"Consumer Awareness of Instant Noodle Brand in Rural Area, Special Reference to Lucknow Region of Uttar Pradesh"

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Abstract

*Over the years, the noodles have been a staple food in many parts of the world. Now a day the change of consumer preference, taste and eating habit also is being changed due to the modernization. Wheat noodle the first concept of the noodle came in the zapan by 9th century. **Reshteh** noodles were eaten by the people of **Persia** by the 13th century.*

*Innovation continued and noodles made from kudzu were developed in the Japan Dynasty of Korea (1392-1897). Ramen noodles become so popular in Japan by 1900. Finally Instant noodles were invented by Momofuku Ando and first marketed in Japan by 1958. In 1971, He developed first CUP NOODLE product, then gradually it has been widespread all over the world. Nestle India Limited, the Indian subsidiary of the global FMCG major , Nestle SA, introduced the **Maggi** brand in India since 1982, with its launch of Maggi 2 minutes noodle, an instant noodle product. Noodle market is growing at 20% annually in India. During the 1990s and 2000s, Maggi faced little competition. Despite the entry of players like Top Ramen in 1991, Ching's Secret in 1996 and Wai Wai in 2005 but Maggi continued to retain its dominant position, where more than 75% market share. Rural area is no exception to those trends. Here in this study rural area business centre rural Bengal has been taken into consideration as an area of study. The main reason behind this study is to identify the consumer perception of instant noodles, brand preference and consumption pattern in all over the rural area nearby Lucknow district.*

Keywords: Noodle, Rural, Snack, Consumer behavior of noddle brand, attitude.

1. Introduction

Many fast food items have flooded the markets but noodles remained as one of the most popular item among them, as it is cheaper, very easy to make and nutritious. For a long time Indian noodle market mainly controlled by Maggi market share more than 75% and still -maggi is the market leader in the Indian market, instead of magi there would be many brands penetrated in the Indian market those are Yippe, Top Ramen, Wai Wai and other brands.

Maggi has revolutionized the concept and this product has gone to majority of the urban and rural households. Noodles have become very popular in India. Excellent quality and affordable product price would help to the company to push their product in the market through the distribution network. The noodle is a kind of staple food made from some type of unleavened dough which is rolled flat and cut into one of a variety of shapes. While long thin strips may be the most common, many varieties of noodles are cut into waves, helices, tubes, strings, and shells, folded over, or cut into other shapes. There are many ways to cooked noodles, normally it is cooked by the boiling water, apart from that we can fry this noodle with oil and then mixes some vegetables and then pours the water and boiled sometimes, it would automatically get prepared. One of the beautiful aspects of noodle has which is we can stored it 3 month for the future use.

In English usage, the word "noodle" is an inclusive term that denotes texture and culinary use, and to a lesser extent, shape, as many people may associate it with the more common string varieties, such as spaghetti or ramen. Material composition or geo-cultural origin must usually be specified. However, the actual word derives from the German *Nudel*. The current version of noodles has been around for over half a century on the global menu card. They are believed to have been invented by Momofuku Ando, the founder of Nissin Food Products in 1958 in Japan. Packaged under the brand name Chikin Ramen, they were priced around six times that of traditional Japanese noodles and were considered a luxury item (The Economic Times, 2011). However, in 2005 an evidence of the oldest noodles is believed to be found, which were discovered inside an overturned sealed bowl buried under three meters of sediment in Qinghai, northwest China. Scientists determined the 4,000 year old, long, thin yellow noodles were made from broomcorn millet and foxtail millet and show a fairly high level of food processing and culinary sophistication.

A noodle includes all varieties from all origins, but wherever they originated, noodles have maintained their popularity over the centuries and owe their longevity to a combination of being relatively cheap yet nutritious and filling, quick to prepare, can be eaten hot or cold, can be stored for years and can be transported easily. The Traditional Japanese diet included huge amounts of rice. Even today a small bowl of rice is served with almost every meal, including breakfast. Originally from China, noodles have become an essential part of Japanese cuisine, usually as an alternative to a rice-based meal.

Figure 1- Brand Awareness of Instant Noodle in Urban Areas

Instant noodle has a big market share in the urban market of India. The main reason for increase the market share because it takes very minimum time to make complete food apart from other food. When it was launch in the Indian market since 1982 that time it was not so popular due to the lack of awareness of the product. But in recent time it has got so popular in the Indian urban market because there are many medium to increase the product awareness and now day's company can easily reach out to the people. Company has successfully been able to promote by use Television Commercials, also use the social networking site. Any of the noodle brands wouldn't go to the celebrity endorsement due the Indian food lover factor. Their distribution network also so strong and they catered this product almost all the areas in the urban market

Figure 2. Brand Awareness of Instant in Rural Areas

Since, India there are more than 6 lakhs villages and more than 60% of the Indian population resides in the rural India so it is a very big challenge for the noodle industries to Penetrate in this market and it is very difficult to make decision for which potential market to select so as a flexible revenue can be generated. This is because rural markets are widely scattered and are heterogeneous in nature. Noodle industry decided to maintain the strong distribution channel in the rural area to makes people aware their product, because they believed that most of the people definitely get the information about our product if we maintained the proper distribution channel. It is practically I came to know from this study that most of the rural market people are getting aware about new noodle brand through the kirana shop/mudi khana or TV commercial. Second very important part is that if the product has a good taste then rural people never think 2_{nd} time to spend their money for that particular product. Every company is keep on maintaining to delivered the quality product with the affordable price to the large number of people in the rural market and urban market as well.

2. Literature Review

Basically noodle industry are targeting to the people who are belong to bottom of pyramid of lower level income in the rural area. Initially noodle came with the large quantity packet but when they tries to flooded all the area in the Indian market after that they came up with the very small quantity packet which is easily gettable for all the customer in the market that's why instant noodle food having more than 90% market share (Surajeet Das Gupta & Priyanka Singh, August 17, 2011).

Market estimation of instant noodles sector in the country currently at around 1,300 crore and growing at around 15% to 20% annually. According to the news reports quoting market research firm Neilson, on an all-India basis across urban markets, Maggi has been steadily lossing market share to the new entrants. From a 90.7% market share in decembar 2009, Maggi slipped to 86.5% in July 2010.So as per report this has been proved that the total market share of the instant noodles in india is going to increase year by yerar due to the needs fulfillment of the Indian customer in the rural and urban market (ET Bureau, Mar 16, 2011). As per this article in hindustan times that instant noodle is becoming a staple food in the Indian culture. If people want relatively cheap snack between meals or even light meals , they often use noodles cooked vaguely Indian style with garlic , onions, masala etc because it involves a minimum of effort. Some noodles manufacturer now offers ready made Indian flavours to feed into this trend.Those of us who take the instant noodle opinion know that we are not cooking an indian dish even if the flavours seems indian. But do our new generation know this ? This new generation lacks the kind of grounding in indian food that older people have. It is entirely possible that when children grows up they will associate noodles with home cooking and not see them as a foreign food in the way we do. The second factor is the street. Despite all the romanticisation of the dabba-wallah tradition and the caricature of the devoted wife who wakes up early to cook her husband's lunch before he goes to office , and it is very true that few people are getting linch from their home .Instead they buy something nearly their office. If we see the office areas of bombay ,calcutta , delhi , bangalore etc then we surely find that people are mostly placing order instant noodle instead of other food in the street, because it is less time consuming to prepare. More people will buy more market share will increase , so we are expecting instant noodles will be staple food in the indian culture in the coming days. (Vir Sanghvi, December 04, 2010).

