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CONSUMER'S PERCEPTION TOWARDS MAGGI NOODLES WITH SPECIAL REFERENCE TO THE AREA OF TUTICORIN

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ABSTRACT

In the light of growing confusion due to an Indian Government laboratory detecting lead levels above permissible limits, Nestle India announced that it would temporarily stop selling maggi noodles until the situation was resolved. Now that the orders of Bombay high court have been complied with Nestle India has made maggi noodles available for sale once again. Thus the present study focus on consumer's perception towards maggi noodles in Tuticorin.

KEYWORDS

consumer perception, lead, permissible limits, maggi noodles, nestle, Bombay, high court, tuticorin.

INTRODUCTION

Health is the flavour of the season. Food companies in India are growing aware of the increasingly changing consumption trends and taste preferences among the Indian junta. Maggi became successful because it understood consumers. The brand never wanted to change consumer's habit. It did not ambitiously about changing Indian's breakfast or dinner preferences what maggi did was to slowly attach itself to Indian consumers need without disruption.

HISTORY OF MAGGI

Maggi noodles were launched in India in the early 1980. Carlo.M.Donati, chairman and managing director of Nestle India Ltd, brought the instant noodle brand to India. Maggi had to fight hard to be accepted by Indian consumers with their hard to change eating habits. The packaged food market was very small at this time. Nestle had to promote noodles as a concept, before it could promote Maggi as a brand, it therefore devised a two prolonged strategy to attract mothers on the 'convenience' plank and lure kids on the 'fun' plank. Gradually the market for instant noodle began to grow.

MAGGI SAFETY SCARE IN INDIA

On June 5, 2015, the Food Safety and Standards Authority of India (FSSAI) ordered a recall of all nine approved variants of maggi instant noodles and the oats masala noodles, suggesting that they unsafe and hazardous for human consumption. On the same day, the Food Standards Agency of the United Kingdom launched an investigation into level of lead maggi noodles. On June 6, 2015, the Central government of India banned maggi noodles for an indefinite period. Nepal indefinitely banned maggi over concerns about lead levels in the product. Maggi noodles have been withdrawn in five African nations: Kenya, Uganda, Tanzania, Rwanda and South Sudan by a super-market chain after a complaint by the consumer federation of Kenya. Nestle also questioned the reliability of lab used. Results from testing outside that the maggi noodles are safe. In the later, Bombay high court judgement, the court agreed the test results by the earlier court were unreliable. The court mandated testing to be done at three specific laboratories (Punjab, Hyderabad and Jaipur) where maggi was found safe. The lead may have been naturally occurring in plants and soil or from Indian spices, although within acceptance limits. Maggi came back to the shelves in India in November 2015. Nestle has also been running a campaign to win back trust of members of the Indian community. Nestle in India resumed production of maggi in all five plants, that is Nanjangud (Karnataka), Moga (punjab), Bicholim (goa) and tahliwal and pantnagar in Himachal Pradesh on 30th November 2015.

REVIEW OF LITERATURE

S.GOVINDARAJAN (2008) studied on the topic "Brand Image Measurement on Maggi Noodles". Examined about the customers' perception, taste, preference and satisfaction of maggi and also analyses the strength and weakness of the maggi. DIXITA PORWAL, PRATIK GANDHI, RAJWIN PATEL (2012) their study focus on the complete brand study of maggi. It analyses the various products of maggi and their tactics followed in launching the product in India.

IMPORTANCE OF THE STUDY

Based on the above reviews an attempt is made to undergo a study focusing on the consumer's Perception towards maggi noodles. The results and suggestions to improve their product and to maintain the brand loyalty even after the lead issue.

STATEMENT OF THE PROBLEM

In the light of growing confusion due to an Indian government laboratory detecting lead levels above permissible limits on maggi noodles. The Food Safety Authority of India (FSSAI) issued an order to recall maggi noodles from the Indian market and banned its sale and production. Now, that the orders of Bombay high court have been complied with nestle India has made maggi noodles available for sales once again. This urges to analyze the consumer's perception towards maggi noodles.

OBJECTIVES

MAIN OBJECTIVES

To study the consumer's perception towards maggi noodles in Tuticorin.

OTHER OBJECTIVES

- To analyse the socio economic profile of the respondents.
- To know about the respondent's reaction when maggi noodles are banned by Government.
- To find out the consumer's opinion regarding maggi noodles relaunch in Indian market.
- To study the respondent's likings on consumption of maggi after its relaunch in Indian market.

RESEARCH METHODOLOGY

The study is compiled with the help of both primary and secondary data. The primary data were collected from the sample respondents with the help of questionnaire. Secondary data were collected from journals, website and books.

