

IMPACT OF ONLINE ADVERTISING IN CONSUMER DURABLES

Submitted in partial fulfilment of the requirement for the reward of

MASTER OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF MANAGEMENT STUDIES

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with grade “A” by NAACI 12B status by UGC Approved By AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI , CHENNAI- 600119

OCTOBER 2023



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of INFANT SIRIL (42410162) who has done the Project work entitled **IMPACT OF ONLINE ADVERTISING IN CONSUMER DURABLES** under my supervision from December 2021 to February 2022.

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Submitted for Viva-voce Examination held on _____

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DECLARATION

I **KEERTHANA.S (42410493)** .hereby declare that the project report entitled "**IMPACT OF ADVERTISING MAGGI**" done by me under the guidance DR.MATHAN , School of Management Studies is submitted in partial fulfilment of the requirements for the award of master of business administration degree.

DATE:

S.KEERTHANA

PLACE:

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneshwari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head, School Of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

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S.KEERTHANA

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PREFACE

Launched in 5 flavors initially – Masala, chicken, Capsicum, sweet & sour, and Lasagna– Maggi had to fight hard to be accepted by Indian consumers with their hard-to-change eating habits. The packaged food market was very small at this time, Nestle had to promote noodles as a concept, before it could promote Maggi as a brand. It therefore

Devised a two-pronged strategy to attract mothers on the ‘convenience’ plank and lure kids on the ‘fun’ plank. Gradually, the market for instant noodles began to grow. The company also decided to focus on promotions to increase the brand awareness. In the initial years, Nestle promotional activities for Maggi included schemes offering

Gifts (such as toys and utensils) in return for empty noodles pack.

According to analysis the focus on promotion turned out to be the single largest factor responsible for Maggi’s rapid acceptance. Nestle’s Managers utilized promotions as measured to meet their sales target. Gradually, sales promotion became a crutch for Maggi noodles sales. Later many of the Maggi’s extensions also made considerable use

Of promotional schemes. The focus of all Maggi’s extensions was more on below the line activities rather than direct communication. In addition to promotional activities, Maggi associated itself with main stream television programme and advertised heavily on kids programme and channels. After its advertisements with taglines like “mummy bhokh

lagi hai, bas do minute” and fast to cook good to eat Maggi’s popularity became highly attributed to its “extremely high appeal to children”. As a result, Maggi’s annual growth reportedly touched 15% during its initial years.

It gives immense pleasure to present what impacts “Maggi” as a product has made on advertizing in the world and its different strategies to try to become the number ONE product in the world.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Maggi was introduced to the Indian market in 1982. At the time of introduction, the idea of instant noodles was new to Indians; they were considered Chinese food (Singhal & Rogers, 1989). The company has been advertising Maggi noodles through television advertisements. Today it is the era when the people have a wide range of choice in eatables. The “Easy to cook” foods have remarkably attracted the masses. Noodles, Pasta and Macaroni are the foods which are being liked by everybody irrespective to the age group. Maggi is also one among the brand categories. Maggi is an international brand of instant noodles, instant soups, seasonings, sauces and stocks ketchups. Julius Maggi has founded this company in 1872 in Switzerland when he possessed his father's mill. Maggi was the first to bring protein-rich legume meal to the market and followed up with a ready-made soup based on legume meal in 1886. In 1897, Julius Maggi founded the company Maggi GmbH in the German town of Singen where it is still based today. In 1947, following several changes in ownership and corporate structure, Maggi's holding company merged with the Nestle company to form Nestle-Alimentana S.A. Today, Maggi is known throughout the world for its various products. In India, Maggi instant noodles are very popular. The company is advertising Maggi noodles with the USP as a 2 minute noodles since from 1982. The firm always keep on introduced new varieties of its noodles depending on the taste of the people with taglines like 'No MSG', 'Less Salt', and 'No Trans fat' to cater to the health conscious. Then company introduced a new feature of giving extra sachet containing dehydrated vegetables in the packets. Maggi is a big revenue generator for Nestle India which reported a net profit of Rs 1,185 crore on sales of Rs 9,800 crore in 2014 calendar year. Maggi contributes around 22-25 per cent to Nestle's topline and 30 per cent to the company's profitability.

Introduction to topic: Advertisements are becoming so inescapable day by day for all types of companies for their survival in the competitive market. It is really not possible to fly the plane of success without adding the fuel of advertising. Researchers like Zain-ul-Abideen and Saleem have also observed that advertising is a marketing promotional strategy to catch the people's attraction for specific action for product or service. Consumer purchase Behavior positively affects by emotional responses. People mostly prefer those brands to which they are having emotionally attached. Consequently, Jakstien et al. (2008) said that advertising has a vital role in modern age because it's a mechanism to build the Behaviors of society regarding products. With the help of ads people can enjoy information and make decisions regarding product. People emotional, psychological and Behavioral aspects play a crucial role during buying decision. Companies are spending lots of money and time to advertise their products in print media, broadcast media, on internet etc. e Marketer projected that the ad expenditure would amount to 6.75 billion US dollars in 2015 and 8.12 billion US dollars by 2018. The second one of the important tool for the market communication is Publicity. Publicity is giving an attention to somebody or creating awareness for a company, product and service among the masses via the media. The art critic John Berger stated that publicity is not merely an assembly of

competing messages: it is a language in itself which is always being used to make the same general proposal. It creates the belief, trust and confidence in the minds of the customers for product and the company active. Most of the companies always want to be in the news papers with some or other reasons for becoming active in the minds of the consumers. They sponsor/or held events for the social cause for achieving this purpose of promoting their product. But as far as negative publicity is concerned many researchers has found that the negative information hurts. Greene (1978) found that when a rumor circulated about McDonald's that they used worm meat in its hamburgers, sales decreased by more than 25%. Burrough (2006) stated that coverage of musician Michael Jackson's bizarre behavior and brushes with the law destroyed his career. Viacom Inc. Chairman Sumner Redstone estimated that negative publicity cost Mission Impossible 3 more than \$100 million in ticket sales and James (2006) stated that film pundits have suggested that it is "almost impossible to recover from bad buzz". Consequently researchers like Tybout et al.