As per the newyork times article there was a story of instant noodles lover wemen in india. Six month a week after a hard days of work , Michelle Sebastian 29 , a luxury hotel executive in Bangalore, returns home to a hot shower and a large bowl of noodles. She changes the vegetables each night, she switches the sauces and she varies the masala, the blend of indian spices. But her dinner time always with the instant noodles. Ms. Sebastian and other young professional in bangalore and other indian cities increasingly reaching for instant noodles.

Instant Noodles have captured the collective imagination of young Indians and instant noodles are a habit from growing up years for those born in the last few decades.

For many middle class indian are living away from their home, it is about the struggle to eat on a small budget, and also there would be a challenge for them to manage the cooking arrangement, so its give them proper food on time with a small budget. It is available everywhere like from small grocery to big retail due to the company strong distribution channel. (*Saritha Rai, May 9, 2012*)

The noodle market is growing fast and is gaining popularity in the world market. Thus the wheat flour in the traditional noodle formulation was replaced with 10, 15 and 20% cauliflower leaf powder. The flours were mixed with other ingredients and instant noodle samples were prepared through hand extruder using specific die using a standard method. The samples were evaluated for changes in rehydration ratio, water activity and sugar contents. The results revealed that the rehydration ration, reducing sugar and total sugars increased with the increase in cauliflower leaf powder concentration, whereas water actively decreased.Among various treatment 90% malted wheat flour,10% cauliflower leaf powder was found to the best. The result showed that cauliflower leaf powder can be incorporated up to 10 % in noodles to improve the nutrient value without affecting the sensory properties *(Wani, 2013)*

This journal is about the brand loyalty of consumer towards the instant food product like instant noodle and other product , the study has been conducted in the Patiala District. All the respondents were aware of instant noodle. The study says that the ready availability and less time of preparation were the main reason to consuming the instant noodle product. There are many source to purchase this product in the rural area and urban area due to the strong distribution channel. The average per capita purchase and per capita expenditure on instant food product had positive relationship with the income of household. Most of the cases housewives are the main decision maker to purchase the instant noodle and also majority of the instant noodle consumer are belonged to higher loyalty group. Instant noodle originated from Japan in the 1980's but now a day it is found to the kitchen of every Indian household. Instant noodle is not only the easy to cook but also have a significant role and place in the family celebration. This study result is that large no of people aware about the instant noodle in the rural area and aware the brand like maggi, top ramen, yippee, foodles and majority of the people are brand loyal. *(Pushpinder Jit, Oct, 2013).*

Instant noodle quality of different wheat varieties was assessed to outline the influence of flour characteristics on noodle oil uptake, cooking quality , textural properties and overall acceptability. Wheat flour with higher protein content and SDS sedimentation volume showed significantly lower noodle oil uptake, increased cooking time, cooked weight and also improved the noodle textural attributes. Protein content was the key factor which determined the oil uptake and cooking time of instant noodle among other flour characteristics, whole dough rheological parameters dough development time and stability affected the instant noodle overall acceptability positively and negatively *(Gulia, 2013).*

As per the research media, the author addressed many trend about the Indian instant noodle trend. Indian instant noodle competition is drastically increase year by year due to many players comes in and positioned their brand in a different way to attract the customer.

Traditional flavour are still dominate in the market like Masala, chicken, tomatto are still be popular in the Indian market . Also addressing huge rural market, because more than 60% population living in the rural area and country maximum income generated from the rural belt, so expectedly company can get huge customer from the rural. Many company also introduced small instant noodle pack to increase the demand in the rural area, and also price is affordable for the bottom line pyramid of lower level income customer (admin, 2011).

3. Research Objectives

- To understand the level of Brand Awareness of Instant noodle brand in Rural Uttar Pradesh.
- To analyze the brand preferences of instant noodle brands and measure how much instant
- Noodle brands has created their brand positioning in the different rural area villages
- To analyze the typical consumption pattern of the instant noodle in the rural area for all the
- instant noodle brand
- To analyse how many brands penetrated in the rural area and consumer different consumption pattern

4. Research Methodology

The survey questionnaire was structured and the survey is done through mail interview and survey. The whole survey is done on a sample size of 100 individuals and convenience sampling is being considered for this study. So being a mail interview the survey questionnaire distributed to the rural people who are habituated with internet and one of the major parameter like education needs to be considered. A five point Ranking scale was used with Strong preference for Rank 1 and least preference for Rank 5. Responses were sourced from the various rural area villages of different Districts of Uttar Pradesh like Lucknow, Sitapur, Lakhimpur, Kanpur, Unnao, and Hardoi.

5. Analysis Of Data

Analysis of Data is two types. One is Qualitative analysis and other is Quantitative analysis. After the data were collected a qualitative data analysis technique was used, it is then Data are processed and analyzed in order to draw inference and to find solutions for the problems. The processing of data consist of editing, coding and tabulating of data using MS-Excel and using appropriate statistical techniques which ultimately helped me for drawing conclusion.

6. Research Findings

### 1. LOCATION: (% of respondents from various district of rural area)
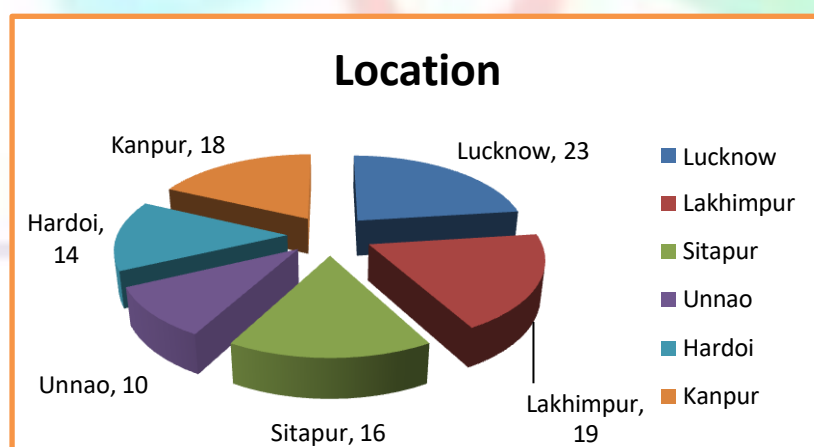
- 23% of the respondents are from Lucknow
- 10% of the respondents are from Unnao.
- 16% of the respondents are from Sitapur.

- 19% of the respondents are from Lakhimpur.
- 18% of the respondents are from Kanpur.
- 14% of the respondents are from Hardoi.

