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Brand image of Maggi noodles before and after re-launch with special reference

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Abstract
This study focuses on perceptions of Brand Image of Maggi Noodles before and after Re-Launch with Special Reference to Coimbatore City. In May 2015, food safety regulations from barabanki, utttarpradesh, India reported the samples of maggi 2 minutes noodles had unexpectedly high level of monosodium glutamate as well as up to 17 times the permissible limit of lead. FSSAI ordered a recall of all nine approved variants of maggi instant noodles and oats masala from India. Many states of India banned maggi after the FSSAI decision. June, 2015 the central government of India banned nationwide sale of maggi products. The nationwide ban was struck down by the Bombay high court. All the samples of the maggi have been cleared with led much below permissible limit. Maggi come back to the shelves in India from November 2015 after the high court order to nestle to manufacture and sell the newly manufactured products. Data for the study has been collected from the 200 responded from structured questionnaire and the statistical tool like percentage analysis, chi-square, ranking analysis and ANOVA was used for analysis.

Keywords: FSSAI, Monosodium glutamate, Nestle, Maggi noodles, High court, Manufacture

1. Introduction
The Maggi brand was launched in India in the year 1982. Maggi Noodles faced problems in selling to consumer as the Indian consumers prefer only traditional Indian when Maggi was launched. The Noodles tasted at working women's but also the sales has not increase as no one trough the noodles and so they started to advertise their product through various media to increase their sales, later with the help of advertise people was attracted and started to buy Noodles and the sales have been increased in an higher preparation and become a favourite to many people later on June 2015 the Maggi Noodles was banned. The reason for Maggi banned is the use of MSG (Monosodium Glutamate) chemical using, result is weight gain, brain damaged and liver inflammation. Then the Maggi was taken to lab test. The result was favour to Maggi as the MSG used in Maggi is limited and so it was re-launched in Nov 2015.

1.1 statement of the problem
The well renowned Swiss based nestle company's Maggi 2 minute noodles has defaulted on FSSAI (Food Safety and Standards Act) regulations owing to the presence of lead detected in product in excess of the maximum permissible levels of 2.50 parts per million (ppm), misleading labeling information on the package reading 'No added MSG', and thirdly, the release of a non-standardized food product 'Maggi oats Masala Noodles with Taste maker' in the market, without risk assessment and grant of product approval. It has led to the imposition of ban on 9 variants of Maggi product and shuffle in the whole food industry and Indian economy.

Nestle' India has re-launched Maggie Noodles in the market after five months ban. The present measures, study tends to evaluate the Brand Image of Maggi Noodles before and after Re-launch among consumers with special reference to Coimbatore city.

1.2 Objectives of the Study
- To study the history of Nestle and its beginning in India.
- To identify the impact of brand image on Maggi Noodles.
- To examine the consumption frequency of Maggi Noodles before the ban
- To evaluate the consumption frequency of Maggi Noodles after the Re-Launch.

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1.3 Scope of the Study

The study aim to analyse the Brand Image of Maggi noodles before and after Re-launch. The result of the study helps to the children and the public at large. The whole study and its conclusions are totally depended on the both primary and secondary through schedule questioner method. Books, magazines, internet, it restrict in Coimbatore city. The study findings and results based on the statistical techniques like percentage analysis, garret ranking technique etc.

1.4 Limitation of the Study

- The survey is done among the respondents of Coimbatore city. So the result can be confined to Coimbatore city only and not generalized for other areas.
- Respondents opinion are dynamics, they keep changing time to time.

1.5 Research Methodology
Data collection

The study is based on both primary and secondary data. The primary data is collected through the statement questionnaire with the Maggi Noodles users in Coimbatore City. The secondary data is collected through the various secondary published sources like books, journals, magazines, newspapers, websites etc.

Sampling Design

In the study a set of 200 respondents were selected to collect the data with the applicability of Non-random sampling method is used.

Non - Random Sampling

These samples focus on volunteers, easily available units, or those that just happen to be present when the research is done. Non- probability samples are useful for quick and cheap studies, for case studies, for qualitative research, for pilot studies UN for developing hypotheses for future research.

Tools to be med

The statistical tools used for the study is
- Simple percentage analysis
- Chi – square analysis
- Ranking analysis
- ANOVA

2 Review of Literature

1. DR. Moloy Ghoshal, Ms. Megha Vohra, (January, 2016) [1], have suggested that the Marketing and Promotional strategies that are adopted by Nestlé India Limited for Maggi over the years. And also to know about the market position of Maggi as a Brand, how they survived in the past, what all strategies they adopted to become a well-known and well established brand and the recent controversy of Maggi and its effect in the market and on the consumers.

