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## A Study on Brand Positioning of Nestle Maggi and Sunfeast Yippee

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### ABSTRACT:

For young generation instant noodles have been a revolution as it is very easy to cook and comes in variants of tastes. Though there are many players in the market which are trying to attract the youngsters towards their brand of noodle especially after Maggie noodles were out of the shelf for a period of few months. The highlight of this research paper is to identify how frequently and how much Noodle do people consume, whether they buy small, big or family pack and have the preferences have changed over the matter of Maggie. The very reason for selecting this area of research is that there is a keen competition in the market and once market understands the mentality, thought process and reaction for certain product, the can easily grab the market share and new entrants like sunfeast yippee Noodles is trying to encash on the same. Sales are largely bases on Customers then the product and service offered by the marketer. Factors like price, quality, advertisement, satisfaction, taste, packaging, brand loyalty and to some extent the how safe it is to consume a product plays an important part.

Keywords: Maggie, yippee, noodles

### Introduction: -

Brand MAGGI has started “Simply Good” initiative, in line with Nestlé’s global commitment which is firmly embedded in our Purpose and Values which is to enhance quality of life and contribute to a healthier future.

In India the Simply Good journey has started with everyone’s favorite MAGGI 2-Minute Masala Noodles fortified with iron which will now provide consumers 15% of their daily iron requirement.

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Yippee Noodles is a product of its brand Sunfeast which in itself is a subsidiary of its parent company ITC limited. It is associated with FMCG industry as it is a food product. Sunfeast as a product brand was launched in the year 2003 for manufacturing biscuits and later in the year 2010. September the company launched yet another product Sunfeast Yippee Noodles.

It is an Indian brand and has a Pan-India presence. Sunfeast Yippee Noodles belongs to the ready-to-cook category and as it available in several variants has been able to gain a larger part of noodles market share it faces serious competition from the following brands

### Brand Positioning:

Brand positioning is the space your brand and products hold in the market and in the minds of your customers. To say it in another way, Phillip Kotler, marketing author and professor, defined brand position as “the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market.

Brand positioning is so much more than how well your logo stands from other companies. It’s how your brand’s vision, product, and identity are strategically positioned in a market saturated with other companies. And, more importantly, it’s what you’re known for in your customer’s mind. Your audience ultimately decides where you sit compared to your competitors.

If you want your customers to think of you first when they’re ready to buy, you have to position your brand with a clear, strategic foundation. For example, many people automatically think of Warby Parker when looking to buy glasses online. We’ll take a closer look at what they did to create their unique brand position later in this article. But first, let’s get a little more specific about what brand positioning actually is, the advantages of doing it well, and outline a simple brand positioning framework to help you get started.

#### *What is brand positioning?*

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What do you want your customers to think of when they hear your company’s name or see your logo? For example, you may want to be known as “the go-to brand for high-end electric trucks.” Easy to say, hard to do. To make that simple statement into a reality, you’ll need a clear strategic approach, a

playbook of tactics, and to present your brand consistently across all channels to get the advantages of brand positioning.

**What is an example of brand positioning?**

When you think about ordering high-quality glasses online, who do you, think of? There's a high probability Warby Parker rings a loud bell. Even if you didn't know what they sell, you still likely recognize the name. That's a strong brand position and they created it by creating a customer experience no one else thought was possible. People wanted to buy glasses online, but they needed to try them on first. Warby Parker figured out how to solve that problem and it made them one of the most well-known US e-commerce brands.

Can you even think of a Warby Parker competitor? Pair Eyewear, Fedon, and Lenskart are the big ones. Ever heard of them? Chances are you haven't. Warby Parker created such a successful brand that the general public doesn't even know the names of most of their top competitors. Now, your company isn't likely to earn this strong of a brand position, but that doesn't mean you shouldn't get to work and create a clear brand positioning framework.

## Literature Review:

The Brand Maggi is strongly established as a Family Brand with crisp brand equity in Indian market. The brand has always been known to have the first mover's advantage in the portfolios like noodles, ketchups, soups, sauce, etc. The parent brand Nestle has been the strong symbol of family, shelter and warmth which brand Maggi has innovatively capitalised. A nation-wide controversy flare up by the end of December regarding the safety of Nestle Maggi Instant Noodles with Tastemaker after a presence of impermissible level of lead was detected in the product pursuant to the sampling and testing of Maggi by the Commissioner of Food Safety, Uttar Pradesh. In keeping with the development, the FSSAI advised the Commissioners of Food Safety in various states to draw samples of Maggi and get the same tested from authorized laboratories which resulted in 14 Indian States banning the sale of Maggi. The company is saying that the product is safe for consumption and FSSAI is saying tproduct is dangerous for consumption. Both have been defending

Not but, this row has impacted a lot in India and also will impact in future also, till the final outcome will come. This is all about what began as a minor labelling dispute that according to a local magistrate could have been settled.