2. What Is Your Profession?

Service	Business	Student	Homemaker
30%	11%	41%	18%
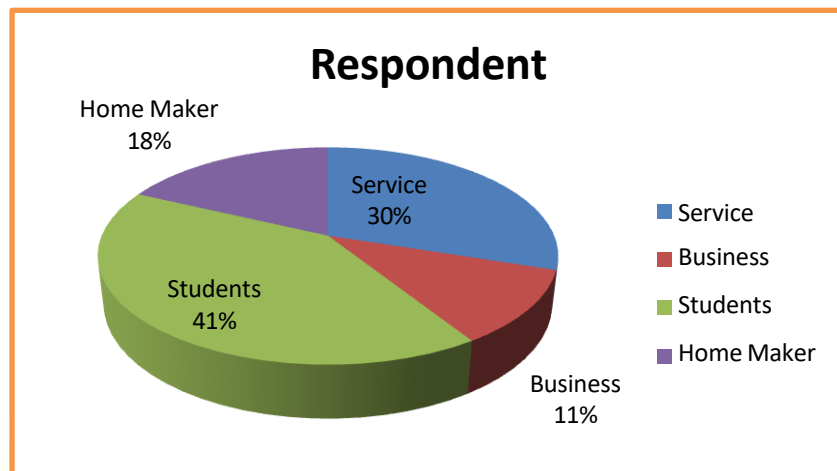
Interpretation- Analyzing the answer and representing it in the pie chart. I have received total 100 respondent responses from the rural area for this survey. They all are from four different professions and also they all have different perception towards the instant noodle brand in rural area. So according to 100 different responses, 30% of the consumers are in Service, 11% consumers are in Business, 42% consumers are Student and 17% are consumers are Homemaker.

3. Which Brand Do You Mostly Consume (Rankwise)

3.1. MAGGI
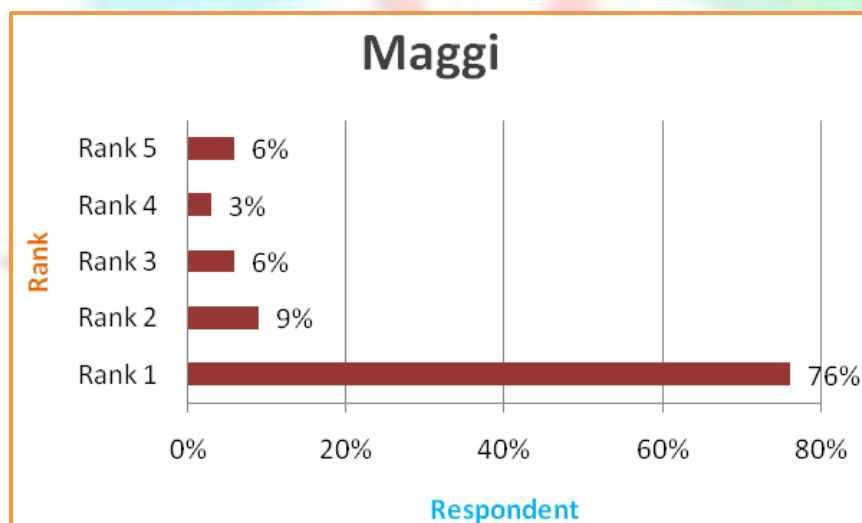
Note – The calculation & interpretation is based on 70% of the respondent out of 100 various customers where the net percent of consumer i.e. 70 is considered as 100% throughout the process of analyzing the above outcomes of data's.

Exact Unit of calculation - [100/70=**1.42**] this is for every question

Interpretation- After studying the questionnaire and representing the analyzed answer in the bar-chart. I have come to know that out of 100% of rural consumer mostly consuming maggi noodle and consumer also mentioned their rank wise preference consuming the maggi noodle. Where
- 76 % consumer think that the maggi noodle will come rank 1 as per their consumption pattern,
- 9 % consumer think that the maggi noodle will come rank 2 as per their consumption pattern,
- 6 % consumer think that the maggi noodle will come rank 3 as per their consumption pattern,
- 3 % consumer think that the maggi noodle will come rank 4 as per their consumption pattern,
- 6 % consumer think that the maggi noodle will come rank 5 as per their consumption pattern.

So it is clearly understand that the maximum consumer in the rural area are mostly preferred to consumed only maggi noodle
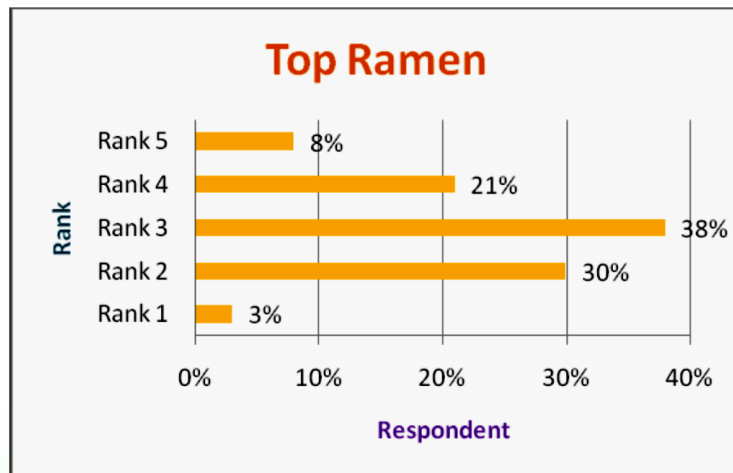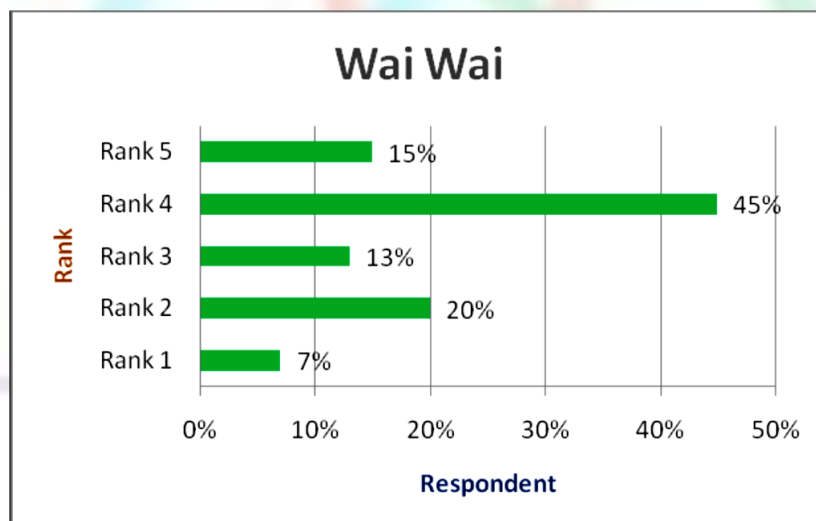
3.2. YIPPEE
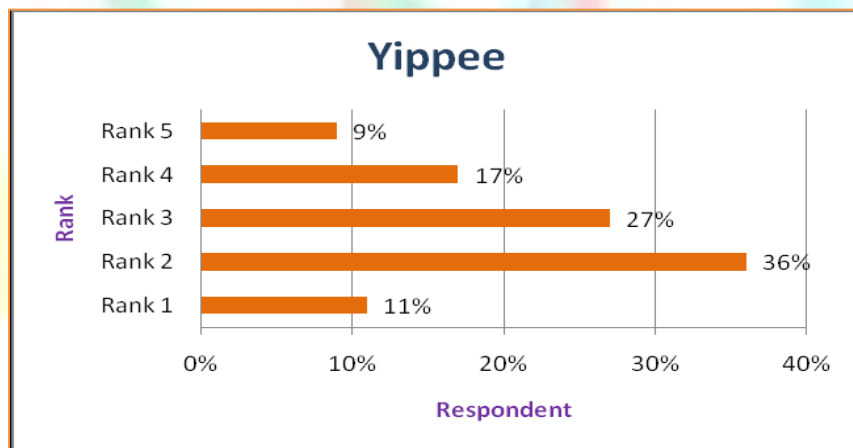
Interpretation- After studying the questionnaire and representing the analyzed answer in the bar chart. I have come to know that out of 100% of rural consumer consuming yippee noodle and consumer also mentioned their rank wise preference consuming the yippee noodle . Where
- 11% consumer think that the yippee noodle will come rank 1 as per their consumption pattern,
- 36% consumer think that the yippee noodle will come rank 2 as per their consumption pattern,
- 27% consumer think that the yippee noodle will come rank 3 as per their consumption pattern,
- 17% consumer think that the yippee noodle will come rank 4 as per their consumption pattern,
- 9% consumer think that the yippee noodle will come rank 5 as per their consumption pattern.

