



## A Study On Consumer Behaviour Towards Fast Food Products : Maggie Noodles

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### Abstract

*The complex world of customer behavior around Maggi noodles, a widespread fast food staple known for its taste and convenience, is explored in this research. We wanted to uncover the multiple aspects impacting customers' attitudes, perceptions, and purchase behaviors towards Maggi noodles by adopting a mixed-methods approach that included surveys, interviews, and market analysis. Findings from the study shed light on subtle preferences among age groups, genders, economic levels, and geographic regions, providing crucial insights into demographic variances. In addition, it revealed how people see Maggi noodles, showcasing the noodles' functions as a quick dinner alternative, a nostalgic comfort dish, and a multipurpose item in the kitchen. Various elements, including accessibility, promotional activities, and taste preferences, impact purchasing choices, revealing purchase behavior to be a dynamic component. The survey also looked into why people buy Maggi noodles and found that affordability, cultural resonance, and deliciousness were the main reasons. Consumers weighed the product's ease of use against their worries about its nutritional content and potential health effects, a fascinating development in the ever-changing terrain of health views illuminated by the study. The research also highlighted how cultural norms, marketing tactics, and social media all play a role in shaping customer tastes and loyalty to brands. Insights gained from this research may help marketers, lawmakers, and stakeholders in the fast food business adapt to changing customer needs by shedding light on new trends and consumer dynamics. This, in turn, can lead to better strategic planning and decision-making.*

### Introduction

Noodles, a common ingredient in many cuisines, are produced from unleavened dough that is shaped into noodles by stretching, extruding, or rolling it flat. While most noodles are thin and long, there are various types that are shaped like waves, helices, tubes, strings, or shells, or even folded over. Boiling water is the standard method for cooking noodles, however oil or salt may be added for flavor. Both pan-frying and deep-frying are common methods for cooking them. A bowl of soup or a side of sauce goes well with noodles. For shorter storage periods, put noodles in the fridge. Alternatively, you may dry them and save them for later.

A wide variety of flour paste products are collectively referred to as "noodles" in American English. Products made with flour paste that are often shaped like long, thin strips are what this term refers to in British English. Whenever talking about noodles, it's important to specify their material composition or their geocultural origin. The German word "nudel" is the origin of the term.

### Industry Overview.

#### Industry Profile for Noodles

The 2010 Indian noodles market was valued at between INR 1,300 crores and 1,600 crores, or \$300 million and \$350 million. Forecasts indicate that by 2015, the market would have grown to INR 3,000–3,500 crore, a compound annual growth rate (CAGR) of 20%.

The instant noodle industry is dominated by Maggi, a brand of noodles introduced to India in the mid-1980s by Nestle. Although Nestle has had a stranglehold on the Indian noodle business up until recently, a slew of major FMGG companies and retail chains have entered the fray.

The noodle market is being propelled by factors such as more urbanization, higher incomes, more working couples, migration across states, and the changing lifestyle of young India. The product was marketed as a quick and easy way to get a satisfying supper on the table in little time at all.

#### NOODLE MARKET TRENDS IN INDIA

The instant noodle sector is seeing a surge in competitiveness as major manufacturers like Hindustan Unilever, Glaxo Smith Kline (Horlicks foodles), ITC (sunfeast Yippee noodles), and capital foods introduce new products to the market. Future Group's Tasty Treat, sold at the Big Bazaar retail chain, is one example of a private label brand that has just debuted, and many more are on the way.

All the major players, whether they're new or old, have been very busy releasing new items and promoting them extensively.

The new Maggi product has been the subject of a massive advertising campaign.

Veggie multigrain ramen. With the addition of two more varieties, Tasty Treat. In a same vein, foodles is highlighting how healthy their goods are. As in every other food category, companies are putting an emphasis on the health and wellness benefits of their wares. Similarly, Glaxo's Foodles places an emphasis on its multigrain component, while Maggi introduced Atta noodles and multigrain noodles to consumers. Conventional tastes are still most popular: The three most sought-after flavors on the market are masala, chicken, and tomato.

#### Purchasing Practices

The marketing idea, which permeates all aspects of the company's operations and has three major consequences, is the root cause of consumer orientation.

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- Any company's success is dependent on the product or service's ability to attract and retain customers.
- The company has to know what the customers want before they even think about making anything.
- To guarantee victory over rivals, consumer demands must be examined continually.
- Accurately understanding the customer is the paramount responsibility of any marketing manager in today's cutthroat economic climate, since consumers ultimately decide a company's fate.

### WHAT IT MEANS:

According to professors Walter C.G. and Paul G.W., "the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services" makes sense.

### STARTUP GOALS

The goal is to learn how people use Maggi 2 Minute Noodles.

Aiming to gauge customer happiness with Maggi 2 Minute Noodles.

For the purpose of understanding how customers feel about the cost of Maggi noodles,

### Approach to the Research

In order to get this data, marketing research is considered."The Systematic Gathering and Services from Producer to Consumer" is the definition given by marketing researchers.

**INFORMATION GROUP:** There are two places where information is gathered:

Data for the current poll has come from a variety of sources, including primary and secondary sources.

Sources, both primary and secondary: When doing research, it is important to think about where you will get the information you need. Triangulation, also known as dual technique, allows them to choose between using either primary data or secondary sources, or a combination of the two. When a researcher gathers information directly from sources, this is known as primary data.

- interview
- note keeping
- doing research
- examples of
- personal histories

- survey questions
- research based on first-hand experience
- long-term research

## Evaluation and Analysis of Data

### Data analysis & interpretation

Table showing the type of food preferred by consumers

Types	No. Of respondents	Percentage
Fast food	14	14%
Homemade food	76	76%
Packed food	4	4%
Ready made food	6	6%

#### Inference:-

From the above table , it is clear that

14% of consumers preferred” fast food”

76% of consumers preferred” homemade food”

4% of consumers preferred” packed food”

6% of consumers preferred” ready made food”    **Source :** questionnaire

#### References

- Philip Kotler manages marketing
- The official website of the company is [www.nestle.com](http://www.nestle.com).
- Additionally, there are other online resources: - <https://en.wikipedia.org/wiki/Maggi>