Subrata Roy in his research paper suggests that favourable consumer behaviour in noodles purchase by the consumers do have an impact on the consumer's brand parity perception about noodles. The research clearly indicates that the favourable consumer behaviour in noodles purchase by the consumers also have a strong influence on the consumer's style of purchasing noodles. These Results are largely controllable by managers and therefore can be utilized by them to improve the Situations on favourable ground in the proc

## Objective of study:

Maggi noodles being the most popular snack of India the motive was to find out sales of Maggi Noodles in India and how strong this segment of Nestle is to affect the company

Nestle Maggi noodles faced agitation in 2015 which banned the sale of Maggi in the market caused a huge dropdown to Nestlé's profit and shares.

- To analyze the comeback of Maggi
- To examine the brand awareness of Sunfeast Yippee Noodles.
- To know the medium of awareness.
- To study the factors which influence the consumers to buy Sunfeast Yippee Noodles.
- To identify the brand recalling capacity of the consumers.
- To investigate the level of awareness.
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## Research Methodology:

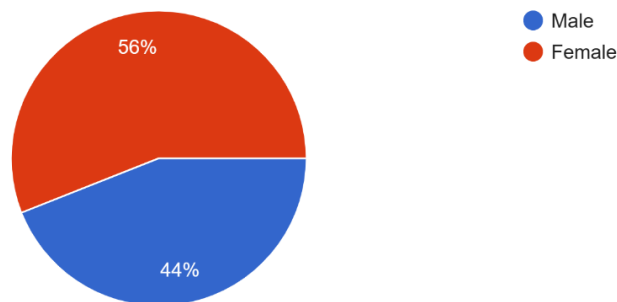
Research is based on primary data that is collected through questionnaire and secondary data is collected from websites, journals and previous studies.

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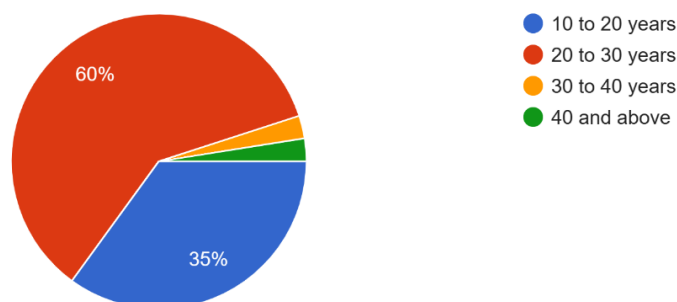
**Limitation of Study:**

- The data collected from customers might not be very accurate to obtain the desired information.
- The sample size taken is small to make a universal statement.
- Though the study represents the position of Nestle-Maggi in Vadodara and Rajkot. Due to small sample size, the finding may not be a true representative and it cannot be generalized across India.
- Lack of sufficient information.

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**Data analysis and interpretation:**
**Gender:****Interpretation:**

According to the table Majority Respondents are Male (44%) and Majority respondents are Female (56).

**Age:****Interpretation:**

From the above chart it is been observed that majority of respondents belong to age group of 20 to 30 years.

**Qualification:****Interpretation:**

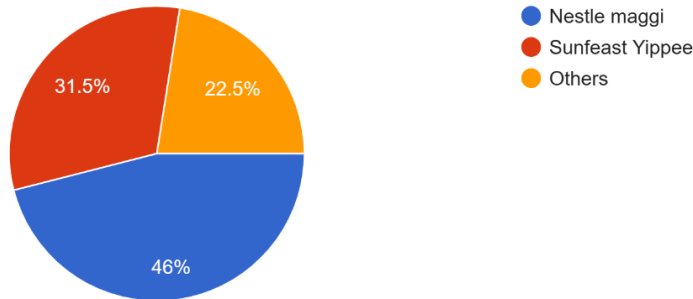
According to this chart Majority of Graduated persons are preferred mostly Maggi, after that Post Graduate persons are preferring 24.5% Maggi, After Post graduate people 12.5% Under graduate people are preferred Maggi and at the and Others 7.5% prefer Maggi

**Occupation:**

**Interpretation:**

According to this chart 31.5% Salaried people are prefer Maggi, 8% Business people are preferred Maggi, mostly 58 % Students are preferred Maggi, 2.5% people of House are preferred Maggi, and Retired people are not preferred Maggi.