So it is clearly understand that the maximum consumer in the rural area are mostly preferred to consumed yippee noodle after the maggi noodle.
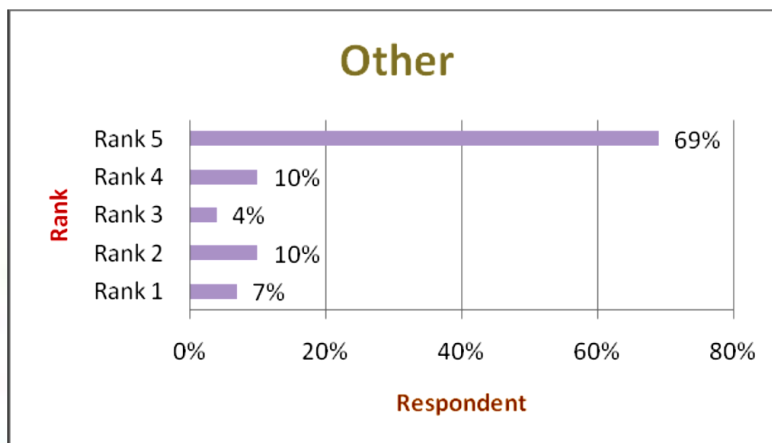
3.3. TOP RAMEN

Interpretation- After studying the questionnaire and representing the analyzed answer in the bar chart. I have come to know that out of 100% of rural consumer consuming top ramen noodle and consumer also mentioned their rank wise preference consuming the top ramen noodle. Where

- 3% consumer think that the top ramen noodle will come rank 1 as per their consumption pattern,
- 30% consumer think that the top ramen noodle will come rank 2 as per their consumption pattern,
- 38% consumer think that the top ramen noodle will come rank 3 as per their consumption pattern,
- 21% consumer think that the top ramen noodle will come rank 4 as per their consumption pattern,
- 8% consumer think that the top ramen noodle will come rank 5 as per their consumption pattern.

So it is clearly understand that the maximum consumer in the rural area are mostly preferred to consumed top ramen noodle after the maggi noodle and yippee noodle.

3.4. WAI WAI

Interpretation- After studying the questionnaire and representing the analyzed answer in the bar chart. I have come to know that out of 100% of rural consumer consuming wai wai noodle and consumer also mentioned their rank wise preference consuming the top ramen noodle. Where

- 7% consumer think that the wai wai noodle will come rank 1 as per their consumption pattern,
- 20% consumer think that the wai wai will come rank 2 as per their consumption pattern,

- 13% consumer think that the wai wai noodle will come rank 3 as per their consumption pattern,
- 45% consumer think that the wai wai will noodle come rank 4 as per their consumption pattern,
- 15% consumer think that the wai wai noodle will come rank 5 as per their consumption pattern.

So it is clearly understand that the maximum consumer in the rural area are mostly preferred to consumed wai wai noodle after the maggi noodle, yippee noodle and top ramen noodle.

3.5. OTHER NOODLE

Interpretation- After studying the questionnaire and representing the analyzed answer in the bar chart. I have come to know that out of 100% of rural consumer consuming substitute noodle and consumer also mentioned their rank wise preference consuming the top substitute noodle. Where

- 7% consumer think that the substitute noodle will come rank 1 as per their consumption pattern,
- 10% consumer think that the substitute noodle will come rank 2 as per their consumption pattern,
- 4% consumer think that the substitute noodle will come rank 3 as per their consumption pattern,
- 10% consumer think that the substitute noodle will come rank 4 as per their consumption pattern,
- 69% consumers think that the substitute noodle will come rank 5 as per their consumption pattern.

So it is clearly understand that the maximum consumer in the rural area are mostly preferred to consumed substitute noodle like chowmin , foodle and any other local brand when there is no magi noodle, yippee noodle ,top ramen noodle and wai wai noodle in the market.

4. Which Is The Most Proffered Brand As Per Your Taste And Preference (Rankwise)
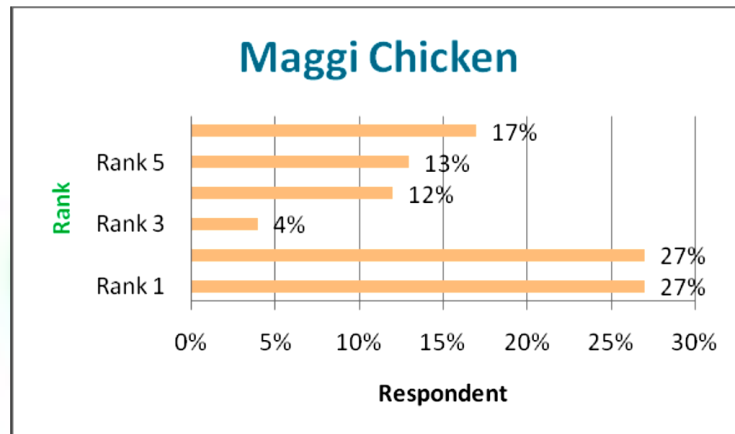
4.1. MAGGI MASALA
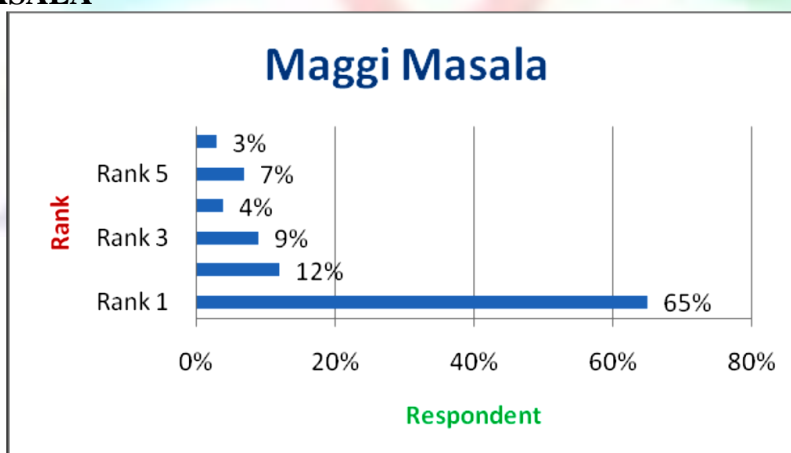
- 65% consumer think that the maggi masala will come rank 1 as per their taste and preference,
- 12% consumer think that the maggi masala will come rank 2 as per their taste and preference,
- 9% consumer think that the maggi masala will come rank 3 as per their taste and preference,

- 4% consumer think that the maggi masala will come rank 4 as per their taste and preference,
- 7% consumer think that the maggi masala will come rank 5 as per their taste and preference,
- 3% consumer think that the maggi masala will come rank 6 as per their taste and preference.

