



## Consumers’ Perception Towards Maggi Instant Noodles After Its Relaunch

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**ABSTRACT**

This study focuses on perceptions of consumers towards Maggi instant noodles after its ban and relaunch. Data for the study has been collected from the 93 Post graduate students from different streams with the help of structured questionnaire. In the analysis of data, health concern has gained much importance among the consumers after the ban of maggi instant noodles.

**KEYWORDS**

Consumer Perception, Health concern, Maggi instant noodles.

**1. Introduction:**

Nestle has created the category of instant noodles in India by introducing the brand Maggi in 1980s. Increase in the figure of working couples, exposure to wider area, changing consumers eating habits and preferences, rise in the younger population, augmentation of middle class have made the mothers and their children to accept 2 minute noodles which is found as a quick snack for children. Even though the competitors of maggi have entered into the market, maggi tried to dominate the market and retained its position.

On June 5, the Food Safety and Standards Authority of India [FSSAI] termed Maggi as “unsafe and hazardous” for human consumption and ordered Nestle India to withdraw all nine variants of Maggi Instant Noodles from the market. The ban of Maggi started with the first phase of inspection in Barabanki, Uttar Pradesh, from where the food inspector allocated a batch of 12 Maggi Packets to the research lab in Gorakhpur. After detection of some harmful chemicals, the batch was then transferred to Kolkata, where the presence of excess lead and MSG (monosodium glutamate) was confirmed. As a result maggi has been made to pull off the shelves all over India.

Health concern has become a major issue of consumers in India, as the presence of excess lead and MSG (monosodium glutamate) was confirmed in Maggi instant noodles. Gaining the confidence among the consumers is the major challenge of Nestle Company after the ban. This has created fear among the Maggi consumers about their health as Maggi has been consumed by each and every family member including children.

Nestle made an effort to relaunch Maggi noodles and entered the stores during November after the test has been conducted on 165 millions of packets of noodles and found that levels of lead in the Maggi noodles were within the food safety limits specified by the Indian authorities and termed Maggi noodles as safe for consumption.

**2. Objectives of the study:**

- To know the perception of consumers towards the maggi noodles after the ban and after the relaunch of Maggi noodles.
- To examine the consumer buying behavior and willingness to purchase maggi noodles after it's relaunch.

**3. Research Methodology:**

Primary data have been collected from the 93 respondents by convenient sampling method with the help of structured questionnaire. Necessary data have also been collected from secondary sources like articles, magazines and internet.

**4. Data Analysis And Interpretations:**

**4.1. Brand Names of instant noodles consumed by the respondents recently.**

**Table-2.**

Brand Names	No. of Respondents	Percentage
Maggi	35	38
Yippee	44	47
Sunfeast	7	8
Knorr	3	3
Wai wai Express	2	2
Others	2	2
Total	93	100

As per the above table, majority of the respondents (47 percent) consumed Yippee noodles and 38 percent of the respondents consumed Maggi noodles, while 8 percent of the respondents consumed Sun feast noodles , 3 percent of the respondents consumed Knorr noodles , 2 percent of the respondents consumed Wai Wai express noodles and remaining 2 percent of the respondents consumed other brand of noodles.

**4.2. Opinion of the respondents regarding the taste of maggi noodles.**

**Table-3**

Alternatives	No. of Respondents	Percentage
Excellent	19	20
Good	49	53
Average	21	23
Bad	1	1
Very Bad	1	1
No response	2	2
Total	93	100

It is clear from the Table-3 that, majority of the respondents (53%) opined that the taste of Maggi instant noodles which was consumed before ban was good, where as 23 percent of the respondents feels that the taste was average, 20 percent of the respondents opine that the taste was excellent. 1 percent of respondent perceive taste as bad and very bad and 2 percent of the respondents have not responded at all.

**4.3 Health perception of respondents regarding maggi instant noodles.**

Table-4

Alternatives	No. of Respondents	Percentage
Good for health	21	23
Not good for health	69	74
Don't know	3	3
Total	93	100

According to the Table-4, now, after the ban, majority of the respondents (74%) feel that Maggi instant noodles which was consumed before ban was not good for health, 23 percent of the respondents opine that Maggi was good for health before its ban and 3 percent of the respondents opine that they don't know about it.

**4.4 Opinion of the respondents regarding the attribute "safe for consumption".**

Table-5

Safe for consumption	No. of Respondents	Percentage
Yes	24	26
No	66	71
Don't know	3	3
Total	93	100

Table 5 envisages that, majority of the respondents (71 percent) feel that Maggi noodles which was consumed before ban was not safe for consumption, whereas 26 percent of the respondents feel that Maggi noodles which was consumed before ban was safe for consumption and 3 percent of the respondents opine that they don't know.

**4.5 Consumption of Maggi noodles after its relaunch.**

Table-6

Opinion	No. of Respondents	Percentage
Yes	23	25
No	70	75
Total	93	100

Table-6 indicates that, majority of the respondents (70%) have not consumed Maggi noodles after its relaunch and 25 percent of the respondents have consumed Maggi noodles after its relaunch.