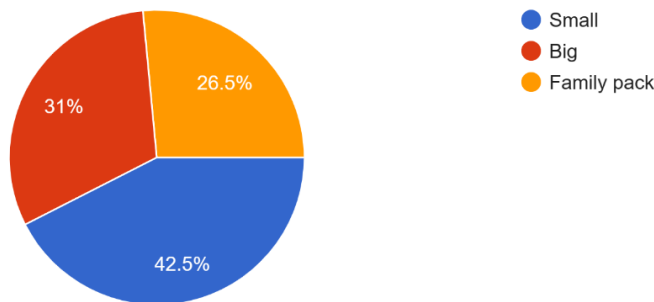
**1. Which brand of noodles do you prefer?**



**Interpretation:**

Nestle Maggi is more preferable brand into the market other than Sunfeast Yippee. More than 46% customer like to purchase Maggi. The market share covered by Sunfeast Yippee is 31.5%. The market share covered by other companies is 22.5%.

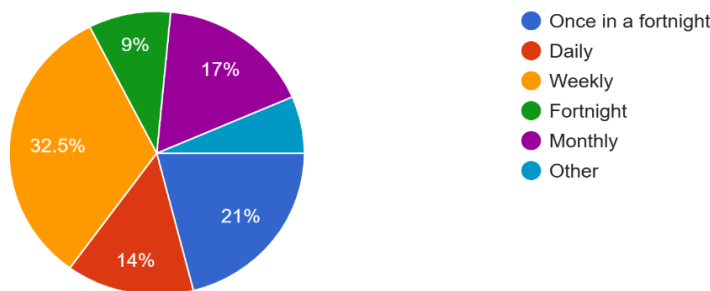
**2. How much quantity do you purchase?**



**Interpretation:**

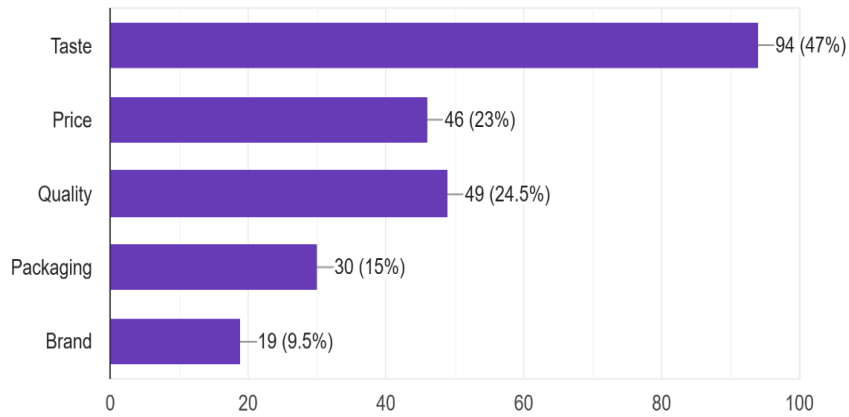
26.5% of customer purchase family pack of Maggi, 31% of customer purchase Big pack of Maggi and 42.5% of customer purchase Small pack of Maggi.

**3. How frequently do you purchase Noodles?**

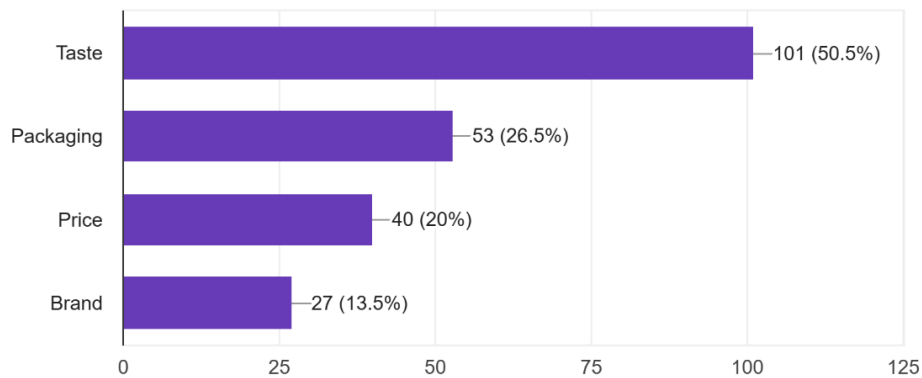


**Interpretation:**

Frequency of purchasing Maggi is Weekly 32.5% which is highest Customer purchasing Maggi, daily, monthly, or once in a fortnight is comparatively less.

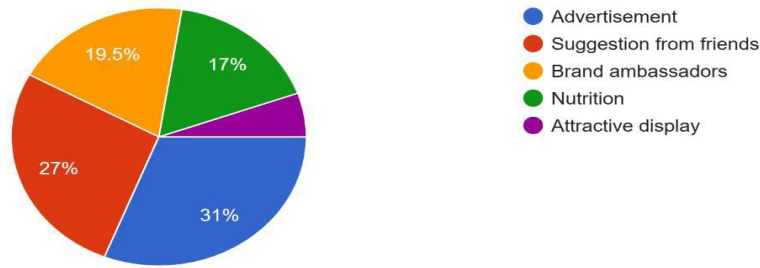
**4. Which factors are Important for you while purchasing Noodles?****Interpretation:**

Customers give more importance to factors such as Quality, Price and taste. Importance to brand by Maggi customer is 24.5%, to price 23% and taste 47%.