So it is clearly understand that the maximum consumer taste and preference is high towards the maggi masala noodle apart from the other brand.
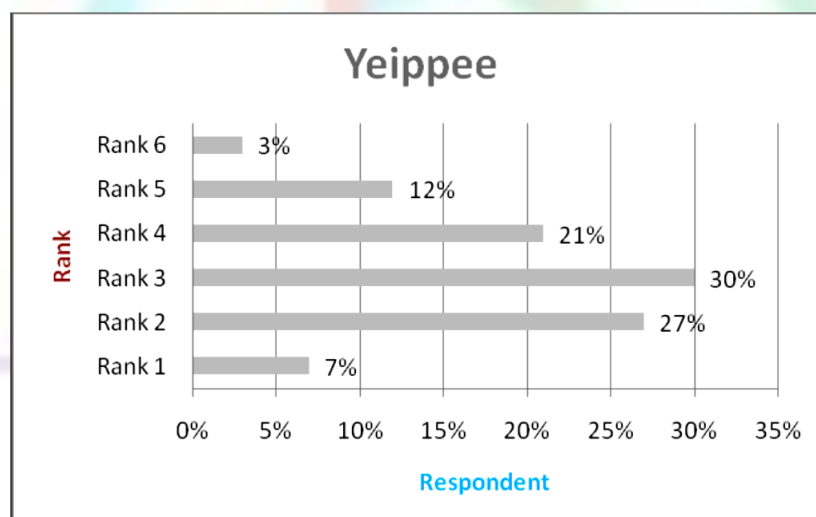
4.2. MAGGI CHICKEN

- 27% consumer think that the maggi chicken will come rank 1 as per their taste and preference,
- 27% consumer think that the maggi chicken will come rank 2 as per their taste and preference,
- 4% consumer think that the maggi chicken will come rank 3 as per their taste and preference,
- 12% consumer think that the maggi chicken will come rank 4 as per their taste and preference,
- 13 % consumer think that the maggi chicken will come rank 5 as per their taste and preference,
- 17% consumer think that the maggi chicken will come rank 6 as per their taste and preference.

So it is clearly understand that the maximum consumer taste and preference is likely to be high both the maggi masala and maggi chicken noodle apart from the other brand in the market.
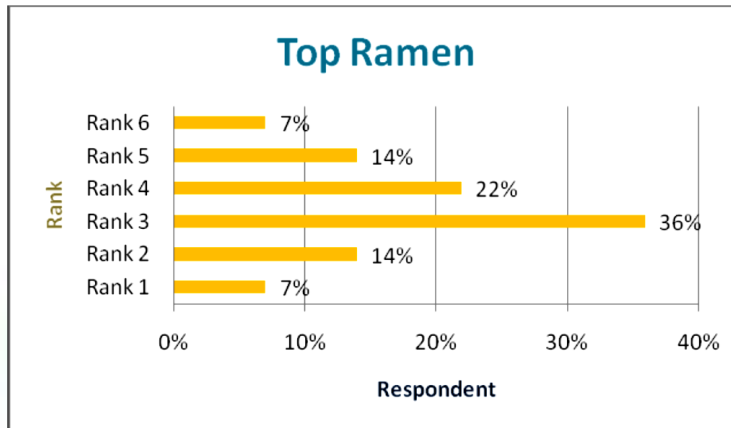
4.3. YIPPEE

Interpretation-

- 7% consumer think that the yippee will come rank 1 as per their taste and preference,
- 27% consumer think that the yippee will come rank 2 as per their taste and preference,
- 30% consumer think that the yippee will come rank 3 as per their taste and preference,
- 21% consumer think that the yippee will come rank 4 as per their taste and preference,

- 12 % consumer think that the yippee will come rank 5 as per their taste and preference,
- 3% consumer think that the yippee will come rank 6 as per their taste and preference.

So it is clearly understand that the maximum consumer taste and preference is high towards yippee noodle after both the maggi masala and maggi chicken noodle.
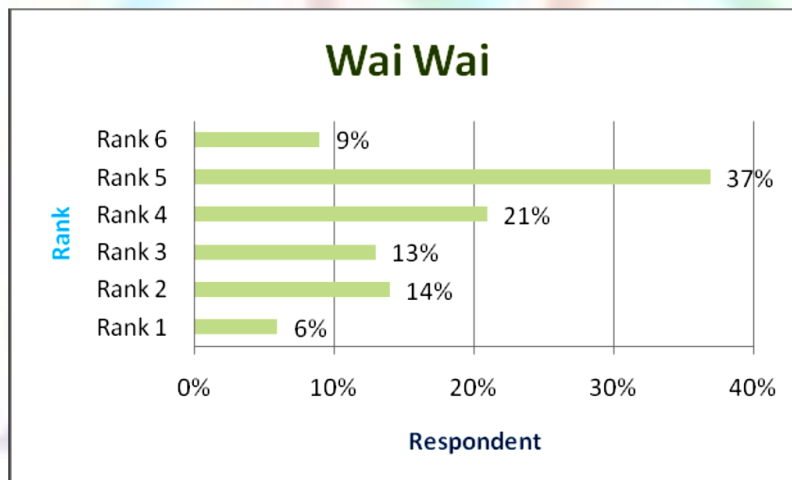
4.4. TOP RAMEN

Interpretation-
- 7 % consumer think that the top ramen will come rank 1 as per their taste and preference,
- 14% consumer think that the top ramen will come rank 2 as per their taste and preference,
- 36% consumer think that the top ramen will come rank 3 as per their taste and preference,
- 22% consumer think that the top ramen will come rank 4 as per their taste and preference,
- 14 % consumer think that the top ramen will come rank 5 as per their taste and preference,
- 7% consumer think that the top ramen will come rank 6 as per their taste and preference.

So it is clearly understand that the maximum consumer taste and preference is likely to be high both yippee noodle and top ramen noodle after both the maggi masala and magi chicken noodle.
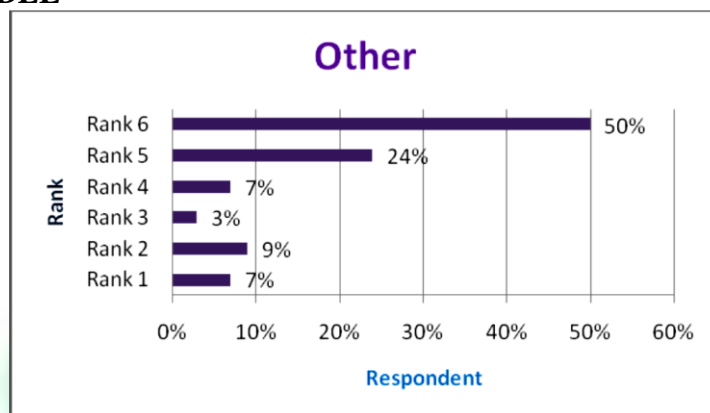
4.5. WAI WAI

Interpretation-
- 6 % consumer think that the wai wai will come rank 1 as per their taste and preference,
- 14% consumer think that the wai wai will come rank 2 as per their taste and preference,
- 13% consumer think that the wai wai will come rank 3 as per their taste and preference,
- 21% consumer think that the wai wai will come rank 4 as per their taste and preference,
- 37 % consumer think that the wai wai will come rank 5 as per their taste and preference,
- 9% consumer think that the wai wai will come rank 6 as per their taste and preference.

