

**A COMPARATIVE STUDY OF CONSUMER BUYING
BEHAVIOUR AND SATISFACTION TOWARDS INSTANT
NOODLES IN JAMMU CITY**

**BY
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Project submitted to Faculty of Post graduate Studies

In partial fulfilment of the requirements

For the degree of

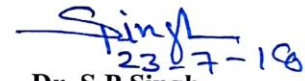
**MASTERS OF BUSINESS ADMINISTRATION
(AGRI-BUSINESS MANAGEMENT)**



**Division of Agricultural Economics and ABM
Sher-e-Kashmir University of Agricultural Sciences and Technology
of Jammu Main Campus, Chatha, Jammu 180009
2018**

Certificate -I

This is to certify that the project entitled "A COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS INSTANT NOODLES IN JAMMU CITY" submitted in partial fulfilment of the requirements for the degree of MBA (Agri-Business Management) to the faculty of Post- Graduate studies, **Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu** is a record of bonafide research carried out by **Vrish Bhanu Sharma**, Registration No. (J-16-M-31-ABM) under my supervision and guidance. No part of the project has been submitted for any other degree or diploma. It is further certified that such help and assistance received during the course of investigation have been duly acknowledged.


23-7-18
Dr. S.P Singh

(Major Advisor)

Place: Jammu

Date: 23-7-2018

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Head of Division

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Date 23-07-18

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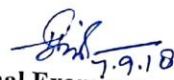
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This is to certify that the project entitled "A COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS INSTANT NOODLES IN JAMMU CITY" submitted by **Vrish Bhanu Sharma** Registration No. (J-16-M-31-ABM) to the faculty of Post- Graduate studies, **Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu** in partial fulfilment of the requirements for the degree of MBA (Agri-Business Management) was examined and approved by the Advisory Committee and External Examiner(s) on **07-09-2018**.


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Vrish Bhanu Sharma

Place: Jammu

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EXECUTIVE SUMMARY

Title of Project	:	“A Comparative Study of Consumer Buying Behaviour and Satisfaction towards Instant Noodles in Jammu City”
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The present investigation entitled **“A Comparative Study of Consumer Buying Behaviour and Satisfaction towards Instant Noodles in Jammu City”** was carried out on the basis of primary as well as secondary data. 200 respondents from Jammu district were selected to conduct the study. The present research is descriptive research and convenience sampling tools were used in the present study. The research tools used in the study are Pie Chart, Bar Graph, Percentage analysis & Garret ranking.

Many fast food items have flooded the markets but noodles remained as the most popular item of all of them, as it is cheaper, very easy to make and nutritious. Urban and semi-urban markets are controlled by Maggi and other players are Top Ramen and other brands.

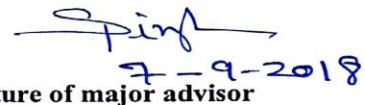
From the study it is inferred that 57.5 per cent of the respondents were in the age group of 15 - 25 years. 52 per cent of the respondents were male. 53.5 per cent of the respondents were graduated. 43.5 per cent of the respondents were students. 56.5 per cent of the respondents marital status was single. 65.5 percent of the respondents belong to the nuclear family. 49 percent of the respondents had a family size of 4-6 members. 37.5 per cent of the respondents had two children. 30 per cent of the respondents had an annual income of more than three lakhs. Out of the total 40.5 per cent of the respondents preferred Nestle Maggi, 31 per cent preferred Sunfeast Yippee, and 37.5 per cent were neutral towards the brand preference.

From the study it was found that 85.5 per cent of the respondents heard about the Maggi muddle case. Given the above data it can be re-instated that the controversy had happened on a massive scale. 63.50 per cent of the sample has said that they didn't believe Maggi Noodles to contain unhealthy levels of lead and MSG up until 2015. However, the opinions of the rest of the respondents can be seen to be divided between the other two options. 28.5 per cent of the people said that they believed Maggi to contain unhealthy levels of lead and MSG while 8 per cent were skeptical and thus couldn't decide. More than half the sample size, i.e. 57.50 per cent said that during the ban on Maggi Noodles they temporarily shifted on to another brand(s), while 24 per cent said that they completely switched over to a new brand. The love for Maggi is quite evident. When asked whether people have stopped buying Maggi Noodles after the Maggi Muddle, 61.50 per cent replied as No while 38.50 per cent said yes.

Key Words: Noodles, fast food, Maggi, Yipee, MSG



Signature of student


7-9-2018

Signature of major advisor

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CHAPTER-I

THE INDUSTRY AND THE COMPANY PROFILE

1.1 Fast Food Industry

The concept of fast food isn't new. Early in the 19th century, at the start of the Industrial Age when people had to work 12 to 14 hours a day, there was scarcely any time for long breaks for eating. The first snack bars and kiosks arose in front of factories. Today, quick meals outside the home have become an essential part of our lifestyle.

The emergence of the fast food industry has, transformed urban food culture in India to some extent. In India, fast food culture emerged after independence. Eating at home used to be a significant aspect of Indian culture. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, fast food culture gained prominence. Similarly, children also resorted to fast food due to their exposure to global urban culture and western cuisine which accelerated their desire for cheap and delicious fast food. Moreover, fast food costs less than traditional meals commencing with appetizer and concluding with dessert. With the liberalization of the economy in 1992, new multinational fast food giants targeted India as a huge potential market with their outlets. Burger King, Pizza Hut, Domino's Pizza, McDonald's and KFC outlets are functioning in shopping malls and other public areas. Changing consumer behaviour and favourable demographics led India to witness a tremendous growth in fast food restaurant industry (Shanker, 2010).

Fast food is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with low quality preparation and served to the customer in a packaged form for take-out/take-away. The fast food industry in India has evolved with the changing lifestyles of the young Indian population. The sheer variety of gastronomic preferences across the regions, hereditary or acquired, has brought about different modules across the country. It may take some time for the local enterprise to mature to the level of international players in the field. Many of the traditional dishes have been adapted to suit the emerging fast

food outlets. The basic adaptation is to decrease the processing and serving time. For example, the typical meal which called for being served by an ever alert attendant is now offered as a Mini-Meal across the counter. In its traditional version, a plate or a banana leaf was first laid down on the floor or table. Several helpers then waited on the diner, doling out different dishes and refilling as they got over in the plate.

The powerful fragmentation of consumers nowadays, represents a tendency that should be taken into consideration, in order to identify and improve the quality dimensions of the products which are important for each category of consumers. Young people are not concerned with food preparation and that is why, they prefer to go out for their meals. They usually go to fast-food restaurants, especially when there is nobody to cook for them (while they study away from home) and also when they want to socialize. Although they have the necessary knowledge about the nutritional value of food and its effects on their body, they don't act accordingly. Fast – food restaurants are famous because they serve the food very fast, they are cheap and they easily replace homemade food. Although people, who are usually very busy working, find fast-foods advantageous, we should all be aware of the fact that fast-food products are high in calories, fats, sugar and salt. Even so, young people admit that it is very difficult for them to change their food habits - especially because they don't have time and discipline to do it. The accessibility of the location is another motive for young people to prefer fast foods. Unlike the restaurants, which are located in less accessible areas for the young people, fast-foods are located in their way towards their home or downtown, and they are more numerous. Easiness of finding a fast-food could be associated with the lack of time or the hurry. Choosing one particular fast-food depends on its flexibility and capacity to adapt to young people's needs. These needs are in fact young people's desires to easily find a place to eat, opened at any time, with a products display, to be able to order fast, to eat the food ordered rapidly, to have a place to socialize with their friends and to take away the food or order at home when they do not want or do not have time to have the meal at fast-food.

1.2 Noodles

Cereals like wheat, rice, maize and millets are staple food grain for majority of population around the world. These are the rich source of carbohydrates and supply of calorie and other nutrients to the consumers. Apart from value addition by processing

to traditional products from these grains, development of newer products offers variety, convenience, quality, cost efficiency and scope for increasing nutritional value. In the developed countries many convenience foods are prepared by extrusion process using extruder, as it offers a large number of desired characteristics to be incorporated in the product. Noodles are a form of pasta that is becoming extremely popular in India even as Continental and Italian delicacy. Instant Noodles is prepared by means of an extrusion machine that is basically made of stainless steel make strips, either flat(rolled and Cut) or Oval round(Extruded). The process is quite simple and requires not much skilled labour. The machine itself is high technology and provides the manufacturers to produce pasta with several alternative materials (like Maida, Suji, Rava, Rice flour and so on) and in different shapes (like Spaghetti, Fettuccini, Vermicelli, Macaroni, Fusilli, Penne, etc.) of Pasta and Noodles. These products can be described as Hard, Brittle pieces, formed into different shapes by extruding, cutting and drying tough dough made from semolina or farina mixed with water.

1.3 Nestle

Nestle India Ltd one of the biggest players in FMCG segment has a presence in milk & nutrition beverages prepared dishes & cooking aids & chocolate & confectionery segments. The company is engaged in the food business. The food business incorporates product groups such as milk products and nutrition beverages prepared dishes and cooking aids chocolates and confectionery. Nestle India manufactures products under brand names such as Nescafe Maggi Milky bar Milo Kit Kat Bar-One Milkmaid and Nestea. The company has also introduced products of daily consumption and use such as Nestle Milk Nestle Slim Milk Nestle Fresh 'n' Natural Dahi and Nestle Jeera Raita. The company's brands include milk products and nutrition prepared dishes and cooking aids beverages and chocolates and confectionery. Their milk products and nutrition includes Nestle Everyday Dairy Whitener Nestle Everyday Ghee Nestle Milk Nestle Slim Milk and Nestle Dahi. Beverages Include Nescafe Classic Nescafe Sunrise Premium Nescafe Sunrise Special and Nescafe Cappuccino.

Nestle India is a subsidiary of Nestle S.A. The company has presence across India with 7 manufacturing facilities and four branch offices spread across the region. The four branch offices in the country help facilitate the sales and marketing of its products. They are in Delhi Mumbai Chennai and Kolkata. The company's head office is located in Gurgaon Haryana. Nestle India Ltd was incorporated in the year 1956. The company set up their first production facility in the year 1961 at Moga in Punjab. In the year 1967 they set up their second plant at Choladi in Tamil Nadu as a pilot plant to process the tea grown in the area into soluble tea. In the year 1989 they set up a factory at Nanjangud in Karnataka. In the year 1990 the company entered into the chocolate business by introducing Nestle Premium Chocolate. In the year 1991 they entered in joint venture floated by the parent in collaboration with BM Khaitan group to set up facilities to manufacturing a range of Soya based products. In the year 1993 they set up a factory at Samalkha in Haryana. In the year 1995 the company launched the company's worldwide legendary brand chocolate Kitkat. The company commissioned two factories in Goa at Ponda and Bicholim in the year 1995 and 1997 respectively.

