

CONSUMER BEHAVIOUR OF NOODLES - A STUDY WITH REFERENCE TO MAILADUTHURAI TOWN

Dr. S. Soundaranayaki,
Assistant Professor of Commerce,
A.V.C.College (Autonomous),
Mannampandal,
Mayiladuthurai – 609 305,
Tamilnadu, India.

Abstract :

Consumers consume things of daily use according to our needs, Preferences and buying power. These can be consumable goods, durable goods, specialty goods or, Industrial Goods. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money and time effort) on consumption related items. The study is conducted in Mailaduthurai Town. An attempt has been made by the researcher to know the consumer preference regarding type of brand hold by the respondents, Factors influencing to buy the brand decision, satisfaction of the respondents and Classification of flavour in Noodles.

Key words : Consumer, Behaviour, Noodles.

Introduction

All of us are Consumers. We consume things of daily use, we also consume and buy products according to our needs, Preferences and buying power .These can be consumable goods, durable goods, specialty goods or, Industrial Goods.

The marketer therefore tries to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing.

Profile of the Area

Mailaduthurai is situated in Nagai District. There are few Urban Centers when comparing to large number or rural settlements in the district. Mailaduthurai is a selection grade municipal town, is situated a 1.17 north longitude and 79.39 east longitude and 281 kilometers south of Chennai he

state capital and 60 kilometers north Nagai District. The river covery passes through this town. The famous Hindu Siva Temple Mayuranathar temple, dating backing to Cholas ruling is situated in this town.

Objective of the study

- To know the availability of Noodles in Mailaduthurai town.
- To know the factors influencing behaviour of consumers.
- To know the satisfaction of consumers.

Methodology

Data have been collected both primary and secondary data.

The primary data collected through personal interview and questionnaire method. A total of 100 sample consumers selected for the purpose of the study.

The secondary data collected from Books, Journals, and Websites.

Data Analysis

Table: 1

Type of brand hold by the respondents

Type of brand	No. of Respondents	Percentage
Anil	50	50
Maggi	32	32
Top Roman	08	08
Others	10	10
TOTAL	100	100

Source: Primary Data

The above table reveals that the highest 50% of the respondents to Anil and 32 % of the respondents to Maggi and 10 % of the respondents belongs to Others and remaining 08 % of the respondents belongs to Top Roman.

Table: 2

Factors influencing to buy the brand decision

Factor	No. of Respondents	Percentage
Price	20	20
Quality	46	46
Taste	32	32
Others	02	02
TOTAL	100	100

Source: Primary Data

The above table Shows that out of 100 sample respondents 46% of the respondents formulated by Quality 32% of the respondents by Taste 20% of the respondents by Price and remaining 02 % of the respondents belongs to Others.

Table:3

Satisfied with the brand of the respondents

preference to purchase	No. of Respondents	Percentage
Yes	92	92
No	08	08
TOTAL	100	100

Source: Primary Data

The above table indicates 92% of the respondent is satisfied with the brand and recommended to others and remaining 8% of the respondents are not satisfied.

Table:4

Classification of flavour in Noodles

Flavour	No. of Respondents	Percentage
Vegetation	24	24
Egg	18	18
Chicken	26	26
Mutton	18	18
Others	14	14
TOTAL	100	100

Source: Primary Data

The above table shows that the highest 26 % of the respondents belongs to Vegetation flavour followed by Chicken, Egg, Mutton and Other flavours.

Findings

- Anil got the highest share (50%) in the market.
- The Quality (46%) is the major factor influenced by the respondents.
- 92% of the respondents is satisfied with the brand and recommended to others.
- The highest 26 % of the respondents belongs to Vegetation flavour.

Suggestions

- The Noodles Company can provide some toys or Gifts for attracting children’s.
- To increase variety of flavours in relevant to fruits and vegetables and to reduce the masala .
- The manufacturer give much importance to make environment friendly packages .

References

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