**5. What factors satisfy you the most in your preferred noodle brand?****Interpretation:**

On the basis of comparison, the figures show that the customers are satisfied with the product's Taste and Packaging. In which customer are highly satisfied with Maggi Taste 50.5% and Packaging 26.5%.

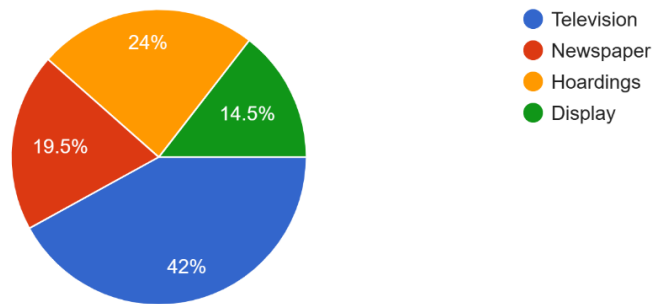
**6. Which of these factors affect your purchase?**



**Interpretation:**

Advertising factor of Maggi with 31% highly affects the buying decision of customers, Suggestion from friend’s 27% 2nd important factor affecting the buying decision.

**7. Which media of advertisement influence your purchase?**

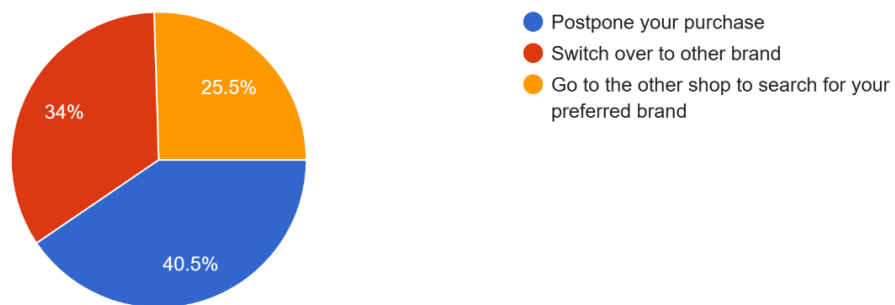


**Interpretation:**

Television as a media makes a huge impact in the buying decision of consumers. Impact of TV advertisement of Maggi on consumer is 42% .

This is comparatively high among all the media.

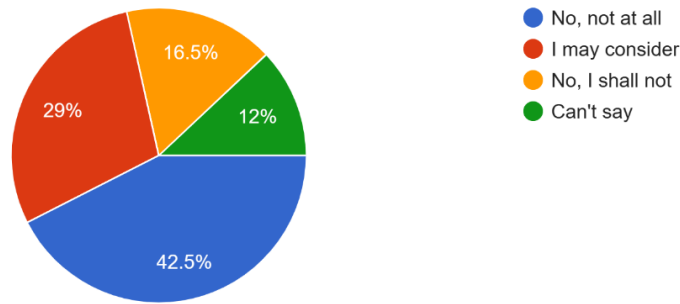
**8. If your preferred brand is not available for repeat purchase then what will you does?**



**Interpretation:**

If preferred brand is not available, 25.5% customers will go to other shop to find Maggi, 34%customer will purchase another brand available and 40.5%customers will wait for Maggi till I became available

**9. If another brand of the same product appears in the market will you prefer to shop buying this brand & buy the new brand?**



**Interpretation:**

42.5% people are loyal customer to Maggi, if any new brand appears in the market they won't purchase or switch over to that brand. 29% Maggi customers may consider the other brand and 12% Maggi customers are confused regarding the purchase of another brand.

**Findings:**

- Nestle –Maggi brand is most preferable into the market because of their strong brand positioning.
- Most of the people focus on the taste, quality- which is of paramount importance of health , and price while purchasing the noodles.
- From the research we can say that most of the people preferred only Nestle Maggi brand other than competitors.- Brand power and Brand legacy can be the other reason for escalated sales.
- Advertisement on television media is more suitable for the noodle manufacturing company to enhance their brand.
- When the preferred brand of noodles is not available at one place than people postpone their purchase.

**Conclusions:**

Companies must focus on sale of family size package by providing discount so that customer purchases it more.

Companies must improve their other factors for sale of its product other than brand, rice and sale.

Sunfeast yippee and other brands have to work on their taste to compete in market against Maggie.

Sunfeast yippee has to advertise more about its product and nutrition on television –An effective media for positioning.

Companies have to focus on availability of brand at each and every place so that consumer don't switch over to other brands.

Companies should keep retaining their royal customers by maintaining their brand image and quality.

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