In the year 1999 the company launched the product Nestle Growing Up Milk nationally. In April 2000 they forayed into the Ultra Heat Treated (UHT) liquid milk market. In the year 2001 the company launched Nestle Pure Life bottled water. Within few months they again launched their second water brand-San Pellegrino - in the Indian market. The company also made their foray into the iced tea segment. In the year 2004 a project has been initiated to upgrade the production technology for infant nutrition products at the Samalkha factory. Nestle India Ltd recognised for its outstanding performance in Exports by the Coffee Board of India in the Export Awards 2004-05 as the Best Exporter of Instant Coffee Best Exporter to Russia & CIS Countries (coffee) and Best Exporter for Far East Countries (coffee). The company bestowed the Udyog Ratna award by the PHD Chamber of Commerce and Industry to recognise Nestle's significant contribution to the economic development of Punjab for the year 2005. The company set up a new department -the Channel & Category Sales Development (CCSD) to develop new solutions for the various channels and customers and improve the implementation of commercial plans in the market. In the year 2006 the company set up their seventh factory at Pantnagar in Uttarakhand. In

the year 2007 CNBC Asia presented the company with the India Innovator of the year award.

The company's four factories were awarded the internationally recognised external certification ISO 14001 for adherence to environmental processes and OSHAS 18001 for Health and Safety. In the year 2008 the company launched Nestle Nesvita Pro-Heart Milk with Omega-3 in Mumbai. Nestle Nesvita Pro-Heart is part of daily diet and has Omega-3 heart friendly nutrients scientifically known to help manage cholesterol. As part of their ongoing commitment to offering best in class nutrition products to Indian consumers the company launched NESTLE NAN 3 a follow-up formula for older infants. During the year Maggi Pichkoo Tomato Ketchup was launched in a unique easy to handle day pack to drive affordability taste and convenience for a larger number of consumers. The company also launched another pioneering product Maggi Bhuna Masala to cook tasty and healthy everyday meals more conveniently. The company also launched Nestle Kitkat Mini and Nestle Bar One Mini at Rs 3 price to expand the repertoire of offerings. Similarly they launched Nestle Kitkat Chunky to strengthen the range of wellness oriented Nestle products that consumers can choose from. The company's three more factories were awarded the internationally recognized external certification ISO 14001 for adherence to environmental processes and OSHAS 18001 for Health and Safety. With this all the seven factories of the company now have ISO 14001 and ISO 18001 certifications. In the year 2009 the company provided inputs to the group R&D for development of an innovative product Maggi Bhuna Masala. They launched Maggi Nutri-Licious Pazzta. During the year Maggi further leveraged their strengths to drive affordable nutrition and launched two new products namely Maggi Rasile Chow and Maggi Masala-ae-Magic. They launched Nestle Kitkat in a new unique single finger format and Nestle Much Guru pack at the higher price point. The company acquired the Healthcare Nutrition business of Speciality Foods India Pvt Ltd with effect from January 1 2010. In 2011 Nestle opens new plant in Karnataka investing Rs 360 cr.

In 2013 the company reviews the General Licence Agreement. The company also acquires 26 per cent minority stake in indocon agro and allied activities pvt ltd. The company commences export of noodles sauces from New Mangalore Port. In May 2015 Food Safety Regulators from the Uttar Pradesh India found that samples of Nestle leading noodles Maggi had up to 17 times beyond permissible safe limits of

lead in addition to monosodium glutamate. On 3 June 2015 New Delhi Government banned the sale of Maggi in New Delhi stores for 15 days because it found lead and monosodium glutamate in the eatable beyond permissible limit. The Gujarat FDA on 4 June 2015 banned the noodles for 30 days after 27 out of 39 samples were detected with objectionable levels of metallic lead among other things. Some of India's biggest retailers like Future Group Big Bazaar Easyday and Nilgiris have imposed a nationwide ban on Maggi. Thereafter multiple state authorities in India found unacceptable amount of lead and it has been banned in more than 5 other states in India. On 5 June 2015 Food Safety and Standards Authority of India (FSSAI) orders banned all nine approved variants of Maggi instant noodles from India terming them unsafe and hazardous for human consumption.

In June 2015 Nepal indefinitely banned Maggi over concerns about lead levels in the product. On the same day Food Safety Agency United Kingdom has launched an investigation to find levels of lead in Maggi. 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 as a reaction to the ban in India. On August 2015 Govt of India made public that it was seeking damages of nearly \$100 million from Nestle India for unfair trade practices following the June ban on Maggi noodles. The 6400 million rupee suit was filed with the National Consumer Disputes Redressal Commission (NCDRC) regarded as the country's top consumer court but was settled on 13 August 2015. The court ruled that the government ban on the Nestle product was both arbitrary and had violated the principles of natural justice. Although Nestle was not ordered to pay the fine requested in the government's suit the court ruled that the Maggi noodle producers must send five samples from each batch of Maggi [noodles] for testing to three labs and only if the lead is found to be lower than permitted will they start manufacturing and sale again. The ban has been repealed by the Government of India with effect from the end of 2015 after the company cleared court directed safety tests. But a few states still need to lift their versions of the ban after newer tests. The company resumed manufacturing at Pantnagar (Uttarakhand) Factory and also resumes manufacturing of MAGGI at Tahliwal HP unit.

1.4 ITC

ITC was incorporated on August 24, 1910 under the name **Imperial Tobacco Company of India Limited**. As the Company's ownership progressively Indianised, the name of the Company was changed **from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970** and then to **I.T.C. Limited in 1974**. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses - **Fast Moving Consumer Goods** comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education and Stationery Products, Incense Sticks and Safety Matches, **Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business and Information Technology** - the full stops in the Company's name were removed effective September 18, 2001. **The Company now stands rechristened Limited,** where 'ITC' is today **no longer an acronym or an initialised form**.

ITC entered the instant noodles segment with the launch of Sunfeast Yippee! in 2010. The sourcing and blending expertise that has made Aashirvaad India's No 1 branded Atta has been leveraged to create a delightful noodle block. The block being round in shape does not need to be broken while cooking, providing really long & slurpy noodles. A special scientific process ensures that the noodle does not lump even 30 minutes after cooking.

Yippee! Instant noodles are available in four lip smacking variants - Magic Masala, Classic Masala, Power Up Masala and Mood Masala. Magic Masala is a special masala created by ITC with spices and also has five different types of dehydrated vegetables. Classic Masala is the Classical Indian Masala flavour with a perfect blend of spices. Power Up Masala is made from whole wheat atta and has vegetable additions in every strand. Mood Masala is a differentiated offering with 2 Masala Mix sachets which allows you to choose your taste every time; thus making it a perfect partner for all moods.

1.1 SWOT analysis of Sunfeast Yippee noodles

Sunfeast Yippee Noodles SWOT Analysis	
Strengths	1. Good advertising and visibility
	2. Good product distribution and availability
	3. Lots of flavours and varieties available
Weaknesses	1. Media generated news about health issues
	2. Brand loyalty of Maggi is tremendous
Opportunities	1. Untapped rural markets
	2. DINKS, single professionals
	3. Newer tastes
Threats	1. Price wars with other noodle brands

(Source: Food & Beverages, 2018)

CHAPTER-II

THE PROJECT

2.1 Title and statement of problem

The project work entitled “**A Comparative Study of Buying Behaviour and Satisfaction towards Instant Noodles in Jammu**” was carried out in Jammu city of Jammu district of J&K during the year 2018.

Many fast food items have flooded in the markets but noodles remained as the most popular item of all of them, as it is cheaper, very easy to make and nutritious. Urban and semi-urban markets are controlled by Maggi and other players are Top Ramen and other brands.

Maggi has revolutionized the concept and this product has gone to majority of the urban households. As an off-shoot of this development, noodles have become very popular in India. Good quality and cheaper product can be pushed in the market with systematic strategy and network (mpstateagro.nic.in). The noodle is a type of staple food made from some type of unleavened dough which is rolled flat and cut into one of a variety of shapes. While long thin strips may be the most common, many varieties of noodles are cut into waves, helices, tubes, strings, and shells, folded over, or cut into other shapes. Noodles are usually cooked in boiling water, sometimes with cooking oil or salt added, but are often pan fried or deep fried. Noodles can be refrigerated for short-term storage, or dried and stored for future use.

The current version of noodles has been around for over half a century on the global menu card. They are believed to have been invented by Momofuku Ando, the founder of Nissin Food Products in 1958 in Japan. Packaged under the brand name Chikin Ramen, they were priced around six times that of traditional Japanese noodles and were considered a luxury item (The Economic Times, 2011). However, in 2005 an evidence of the oldest noodles is believed to be found, which were discovered inside an overturned sealed bowl buried under three meters of sediment in Qinghai, northwest China. Scientists determined the 4,000 year old, long, thin yellow noodles were made from broomcorn millet and foxtail millet and show a fairly high level of food processing and culinary sophistication.

A noodle includes all varieties from all origins, but wherever they originated, noodles have maintained their popularity over the centuries and owe their longevity to a combination of being relatively cheap yet nutritious and filling, quick to prepare, can be eaten hot or cold, can be stored for years and can be transported easily. The Traditional Japanese diet included huge amounts of rice. Even today a small bowl of rice is served with almost every meal, including breakfast. Originally from China, noodles have become an essential part of Japanese cuisine, usually as an alternative to a rice-based meal. Soba, thin brown noodles made from buckwheat, and udon, thick wheat noodles, are the traditional noodles, served hot or cold with soy-dashi flavourings. Another popular Chinese wheat noodle, Ramen, is served hot in a meat stock broth (hakubaku.com).

