



A Study on Customer Preferences towards Noodles.

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ABSTRACT

Consumers are currently looking for convenience foods because they are readily available, have nutritional value owing to fortification, diversity, and product appeal, and come in packaging that are affordable. Consumers are spending less time planning and preparing quick meals at home as a result of changing lifestyles. Younger generations in particular view food preparation at home as a task that requires a lot of time and effort. Because cooking and chopping are not required, instant noodles are therefore thought of as convenient, which helps the market expand.

From 2017 to 2023, the size of the global instant noodle market is projected to increase at a rate of roughly 5.65%. Indians' way of life is rapidly changing, especially those who reside in urban areas of India, has led to a rise in consumer appetites for instant food.

INTRODUCTION

The instant food industry began in India in the 1980s with the introduction of instant noodles from Japan, but today we can readily find instant food products on the cooking shelf of any Indian home. The modernization of the home, which is influenced by a number of factors including food preparation, an increase in the number of working women, changing eating habits, the dissolution of the conventional joint family structure, an increase in urbanization, an increase in income per head, a change in lifestyles, and an increase in the level of prosperity in the middle income group, has increased the need for instant Noodles. Food is a vital need for everyone as every human needs it to execute activities, yet because of changing lifestyles and consumers devoting less time for food preparation, storage, and cooking. Additionally, modern homes lack the tools needed for food processing. As a result, the cuisine, specifically these rapid foods, were quickly accepted. There are numerous varieties of quick foods on the market. There are numerous varieties of instant foods on the market, including dairy goods, canned food items, and instant mix products inexpensive and simple to prepare. Instant noodles come in a range of flavors from the manufacturer.

Instant Noodles:

The very word "instant" denotes A food that can be prepared fast is referred to as quick. Cooking instant noodles is easy, quick, and practical. It took up a substantial amount of shelf space in Indian shops and supermarkets. There are now many different sorts of quick noodles available from food producers. Even while the market for instant noodles is growing globally, it is not just in India.

Perception of customers towards the instant noodles:-

A rise in awareness of their health and the growing influence of social media. The emphasis among customers on quick noodles has now turned from practicality towards health. As a result of successful product access and greater distribution, the instant noodle producers have discovered untapped potential. In rural and semi-urban markets, several flavors and varieties of instant noodles super chennai, wai wai noodles, maggi, 123 noodles, yippe, chatak, and atta noodles have encouraged the expansion of instant noodles in India. There will be significant innovation in the Indian instant noodle market. In the years to come, consider aspects of ingredient formulation and packaging. Indian customers' access to international Food options are expanding.

RESEARCH OBJECTIVES:

To Study the Factors Influencing the Customer Preference for buying Noodles

To study customer perceptions towards noodles in India.

To study customer satisfaction towards instant noodles in India.

HYPOTHESIS:

H0: The independent factors doesn't have a significant influence on the dependent variable.

H1: The independent factors have a significant influence on the dependent variable.

REVIEW OF LITERATURE:

1. "A Study on Consumer Behavior towards Instant Food Products (With Special References to Kanchipuram Town)" by Srinivasan k and Nirmala R Consumer behavior is described in the introduction of the paper as "the behavior that customers display in looking for, buying goods, using, evaluating, and dismissing of products and services." The author then goes on to explore the variables that affect consumer behavior, including socio-demographic factors (such as family, friends, and culture) and psychological ones (such as character, views, and beliefs). The effects of the findings for marketing of instant food products are covered in the paper's conclusion. When promoting instant food products to consumers, the author advises marketers to emphasize convenience, taste, and price. Younger consumers should be their primary focus because they are more likely to be engaged in these goods.¹
2. "Analysis of consumer behavior in buying instant noodles (case studies in the Bogor City Area)" by wartaka mohammed and Sumardjono The author polled 167 customers in Bogor City, Indonesia, to learn more about their opinions on quick noodles. The survey's findings indicated that price, flavor, and convenience were the three main factors influencing customer attitudes toward instant noodles. The author also discovered that younger customers consumed quick noodles more frequently than older ones. The ramifications of the research's results for marketers of instant noodles are covered in the paper's conclusion. The author advises marketers to emphasize price, taste, and convenience when promoting noodles on demand to consumers. Younger consumers should be their primary focus because they have a higher probability to be fascinated in these goods.²³
3. "Brand Loyalty Amidst Perceived Health Risk: A Study of Perception of Maggi Noodles Amongst Delhi Residents Before and After Controversy Across Demographic Variables" by Nigam and Narendra kumar. The introduction of the report gives a quick background of the Indian Maggi noodles dispute. Maggi noodles were prohibited by the Food Safety and Standards Authority of India (FSSAI) in 2015 after tests revealed that they had too much lead and monosodium glutamate (MSG). After Nestle India, the maker of Maggi noodles, did its own tests and determined that the noodles were safe to consume, the ban was lifted a few weeks later. The remainder of the essay is on how the debate has affected how consumers view Maggi noodles. 400 Delhi residents were surveyed both beforehand and following the dispute by the writers. The study results revealed that since the issue, Maggi noodles' reputation had drastically deteriorated. Customers were inclined to think, in particular, Eating Maggi noodles was dangerous and harmful. The ramifications of the results for instant noodle marketers are covered in the paper's conclusion. Marketers, according to the authors, need to be mindful of how consumer opinion of their brands may be impacted by food safety problems. They also recommend that after a dispute, marketers take steps to restore customer confidence in their companies.⁴
4. "BRAND PREFERENCES AND LEVEL OF SATISFACTION IN CONSUMING NOODLES AMONG WORKING WOMEN IN TIRUCHIRAPPALLI DISTRICT" by Unnamalai. The introduction of the report gives a quick outline of how crucial instant noodles are to working women's diets. Among working women who frequently have little time to prepare meals, instant noodle noodles are a practical and economical solution. They also include a lot of carbs, which are a fantastic source of energy. The following section of the essay focuses on the instant noodle brand choices and satisfaction levels of working women in Tiruchirappalli District, India. 100 working women in the area were surveyed by the author. According to the poll findings, Maggi is the brand of instant noodles that consumers prefer most, followed by Yippie and Ching's Secret. The vast majority of respondents said that instant noodles had good flavor and quality. The study discusses the effects of in its final section the conclusions for instant noodle marketers. The author proposes that when promoting instant noodles, marketers should pay attention to the elements that are significant to working women. They must also guarantee that their goods are reasonably priced, delectable, and practical.⁵
5. "Consumer perception and satisfaction towards instant noodles" by Gupta and Devkanya .The introduction of the paper gives a quick review of instant noodles. A form of pre-cooked noodle known as instant noodles can be rapidly and simply produced by adding hot water. They are a well-liked food item in many nations, especially with young people and adults who are in the workforce. The following section of the essay focuses on how consumers feel about instant noodles. To find out how Indian customers felt about instant noodles, the writers polled 100 of them. The survey's findings indicated that price, convenience, and taste had the biggest impacts on consumers' opinions of instant noodles. The vast majority of respondents thought instant noodles tasted well and were convenient. Some respondents, however, expressed worry about

¹ Professor In Business Administration Indo-American College, Cheyyar, Srinivasan, and Nirmala, "A Study on Consumer Behavior towards Instant Food Products (With Special References to Kanchipuram Town)."

² Wartaka and Sumardjono, "Analysis of Consumer Behavior in Buying Instant Noodles (Case Studies in the Bogor City Area)."

³ Nigam and Jain, "Brand Loyalty Amidst Perceived Health Risk: A Study of Perception of Maggi Noodles Amongst Delhi Residents Before and After Controversy Across Demographic Variables."

⁴ Nigam and Jain.

⁵ Ganesan, Rajanbabu, and Mallika, "CONSUMER BEHAVIOUR AND BRAND PREFERENCE OF NESTLE MAGGI NOODLES – AN EMPIRICAL STUDY WITH REFERENCE TO TRICHY, TAMIL NADU."

the nutrient content of instant noodles. The paper ends with a by going over the ramifications of the results for instant noodle marketers. The authors contend that when promoting quick noodles, marketers should concentrate on the elements that matter to customers. They must also guarantee that their goods are tasty, practical, and reasonably priced.⁶