2. Ratna bhushan & sagar malviya, (29 Jun, 2015) [10]. Portrayed that the food industry is calling it the Maggi effect-a masala mix of heightened concern about food safety and the prospect of being able to benefit from the paranoia that's gripped companies since Nestle was forced to withdraw its noodles because they contained excessive lead and mislabelling of monosodium glutamate (MSG) content. Attempted to measure customer satisfaction as well as contributing to the commercial efficiency by the way of suggestions to improve its profitability in a long term business. The studies give about the factors which influence customer to purchase Nestle Maggi noodles in each dimension of CBBE.

3. Data Analysis and Interpretation
Simple Percentage Analysis

Table 1: Know About 'Maggi Noodles'

Know about	No. of the respondents	Percentage
Newspaper	50	25.0%
Radio	25	12.5%
Television	89	44.5%
Word of mouth	9	4.5%
Magazines	15	7.5%
Wall advertisement	12	6.0%
Total	200	100.0%

Source: Primary Data

Interpretation

The above table 1 implies that know about Maggi Noodles wise classification of the respondents. It indicates that Newspaper 50 having 25.0 per cent where as the Radio were 12.5 with per cent 25 respondents where as the Television was 44.5 per cent with 89 respondents where as the Word of mouth was 4.5 per cent with 9 respondents where as the Magazines was 7.5 per cent with 15 respondents where as the Wall advertisement was 6.0 per cent with 12 respondents.
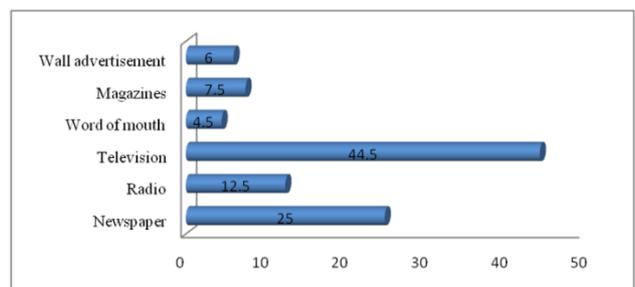

Chart 1: Know About 'Maggi Noodles'

3.1 Chi-Square Test

Table 2: Association between Gender Vs Know About 'Maggi Noodles'

H_0	There is no association between gender and know about Maggi Noodles
H_1	There is association between gender and know about Maggi Noodles

Result of chi-square test

	Value	Degree of freedom	Sig value	Remark
Pearson Chi-Square	21.290ᵃ	5	.001	.0-S
Likelihood Ratio	22.155	5	.000	.0-S

Linear-by-Linear Association	.010	1	.919	.1-NS
N of Valid Cases	200			

NS-Not Significant, S-Significant

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 4.14.

Interpretation

The above table 2 implies chi-square test between genders and the represents know about 'Maggi Noodles'. The P. value of 0.001 is lesser then table value 5% (0.05) level of significance. Hence the null hypothesis is accepted for Pearson Chi-Square. Therefore there is no significant association between gender and know about 'Maggi Noodles'.

3.2 Ranking Analysis

Table 3: Rank for Consuming Maggi Noodles

Particulars	Mean Rank	Rank
Brand Image	4.32	II
Ready to eat	3.74	V
Convenient	3.65	VI
Quality	3.33	VII
Low Price	3.79	III
Availability	3.76	IV
Taste	5.42	I

Source: Primary Data

Interpretation

The above table 3 clearly indicates that the survey respondents reason for consuming Maggi Noodles: The factor taste was ranked first with the mean rank of 5.42 up to 7. Next one is Brand Image was ranked second with the mean rank 4.32 up to 7 followed by Low Price was ranked third with the mean rank 3.79 up to 7 come next followed by Availability was ranked fourth with the mean rank 3.76 up to 7 followed by Ready to eat was ranked fifth with the mean rank 3.74 up to 7 come next followed by Convenient was ranked sixth with the mean rank 3.65 up to 7 and last one is Quality ranked seventh with the mean rank 3.33 up to 7.

3.3 Anova Analysis

Table 4: Comparison between Marital Status Vs Consumption Frequency before Maggi Noodles Was Banned

H_0	There is no relationship between marital status and consumption frequency before Maggi Noodles was banned
H_1	There is relationship between marital status and consumption frequency before Maggi Noodles was banned

Oneway anova analysis.