Nestle with its brand Maggi launched itself in 1983. The brand's appropriate realization of target segment, effective positioning and effective promotion and sales made Maggi the most-loved noodle brand in India. Maggi enjoys a market share of over 70per cent today, despite the presence of a number of other brands. In 2005, the Maggi brand was worth USD 3.7 billion in comparison to USD 1.7 billion recorded in 2003. In 2005, Maggi was the highest Indian spender in the Sales Promotion department in the Noodles Category. However, in recent times Maggi has been seeing a flurry of activity with new entrants stocking the shelves in recent months.

2.2 Consumer satisfaction

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.”

It is seen as a key performance indicator within business & is part of the four of a balanced scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator & increasingly has become a key element of business strategy.

Within organisations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customer's expectations.

Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and comprehensive measures of satisfaction.

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations & the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget Motel-even though its facilities and service would be deemed superior in “absolute” terms.

2.3 Consumer Buying Behaviour

Consumer buying behaviour has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer’s buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behaviour of the consumers. In the marketing context, the term consumer “ refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence. Engel, et al. (1986) define consumer behaviour as “those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the

decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively.

Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavour which has become a substantial academic industry in its own right.

2.4 Customer perception

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. perception is a psychological variable involved in the purchase decision Process that is known to influence Consumer Behavior. Elective Perception is the process by which individuals perceive what they want to in media messages and disregard the rest. Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new ones. Consumers generally make their choices considering the product information, product attributes and evaluating the consequences of using the product. Consumers consider health as an important parameter and then they buy the product.

2.5 Brand awareness

Reflecting the salience of the brand in the customer's mind, brand knowledge is conceptualized in terms of two components, brand awareness and brand image (Aaker, 1996). Brand knowledge can be described as consumer awareness of a brand and the associations with the brand. Understanding whether or not consumers are

aware of the brand and what associations they hold towards the brand is key information for developing a strong and equitable brand. Awareness can be assessed at several levels such as recognition, recall, or, even more, brand knowledge (what the brand stands for is very well known by consumers) (Aaker, 1996). Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in the consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993). Brand awareness can be bifurcated into brand recognition (consumers' ability to confirm prior exposure to the brand when given the brand as cue) and brand recall (consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other cues). Considering (Farquhar's, 1989) approach towards brand equity, the accessible attitude he refers to is related to how quickly a consumer can retrieve brand elements stored in his/her memory (brand awareness). Consumer knowledge is seen as consisting of networks of associations (Anderson, 1983). This approach stems from research conducted in the field of cognitive psychology, notably by (Collins and Loftus, 1975) and later by (Anderson, 1983). It is widely accepted in the fields of marketing and consumer behavior (Keller, 1993). A consumer's knowledge may vary, in particular with regard to the amount of information stored in memory and its type, and also the proportion of erroneous information. Consumer knowledge is believed to consist of two complementary dimensions: familiarity (sometimes called experience) and expertise (Alba and Hutchinson 1987, Jacoby et al. 1986). Familiarity is defined as the "number of product related experiences that have been accumulated by consumers", in other words advertising exposure, information searches, e.g. discussions with salespeople or friends, frequenting retail outlets, owning products, etc. Expertise is defined as the "ability to perform product-related tasks successfully". It includes both the cognitive structures (e.g.: beliefs about product attributes) and cognitive processes (e.g.: decision rules for acting on those beliefs). Increased familiarity with a brand may result in a better developed knowledge structure – both in terms of the knowledge an individual has stored in memory as well as what people perceive they know about a brand (Brucks, 1985). A certain discrepancy may be noted with regard to the operationalizations of the concept of knowledge (Feick et al., 1992). Before addressing this point, it is worthwhile to review the concepts of familiarity and expertise in detail, to facilitate future measurements.

2.6 Scope of the study

The study has been confined to different groups and all possible local areas in Jammu city. The sample size was 200, which included people from various age groups and different income levels. The main aim of the study is to find out the customer satisfaction and consumer behaviour towards instant noodles.

2.7 Objectives of the study

1. To study the buying behavior of consumers towards Maggi and Yippee
2. To study the level of satisfaction of consumers towards Maggi and Yippee
3. To know the brand awareness and perception of people about quality and nutritive value

2.8 Limitations of the study

1. The study relates only to consumers of area of Jammu city of J & K.
2. The personal bias of respondents may also be a limitation.
3. Respondent's ignorance to certain question also posed as barrier towards certain responses.
4. Time constraint is also a limitation in this study.

CHAPTER-III

REVIEW OF LITERATURE

The review of literature guides for better understanding of the methodology used by the earlier studies and also the limitations of various available estimation procedures of database, its logical interpretation and understanding of results. A brief review of related studies is discussed in this section.

3.1 Customer satisfaction

Oliver (1981) described in his study that customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market. In old times customer satisfaction was not too much important and people were not focused on quality. But now a day's competition is taught and customer is aware of all the products and companies due to education and learning environment and this is the reason that every business is concern to fulfil properly customers need and wants.

Westbrook and Reilly (1983) stated customer satisfaction as “an emotional response to the experiences provided by, associated with particular 32 products or services purchased, retail outlets, or even molar patterns of behaviour such as shopping and buyer behaviour, as well as the overall market place”

Zeithaml (1985) stated that customer satisfaction is a scale with multiple items good validity and reliability, many researchers use this instrument to understand and find the service expectation and consumer's perception for improving the service quality. The expectation of a customer is an important factor. The more service quality is near to customer expectation more satisfaction and vice versa Ayse Ozfer Ozelik (1988).

Tse and Wilton (1988) stated that “the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption”

Berry and Parasuraman (1991) stated that customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service and has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service. It is the result of an evaluative process that contrasts prepurchase expectations with perceptions of performance during and after the consumption experience.

Oliver (1993) suggested that customer satisfaction is the core philosophy of marketing strategy of any organization and plays a key role in an organization success. In fact customer satisfaction is the core principle of the modern tool of CRM being used by marketers to attract and retain customers.

Anderson *et al.* (1994) stated that there is a positive relationship between customer satisfaction and economic profit for the company. Arguably, customer satisfaction is an important component in order for the company to be profitable.

Fornell *et al.* (1996) defined customer satisfaction with three manifest variables: customer satisfaction as a whole, as an estimation how expectations were fulfilled, and as comparison with the ideal service or product. They believe this choice is consistent with the orientation of American consumer satisfaction index (ACSI).

Woodruff and Gardian (1996) stated satisfaction as the evaluation or feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer's response to the comparison. Satisfaction has an emotional component."

Anton (1996) stated "customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty".

Thorsten and Alexander (1997) found customer satisfaction with the product and services of company as the strategic factor for competitive advantage. In the context of relationship marketing, customer satisfaction is the way that leads to long term customer retention because unsatisfied customers have very high switching rate (Lin & Wu, 2011).

Zairi (2000) depicted that feeling of accomplishment of inner desires is called satisfaction. Customer satisfaction has direct effect on customer loyalty (Mittal & Lassar, 1998). If product or service fulfils the needs and demand of customer he will become satisfied and will be converted to loyal customer and thus will add in customer equity of company. Company profitability is not only depicted in its balance sheet but it is also measured on basis of its sound customer base and life time value that customers deliver to company.

Ranaweera and Prabhu (2003) stated that the more satisfied customers are, the greater is their retention, the positive word of mouth generated through them and the financial benefits to the firms who serve them. It is not surprising therefore that the fundamental aim of firms is to seek to manage and increase customer satisfaction at least in this era of competitive global marketing.

Zeithaml *et al.* (2003) defined customer satisfaction as customer's evaluation of a product or service in terms of whether the product or service has met his needs or expectations. Failure to meet needs results in dissatisfaction, or a poor perception of the service quality. Satisfaction can be acknowledged in various senses depending on what needs the customer had before the service; it ranges from feelings of fulfilment, contentment, pleasure, delight, relief, and ambivalence. Although it tends to be measured as a static quantity, it is dynamic and evolves over time being influenced by a variety of factors.

Zeithaml & Bitner (2003) stated that "Satisfaction can be regarded as a broad principle; support good quality is a component of satisfaction".

Schiffman and Kanuk (2004) defined customer satisfaction as "The individual's perception of the performance of the product or service in relation to his or her expectations".

Kotler and Keller (2006) defined satisfaction as a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations..

Zeithaml *et al.* (2006) revealed that satisfaction or dissatisfaction is a measure or evaluation of a product or service's ability to meet a customer's need or expectations. If the customers of an organization are satisfied by quality services the

result is that, they will be loyal to them and consequently be retained by the organization, which is positive for the organization because it could also mean higher profits, higher market share, and increasing customer base.

Kurniawan (2010) stated that branding is one of the factors which has been identified repeatedly customer choice in the selected product. Branding has impact on purchase decision of consumers. The more a brand is succeeded in their earlier period the more value for its brand can be generated.

Lim (2010) stated that customer's ultimate satisfaction may have significant affect of atmosphere. Physical surroundings are helpful to create image in the mind of customer and to influence their behavior. Physical atmosphere of the restaurants have the significant impacts on the customers satisfaction. Lightning, furnishing, sent, music and different other atmospheric factors among them influence on customer satisfaction.

Lim (2010) revealed that for customer it is not necessary that a better quality can be a better taste, if customer like the taste of food he/she will be willing to pay for it. Based on previous researches, in customer satisfaction and taste, there is a significant correlation found between them. Researchers found that Good taste of food has positive influence on customer's satisfaction and it also increase the customer's retention rate which is also depends upon customer's satisfaction. Therefore, restaurants focus is on taste of the food and services that has influence on customer's satisfaction.

Mohsan *et al.* (2011) observed that the issue of customer satisfaction has been gaining increasing attention among researchers and practitioners as a fundamental tool in financial institutions for enhancing organizational performance and profitability.

Rajasekaran, B and Saravanan, P. A. (2014) studied consumer satisfaction on fast moving consumer goods which focused on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration.

3.2 Consumer Buying Behaviour

Krugman (1965) defined the consumer buying behaviour as the actions, thought process and perceived outcome, in collaboration with environmental factors, during the course of making a decision, which could result in a purchase. Some of the factors that are significant in consumer behaviour are external environment, demographics and personal characteristics, which are influenced by the consumer's beliefs, values and attitudes.

Engel, *et al.* (1986) defined consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively. Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavour which has become a substantial academic industry in its own right.

