
A Study on Consumer Satisfaction on Maggi Noodles

Anoop K

Department of Commerce, Centre for P.G. Studies and Research
St Philomena College, Puttur.

E-mail: anooputtur@gmail.com

Abstract: *Consumer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company to meet or to surpass its customer expectation. Customer satisfaction is defined as the number of customers or percentage of total customers, who's reported experience with a firm its products, or its services exceeds specified satisfaction goals. The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in marketing metrics as part of its ongoing common language in marketing project in a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. It is seen as a key performance indicator within business and is often a part of balanced scorecard. In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.*

Key Words: *Consumer Satisfaction, Business Strategy, Marketing, Accountability.*

Introduction

Maggi is a Nestle Brand of instant Soups, Stocks, Bouillon Cubes, Ketchups Sauces and Instant noodles. The company came into an existence in 1872 in Switzerland. Very soon it became a pioneer in a industrial food production, aiming at improving the nutritional intake of worker families. It was the first to bring protein-rich legume meal to the market, which was followed by ready-made soup based on legume meal in 1886. In 1897, Later Julius Michael Johannes Maggi founded the company Maggi Gmbh in the German town of Singen where it is still established today.

Maggi was launched in India in the early 1980s. Carlo M. Donati, the present Chairman and Managing Director of Nestle India Ltd, brought the instant noodle brand to India during his short stint here in the early eighties. Needless to say at that time, there was no direct competition. But when we

look into the deep, we see there was a competition from the ready-to-eat snack segment which includes snacks like samosas, biscuits, peanuts etc. Moreover homemade snacks like pakoras or sandwiches also equally treated as competition to Maggi products. The both competitors had certain drawbacks in comparisons such as samosas are usually bought out, and outside food is generally considered unhygienic and unhealthy. The other competitor, homemade snacks overcame both these problems but had the disadvantages of extended preparation time at home. Maggi was positioned as the only hygienic homemade snack!, despite this Nestle faced difficulties with their sales after the initial phase; because the company aimed to market its product to a wrong group. The company positioned Maggi as a convenient food product aimed at the target group of working men. Maggi was positioned as 2-minute noodles with a punch line that said “Fast to cook! Good to eat!”, and this gave the implied understanding to the consumer that it was a between meals snack. The company could have easily positioned the product as a meal, either lunch or dinner. But it chose not to do so, because the Indian consumer mindset did not accept anything other than rice or roti as a meal.

Objectives

The current study on customer satisfaction of Maggi noodles based on the following objectives

1. To know the sales turnover of the company
2. To know the profit of the company
3. To know the customer satisfaction of the product
4. To know the profit history of the company
5. To know the various products of the company

Limitations of the Study

The study on customer satisfaction on Maggi noodles based on the following limitations

1. This study is done by interviewing limited no of consumers. Therefore it may not reflect the authentic information.
2. The sample size is 25 consumers that may not give the true results.
3. The information collected is restricted to the number of consumers.

Methodology

The research will be carried out in the form of a survey. This will include primary research in addition to secondary research as stated below. The survey research method will be descriptive research design. Each respondent will be interviewed through a questionnaire. The sample will be selected by a simple random sampling method.

Information areas

The survey will address the following information area:

The objective as spelt out can be elaborated into specific information areas to be studied.

- How do consumers perceive maggi as a stable brand, their perception of noodle and how do they associate themselves with maggi?
- Are the consumers aware of maggi brand or they associate noodles with some other brand?
- Which product from the entire basket of maggi products do the consumers consider as the best selling product for maggi and to which the consumers frequently buy?
- Are the consumers willing to accept maggi brand extensions to some other products like chocolates, juices, chips etc.?

Demography and Psychography of Consumers

Demography

1. Age and sex: Maggi products are consumed by people of different age groups. They are consumed by children, teenagers, adults as well as old age people. They are consumed by both genders male and female.
2. Income: Maggi products are available at reasonable prices. So they are consumed by the lower, middle as well as the higher class people.
3. Religion and Nationality: Maggi products are famous and are consumed by people of all religions and nationality.

Psychograph

1. Attitude: Consumers of Maggi have a positive attitude towards the product which makes it the leader in the market. Maggi dominates the market.
2. Lifestyle: Lifestyle determines the way of living of the people. It describes how a consumer leads his life. Maggi products are consumed by all.

Findings on Study

Data Analysis and Interpretation of Data

1. Consumer Satisfaction About the Product

Table 1: Product Satisfaction

Sl. No	Particulars	No of respondents	Percentage
1.	Yes	21	84
2.	No	4	16
	Total	25	100

Source : Survey analysis

1. 84 percent of the people including rural and urban area are satisfied with the product. Only 16 percent are not satisfied up to their expectation.
2. The Product has earned goodwill in the market.

Table 2: Good Name in the Market

Sl. No	Particulars	No of respondents	Percentage
1.	Yes	24	96
2.	No	1	4
	Total	25	100

Source : Survey analysis

1. Only 4 percent of people say that maggi has not earned good name in the consumer market. But 96 percent has expressed that maggi has really earned 'Good Name' in the market.
2. Earnings spent by the respondents for the product Maggi Noodles.

Table 3: Income spent by the respondent for consumption of maggi noodles.

Sl. No	Particulars	No of respondents	Percentage
1	Below Rs 500	19	76
2	Rs 500 to Rs 1000	5	20
3	Rs 1000 to Rs 1500	1	4
	Total	25	100

76% of people spent below Rs 500 of their income for consuming Maggi Noodles .20% of people spent between Rs 500 and Rs 1000 of their income and only 4% of people spent between Rs 1000 and Rs 1500 of their income for consuming Maggi Noodles.

Table 4: Source of Information

Sl. No	Particulars	Respondents	Percentage
1	Advertisement	13	52
2	Friends	4	16
3	Family members	6	24
4	Others	2	8
	Total	25	100

52% of the respondents have come to know about Maggi Noodles through Advertisements. 16% of the customers have come to know about Maggi Noodles from their friends, 24% of the respondents are come to know about maggi noodles through their family members and 8% of the respondents have come to know about others.

Conclusion

The food processing business in India is at a nascent stage. Currently, only about 10% of the output is processed and consumed in packaged form thus highlighting huge potential for expansion and growth. Traditionally Indians believe in consuming fresh stuff rather than packaged or frozen, but the trend is changing now and slowly food processing business is growing.

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