So it is clearly understand that the maximum consumer taste and preference is high towards wai wai noodle when there is no maggi masala noodle, maggi chicken noodle, yippee noodle and top ramen noodle in the market.

4.6. OTHER NOODLE

Interpretation-

- 7 % consumer think that the substitute will come rank 1 as per their taste and preference,
- 9% consumer think that the substitute will come rank 2 as per their taste and preference,
- 3% consumer think that the substitute will come rank 3 as per their taste and preference,
- 7% consumer think that the substitute will come rank 4 as per their taste and preference,
- 24 % consumer think that the substitute will come rank 5 as per their taste and preference,
- 50% consumer think that the substitute will come rank 6 as per their taste and preference.

So it is clearly understand that the maximum consumer taste and preference is high towards substitute noodle like chowmin, foodle and other local brand in the market when there is no maggi masala noodle, maggi chicken noodle, yippee noodle ,top ramen noodle and wai wai noodle.

5. What Is The Pack Size You Normally Purchase?

| Small Pack (50gm, 100 gm)	Medium Pack (200gm, 400 gm)	Large Pack (800 gm)	All of the above
21%	36%	18%	25%
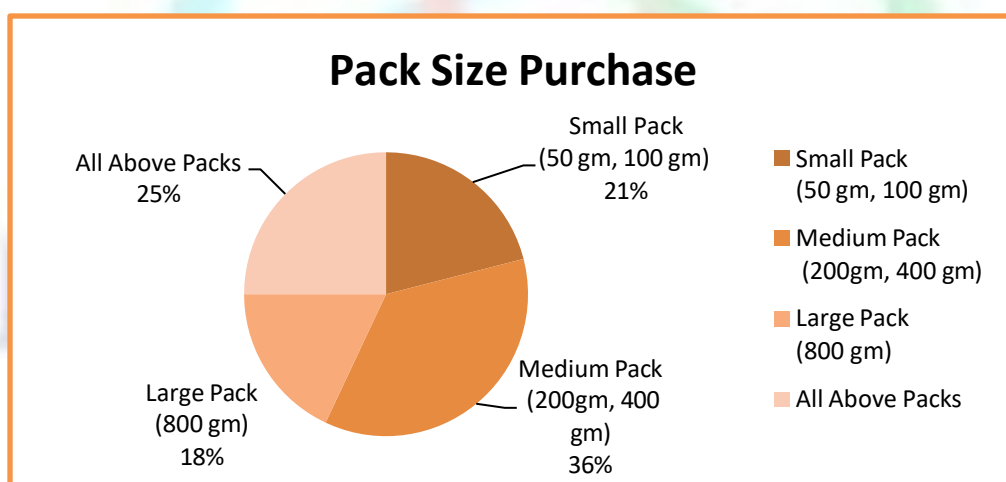
Interpretation- After studying the questionnaire and representing the analyzed answer in the pie chart. I have come to know that out of 100% of rural consumer purchased instant noodle and their pack size purchase pattern is different. Where

- 21% consumer purchase small pack for their own,
- 36% consumer purchase medium pack,
- 18% consumer purchase large pack and

- 25% consumer purchase all the pack items for their family.

So it is clearly understand that the rural consumer maximum purchase medium pack (200gm and 400gm).

### 6. How Frequent Do You Buy These Product?
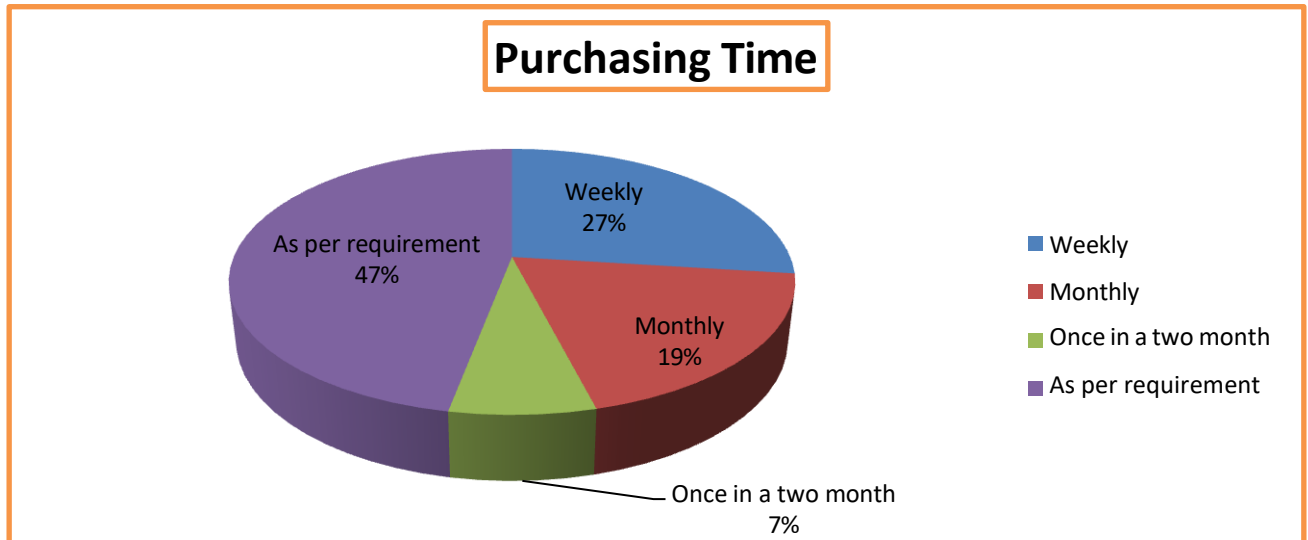
Interpretation-
- 27% consumer purchase on a weekly basis, 19% consumer purchase on a monthly basis,
- 7% consumer purchase once in a two month and
- 47% consumer purchase as per their requirement.

So it is clearly understand that the rural consumer maximum purchase instant noodle as per their requirement.