**4.6 Opinion of the respondents regarding the attribute "safe to consume Maggi noodles after its relaunch".**

Table-7

Opinion	No. of Respondents	Percentage
Yes	47	50
No	38	41
Not sure	8	9
Total	93	100

It can be inferred from the below Table-7 that, 50 percent of the respondents opine that Maggi noodles is safe to consume after its relaunch and 41 percent of the respondents felt that Maggi noodles is not safe to consume after its relaunch and 9 percent of the respondents are not sure whether it is safe to

consume or not.

**4.7 Willingness to buy Maggi noodles in future:**

Table-9.

Willingness of Respondents to buy Maggi Noodles	Willing to buy Maggi noodles in future	Not willing to buy Maggi Noodles in future	Not decided	No response	Total
No. of respondents who did not Consume Maggi after its relaunch	33	31	5	1	70
Percentage	47	44	7	2	100
No. of respondents who consumed maggi after its relaunch	3	3	-	17	23
Percentage	13	13	-	74	100

As per the above Table-9, among 70 respondents who have not consumed Maggi noodles after its relaunch 47 percent of the respondents are willing to buy Maggi noodles in future whereas 44 percent of the respondents are not willing to buy the same in future. 7 percent of the respondents have not decided and 2 percent of the respondents did not respond as to where they are willing to buy or no.

Among 23 respondents who have consumed Maggi noodles after its relaunch, 13 percent are willing to buy Maggi noodles in future and 13 percent reported that they are not willing to buy Maggi noodles in future. Majority of the respondents (74 percent) have not responded as to whether they are willing to buy or no.

**4.8. Opinion of the respondents regarding other products of Nestle Company.**

Table-10.

Opinion	No. of Respondents	Percentage
Harmful to health	9	10
Not harmful to health	81	87
Don't know	2	2
May be	1	1
Total	93	100

It is evident from the Table-10 that majority of the respondents (87%) have opined that other products of Nestle company are not harmful to health, whereas 10 percent of the respondents opinioned that other products of Nestle company are harmful to health. 2 percent of the respondents told that they don't know and 1 percent of the respondents opinioned that other products of Nestle Company may be harmful.

**4.9 Opinion of the respondents regarding willingness to buy other products of Nestle Company.**

Table-12

Opinion	No. of Respondents	Percentage
Yes	82	88
No	11	12
Total	93	100

The Table-12 indicates that majority of the respondents (88%) are willingness to buy other products of Nestle company and 12 percent of the respondents are not willing to buy other products of Nestle Company.

**5. Opinion of the respondents regarding relaunch of Maggi instant noodles in the market.**

**Table-13**

Opinion	No. of Respondents	Percentage
Yes	61	66
No	28	30
No Response	4	4
Total	93	100

It is evident from the Table-13 that, majority of the respondents (66%) want Maggi to be available in the market, where as 30 percent of the respondents do not want Maggi instant noodles in the market and 4 percent of the respondents did not respond.

**5.1 Opinion of the respondents regarding other branded products available in the market.**

**Table-14**

Opinion on Safe for consumption	No. of Respondents	Percentage
Yes	13	14
No	78	84
Don't know	2	2
Total	93	100

It is clear from the Table-14 that, majority of the respondents (84%) feel that other branded products available in the market are not safe to consume, whereas 14 percent of the respondents feel that other branded products available in the market are safe to consume and 2 percent of the respondents opined that they don't know and they are not able to give opinion.

**6. Findings:**

1. Majority of the consumers (47% of the respondents) have consumed Yippee noodles recently followed by Maggi noodles.
2. Taste is the most important factor considered by the respondents while choosing instant noodles.
3. It is found that 49 percent of the respondents are males and 51 percent of the respondents are females.
4. In this study it has been found that taste of Maggi is not good as before after its relaunch.
5. Majority of the respondents (55%) did not miss maggi noodles when it was banned and 45 percent of the respondents missed maggi when it was banned in the market.
6. Majority of the respondents (81%) feel that other instant noodles available in the market are not harmful to health.
7. So the company should maintain the previous and should also follow strict safety measures by taking consumers health into consideration.
8. After the ban of maggi instant noodles, majority of the respondents do fear about safety of other branded products available in the market even though they wish to buy the same.
9. The study also highlights that consumers want Maggi to improve the safety standards, and include the ingredients which are not harmful as most of the children are also the consumers of Maggi.
10. All the respondents suggested that maggi should concentrate on health of consumers and they want maggi to be more healthy and nutritious.

**7. Conclusion:**

The study shows that consumers want maggi to be in the market and they are willing to buy the same in the future only if they include ingredients which are good for health of the

consumers. Maggi instant will be able to win the customers back and will be able regain its position in the market only and only if they prove that ingredients does not harm the health of the consumers.

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