1.2 TRADE PROMOTION

Point of purchase advertising: point of purchase advertising is any form of special display that advertises merchandise.

CONSUMER PROMOTION

Sampling: initially NESTLE aggressively promoted Maggi noodles through several schemes like distributing free samples, giving gifts on their return of empty packs.

MARKETING STRATEGY

Conducting promotional campaigns in schools is one of their main marketing activities.

Advertising strategies: the focus of the advertisements is on the children as they are their major consumers.

Availability in different pack sizes: packing is the biggest plus point of Maggi market penetration.

1.3 DISTRIBUTION STRATEGY:

Maggi distribution strategy is a 3 chain system

Nestle- distributor- retailer

PROMOTION:

*They promoted the product by

- *Distributing free samples
- *Giving gifts on return of empty packets
- *Dry sampling distributing maggi packets
- *Wet sampling distributing cooked Maggi
- *Availability in different packages 50gm, 100gm, 200gm, etc
- *Effective tagline communication.

MAGGI STPD ANALYSIS

SEGMENTATION: based on life style and habits of urban families.

TARGETING: kids, office goers

POSITIONING: with statements as “2 minute noodles” and “easy to cook good to eat”

DIFFERENTIATION: taste, flavours, packaging.

TRARGETING: kids, youth, working women, office goers.

DIFFERENTIATION: taste, flavour, packaging

ADVERTISING DESIGN OF MAGGI

TASTE AND PREFERENCES OF CONSUMERS: Health is the flavour of the season. Food companies in India are growing aware of the increasingly changing consumption trends and taste preferences among the Indian junta.

1.4 DEMOGRAPHY AND PSYCHOGRAPHY OF CONSUMER:

DEMOGRAPHY:

- 1) AGE AND SEX: Maggi products are consume by people of different age groups.

- 2) INCOME: Maggi products are available at reasonable prices, so they are consumed by the lower, middle as well as the higher class.
- 3) RELIGION AND NATIONALITY: Maggi products are famous and are consumed by people of all religions and nationality.

PSYCHOGRAPHY:

- 1) ATTITUDE: Consumers of Maggi have a positive attitude towards the product which makes it the leader in the market.
- 2) LIFESTYLE: Lifestyle determines the way of living of people.

1.5 OBJECTIVE OF THE STUDY

- * To study the influence of Maggi as a brand on consumers mind set.
- * To evaluate sources of brand equity, brand of Maggi like brand awareness, brand image, brand association, brand recall
- * To study the brand performance of Maggi products.
- * To examine brand imagery, brand quality perceived by customers, brand credibility, consideration, superiority and feelings.
- * To study the medium of media through which they become aware of Maggi

CHAPTER-2

REVIEW OF LITRETURE

2.1 REVIEW OF LITRETURE:

*Tejani Rachana (2011) In an Index of Financial Inclusion, India has been ranked 50 out of 100 countries. Only 34% of the India's population has access to basic banking services. The objective of the paper is to study financial inclusion in rural areas, reasons for low inclusion, satisfaction level of the rural people toward banking services and to assess the performance of the banks which are working in the rural areas which mainly include the co operative banks and regional rural banks. Structured questionnaire designed on the basis of literature review was used to collect data from 200 people residing in Ambasan, Jotana and Khadalpur villages of Gujarat. There is lot of opportunity for the commercial banks to explore the rural unbanked areas. Though RRBs and PACS have good coverage but most of them are running into losses. Again, the number of kisan credit cards issued and the amount of credit granted under it is also showing a declining trend. Commercial banks should seize this opportunity rather than looking at it as a social obligation. Going with Mahajan and Laskar (2010), let us enable every Indian to conduct a financial transaction, a deposit or a withdrawal, a payment or a receipt, of up to Rs 1000, in a secure and convenient way, by going less than 1000 metres away from home or work place, at an all-in cost, including authentication, transaction authorisation, cash-in/cash-out and non-repudiation (using printed paper receipts), for less than 1000 paise, or Rs 10. At a transaction size of Rs 1000, this would be one percent. Let us all in the financial sector take a pledge to usher Universal Financial Inclusion for all Indians by 2020.

* Patel Dilipkumar & Patel Alkaben (2016) This paper provides the guidelines about analysis of Profitability ratio of The Waroli Milk Producer Co-operative Ltd. located at Valsad District of Backward area Kaprada Taluka. It can be concluded from the study of 3 financial periods of Co operative society, Waroli in Valsad District that the maximum Financial Indicators of co operative society are not at a very good position but Medium Situation. From the analysis of main Financial Indicators it is clear that Gross Profit ratio, Net profit ratio, And operating profit ratio etc are at a Medium position.