Rees (1992) investigated the factors influencing the consumer's choice of food and found as flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in 'snacking' etc. Demographic and household role changes and the introduction of microwave ovens had produced changes in eating habits. Vigorous sale of chilled and other prepared foods was related to the large numbers of working wives and single people, who require value convenience. Development in retailing with concentration of 80 per cent of food sales in supermarkets was also considered to be important. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and want safe, 'natural', high quality food at an appropriate price.

Engel *et al.* (1993) stated that consumer buying behaviour is directly related to the consumption of products and services which are triggered by the decision-making process before and after. He also expressed that the purchase behaviour of the narrow explanation refers to the buying behaviour of individual's substitutes the exchange of goods or services in money.

Assael and Henry (1994) explained that consumer behaviour as the process of perceiving and evaluating different components of a purchase. Furthermore, he explains that there are two broad influences that decide consumer choice. At First, the individual consumer's needs, consciousness of brand characteristics and awareness to alternatives are of significance in the matter of decision-making. Other factors that influence the choice of brand are the consumer's demographics, lifestyle and personal characteristics. Secondly, the environment has importance in consumer behaviour, which consists of culture, social class and reference groups.

Srinivasan (2000) revealed that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high income group. The tolerance limit of price increase identified was less than 5 per cent, any price change above this limit, would result in discontinuance of the use of the processed product. Consumers preferred processed products because of convenience of ready-to-eat form.

Haubl, G. (2000) stated that consumer behaviour about decision making is difficult to define and is a system of short cuts and rule of thumb which is unpredictable. The short cuts in decision making vary from person to person and focusing on the past experience of consumers; we can predict the future trends by bringing profitable products and services into the market. Keys, T. P., (2011), stated that "We're not aware of changing our minds even when we do change our minds. And most people, after they change their minds, reconstruct their past opinion -they believe they always thought that."

Blackwell *et al.* (2001) defined consumer behaviour as a summation of acquisition, consumption and disposal of products or services. However, such definition falls short of the continuity of the processes. Based on this loophole, Arnoud *et al.* (2004) further proposed the circle of consumption that 16 recognize purchasing processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods. As far as the consumer decision process model is concerned, consumers need to go through seven steps before reaching their final decisions. These seven steps include need recognition, search for information, pre-purchase, evaluation, purchase, consumption, post-consumption evaluation and divestment (Blackwell et al., 2006).

Porter (2004) pointed out that firms can create value by providing lower price or unique offers to the customers so as to excel their competitive advantages over the others. Stage four refers to the purchase decisions made by the consumers after evaluating the offers from different retailers.

Kotler *et al.* (2005) explained that the pre-purchase evaluation that consumers compare between different products and brands to make a purchasing decision. In this stage, consumers pay particular attention to the attributes which are most relevant to their needs. Attributes like quantity, size, quality and price are commonly used to judge a brand by customers. Any changes in these attributes can affect consumers' decisions on brand or product choices.

Leslie Lazar and Schiffman (2006) stated that consumer behaviour as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. They studied family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.

Kotler Philip. *et.al.* (2008) stated that usually a buyer passes through five stages to reach his buying decision. First the buyer notices the difference between his current state and ideal state and recognizes his want and need for something. A need can also be aroused by external stimuli. He/she starts searching the information for his/her desired product through different channels like family, friends, advertisement or mass media. After sufficient information is gathered, the buyer processes the information to evaluate the alternatives brands in the choice set. Finally he purchases the product which he assumes to be the best for him. After purchasing the product, the buyer will take further action to the marketer based on his satisfaction or dissatisfaction.

Saravanan (2010) revealed in his study revealed that the modern market is highly competitive and traditional. The prominence gained by an individual consumer in marketing decision making compels the marketers to look at and organize the component of the marketing mix through the customer's eyes. Hence, consumer behaviour research has come into existence. In the present era, women play a vital

role in all fields and women play a major role in taking purchase decisions for non-durables.

Kuester (2012) stated that consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

M. Arutselvi (2012), studied preference towards various types of britannia biscuits in Kanchipuram Towns. The consumer behaviour varies from brand to brand on the basis of quality, quantity, price, taste, advertisement etc. It is concluded that the market study on biscuits at Kanchipuram town as helped to know the status of biscuits. It has revealed the requirements of the taste of the consumer of biscuits. Britannia Biscuits are having a good market share in Kanchipuram Town.

Liao, Yu-Jui (2012) stated that consumer behaviour is influenced by two main factors they are external factors and internal factors. External factors are divided into subparts such as cultural factors, social factors, and personal factors. Cultural factors include culture and subculture, social factors includes reference groups, family and roles and status. A personal factor includes age & stage in life cycle, occupation & economic circumstances, personality & self-concept, and internal factors include Motivation, Perception, Learning and Memory.

Jegan, A. and Dr. Sudalaiyandi, S. (2013) studied on consumer buying behaviour towards various types of Sunfeast (ITC) biscuits in Kovilpatti to know the consumers' preferable taste, awareness about various brands, about the choice and their frequency of preference, satisfaction of Sunfeast Biscuit. The result of the study shows that Sunfeast biscuits have a good market share in Kovilpatti city.

3.3 Brand Awareness

Shocker and Weitz (1988) identified only two dimensions: brand loyalty and brand associations. Brand knowledge i.e. brand awareness and brand image is identified by Keller (2001) as the dimension of brand equity. For the purpose of this study, Yoo and Donthu (2000) four dimensions are adopted for analysis. Brand equity, therefore connotes high brand-name awareness, favourable brand image, perceived high brand quality and high level of loyalty to the brand.

Cathy J. *et al.* (1995) stated in their paper titled Brand Equity, Brand Preference, and Purchase Intent, some of the consequences of brand equity. In particular, the authors examine the effect of brand equity on consumer preferences and purchase intentions. As a result of the study, across the two categories hotels and household cleansers, the brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions.

Lauranne Buchanan *et al.* (1999) stated in their article labelled as Brand Equity Dilution: Retailer Display and Context Brand Effects. that the retailer's display decisions can negate the equity of an established brand. Specifically, the results demonstrate that high-equity brand valuations are influenced by an unfamiliar context brand when (1) a mixed display structure leads consumers to believe that the context brand is diagnostic for judging the high-equity brand, (2) the precedence given to one brand over another in the display makes expectations about brand differences or similarities accessible, and (3) the unfamiliar context brand disconfirms these expectations.

Macdonald, E. K., & Sharp, B. M. (2000) stated that the knowledge of the product is also very significant for the people because if they do not know usefulness of the product they will not demand the product. Knowledge about the product creates a positive or negative image of the product in the mind of the customer so its very significant to know about the product.

Lampo, Sandra Scamardo (2001) carried out a study titled as “An exploration of services branding, explored the reasons for branding of services. It is revealed from the study that brand development is crucial in services, and may be even more important to services than to products. This dissertation contributes a theoretically- and empirically-based model of services brand preference to the literature providing academicians and brand managers a useful framework for understanding the relationship between services brand associations, service type, and services brand preference. The results outlined the importance of fundamental aspects of services branding, which gives more emphasis for the present research.

Casey, Russell Allan (2003) in his study stated the effect of brand equity on brand knowledge: An empirical and comparative analysis focuses on the reciprocal

effects of brand extensions on brand knowledge and its effect on the parent brand. Previous findings state that luxury brands appear to be able to extend into unrelated categories. The findings also suggest that students that attend a Historically Black College/University (HBCU) perceive brand extensions differently than students that attend a Predominately White Institution (PWI). Conclusions suggest that companies desiring to make an unrelated brand extension should take into consideration their target population prior to launching a brand extension.

Keller (2004) stated that brand awareness is the basic tool that depicts the acceptability of the brand and builds the perception of the firm within the target market. It also determines the market penetration strategy in terms of mass or niche. There are many brands, which are known across the board, but show low performance on the other hand there are brands that have low awareness in the market but they are performing very well, because they have been successful in capturing a strong niche in the particular market. Awareness is the basic and foremost parameter in any brand related research.

Gustafson & Chabot (2007) stated that if people know about the features of the product, it shows the good will of the product among people. Chaudhuri, A., & Holbrook, M. B. (2001) discussed that product image among people shows its popularity in their surroundings. Lassar. W *et al.* (1995) described that perception of the products among customers is not depending upon any single factor. Keller (1993) found that some people buy only those products which are popular among them.

Arslan & Altuna (2010) defined brand image as the positive and negative feeling about the brand concerning the brain of the customers unexpectedly or when they recall their memories. They have the view that there are three aspects of brand image which make the entire image of the brand which are; positivity, strength, and peculiarity.

Lee *et al.* (2011) clarified the brand image as the general personality reflection and convictions about the specific brand by remembering its unique qualities which make it not the same as the others. The brand image is important aspect towards buy expectation. It drives the customers to expend more esteem on the particular brand having good brand image. It helps the consumers to choose whether which brand is a

superior choice for them and they are compelled to make purchase expectations a few of times.

3.4 Consumer perception

Kara *et al.* (1995) studied the consumers perception for fast-food in the US and Canada. According to their study, the consumers in the age of 12 to 24 years look for variety, price, delivery service and location in America and for price and novelties in Canada. In the age group of 46 years to above 55 years cleanliness, nutritional value, quality and taste are considered by Americans and preference is given to nutritional value and seating capacity by Canadians in identifying fast food.. Brown *et al.* (2000) emphasized the need for nutritional awareness and fast food preferences of young consumers during adolescent years. Davies and Smith (2004) have analysed the importance of nutritional values of fast food and also information printed/disclosed by the fast food providers in London.

Reichheld, (1996) revealed that customer perception and customer satisfaction are very closely linked together, because if the perceived service is close to customer's expectations it leads to satisfaction. Satisfied customers provide recommendations; maintain loyalty towards the company and customers in turn are more likely to pay price premiums.

Aaker (2000) stated that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness.

Drichoutis, Lazaridis and Naygya (2006) studied and stated that use of nutritional label affects purchasing behaviour mainly because consumers want to avoid the negative nutrients in food products. The effects can be even greater if labelling is combined with an information campaign to educate consumers. It appears that nutritional information affects purchasing behaviour because it influences valuations and perceptions of the product.

CHAPTER-IV

RESEARCH METHODOLOGY

A methodology is usually a guideline system for solving a problem, with specific components such as phases, tasks, methods, techniques and tools. The main goal of this study is to study the buying behaviour and satisfaction towards instant noodles. The present investigation entitled “**A comparative study of buying behaviour and satisfaction towards instant noodles in Jammu city**” was carried out in 2018. The sampling structure and techniques adopted during the course of investigation have been described in this chapter.