CONSTRUCTION OF TOOLS

- Questionnaire is used to collect data.
- Tables, Percentage, Garrett's ranking technique and Likhert scaling technique are used to analyse the data.

SAMPLING DESIGN

The researcher followed convenience sampling method for collecting data from the respondents in Tuticorin. The study was conducted among 50 respondents.

RESULTS**TABLE 1: REASON FOR CONSUMING MAGGI NOODLES**

S. No	Rank	1	2	3	4
Reason					
1	Good for health	2	6	22	20
2	Ready to eat	32	16	-	2
3	Tasty	14	18	12	6
4	Others	2	10	16	12
	Total	50	50	50	50

TABLE 2: RESULTS OF GARRETT'S RANKING

S. No	Reasons	Score	Mean Score	Garrett's Ranking Score
1	Good for health	1996	39.92	4
2	Ready to eat	3302	66.04	1
3	Tasty	2738	54.76	2
4	Others	2014	40.28	3

INFERENCE

Garrett's ranking technique is used in Table 1 & 2, to find out reason for consuming maggi noodles. Ready to eat secures 1st rank with highest score, 2nd rank goes to tasty, 3rd occupies others and 4th goes to good for health.

TABLE 3: SOURCES OF INFORMATION ABOUT MAGGI NOODLES

S. No	Rank	1	2	3	4	5
Sources of Information						
1	Newspaper	6	12	18	14	-
2	Radio	-	18	8	10	14
3	Tv	36	8	4	2	-
4	Word of mouth	2	8	10	18	36
5	Other sources	4	4	10	8	24
	Total	50	50	50	50	50

TABLE 4: RESULTS OF GARRETT'S RANKING

S. No	Sources of information	Score	Mean Score	Rank
1	Newspaper	2630	52.6	3
2	Radio	2230	44.6	4
3	Tv	3460	69.2	1
4	Word of mouth	2750	55	2
5	Other sources	1960	39.2	5

INFERENCE

Garrett's ranking technique is used in Table 3 & 4, to find out the sources of information from which respondents gather information about maggi noodles. Tv secured 1st rank with highest score, Word of mouth secured 2nd rank, Newspaper secured 3rd place, 4th place goes to Radio and other sources secured 5th place.

TABLE 5: STATEMENTS REGARDING MAGGI NOODLES

S. No	Statements	Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Score	percentage	Rank
1	Taste of maggi noodles is unique compared to others	140	56	12	8	-	216	28.8	1
2	Availability of different varieties/flavor	30	48	30	-	2	110	14.67	7
3	Hygiene packing & passed many food standards	20	40	102	4	-	166	22.13	4
4	Easily available at nook and corner of any place	130	72	-	4	4	210	28	2
5	Preparation time is low i.e. just in 2 minutes	110	56	6	8	2	182	24.27	3
6	It satisfies the taste of both vegetarian and non-vegetarians	50	48	30	20	4	152	20.27	5
7	Cost is also comparatively low	30	80	24	-	16	150	20	6

INFERENCE

Likert scale technique is applied in Table 5. This technique finds out statement which secure highest score and lowest rank. Strongly agree was given 5 points, Agree was given 4 points, No opinion was given 3 points, Disagree was given 2 points, Strongly disagree was given 1 points.

TABLE 6: RESPONDENTS REACTION WHEN MAGGI BANNED BY GOVERNMENT

S. No	Reaction	No of Respondents	Percentage
1	Panic about health	10	20
2	Felt discomfort	10	20
3	Believe it or not	14	28
4	Doubt arise about quality of subsidiary products	12	24
5	others	4	8
	Total	50	100

INFERENCE

28% of respondents have chosen believe it or not, 24% have chosen doubt arise about quality of subsidiary products, 20% have chosen felt discomfort and panic about health, 8% have chosen others.

TABLE 7: LIKINGS ON CONSUMPTION OF MAGGI AFTER RELAUNCH

S. No	Likings on Consumption of Maggi	No of respondents	Percentage
1	Yes	28	56
2	No	22	54
	Total	50	100

INFERENCE

56% of respondents have chosen yes as likings on consumption of maggi after relaunch, 54% have chosen no.

TABLE 8: REASON FOR CONSUMING MAGGI AFTER RELAUNCH

S. No	Reasons	No of Respondents	Percentage
1	It has passed many tests	10	36
2	Maintaining food standards of FSSAI	14	56
3	Other countries are consuming the same maggi noodles	2	7
4	Others	2	7
	Total	50	100

INFERENCE

56% of the respondents have chosen maintaining food standards of FSSAI, 36% have chosen it has passed many tests, 7% have chosen other countries are consuming the same maggi noodles and 7% have chosen others.