6. "CONSUMER PERCEPTION TOWARDS INSTANT FOOD PRODUCTS - A STUDY OF YOUNGSTERS IN INDIA" by Khurana and Nithya. The introduction of the paper gives a quick summary of instant meal products. Foods that can be produced fast and conveniently by adding boiling water or additional components are known as instant food products. They are a well-liked food alternative for folks who are too busy to prepare meals from scratch. The remainder of the essay is on how young people in India perceive instant meal products. To learn more about the opinions of 100 young people in India regarding instant meal products, the authors organized a poll. The survey's findings indicated that taste, ease of use, and price had the biggest impacts on young people's perceptions of instant food products. The majority of those surveyed were content with the flavor and practicality of instant food.⁷
7. "Factors influencing brand preferences for instant foods: A comparative study between Sweden and Bangladesh" by Tahreen and Imran Mohammed. The remainder of the essay concentrates on the variables affecting instant food brand choices in Sweden and Bangladesh. In order to learn more about customers' perceptions of instant foods, the authors polled one hundred customers in each nation. The survey's findings revealed that flavor, convenience, and healthiness were the three main determinants of brand choices for instant foods in Sweden. The majority of Swedish respondents were pleased with the flavor and practicality of instant foods. They were worried about the healthfulness of instant foods, though. The ramifications of the findings for marketers of quick foods are covered in the paper's conclusion. According to the authors, marketers should modify their marketing plans to meet the unique requirements of consumers in other nations.⁸

Research Methodology

The dependent variable is identified and then 35 variables that are related to the consumer buying preference is identified and the questioner is prepared for the variables and floated to the management students in the PES university. The responses are collected and the factor analysis is done.

Analysis

KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	1185.779
	df	435
	Sig.	<.001

a. Based on correlations

The significance is less than 5% then the bartlett's test of sphericity is satisfied.

The M

KMO value is seen as 0.845 i.e., the adequacy of the data is explained here. The nearer the value to the 1 the better the adequacy of the data.

Total Variance Explained

Component	Initial Eigenvalues ^a			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Raw 1	12.806	35.652	35.652	12.806	35.652	35.652	6.007	16.725	16.725
2	3.318	9.236	44.888	3.318	9.236	44.888	3.970	11.053	27.778
3	1.875	5.220	50.108	1.875	5.220	50.108	3.224	8.977	36.754
4	1.829	5.093	55.200	1.829	5.093	55.200	3.466	9.649	46.404
5	1.529	4.257	59.457	1.529	4.257	59.457	3.170	8.824	55.228
6	1.382	3.847	63.304	1.382	3.847	63.304	2.426	6.755	61.983
7	1.338	3.726	67.030	1.338	3.726	67.030	1.813	5.047	67.030
8	1.152	3.206	70.236						
9	1.020	2.839	73.075						
10	.991	2.759	75.834						
11	.870	2.422	78.255						

⁶ Ganesan, Rajanbabu, and Mallika.

⁷ Amatya, "Consumer Preference on Instant Noodles in Kathmandu City."

⁸ Huq and Sarker, "Factors Influencing Brand Preferences for Instant Foods: A Comparative Study between Sweden and Bangladesh."

12	.833	2.320	80.576							
13	.801	2.229	82.805							
14	.694	1.931	84.736							
15	.651	1.811	86.547							
16	.550	1.530	88.077							
17	.486	1.354	89.431							
18	.474	1.321	90.752							
19	.456	1.270	92.022							
20	.444	1.235	93.256							
21	.355	.988	94.244							
22	.349	.972	95.216							
23	.329	.916	96.132							
24	.272	.758	96.890							
25	.247	.689	97.579							
26	.235	.654	98.233							
27	.196	.544	98.777							
28	.184	.512	99.290							
29	.146	.407	99.696							
30	.109	.304	100.000							

Factor analysis was done to the given variable in the SPSS software. The output is studied the 30 variables are reduced to the 7 factors that are impacting the dependent variable.

To the factors that are identified the naming is done as per the requirement for the regression analysis.

Gender, age, income and qualification are kept aside from the factor analysis are included in the regression analysis.

Multiple Regression analysis.