4.1 Locale of study

Jammu city was selected purposively for the present investigation to meet the objectives.

4.2 Sample Size

The sample used in this study consisted of the consumers in different areas of Jammu city. The data was collected through filling up the schedule from consumers of instant noodles through market survey. The present study adopted convenience sampling technique to conduct the survey among the customers. 200 respondents were selected conveniently for the collection of information.

4.3 Data collection

The data collection is the method to collect important information to keep on record for further use, to make important decisions about different issues and is of vital significance for others. The present study has adopted both the primary as well as the secondary data collection techniques to conduct the present study.

4.3.1 Primary Data

It involved the first hand information collected through schedules/questionnaires by direct interviews.

Variables analysed:

- a) Demographics (gender, income, education, age and occupation)
- b) Consumer buying behaviour

4.3.2 Secondary Data

The data which has already been collected, compiled and presented earlier by any agency was used for purpose of investigation. The data has been collected through various websites, journals related to fast food industry, research papers, journals related to brand and advertisement, newspapers, magazines etc.

4.4 Methods of analysing data

After collecting the data the results are analyzed by using percentage method and Garrett ranking technique.

4.4.1 Percentage analysis

Percentage refers to a special kind of ratio. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data, since the percentage reduces everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Percentage} = (x/y) \times (100/1)$$

Where x= number of respondents respond

y= total number of respondents

4.4.2 Henry Garret ranking technique

In this technique, the percentage position of each rank obtained is converted into scores by referring to the table given by Henry Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores are added.

Formula:

$$\text{Percentage position} = 100(R_{ij} - 0.5)/n$$

Where R_{ij} is the rank

N = number of items

CHAPTER –V

RESULTS AND DISCUSSION

The results pertaining to the present study “A comparative study of buying behaviour and satisfaction towards instant noodles in Jammu city” have been presented in this chapter along with appropriate tables and figures.

5.1 Level of satisfaction of consumers towards Maggi and Yippee

Table 5.1 represents the demographic details of the customers, it is inferred that 57.50 per cent of the respondents were in the age group of 15 - 25 years, followed by age group 25-40 years (25 per cent), followed by the age group above 40 years (10 per cent) and followed by age group below 15 years (7.50 per cent). In case of gender issue table explains that 52 per cent of the respondents were males and 48 per cent of respondents were females. 53.50 per cent of the respondents were graduated, 7.5 per cent have studied upto SSC level while 27.5 per cent upto HSC level and 11.5 per cent were found illiterate. 43.50 per cent of the respondents were students 25 per cent were salaried while 14.5 per cent were professionals and 12.5 were self occupied, 4.5 per cent were home makers. 56.50 per cent of the respondent's marital status was single and 43.5 per cent were married. 65.50 per cent of the respondents belong to the nuclear family and 34.5 per cent belong to joint family. 49 per cent of the respondents had a family size of 4-6 members, 18.5 per cent had 1 to 3 member family while 16.5 per cent had 7 to 9 members in their family and 16 per cent had above 9 members. 37.50 per cent of the respondents had two children, 24.5 per cent had more than 2 and 16.5 had only one child and 21.5 had none at all. 30 per cent of the respondents had an annual income of more than 3 lakhs and 30 per cent had an income of 1 to 2 lakhs, 25.5 per cent had an income of 2 to 3 lakhs and 14.5 below 1 lakh.

Table 5.2 depicts the satisfaction level of the respondents towards various aspects of the product which were ranked according to garret ranking. Shape of noodles ranks one followed by hygiene, variety, flavours, packaging, quantity, quality, time of preparation, ingredients, convenience, price and finally tastes of the product.

Table 5.1: Demographic Profile of the Respondents

		Frequency	Percent
Age	Below 15 years	15	7.5
	15-25 years	115	57.5
	25-40 years	50	25
	Above 40 years	20	10
Gender	Male	104	52
	Female	96	48
Educational Qualification	Upto SSC	15	7.5
	HSC	55	27.5
	Graduation	107	53.5
	No formal education	23	11.5
Occupation	Student	87	43.5
	Salaried	50	25
	Self-occupied	25	12.5
	Professional	29	14.5
	Home-Maker	9	4.5
Marital Status	Single	113	56.5
	Married	87	43.5
Family Type	Nuclear family	131	65.5
	Joint family	69	34.5
Size of the Family	1-3 members	37	18.5
	4-6 members	98	49
	7-9 members	33	16.5
	Above 9 members	32	16
No. of. Children	One	33	16.5
	Two	75	37.5
	More than 2	49	24.5
	None	43	21.5
Annual Income	Below 1 lakh	29	14.5
	1-2 lakhs	60	30
	2-3 lakhs	51	25.5
	Above 3 lakhs	60	30

Table 5.2: Ranking of satisfaction Level of the Respondents

Factors	Total	Average	Rank
Taste	12118	60.59	XII
Price	12477	62.385	XI
Ingredients	12813	64.065	IX
Quantity	13030	65.15	VI
Quality	12987	64.935	VII
Convenience	12717	63.585	X
Packaging	13052	65.26	V
Variety	13188	65.94	III
Flavors	13072	65.36	IV
Hygiene	13201	66.005	II
Time	12977	64.885	VIII
Shape	13297	66.485	I

5.2 To study the buying behavior of consumers towards Maggi and Yippee

From the table 5.3, it is clear that 40.5 per cent of the respondents mostly preferred Nestle Maggi while 24.50 per cent preferred it and 14.50 per cent were neutral towards it. 10.5 per cent preferred it lesser compared to other noodles and 10 per cent did not preferred it at all. 21 per cent of the respondents mostly preferred Sunfeast Yippee, while 31 per cent preferred it and 23 per cent were neutral towards it, 13 per cent preferred it lesser compared to other noodles and 12 per cent did not prefer it at all. 16 per cent of the respondents mostly prefer other noodles, 22 per cent prefer other noodles while 37.5per cent of the respondents were neutral towards the brand preference, 10.5 per cent prefer other noodles lesser and 14 per cent do not prefer them at all.

Table 5.4 depicts factors influencing the purchase of instant noodles which are ranked according to garret ranking as : Packaging of product ranks 1 followed by the quality of the product , noodle size , variety , non stickiness of noodles, preferably healthy , low price , preparation time , easy to cook , convenience to the buyer and finally taste of the noodles.

Table 5.3: Brand Preference of the Respondents

Brand		Mostly preferred	Preferred	Neutral	Less preferred	Not preferred
Nestle Maggi		81	49	29	21	20
	Percentage	40.50	24.50	14.50	10.50	10
Sunfeast Yippee		42	62	46	26	24
	Percentage	21	31	23	13	12
Others		32	44	75	21	28
	Percentage	16	22	37.50	10.50	14

Table 5.4: Ranking of factors influencing the purchase of instant noodles (Maggi and Yippee)

Factors	Total	Average	Rank
Taste	12105	60.525	XI
Convenience	12277	61.385	X
Healthy	12702	63.51	VI
Variety	12761	63.805	IV
Quality	12820	64.1	II
Packaging	12891	64.455	I
Price	12694	63.47	VII
Non-Sticky	12740	63.7	V
Time	12561	62.805	VIII
Long Noodle	12764	63.82	III
Easy To Cook	12338	61.69	IX

5.3 Brand awareness and perception of people about quality and nutritive value

Figure 5.1 reveals that 85.50 per cent of the respondents said that they had heard about the Maggi Muddle case. Given the above data it can be re-instated that the controversy had happened on a massive scale.

Figure 5.2 shows 47.5 per cent of the sample giving Maggi Noodles 5 out of 5 on the trust scale followed by 21.5 per cent giving it 4 out of 5, 17 per cent giving 3 out of 5, 10 per cent gave 2 out of 5 and 4 percent 1 out of 5 on the trust scale.

From Figure 5.3 it can be seen that 63.50 per cent of the respondents said that they didn't believe that Maggi Noodles contain unhealthy levels of lead and MSG up until 2015. However, the opinions of the rest of the respondents can be seen to be divided between the other two options. 28.5 per cent of the people said that they believed Maggi to contain unhealthy levels of lead and MSG while 8 per cent were skeptical and thus couldn't decide.

Figure 5.4 shows that 62 per cent of the respondents missed Maggi Noodles during the ban, 16 per cent were unsure and 22 per cent did not miss at all.

From Figure 5.5, it can be concluded that 13.50 per cent of the respondents claimed to be hardcore Maggi fans, and instead of shifting to other brands, they patiently waited for Maggi Noodles to come back. However, 5.0 per cent of the sample said that they stopped trusting the Instant Noodles Category. More than half the sample size, i.e. 57.50 per cent said that during the ban on Maggi Noodles they temporarily shifted on to another brand(s), while 24 per cent said that they completely switched over to a new brand.

Figure 5.6 shows consumers who shifted to other brands of Noodles (temporarily), 14.78 per cent shifted to Knorr soupy, while 7.04 per cent shifted to Foodles, 14.79 per cent shifted to Ching Chinese while majority i.e. 50 per cent shifted to Yippee noodles and 13.38 per cent shifted to some other local brands. Such a huge shift towards Yippee can be attributed to the renewed marketing efforts undertaken by the brand during the time Maggi Noodles was banned.

Figure 5.7 shows that 30 per cent of the sample was skeptical about the quality of Maggi during the controversy. 47.50 per cent of the people said that they were sure that their 'Meri Maggi' was innocent. 22.50 per cent of the people said that they did not think at all about the brand.

Figure 5.8 shows that when respondents were asked whether they have stopped buying Maggi Noodles after the Maggi Muddle, 61.50 per cent replied as No while 38.50 per cent said yes.