FINDINGS

- 76% of respondents were female and 34% are male.
- 64% of respondents belongs to age group of below 25 years, 24 % belongs to age group of 25 -35 years, 8% belongs to age group of 45-55 years and 4% are belongs to above 55 years.
- 68% of respondents were unmarried and 32% are married.
- 56% of respondents were graduates, 20% are post graduates, 12% are higher secondary and 4 % are below SSLC
- 48% of the respondents were having family income of above ₹24000/-, 24% were having family income of ₹18000 - ₹24000/-, 12% were having ₹12000- ₹18000/-, and 8% were ₹6000 -₹12000/- & Below ₹6000/-
- 68% of the respondents were stated 'noodles', when they hear the word maggi.
- 52% of the respondents choose maggi, when they hear the word noodles.

SUGGESTIONS

- Since 44% chosen 'no' option for likings of maggi after relaunch. This targeted respondent to be induced to consume the maggi.
- Maggi must use pepper and other healthy Indian spices to be utilized in masala to be added in noodles.
- Non-vegetarian noodles varieties to be increased to satisfy the consumer.

CONCLUSION

At present, the company is engaging actively in social media and is building a strong digital presence to strengthen the maggi brand. Along with tv and print campaign the company is engaging with customers via Facebook and twitter. The company has a digital acceleration team which was responsible for the "We Miss You Too" maggi campaign and has also set up 24X7 toll free consumer's services in order to address consumer concerns. For us, the concept is not just digital media, but of competing in a digitally- connected age.

LIMITATIONS OF THE STUDY

- This study is confined only to Tuticorin area.
- Due to shortage of time, size of sample is confined only to 50 respondents.

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ANNEXURE**QUESTIONNAIRE**

1. Name
2. Gender
 - (a) Male
 - (b) Female
3. Age
 - (a) Below 25 yrs
 - (b) 25-35 yrs
 - (c) 35-45 yrs
 - (d) 45-55 yrs
 - (e) Above 55 yrs
4. Marital status
 - (a) Married
 - (b) Unmarried
5. Educational Qualification
 - (a) Below SSLC
 - (b) SSLC
 - (c) HSC
 - (d) Graduate
 - (e) Post graduate
 - (f) others
6. Occupation
 - (a) Private employee
 - (b) Government employee
 - (c) business
 - (d) Housewife
 - (e) Others

7. Family Income

(a) Below ₹6000/- (b) ₹6000-₹12000/- (c) ₹12000-₹18000/- (d) ₹18000-₹24000/- (e) above ₹24000/-

8. What comes first in your mind when you hear the word 'MAGGI'?

(a) Noodles (b) fast-food (c) Snacks (d) None

9. What brand that comes to your mind when we say the word noodles

(a) MAGGI (b) Top Ramen (c) yippee (d) Ching's (e) others

10. What is the reason for consuming 'MAGGI Noodles'? (Rank)

(a) Good for health (b) ready to eat (c) Tasty (d) others

11. You came to know about 'MAGGI Noodles' (rank)

(a) Newspaper (b) Radio (c) TV (d) Word of mouth (e) other sources

12. Tick the appropriate statements regarding 'MAGGI Noodles' on following parameters

No	Statements	Strongly Agree	Agree	No opinion	Disagree	Strongly disagree
1	Taste of 'MAGGI Noodles' is unique compared to other brands					
2	Availability of Different varieties /flavours					
3	Hygiene packing & passed many food standards					
4	Easily available at nook and corner of any place					
5	Preparation time is low i.e. just in 2 minutes					
6	It satisfy the taste of both vegetarian and non- vegetarian					
7	Cost is also comparatively low					

13. Which 'MAGGI Noodles' category do you buy regularly

(a) MAGGI Masala (b) MAGGI veg atta noodles (c) MAGGI dal atta noodles (d) MAGGI rice noodles (e) MAGGI oats noodles (f) MAGGI chicken (g) others

14. What do you feel when 'MAGGI Noodles' are banned by government?

(a) Panic about health (b) felt discomfort (c) Believe it or not (d) Doubt arise about quality of other subsidiary products (e) Others

15. Do you like to consume the maggi noodles after its relaunch in Indian market

(a) Yes (b) No

16. If yes, choose your opinion

(a) It has passed many tests (b) It is maintaining its food standards of FSSAI (c) Other countries are consuming the same MAGGI Noodles (d) others

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