* Ruchira Prasad and Ruchira Prasad (2013) in the research article revealed that the Organizational Structure can improve the working condition of an organization and a poor structure can ruin all the possibilities of openness, dynamism and decision-making. Organizational effectiveness on the other

hand, is the extent to which an organization, given certain resources and means, achieves its objectives without placing undue strain on its members. Another important role is played by the technology. More an organization is able to adapt itself to the changing technology the better will be its efficiencies. In the present research paper a relationship between the designs of an organization with its operational efficiency indicators has been examined in the context of Amul. The factors were studied in context to a cooperative form of organization and while comparing with the corporate form, it was found that the design of the basic structure is somewhat different as it believes in the federal form of structure each unit is independent of each other. It is a popular belief that co-operatives are a failure, but Amul with Co-operative Structure is a grand success. Amul has an appropriate blend of policy makers, technology and a support system to the milk producers without disturbing their agro-economic system and ploughing back the profits, by prudent use of men, materials and machines.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION:

. Nestle has always positioned its products with the attributes of health and quality. It has adopted every tool of communication to communicate its message to the audience like advertising, public relations, sales promotion, interactive marketing etc resulted Maggi emerged as a brand and became market leader in the noodle segment with products MAGGI 2- Minute Noodles, MAGGI Masala Dumdaar Noodles, MAGGI Xtra-delicious Chicken Noodles and Vegetable Atta Noodles catering to different consumer segments. Oats Maggi is an extension in the MAGGI brand and it combines the benefits of Oats and tastes of instant noodles. Del Rio et al. (2001) explained that customers recognize the value of any brand with respect to its different functions like guarantee, social and personal identification and status symbol. These factors have positive effects on customer's brand loyalty and willingness to accept extension in brands. Brand association has a positive relation with buyer purchasing intentions. According to Ataman and Ulengin (2003), the strength of the relationship between the consumer and the brand will reflect the fit between the consumer's own physical and psychological needs and the brand's functional attributes and symbolic values as perceived by the consumer. which created Maggi as a brand in the minds of the people. The slogan, "Taste Bhi Health Bhi" is used by maggi in every campaign emphasizes on their product's balance between taste and health. The big idea of maggi is taking care of health while thinking about the taste. Maggi Nestle targeted mainly kids and office going mothers for Maggi and segmented their market on the basis of life style and eating habits of the Indian consumer. To create a strong connect with customers Nestle also hired the renowned celebrities like Madhuri dixit, Amitabh bachan, Preety zinta etc for its promotion of Maggi. Reynolds (2000) stated that celebrity endorsement adds a touch of glamour to brand but if it can aggrandize the merits of a brand, it can also exacerbate the image of a brand. This may be due to multiple brand endorsing or due to clash of his personal image and Behavior to the brand features and as per Ellis (2000), Celebrities, models and athletes often lead the way when determining basic guidelines for acceptable practices in society. The influence of these individuals, specifically celebrities, can be seen most often in younger generations.

As young adults mature, they begin to develop a strong sense of independence. According to Katyal (2007), marketers spend enormous amount of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands. Bashir and Malik (2009) stated that celebrities used in ads have greater positive influence on people. Most of the times, people rely on advertisements rather than other sources like family, friends and reference group opinions regarding product[12] .According to Pughazhendi et al. (2012), in emerging markets advertisers use dominant celebrities in ads to promote their product image. Single and multiple celebrity involvement in ads affect buying Behavior in different ways. This study shows that consumer Behavior and attitude regarding brand, ads and purchase decision are positively affects by multiple celebrities' ads but just in low involvement products and in more involvement products there is no major difference in single or multiple celebrity's ads. The advertising campaign "Me and meri magi- 2 minute mein khushiyan" in which everyone's favourite maggi was endorsed by everyone's favourite Amitabh bachan in which people got to tell their maggi stories by this great personality on TV.

3.2 METHODOLOGY:

Research methods are the techniques and tools by which you research subject or a topic . research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

3.3 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This research design applied for the study is descriptive research.

3.3.1 SAMPLING METHODS ARE DIVIDED:

- Probability sampling
- non-probability sampling

3.4 RESEARCH METHODOLOGY

A proper research methodology is adopted in order to achieve the set objectives and relevant Information is collected.

- Sampling Design: Convenience Sampling Technique was used. .
- Nature and Sources of Data: The data was collected by using the following.

3.5 SAMPLING TECHNIQUE

Purposive sampling technique was used to select the samples. My sample unit includes mostly all age groups as I wanted to evaluate the how famous Maggi is among the children, youth, adults and old age people.

3.6 SOURCES OF DATA

Data was collected to both primary data and secondary data sources. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews. The sources of data in the project are about primary and secondary data. Primary data: A primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire. Secondary data: These data are collected from published sources such as , Newspapers, several books, and also from the help of web site

3.7 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. it is made easy for the participants to respond to the questionnaire without any delay or confusion.

3.8 SAMPLE SIZE:

The sample size for the project had a target of 70-00 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 100 customers and consumers of maggi.

3.9 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The

period of study for the project of about 30 days project is based on the responses collected from the 100 participants in 15 day time period.

3.10 PROFILE AREA OF THE STUDY:

- My survey location is Chennai
- My survey targeted people is both men and women at the age group of (15 to 55 above).

3.11 HYPOTHESIS & ANALYTICAL TOOLS:

- **CHI-SQUARE TEST:**

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

ONE WAY ANOVA:

In statistics, one way analysis of variance is a technique that can be used to compare whether two samples are significantly different or not.