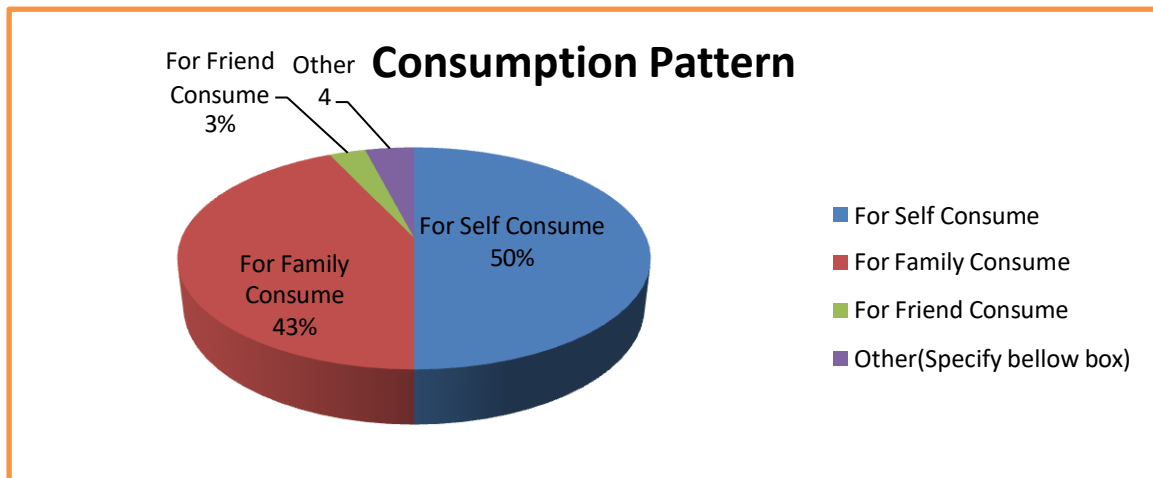### 7. Is There Any Particular Time To Consume The Noodle In Your Family?
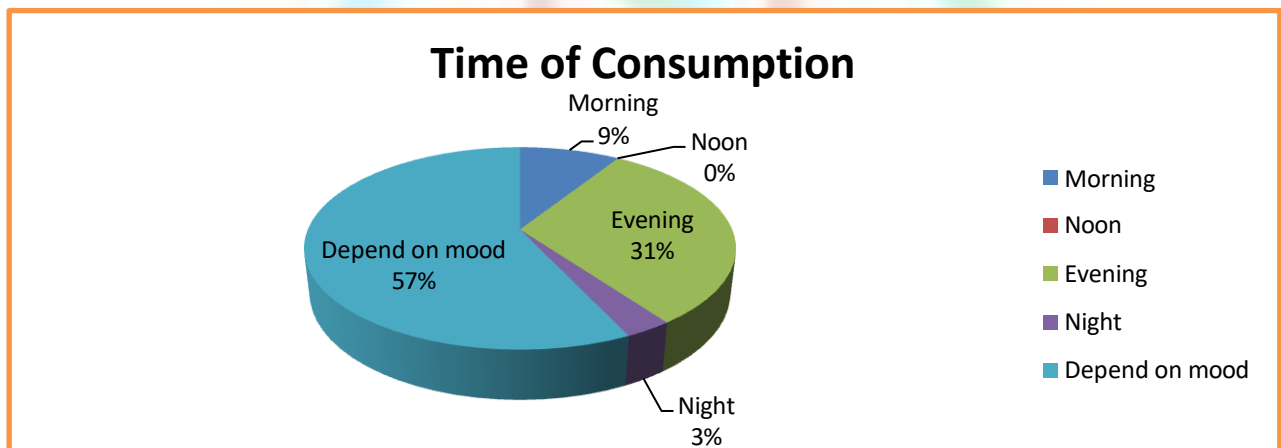
Interpretation-
- 9% consumer are prefer to eat noodle in the morning time,
- no one is willing to eat in the noon time because as per Rural culture they always prefer to eat Rice, Dal, & Chapati in the noon time,
- 31% consumer are prefer to eat noodle in the evening time,
- 3% consumer are prefer to eat noodle in the night instead of dinner,
- 57% consumer are prefer to eat noodle as per their mood.

So it is clearly understood that the maximum rural consumer are prefer to eat noodle as per their mood because they don't want to lapse their lunch and dinner instead of noodle.

8. What Is The Pattern Of Your Consumption?

Consumption Pattern

- For Self Consume
- For Family Consume
- For Friend Consume
- Other(Specify bellow box)

For Friend Consume 3%
Other 4
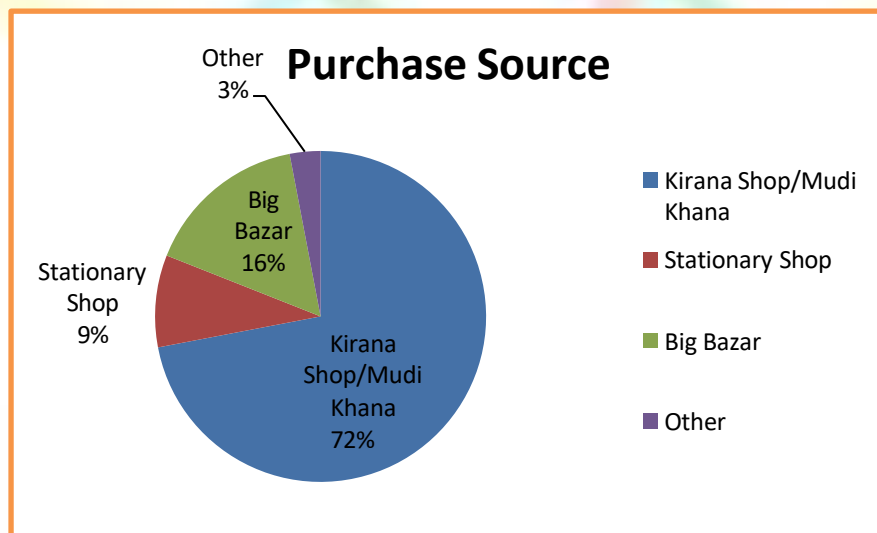For Self Consume 50%
For Family Consume 43%

Interpretation-

- 50% consumer are prefer to consume for their own ,
- 43% consumer are prefer to consume for their family ,
- 3% consumer are prefer to consume for their friend and
- 4% consumer are prefer to consume for their relative/guest.

So it is clearly understood that the maximum rural consumer are prefer to consume noodle for their own.

9. From Where Do You Normally Buy Noodles?

Purchase Source

- Kirana Shop/Mudi Khana
- Stationary Shop
- Big Bazar
- Other

Other 3%
Big Bazar 16%
Stationary Shop 9%
Kirana Shop/Mudi Khana 72%

Interpretation-

- 72% consumer normally purchase noodle from kirana/mudi khana,
- 9% consumer normally purchase noodle from stationary shop,
- 16% consumer normally purchase noodle from bigbazar retail outlet and only
- 3% consumer purchase noodle from spencers when they visit in the urban area.

So it is clearly understood that the maximum rural consumer normally purchase noodle from the kirana shop/mudi khana, because in case of rural area there are very few outlet like bigbazar,spencer and other big outlet.

**10. How Did You Come To Know About These Brands?**

10.1. MAGGI
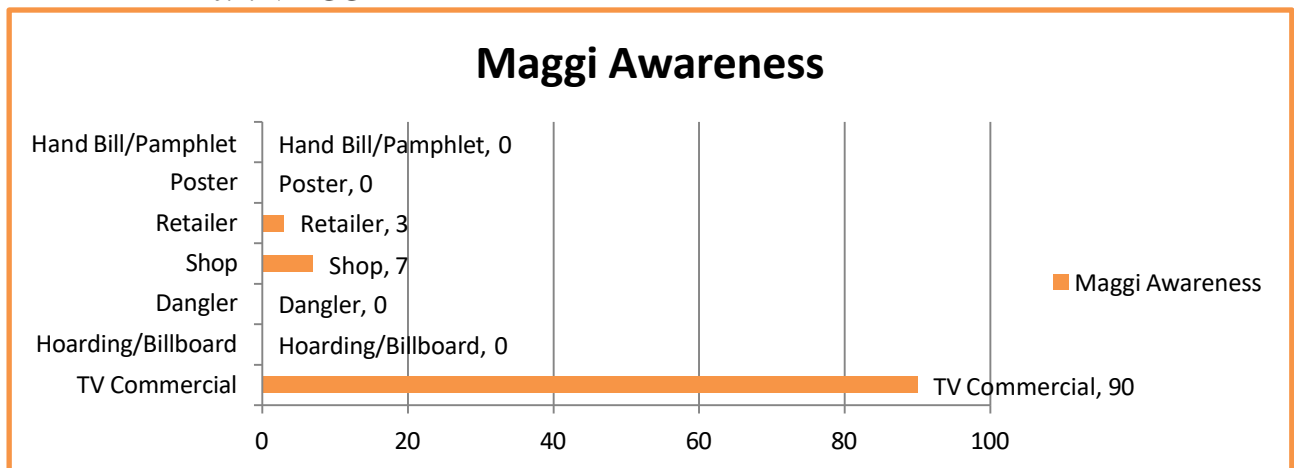
Interpretation-
- 90% consumer aware about the maggi noodle through the TV commercial,
- no one is getting aware through the hoarding/billboard, dangler, poster and hand bill/pamphlet,
- 7% consumer aware about the product through shop,
- 2% consumer aware about the product through the retailer.