Model Summary ^b

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					Change	F Change	df1	df2		Sig. F Change
1	.576 ^a	.332	.215	.175	.332	2.842	11	63	.004	2.187

a. Predictors: (Constant), REGR factor score 7 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1, Gender, Qualification, MonthlyIncome, Age

b. Dependent Variable: Do you prefer buying NOODLES

The model summary is studied

R square is 0.332 that is 33.2 % of the model is explained in the regression analysis.

Durbin Watson value is 2.187 which is inside the scale of 1.5 to 2.5 hence there is no auto correlation between the factors.

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.955	11	.087	2.842	.004 ^b
	Residual	1.925	63	.031		
	Total	2.880	74			

a. Dependent Variable: Do you prefer buying NOODLES

b. Predictors: (Constant), REGR factor score 7 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1, Gender, Qualification, MonthlyIncome, Age

The model is significant at 95% confidence level as significance value is less than 5%.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.288	.123		10.484	<.001
	Gender	-.058	.043	-.146	-1.327	.189
	Age	-.031	.038	-.101	-.816	.417
	MonthlyIncome	-.093	.020	-.534	-4.569	<.001
	Qualification	-.018	.022	-.093	-.831	.409
	REGR factor score 1 for analysis 1	.008	.021	.041	.376	.708
	REGR factor score 2 for analysis 1	.005	.021	.027	.255	.800
	REGR factor score 3 for analysis 1	-.049	.021	-.247	-2.308	.024
	REGR factor score 4 for analysis 1	.016	.023	.083	.717	.476
	REGR factor score 5 for analysis 1	-.008	.021	-.038	-.366	.716
	REGR factor score 6 for analysis 1	-.031	.022	-.159	-1.444	.154
	REGR factor score 7 for analysis 1	.054	.021	.275	2.581	.012

a. Dependent Variable: Do you prefer buying NOODLES

From the coefficient table we can study the regression equation and can form the hypothesis

H0.1: there is no influence of gender on dependent variable

H1.1- there is influence of gender on dependent variable

H0.2- there is no influence of age on dependent variable

H1.2- there is influence of age on dependent variable

H0.3- there is no influence of monthly income on dependent variable

H1.3- there is influence of monthly income on dependent variable

H0.4- there is no influence of qualification on dependent variable

H1.4- there is influence of qualification on dependent variable

H0.5- there is no influence of easy to understand on dependent variable

H1.5- there is influence of easy to understand on dependent variable

H0.6- there is no influence of easy of availability on dependent variable

H1.6- there is influence of easy of availability on dependent variable

H0.7- there is no influence of physical characteristics on dependent variable

H1.7- there is influence of physical characteristics on dependent variable

H0.8- there is no influence of manufacturing characteristics on dependent variable

H1.8- there is influence of manufacturing characteristics on dependent variable

H0.9- there is no influence of Availability of brand on dependent variable

H1.9- there is influence of Availability of brand on dependent variable

H0.10- there is no influence of influencers and ads on dependent variable

H1.10- there is influence of influencers and ads on dependent variable

H0.11- there is no influence of microwaved on dependent variable

H1.11- there is influence of microwaved on dependent variable.

Only null hypothesis of variable 3,7 and 11 are rejected and for the rest of the variables we failed to reject the null hypothesis because the significance value is greater than the 5%.

Then our regression value will be

$$Y=1.288-0.93x_3-0.49x_7+0.54x_7$$

i.e,

consumer preference=1.288-0.93*monthly income-0.49*physical character+0.54*microwaved.

For every unit increase in monthly income there will be a 0.93 decrease in consumer preference.

For every unit increase in physical character there will be a 0.49 decrease in consumer preference.

For every unit increase in microwaved character income there will be a 0.54 increase in consumer preference.

Findings and conclusion

The customers themselves make up the fascinating world of consumer behavior. Instant food consumption is rising as a result of urbanization, the breakdown of the conventional joint family structure, convenience, changing lifestyles, and rising levels of affluence among middle-class consumers.

Today, every Indian household has noodles on the kitchen shelves. Many instant meal products are known to all of the respondents. The benefits of ingesting instant meal products include their ready availability and time savings. The main places to buy instant food products are grocery markets and supermarkets.

The way that consumers interact with food and other everyday things has undergone a significant transformation, both in terms of how they are bought and consumed.

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