CHAPTER-4

DATA ANALYSIS & INTERPRETATION

TABLE NO.4.2

Q. age of respondents

AGE	NO.OF RESPONDENT	PRECENTAGE
5-15	35	35%
15-35	45	45%
35-55	15	15%
55 ABOVE	5	5%
TOTAL	100	100%

INTERPRETATION:

Form the chart we observe, 45% 15-35 age of respondents. 35% 5-15 age respondents.

CHART NO.4.2

Chart representing age wise classification of the respondents

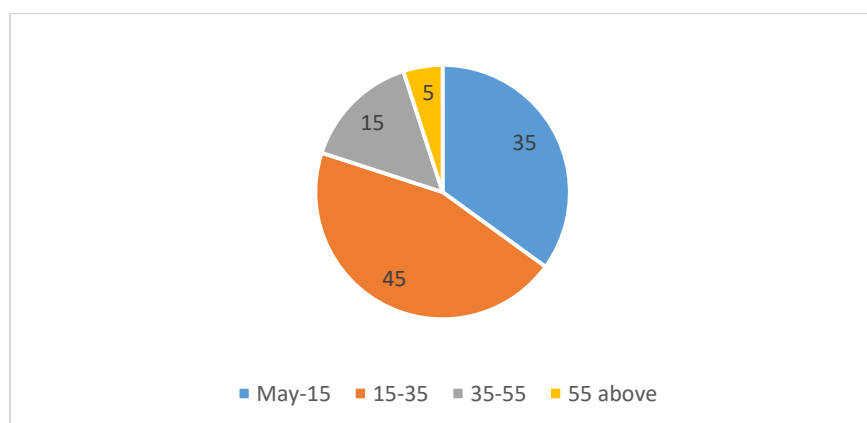


Fig 4.2 age of respondent

INFERENCE:

Majority (45%) of the respondents of my questionnaire to the age group 15-35 above.

TABLE NO .4.3

Q. Gender of respondents

GENDER	NO.OF RESPONDENTS	PERCENTAGE
MALE	54	54%
FEMALE	46	46%
TOTAL	100	100%

INTERPRETATION:

From the chart we observe, 54% are the male respondents and 46% are female respondents.

CHART NO.4.3

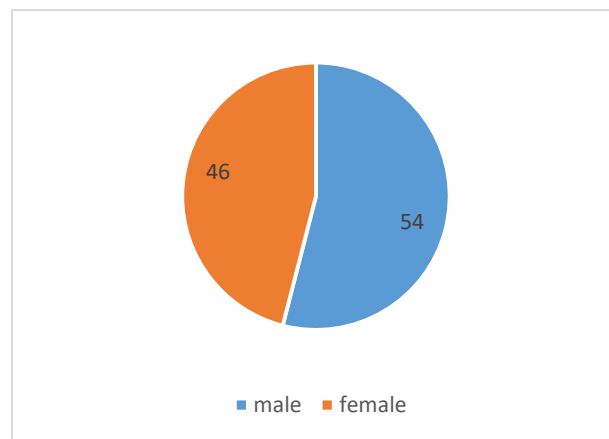


Fig 4.3 gender of the respondents

INFERENCE

Majority (54%) of respondents of my questionnaire are male.

TABLE NO.4.4

Q. Material status wise classification of the respondent.

MATERIAL STATUS WISE CLASSIFICATION OF THE RESPONDENT	NO.OF RESPONDENTS	PERCENTAGE
MARRIED	35	35%

UN MARRIED	65	65%
TOTAL	100	100%

INTERPRETATION:

From above chart we observe that 65% of respondents unmarried status.35% of the married status.

CHART NO.4.4

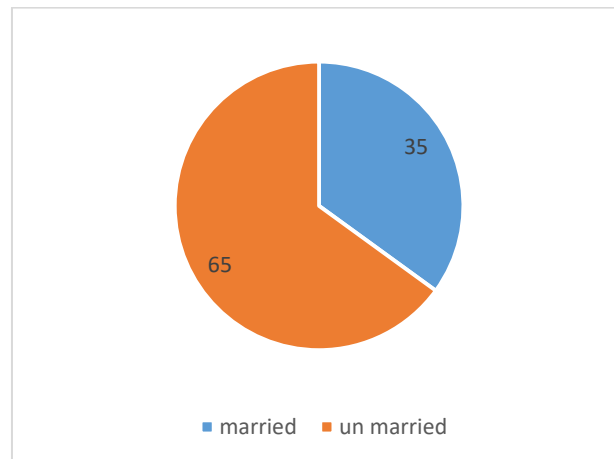


Fig 4.4 Material

INFERENCE

Majority (65%) of respondents material status on un married

TABLE NO.4.5

- Q. Are you a consumer of Maggi

ARE YOU A CONSUMER OF MAGGI	NO.OF RESPONDENTS	PERCENTAGE
YES	98	98%
NO	2	2%
TOTAL	100	100%

INTERPRETATION

From the chart we observe 98% of consumer of Maggi.