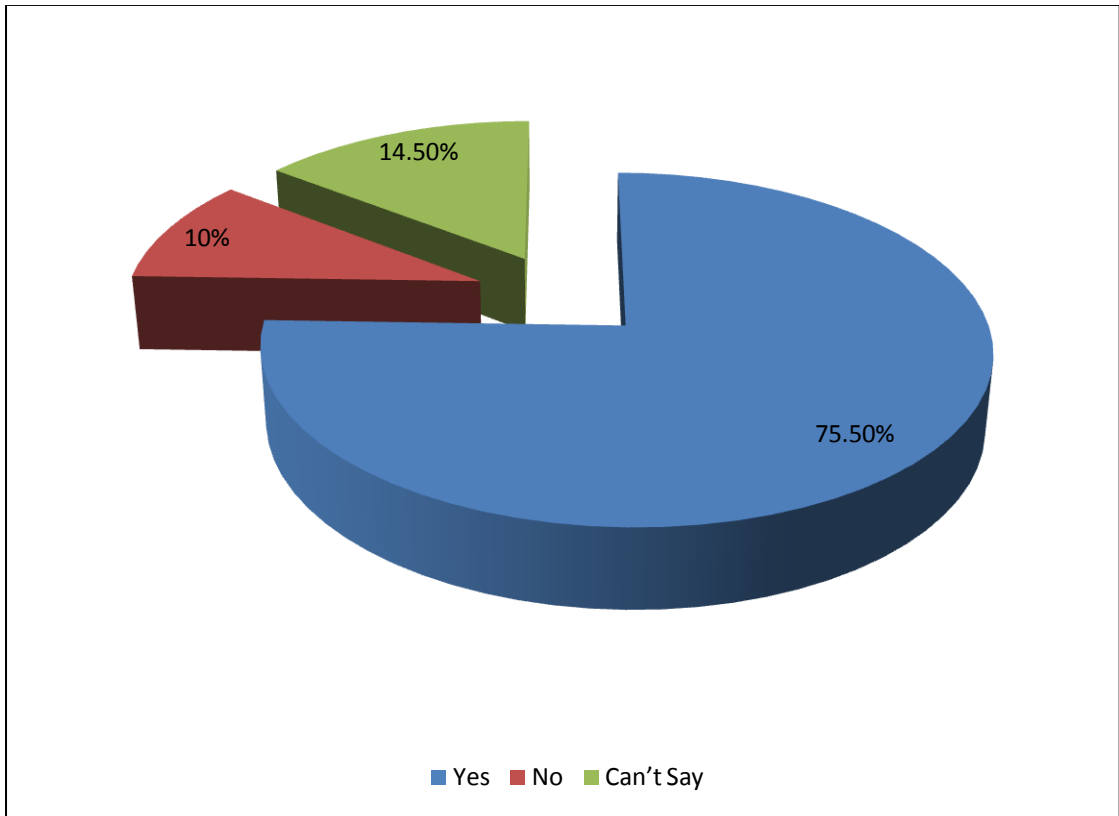


Figure 5.1: Respondents who heard about the Maggi muddle Case

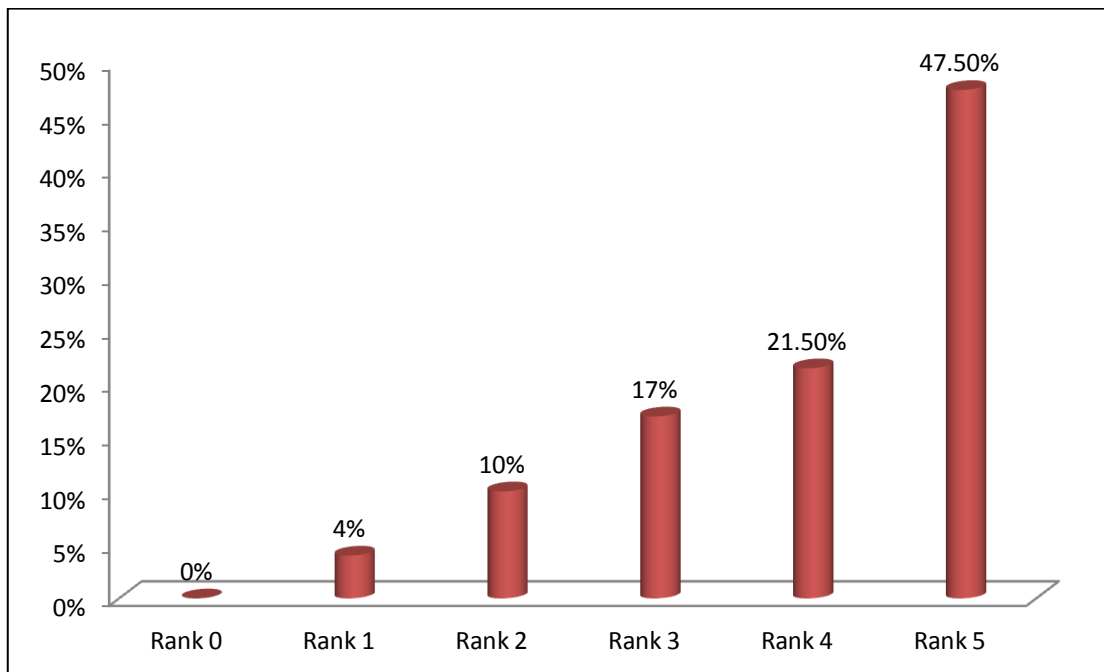


Figure 5.2: Shift to other brands of noodles during the ban on Maggi

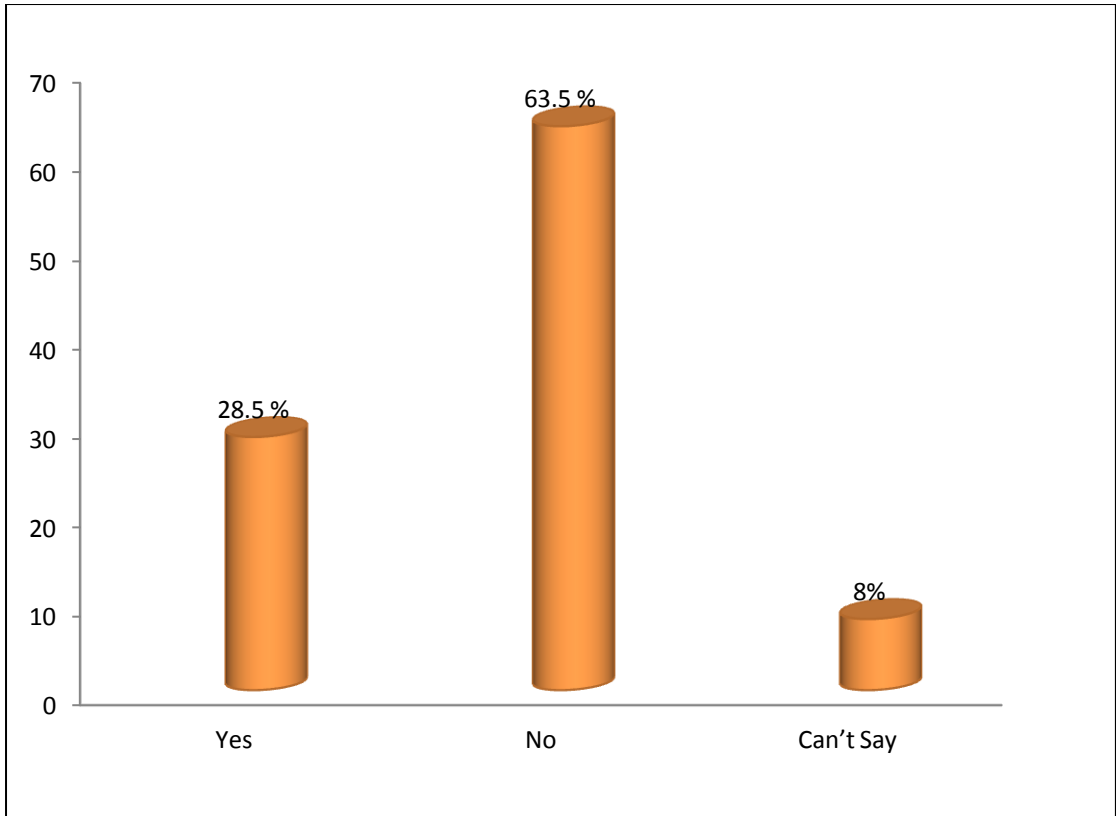


Figure 5.3: Respondents who believed Maggi noodles to contain unhealthy levels of lead and MSG up until 2015