So it is clearly understood that the maximum rural consumer would aware about the maggi noodle brand through the high spending TV commercial apart from the other awareness tool
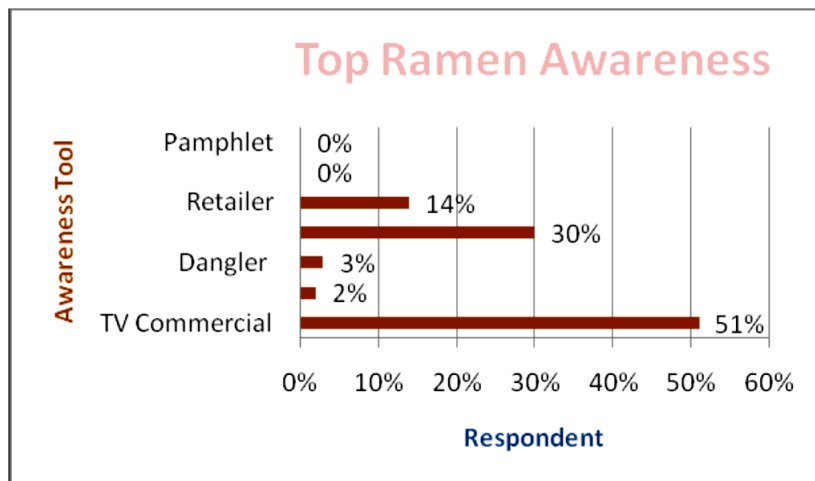
10.2. YIPPEE
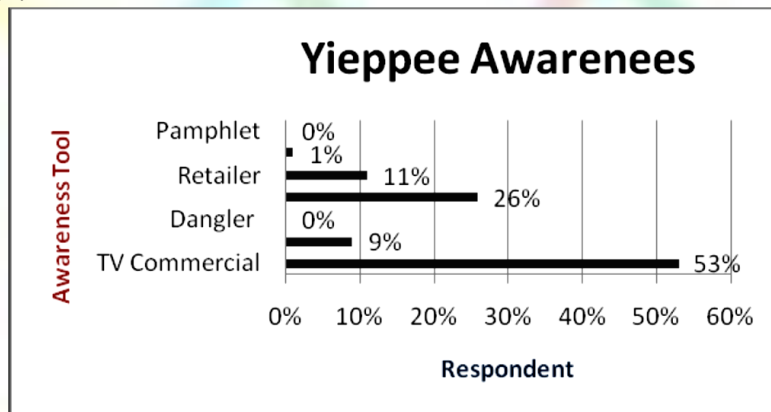
Interpretation-
- 53% consumer aware about the yippee noodle through the TV commercial,
- 9% consumer aware about the yippee noodle through hoarding/billboard, no one getting aware through the dangler ,
- 26% consumer aware about the yippee noodle through the shop,
- 11% consumer aware about the yippee noodle through the retailer ,
- 1% consumer aware about the yippee noodle through the poster.

So it is clearly understood that the maximum rural consumer would aware about the yippee noodle brand through the TV commercial advertisement.
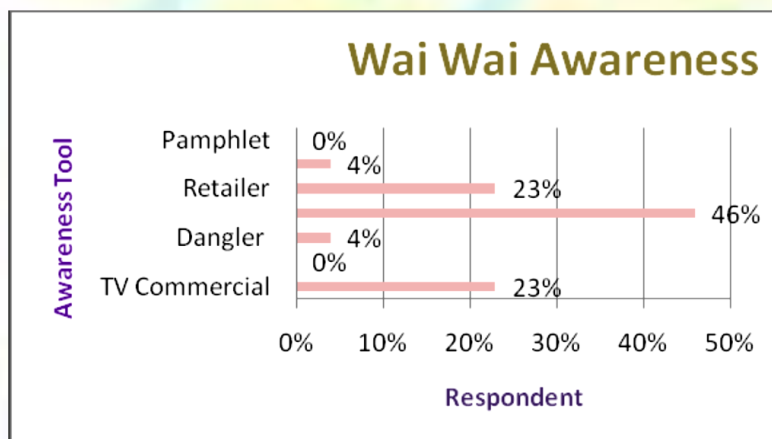
10.3. TOP RAMEN

Interpretation-

- 51% consumer aware about the top ramen noodle through the TV commercial,
- 2% consumer aware about the top ramen noodle through hoarding/billboard,
- 3% consumer aware about the top ramen through the dangler,
- 30% consumer aware about the top ramen noodle through the shop,
- 14% consumer aware about the top ramen noodle through the retailer,
- No one aware through the poster and billboard.

So it is clearly understood that the maximum rural consumer would aware about the top ramen noodle brand through the high spending TV commercial apart from the other awareness tool and also they makes aware from their local shop and retailer.

10.4. WAI WAI

Interpretation-

- 23% consumer aware about the wai wai noodle through the TV commercial,
- no one consumer aware about the wai wai noodle through hoarding/billboard and pamphlet,
- 4% consumer aware about the wai wai through the dangler,
- 46% consumer aware about the wai wai noodle through the shop,
- 23% consumer aware about the wai wai noodle through the retailer,
- 3% consumer aware about wai wai through the poster.

So it is clearly understood that the maximum rural consumer would aware about the wai wai noodle brand through the high spending TV commercial apart from the other awareness tool and also they makes aware from their local shop, retailer, poster and dangler .

7. Limitations of The Study

- The study was conducted in selected District of rural area only. If the same could have been conducted at few other places in the country simultaneously, a more pan-Indian view could have been obtained.
- Sample size was very low 100 for this study, which can't give the accurate result. Rather it is not considered as whole population in the country
- It is very difficult to carry out this survey within very small period of time frame
- A more diverse set of informants could have offer a more holistic view point to the study.
- Survey could have been done more from the rural area but due to the lack of internet awareness it was not done.

8. Conclusion

This study associated with the consumer perception which includes purchase timing, consumption timing, brand loyalty etc and also the brand awareness of the instant noodle in the rural area. Additional effort also being made to highlight those areas where company manager can identify the areas and at the same time they can also focus the area to increase the sales in the rural belt.

Conclusion have made on the basis of the survey question. As per my analysis Consumer buying behaviour mainly depend on the knowledge about the product and consumer is one of the important factor for every organization to increase the market share, If consumer wouldn't aware about the product then it is hardly possible to increase the sales. In this case, instant noodle total market share is high but the thing is they need to make more aware in the rural area people through the various advertisement tools to cover up all the rural area. What I understood that most of the people getting aware about the product through the TV commercial but there are many places where still electricity haven't build and literacy rate still not so good which ultimately effect to awareness of the product, so company can use for the poster and handbill for these area instead of high budget TV commercial. As per my study rural people brand loyalty and brand recognition is so high which help to the company to increase the market share and market growth.

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