CHART NO.4.5

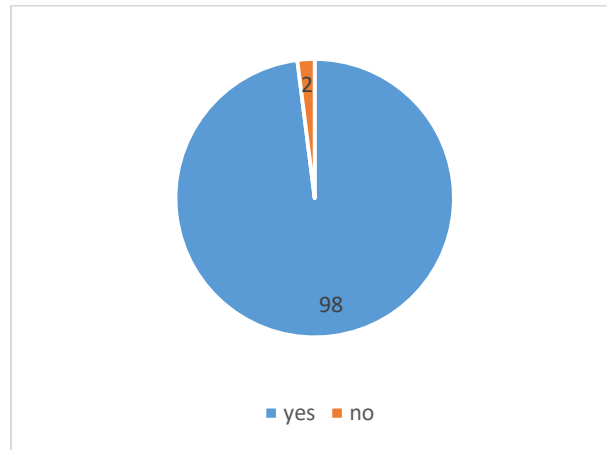


Fig 4.5 consumer of Maggi

INFERENCE:

Majority (98%) respondents consumer of Maggi.

TABLE NO.4.6

Q .Occupation of the respondent

OCCUPATION OF THE RESPONDENT	NO.OF RESPONDENTS	PERCENTAGE
Self employed	25	25%
Private sector	20	20%
Public sector	25	25%
Student	30	30%
TOTAL	100	100%

INTERPRETATION:

From above chart we observe that 30% of respondents as student. 25% of respondents as public sector and self employed.20% of respondents as private sector.

Chart no:4.6

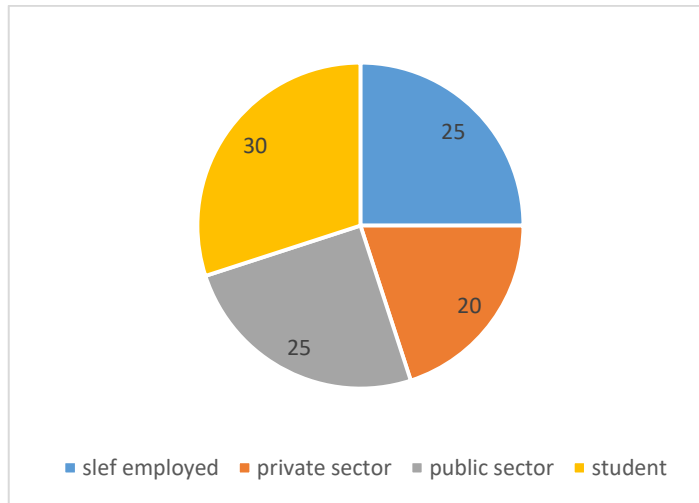


Fig 4.6 occupation of the respondents.

INFERENCE

Majority (30%) of respondents are student.

TABLE NO.4.7

Q tell me about your education background

EDUCATION	NO.OF RESPONDENT	PERCENTAGE
EDUCATED	75	75%
UN EDUCATED	25	25%
TOTAL	100	100%

INTERPRETATION:

From the chart we observe 75% of educated and 25% of un educated.

Chart no:4.7

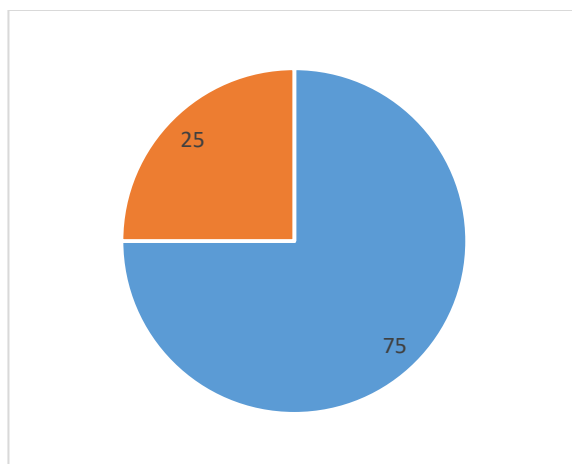


Fig.4.7 education background

INFERENCE

Majority (75%) of respondents educated

TABLE NO .4.8

Q. What is the brand that comes to your mind when we say the word Noodles

WHAT IS THE BRAND THAT COMES TO YOUR MIND WHEN WE SAY THE WORDS NOODLES	NO.OF REPDENDENTS	PERCENTAGE
MAGGI	65	65%
TOP RAMEN	2	2%
KNORR NOODLES	2	2%
SMITH & JONES NOODLES	3	3%
SUNYEAST YIPPEE	28	28%
TOTAL	100	100%

INTERPRETATION

From the chart we observe that 65% of Maggi said .28% of Sunyeast yippee. 3% Smith & jones noodles said.2% Knorr noodles and top ramen said.

CHART NO.4.8

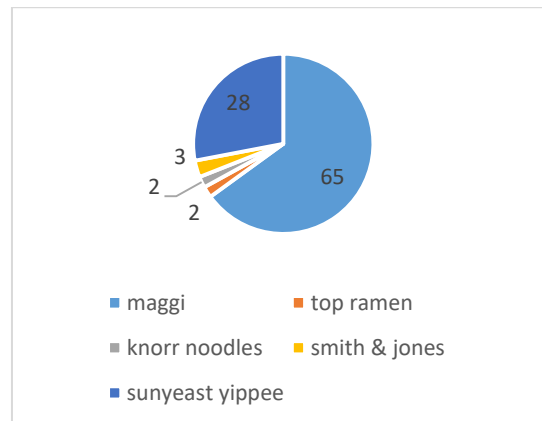


Fig.4.8 brand that comes in your mind

INFERENCE

Majority (65%) of respondents brand that comes in your mind when we say the word noodles (Maggi)

TABLE NO.4.9

- Q. Rank the following Maggi products with respect to frequency of purchase with 1 being the highest rank

Rank the following Maggi products with respect to frequency of purchase with 1 being the highest rank	NO.OF RESPONDENTS	PERCENTAGE
NOODLES	55	55%
KETCHUP	25	25%
SOUP	10	10%
PICKLES	2	2%
CUBES	8	8%
TOTAL	100	100%

INTERPRETATION

From the above chart we observe 55% of noodles rank of Maggi product choose.25% of rank of Maggi product.10% OF noodles rank of Maggi.8% of noodles rank of Maggi.2% of rank of Maggi product.