	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	3.539	4	.885	3.715	
Within Groups	46.441	195	.238		.006
Total	49.980	199			

Interpretation

The above table 4 represents the analysis of variance between marital status and consumption frequency before Maggi noodles was banned. The table show that the F value obtains is (3.715) with the P.valu of (.006) which is lesser than 5% (0.05) level of significance hence the Null Hypothesis is accepted and found that there is a no significance relationship between marital status and consumption frequency before Maggi noodles was banned.

4 Findings and Suggestion
4.1 Findings
4.1.1 Simple Percentage Analysis

- Majority of the sample respondents are in the Occupation group are Private employee.
- The majority of respondent's 23.0 per cent Above Rs.24000/-.
- The majority of respondent's 44.5 per cent to Television.
- The majority of respondent's 44.5 per cent to Yes.
- The majority of respondent's 40.0 per cent to Missing.
- The majority of respondent's 45.5 per cent to Moderate.

- The majority of respondent's 44.0 per cent to 1 Times a week.
- The majority of respondent's 45.0 per cent are spending to Rs. 250 – Rs.500.
- The majority of respondent's 50.0 per cent are spending to Panic about health.
- The majority of respondent's 58.0 per cent are no.
- The majority of respondent's 39.5 per cent are Happy.
- The majority of respondent's 56.5 per cent are yes.
- The majority of respondent's 43.0 per cent to Missing.
- The majority of respondent's 45.5 per cent are Remain the same.
- The majority of respondent's 56.0 per cent to 1 Times a week.
- The majority of respondent's 39.5 per cent are spending Rs.250 – Rs.500.
- The majority of respondent's 55.0 per cent are yes.

4.1.2 Chi-square test analysis

- The analysis implies chi-square test between genders and the represents know about 'Maggi Noodles'. The P.value of 0.001 is lesser then table value 5% (0.05)

level of significance. Hence the null hypothesis is accepted for Pearson Chi-Square. Therefore there is no significant association between gender and know about 'Maggi Noodles'.

4.1.3 Ranking analysis
The clearly indicates that the survey respondents reason for consuming Maggi Noodles: The factor taste was ranked first with the mean rank of 5.42 up to 7. Next one is Brand Image was ranked second with the mean rank 4.32 up to 7 followed by Low Price was ranked third with the mean rank 3.79 up to 7 come next followed by Availability was ranked fourth with the mean rank 3.76 up to 7 followed by Ready to eat was ranked fifth with the mean rank 3.74 up to 7 come next followed by Convenient was ranked sixth with the mean rank 3.65 up to 7 and last one is Quality ranked seventh with the mean rank 3.33 up to 7.

4.1.4 Anova Analysis
- The analysis indicates represents the analysis of variance between marital status and consumption frequency before Maggi noodles was banned. The table show that the F value obtains is (3.715) with the P.valu of (.006) which is lesser than 5% (0.05) level of significance hence the Null Hypothesis is accepted and found that there is a no significance relationship between marital status and consumption frequency before Maggi noodles was banned.

4.2 Suggestions
- Some of the respondents felt that it would be better to avoid the level of preservatives in production of Maggi Noodles.
- Most of the respondents are expecting new varieties in Maggi noodles and that should be further easily reached to rural consumers at affordable price.
- Young children play the major part of purchase decision of Maggi noodles. For attracting those, advertisements may be focused on the raising the pleasure of children.
- Manufacturers should focus on distribution channels to expand its market to rural India and it could increase its volume of sales.
- Manufacturers should launch health awareness campaign to educate consumers about the benefits of health food. It could even organise health camps and publish health information.

4.3 Conclusion
In the modern world, consumer taste and preferences are changing day-by-day because of rapid changing. Technology in the food production. The success of manufacturing depends on creation of new customers and retaining the existing customers. Several factors are influencing the customers while they purchase a particular product. Hence manufactures should identify the target group and provide products to satisfy all types of consumers. The firm has to be constant innovative and understand the consumers needs and desires. Nestle Maggi noodles is the most demanded and popular snack for all age groups in India. Maggi though has been able to differentiate itself from other noodles Maggi being taken as generic to noodles is hampering other extenEded product category. It will definitely be back in demand but with all the turmoil's Maggi has faced. The Bombay High Court has given the verdict in favour of Nestle and withdrawn the ban after the testing has been conducted various different laboratories. The brand image which is shattered because of the controversy before the ban and its resurrection is the first target and it also aims to bring back the trust of the customers and improve the brand image. It is expected to have more than 50 per cent of the consumers will be back on consuming Maggi Noodles after being re-launched with approval from FSSAI as the addiction continues because of greater impact on the consumers.

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