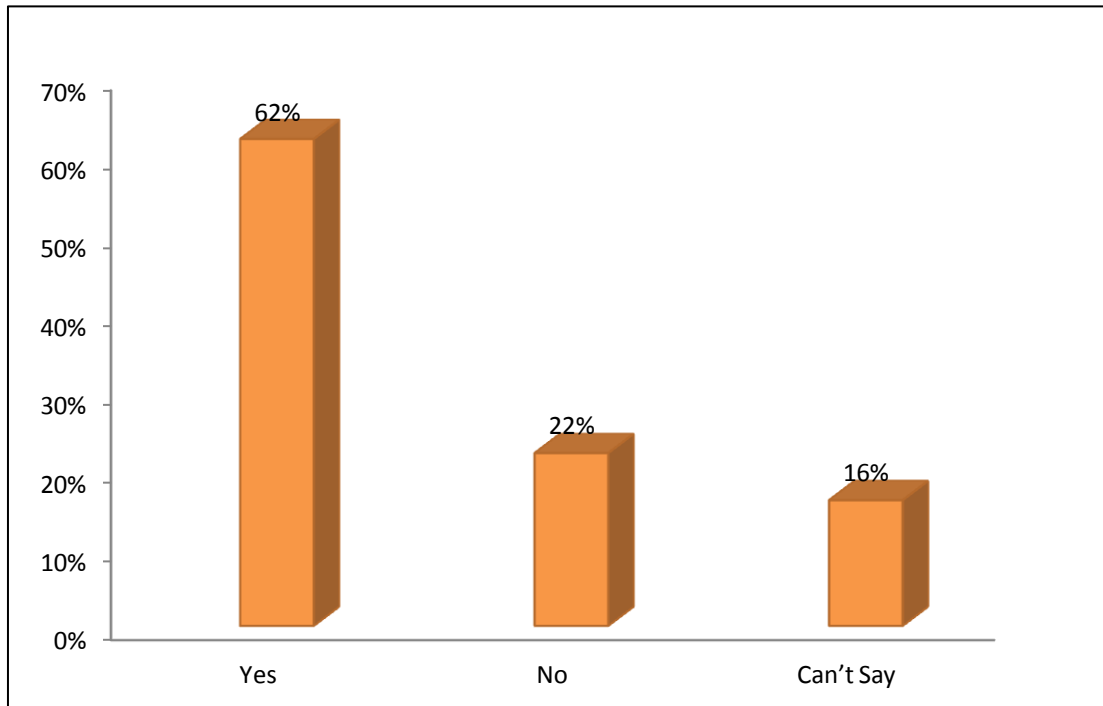


Figure 5.4: Respondents who missed Maggi noodles during the ban

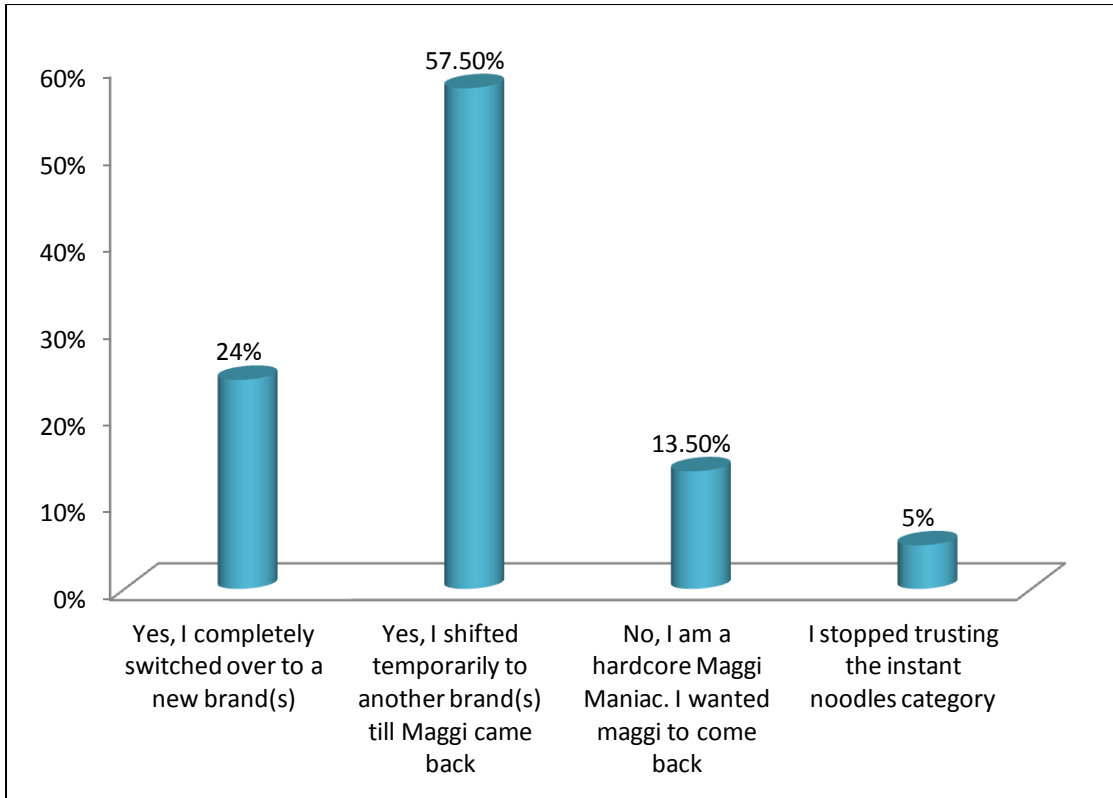


Figure 5.5: Consumer behaviour during the ban on Maggi noodles

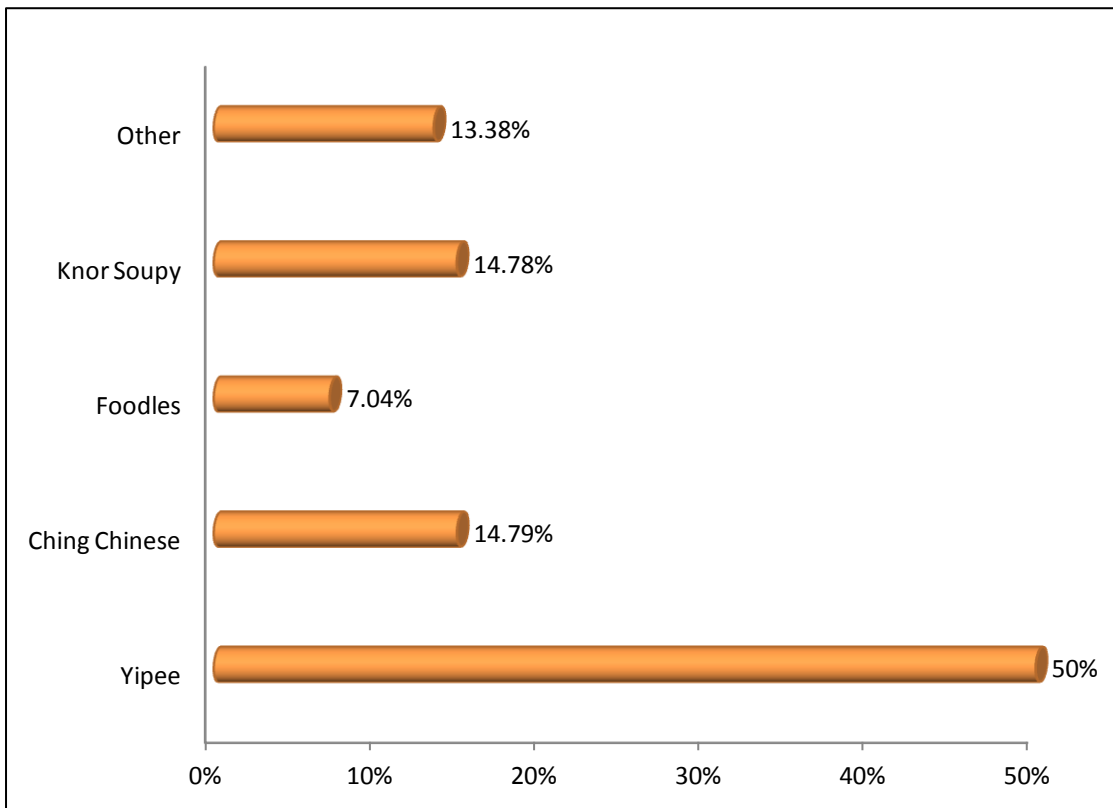


Figure 5.6: Shift to other brands of noodles during the ban on Maggi

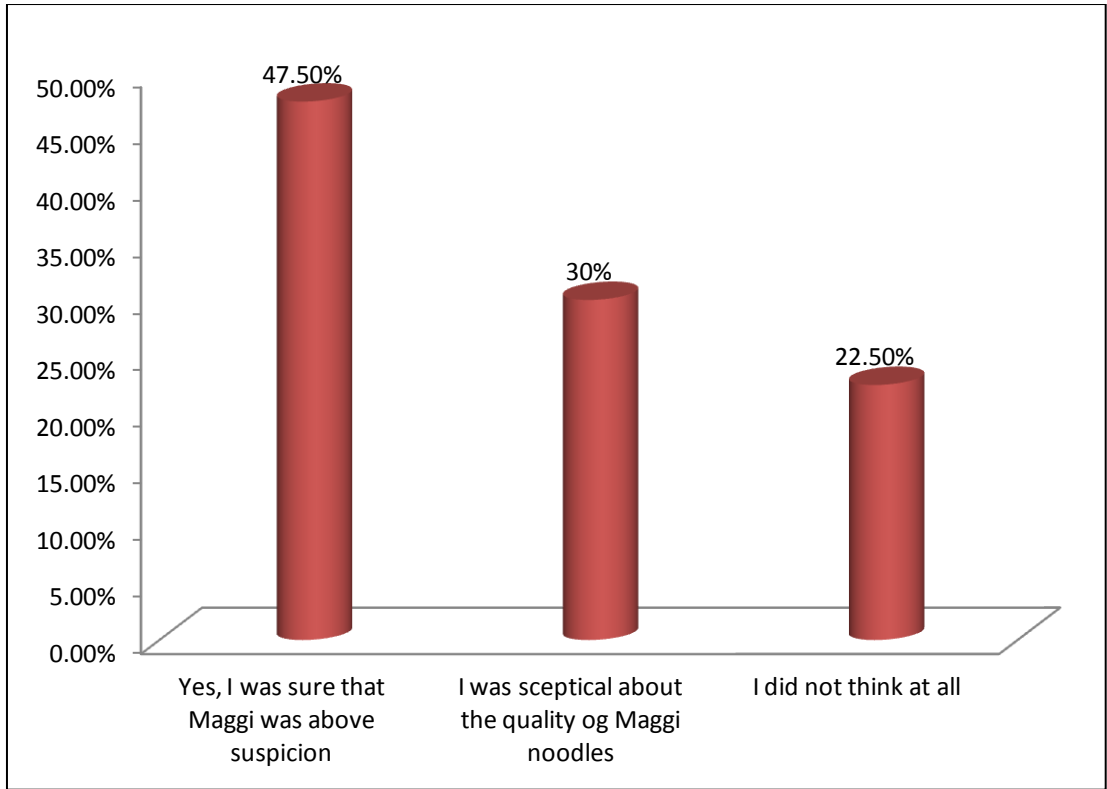


Figure 5.7: Respondents thought about Maggi noodles during the ban

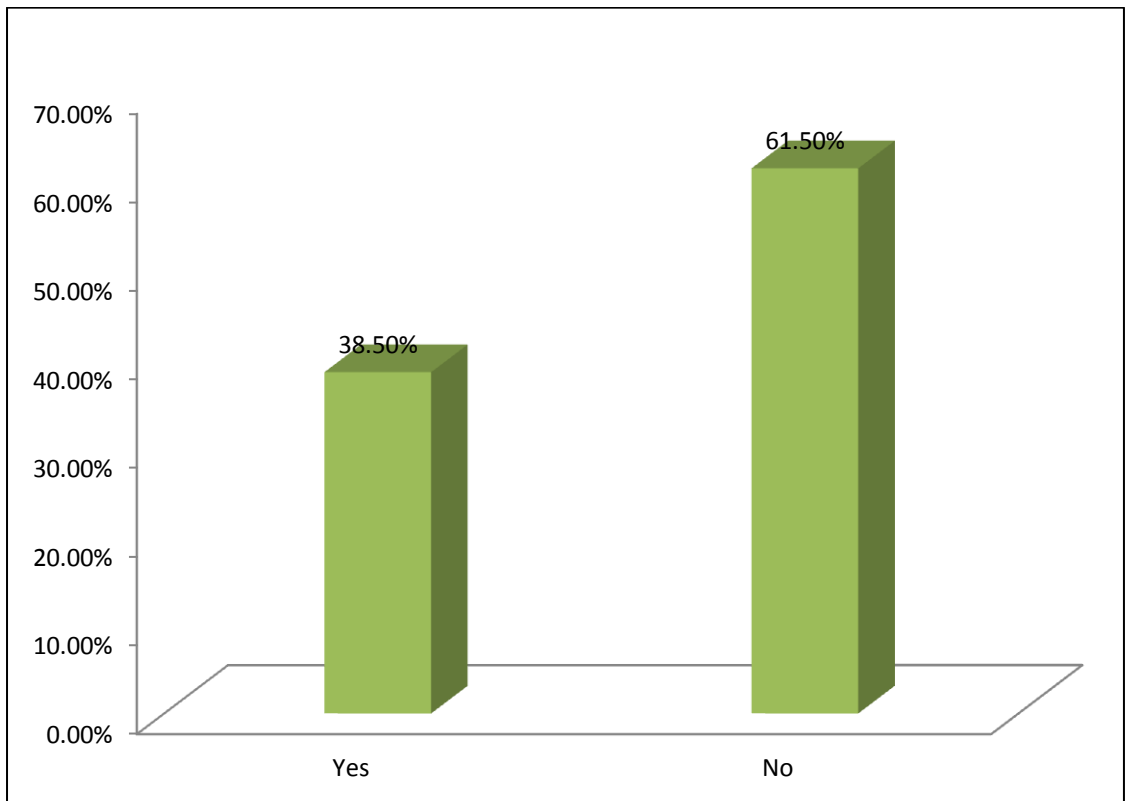


Figure 5.8: People who have stopped buying Maggi noodles after the crisis

SUMMARY AND CONCLUSION

6.1 Summary

The project entitled “**A comparative study of consumer buying behaviour and satisfaction towards instant noodles in Jammu city**” was carried out in Jammu region in 2018. A total of 200 sample respondents were selected from the sample area. The information was collected from the Jammu city. The data collected was subject to analysis for examining the objectives of investigation. The finding of the present investigation has been briefly summarized in this chapter.

6.1.1 To study the level of satisfaction of consumers towards Maggi and Yippee

From the study it is found that the satisfaction level of the respondents towards various aspects of the product depends upon different factors and when these factors are ranked according to the garret ranking, Shape of noodles ranks 1 followed by hygiene , variety , flavours, packaging, quantity , quality, time of preparation, ingredients, convenience, price and finally taste of the product.

6.1.2 To study the buying behavior of consumers towards Maggi and Yippee

From the study it is found that 40.5 per cent of the respondents mostly prefer Nestle Maggi while 24.50 per cent prefer it and 14.50 per cent are neutral towards it. 21 Percent of the respondents mostly prefer Sunfeast Yippee, while 31 per cent prefer it and 23 per cent are neutral towards it, 13 per cent prefer it lesser compared to other noodles and 12 per cent do not prefer it at all. 16 per cent of the respondents mostly prefer other noodles,. Factors influencing the purchase of instant noodles are ranked according to garret ranking as : Packaging of product ranks 1 followed by the quality of the product , noodle size , variety , non stickiness of noodles, preferably healthy , low price , preparation time , easy to cook , convenience to the buyer and finally taste of the noodles.

6.1.3 To know the brand awareness and perception of people about quality and nutritive value

From the study it is found that 85.5 per cent of the respondents heard about the Maggi Muddle case. It can be re-instated that the controversy had happened on a massive scale. 63.50 per cent of the sample has said that they didn't believe Maggi Noodles to contain unhealthy levels of lead and MSG up until 2015. However, the opinions of the rest of the respondents can be seen to be divided between the other two options. 28.5 per cent of the people said that they believed Maggi to contain unhealthy levels of lead and MSG while 8 per cent were skeptical and thus couldn't decide. More than half the sample size, i.e. 57.50 per cent said that during the ban on Maggi Noodles they temporarily shifted on to another brand(s), while 24 per cent said that they completely switched over to a new brand. The love for Maggi is quite evident. When asked whether people have stopped buying Maggi Noodles after the Maggi Muddle, 61.50 per cent replied as No while 38.50 per cent said yes.

Conclusion

From the analysis, it can be deduced that instant noodles market is a huge market for business and holds more potential than stick noodles market. Consumers in today's generation are much more knowledgeable and aware of concerning issues like health, safety, fraudulence, misdoing of big companies and etc. They make more informed decisions which means companies have to pull up their socks and learn further about consumers and know more about them than they do of them. Statistically instant noodles consumers are found to be males. Nestle India has relaunched Maggie Noodles in the market after five months ban. Maggie has always insisted that its noodles are safe. Maggi is consider as most preferred instant noodle brand as compare to other brand of instant noodles. The trend of maggi consumption is not much affected by ban.

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Appendix I

Division of Agricultural Economic and ABM

Sher-e-Kashmir University of Agricultural Sciences and Technology, Jammu

A Comparative Study of Consumer Buying Behaviour and Satisfaction Towards Instant Noodles in Jammu City

SCHEDULE

Dear respondent,