CHART NO.4.9

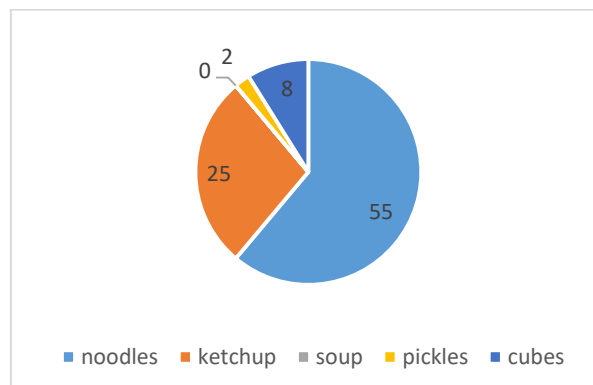


Fig no.4.9 rank the Maggi product

INFERENCE

Majority (55%) of respondents on (noodles) rank the following Maggi products with respect to frequency of purchase with 1 being the highest rank.

TABLE NO.4.10

- Q. With what products would you associates the brand Maggi

With what products would you associates the brand Maggi	NO.OF RESPONDENTS	PERCENTAGE
KETCHUP	10	10%
NOODLES	85	85%
SOUP	2	2%
MASALA	3	3%
TOTAL	100	100%

CHART NO.4.10

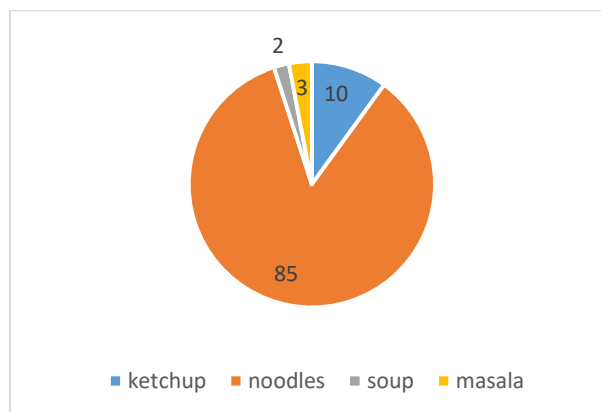


Fig no.4.10 associates the brand Maggi

INFERENCE

Majority (85%) of respondents on (noodles) associates the brand Maggi.

TABLE NO.4.11

- Q. Which Maggi products in Noodles category do you regularly buy

WHICHMAGGI PRODUCTS IN NOODLES CATEGORY DO YOU REGULARLY BUY	NO.OF RESPONDENTS	PERCENTAGE
MAGGI MASALA	55	55%
MAGGI VEGETABLE ATTA NOODLES	25	25%
MAGGI DAL ATTA NOODLES	10	10%
MAGGI RICE NOODLES MANILA	10	10%
TOTAL	100	100%

INTERPRETATION

From the chart we observe 55%of respondent category do you regularly buy, 25% of buy Maggi veg Atta noodles, 10% respondent both Maggi Dal Atta noodles and Maggi rice noodles manila.

CHART NO.4.11

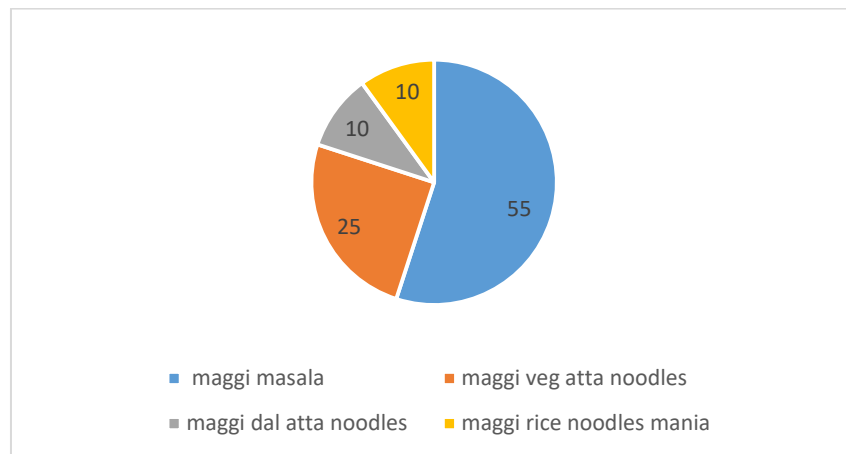


Fig no.4.11Maggi products in noodles category

INFERENCE:

Majority (55%) of respondents are (Maggi Masala) Maggi products in noodles category do you regularly buy.

TABLE NO.4.12

- Q. You came to know about Maggi from

YOU CAME TO KNOW ABOUT MAGGI FROM	NO.OF RESPONDENTS	PERCENTAGE
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NEWSPAPERS	15	15%
T.V. ADVERTISEMENTS	75	75%
WORD OF MOUTH	7	7%
OTHER SOURCE	3	3%
TOTAL	100	100%

INTERPRETATION

From the chart we observe 75% said T.V. advertisements.15% respondent newspaper. 7%said word of mouth.3% said other source.

