37[111]	34[68]	4[4]	183	II
2. Name of the manufacturers	6[18]	32[64]	37[37]	119	V
3. Ingredients used in manufacturing of noodles	6[18]	23[46]	46[46]	110	VI
4. Ban of Maggi noodles	50[150]	24[48]	1[1]	199	I
Reason for ban	33[99]	30[60]	12[12]	171	III
Awareness about food safety standards	14[42]	35[70]	26[26]	138	IV

Weighted average method has been used to analyse the brand awareness of the respondents. Ranks are assigned based on the weighted scores. Ban on Maggi occupies the first rank indicating that majority of the respondents are aware of such ban. The availability of different brands of noodles and reason for ban of Maggi is also known to many respondents, occupying the second and third ranks respectively. Awareness about food safety standards with its weighted score of 138, comes next.

Name of the manufacturers and ingredients used in noodles occupy last two positions which is clear that majority are less aware of these things.

Brand loyalty

Particulars	No. of responses	%
If the problem is rectified, I will start buying Maggi	9	11
Even if the problem is rectified, I will never buy Maggi	17	21
It is just an error and I believe that it will not happen again with Maggi	1	1
I trust in the quality of Nestle products including Maggi	1	1
I will prefer other brands	7	9
I will stop buying Instant noodles and go for traditional way of cooking	17	21



I and my family stopped eating noodles	28	35
Total No. of responses	80*	

The above table depicts the Brand Loyalty of respondents towards noodles. The study reveals that ‘brand loyalty’ among the respondents is not noteworthy. Majority of them (35%) had stopped eating noodles. 21% of the respondents prefer to go for traditional way of cooking and another 20% are not ready to buy maggi in future.

* Few respondents have given more than one response

FINDINGS

Demographic profile

Respondents are spread in all the age groups

Among the respondents

- 80% are married
- 68% are employed
- 85% have higher education
- 62% of married respondents have only one child

Consumption pattern

Among the respondents

- 40% had said that both adults and children eat noodles in their family and 31% said that only children eat noodles
- 40% prefer noodles for easy cooking and 33% because of fast cooking
- Majority (59%) were buying noodles for about 1 to 5 years.
- 37% eat noodles once in a week
- Majority (65%) do not prefer to have noodles in fast food outlets.
- Majority(51%) purchase maggi noodles
- 85% of the respondents say that their purchases of a particular brand is influenced by advertisement
- Majority (59%) said that brand ambassadors have highly influenced their purchase.
- Only 19% of the respondents said that it is necessary to file criminal case against brand ambassadors

Brand awareness

Based on weighted scores, ranks were assigned to the variables

- Respondents are aware of ban of maggi noodles, different brands of noodles available in the reason for ban of maggi are the variables which occupy I, II, III ranks respectively.

Brand Loyalty

Most of the consumers are not loyal to a particular brand

Conclusion

Corporations take advantage of the Indian market to push toxic foods where consumer rights were hardly exercised. The consumers have been ignorant on the nutritional value and quality of foods. Poor food standards have lead to irregularities in food supplies in India. This problem has to be dealt seriously by tightening the standards and enforce these standards without exceptions. The food safety authorities should always have a vigilant check over the quality of food items keeping public health in mind. Public should also be more aware of what can be consumed and what not. If the government takes continuous steps to overcome such problems, Indians, without any doubt can enjoy healthy food.

References

1. Hou, Oriental noodles, Advances in food nutrition research, 2001.
2. Sachin Udhas, “The maggi brand in India, brand extension and repositioning – A case anlysis”, 2009.
3. Zhu Et al, study on the production of carrot noodles - Siti Asiah Binti Kamarudin.
4. Agrim Kumar et al, Marketing management report on maggi India, 2012.
5. Monalisa Bavesh, Research methodology – A case study on Nestle Maggi, 2013.