I, Vrish Bhanu Sharma, student of Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, doing my project on “**A Comparative Study of Buying Behaviour and Satisfaction Towards Instant Noodles in Jammu City**” would be grateful to you if you could kindly cooperate with my work for betterment of my knowledge. All the data will be kept confidential and will be used just for analysis of the project. I request you to tick the option which in your opinion believes to be true.

Demographics;

Name	
Age	
Address	
Gender	

1. Monthly Income Level:

Below 1 Lakh	
1-2 Lakhs	
2-3 Lakhs	
Above 3 Lakhs	

2. Educational Qualification:

Upto Ssc	
Hsc	
Graduation	
No Formal Educational	

3. Occupation

Student	
Salaried	
Self-Occupied	
Professional	
Home-Maker	

4. Marital status?

Single	
Married	

5. Family Type

Nuclear Family	
Joint Family	

6. Size of the Family

1-3 Members	
4-6 Members	
7-9 Members	
Above 9 Members	

7. No. of. Children

One	
Two	
More Than 2	
None	

8. Brand Preference of the Respondents

Brand	Mostly Preferred	Preferred	Neutral	Less Preferred	Not Preferred
Nestle Maggi					
Sunfeast Yippee					
Others					

9. Factors Influencing the Purchase of Instant Noodles (Maggi and Yippee)

Factors	Highly Influenced (5)	Influenced (4)	Neutral (3)	Less Influenced (2)	Not Influenced (1)
Taste					
Convenience					
Healthy					
Variety					
Quality					
Packaging					
Price					
Non-Sticky					
Time					
Long Noodle					
Easy To Cook					

10. Satisfaction Level of the Respondents

Factors	Highly Satisfied (5)	Satisfied (4)	Neutral (3)	Less Satisfied (2)	Not Satisfied (1)
Taste					
Price					
Ingredients					
Quantity					
Quality					
Convenience					
Packaging					
Variety					
Flavors					
Hygiene					
Time					
Shape					

Thank you for sparing your valuable time.



Appendix II
Division of Agricultural Economic and ABM
Sher-e-Kashmir University of Agricultural Sciences and
Technology, Jammu

A Comparative Study of Consumer Buying Behaviour and Satisfaction Towards
Instant Noodles in Jammu City

SCHEDULE

Dear respondent,

I, Vrish Bhanu Sharma, student of Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, doing my project on “**A Comparative Study of Buying Behaviour and Satisfaction Towards Instant Noodles in Jammu City**” would be grateful to you if you could kindly cooperate with my work for betterment of my knowledge. All the data will be kept confidential and will be used just for analysis of the project. I request you to tick the option which in your opinion believes to be true.

- 1. Have you heard about the Maggi muddle case after which maggi noodle was banned in India in 2015?**

Response	Frequency	Percentage
Yes		
No		
Can't Say		

- 2. How Much Did You Trust the Brand Maggi Before the Maggi Muddle Case?**
(Rate on a Scale of 5)

Rank	Frequency	Percentage
0		
1		
2		
3		
4		
5		

3. Do You Believe Maggi Noodles Contained Unhealthy Levels of Lead and MSG up until 2015?

Response	Frequency	Percentage
Yes		
No		
Can't Say		

4. Did You Miss Maggi Noodles during all those months when it was not available in the Market?

Response	Frequency	Percentage
Yes		
No		
Can't Say		

5. Did You Shift to Another Brand of Noodles During the Maggi Ban Period?

Factors	Frequency	Percentage
Yes, I completely switched over to a new brand(s)		
Yes, I shifted temporarily to another brand(s) till Maggi came back		
No, I am a hardcore Maggi Maniac. I wanted maggi to come back		
I stopped trusting the instant noodles category		

6. Which Brand(S) of Instant Noodles Did You Shift Over to During the Maggi Ban?

Brands	Frequency	Percentage
Yipee		
Ching Chinese		
Foodles		
Knorr Soupy		
Other		

7. What Did You Think About Maggi Noodles During the Maggi Muddle?

Factors	Frequency	Percentage
Yes, I was sure that Maggi was above suspicion		
I was sceptical about the quality og Maggi noodles		
I did not think at all		

8. Have You Stopped Buying Maggi Noodles After the Maggi Muddle Case?

Response	Frequency	Percentage
Yes		
No		

Thank you for sparing your valuable time.

Certificate IV

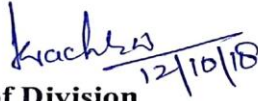
Certified that all the necessary corrections as suggested by the external examiner and the Advisory committee have been duly incorporated in the thesis entitled "A COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS INSTANT NOODLES IN JAMMU CITY" submitted by Mr. Vrish Bhanu Sharma, Regd. No. J-16-M-31-ABM.



Dr. S.P Singh
Assistant Professor (Agril Economics)
Major Advisor and Chairman
Advisory Committee

Place: Jammu

Date: 7-09-2018



Head of Division

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VITA

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EDUCATIONAL QUALIFICATIONS

Bachelor's Degree : BBA
University and Year of Award : SPMR College of Commerce
Percentage : 61%
Masters Degree : MBA (ABM)
University and year of award : SKUAST Jammu (2018)
OGPA : 7.9/10