CHART NO.4.12

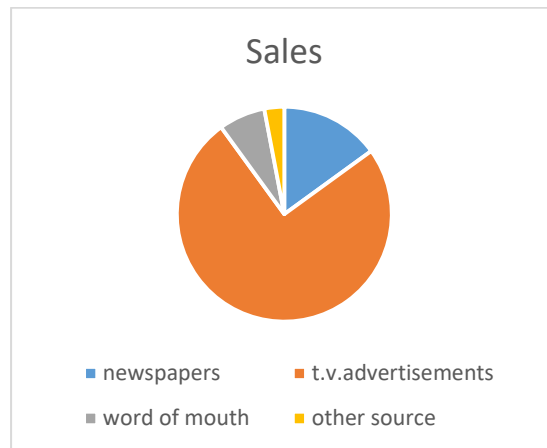


Fig no.4.12 you came to know Maggi from

INFERENCE

Majority (75%) of respondents on (T.V. advertisement) knows about Maggi.

TABLE NO.4.13

Q. Would you still prefer Maggi products if other competitors product are offered in less price

WOULD YOU STILL PREFER MAGGI PRODUCTS IF OTHER COMPETITORS PRODUCTS ARE OFFERED IN LESS PRICE	NO.OF RESPONDENTS	PERCENTAGE
YES	22	22%

NO	78	78%
TOTAL	100	100%

INTERPRETATION

From the chart we observe 78% respondent no. 22% said yes.

CHART NO.4.13

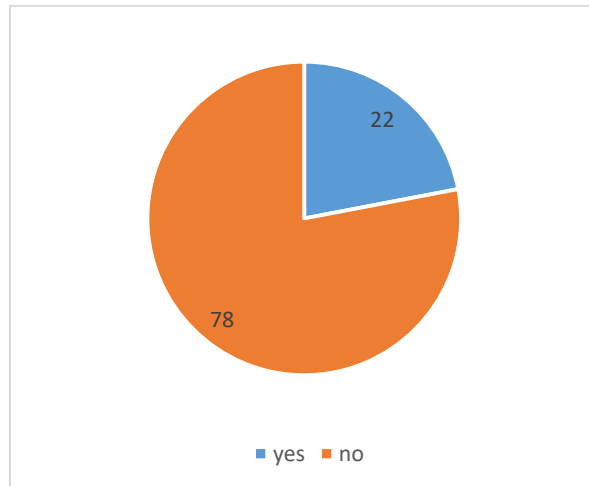


Fig no.4.13 Maggi products if other competitor products are offered in less price

INFERENCE

Majority (78%) of respondents on (no) still prefer Maggi products if other competitors products are offered in less price

Table no.4.14

Q. On a scale of 1 to 5 rate Maggi on the following parameters

ON A SCALE OF 1 TO 5 RATE MAGGI ON THE FOLLOWING PARAMETERS	NO.OF RESPONDENTS	PERCENTAGE
TASTE	40	40%
HYGIENE	0	0%
VARIETY/ FLAVORS	15	15%
PACKAGING	45	45%
TOTAL	100	100%

INTERPRETATION:

From the above chart we observe that 45% of packaging giving rate Maggi .40% of taste rating.15% of variety/ Flavors rating.0% of hygiene.

CHART NO.4.14

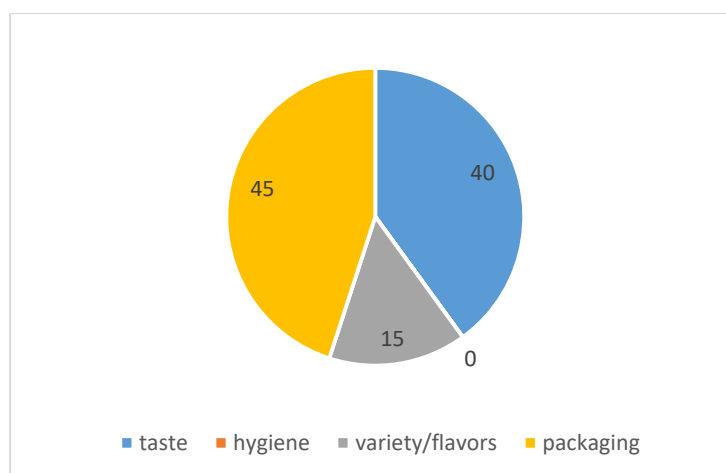


Fig no.4.14 rate of Maggi

INFERENCE:

Majority (45%) of respondents on (packaging) scale of to 5 rate Maggi on the following parameters.

TABLE NO.4.15

Q. Are you happy with the current price & packaging size variants of Maggi product

ARE YOU HAPPY WITH THE CURRENT PRICE & PACKAGING SIZE VARIANTS OF MAGGI PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
YES	15	15%
NO	85	85 %
TOTAL	100	100%

INTERPRETATION:

From the above chart we observe that 85% of respondents as No to be happy with current price .15% of respondents as yes happy with current price.

CHART NO.4.15

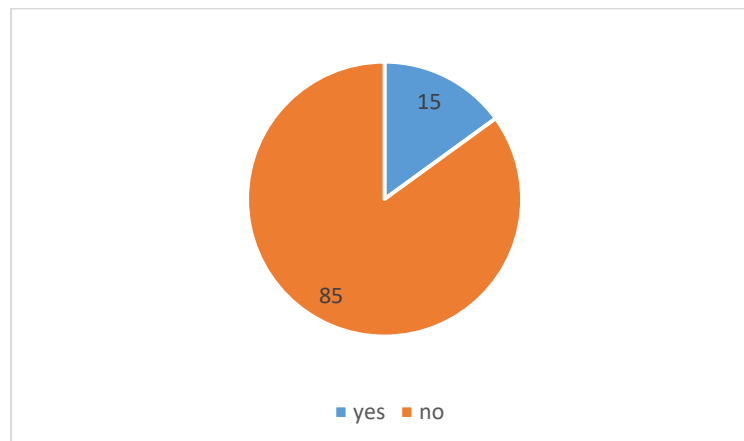


Fig no.4.15 happy with current price

INFERENCE

Majority (85%) of respondents on (no) happy with current price & packaging size variants of Maggi product.



4.1 HYPOTHESIS

- * Maggi is one the most famous and familiar product that can be targeted to all age group.
- * Easy to cook strategies attracts the consumers.
- * Creative interaction blogs for customers.
- * Focus mainly on health benefits.

4.2 CHI - SQUARE ANALYSIS:

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi square is a statistical significance test based on frequency of occurrence, it is applicable both qualitative and quantitative variables. Among its many uses, the most common are test of hypothesized probabilities or probability distribution, statistical dependence or independence and common population. A chi-square test is any statistical hypothesis test in which the test statistical chi-square distribution if the null hypothesis is true.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Based on the analysis and discussion on primary data in the previous chapter:

- * Majority (45%) of respondent age on 5 to 35.
- * Majority (54%) of respondents male.
- * Majority (65%) of respondent marital status on unmarried.
- * Majority (98%) of respondent consumer of Maggi.
- * Majority (%) of respondent occupation
- * Majority (75%) of respondents educated.
- * Majority (65%) of respondents brand that comes in your mind when we say the word noodles (Maggi)
- * Majority (55%) of respondents on (noodles) rank the following Maggi products with respect to frequency of purchase with 1 being the highest rank
- * Majority (85%) of respondents on (noodles) associates the brand Maggi
- * Majority (55%) of respondents on (Maggi masala) Maggi products in noodles category do you regularly buy.
- * Majority (75%) of respondents on (T.V. advertisements) knows about Maggi.
- * Majority (85%) of respondents on (no) Maggi noodles as a healthy product
- * Majority (78%) of respondents on (no) still prefer Maggi products if other competitors products are offered in less price
- * Majority (45%) of respondents on (packaging) scale 0 to 5 rate Maggi on the following parameters.

*Majority (85%) of respondents on (no) happy with the current price & packaging size variants of Maggi product.

5.2 SUGGESTIONS:

*I am suggesting that the company should form a separate quality administration committee in each production unit to ensure the quality of every product.

* the company should strengthen the social net working system of the company and customer relationship.

* the companies should open its own various outlets throughout the country with customer information centers.

* Maggi should introduce an alternative snack in the ready to cook market which will help the re launching of Maggi in a new format.

* should strengthen the distribution channels of the company especially in rural areas.

* conduct promotional campaigns at schools, colleges, and towns where people are more than 1000.

* the customers should check the ingredients and other relevant information before purchasing a product.

5.3 CONCLUSION

*Today Maggi has covered Indian market in such a way that even in the most remote of all locations, be it any small village even in the most hilly regions, there will always be some roadside shop selling Maggi.

* From this we are concluding that Maggi used Advertisement to attract the customer.so advertisement plays major role in their strategy.

* Maggi original has been the best, its flavors were not able to whet the appetite to the same extent.

* Maggi has achieved a great position in market and this product is least affected by its competitors.

* The role played by the Maggi higher officials made it possible to get the approval of its resale in India.

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APPENDIX

IMPACT OF ADVERTISING MAGGI

- Your name

- Age
 - # 5-15
 - # 15-35
 - # 35-55
 - # 55 above

- Gender
 - # Male
 - # Female

- Material status
 - # married
 - # un married

- Occupation
 - # self employed
 - # private sector
 - # public sector
 - # student

- Education background
 - # educated
 - # un educated

- Are you a consumer of Maggi
 - # Yes
 - # No

- What is the brand that comes to your mind when we say the word noodles
 - # Maggi
 - # Top ramen
 - # Knorr noodles
 - # Smith & jones noodles
 - # Sunyeast yippee

- Rank the following Maggi products with respect to frequency of purchase with 1 being the #
Noodles
 - # Ketchup
 - # Soup
 - # Pickles
 - # Cubes

- With what products would you associates the brand Maggi

Ketchup
Noodles
Soup
Masala

- Which Maggi products in noodles category do you regularly buy
 - # Maggi masala
 - # Maggi vegetable Atta noodles
 - # Maggi dal Atta noodles
 - # Maggi rice noodles manila
- You came to know about Maggi from
 - # Newspapers
 - # T.V. advertisements
 - # Word of mouth
 - # Other source
- Would you still prefer Maggi products if other competitors product are offered in less price
 - # Yes
 - # No
- On a scale of 1 to 5 rate Maggi on the following parameters
 - # Taste
 - # Hygiene
 - # Variety/flavors
 - # Packaging
- Are you happy with the current price & packaging size variants of Maggi product
 - # Yes
 - # No