

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of...



Master's Thesis

Consumer Buying Behavior

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DIPLOMA THESIS ASSIGNMENT

Tanvi Raval, BBA

Economics Policy and Administration
Business Administration

Thesis title

Consumer Buying Behaviour

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Buying Behavior and Marketing Management. This analysis will be combined with original primary reconnaissance aiming to provide practical marketing recommendation to a concrete company, leading to performance improvement.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60 – 80 pages

Keywords

Consumer Buying Behaviour, Consumer Decision Making, Advertising, Nestle Meggi

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Declaration

I declare that I have worked on my master's thesis titled "A consumer buying behaviour " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 30.11.2021

Tanvi Raval

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A consumer buying behaviour

Abstract

This diploma thesis focuses on consumer buying behavior for Nestle's Maggi in order to determine marketing strategies for the 'Nestle' company for enhancing the sales of its products. The thesis examines consumer buying behavior for the purchase of Nestlé's Maggi in India and it also identifies the impact of various factors such as price, quality, and brand name on consumer purchasing decisions for Maggi in India. Further, the thesis analyses the promotional factors like advertisement and offer's influence on consumer buying behavior for the purchase of Nestlé's Maggi in India. This thesis is divided into two parts. The first part contains information about consumer switching behavior as well as about the factors influencing consumer buying behavior and the literature review. The review of literature includes information about the consumer's buying behavior towards instant noodles and their related goods. Here, the information is gathered from secondary resources like publications, journals, books, etc. The four pillars of marketing such as product, price, promotion, and place are studied to analyze marketing observation.

The second part of the thesis includes the analysis of primary data. A structured questionnaire is designed to collect the data from consumers in order to understand their perceptions. India is the targeted country for collecting the primary data. The sample size is 100 respondents which are selected randomly. The analysis of collected data has been done by using SPSS Software. The data is analyzed by using various statistical tools such as hypothesis testing and one variable analysis etc. The findings and recommendations are provided in the thesis based on the analysis.

Keywords: Consumer buying behavior, Consumer purchasing decision, marketing strategies, Nestle's Maggi, Promotional schemes, FMCG.

Spotřebitelské nákupní chování

Abstrakt

Tato diplomová práce se zaměřuje na spotřebitelské nákupní chování pro Nestlé's Maggi s cílem určit marketingové strategie pro společnost Nestlé pro zvýšení prodeje jejích produktů. Práce zkoumá nákupní chování spotřebitelů při nákupu Nestlé's Maggi v Indii a také identifikuje vliv různých faktorů, jako je cena, kvalita a název značky, na rozhodování spotřebitele o nákupu Maggi v Indii. Dále práce analyzuje propagační faktory, jako je vliv reklamy a nabídky na nákupní chování spotřebitelů při nákupu Nestlé's Maggi v Indii. Tato práce je rozdělena do dvou částí. První část obsahuje informace o chování spotřebitelů ke změně dodavatele a také o faktorech ovlivňujících nákupní chování spotřebitelů a přehled literatury. Přehled literatury obsahuje informace o nákupním chování spotřebitele vůči instantním nudlím a souvisejícímu zboží. Zde se informace o shromažďují ze sekundárních zdrojů, jako jsou publikace, časopisy, knihy atd. Za účelem analýzy marketingového pozorování jsou studovány čtyři pilíře marketingu, jako je produkt, cena, propagace a místo.

Druhá část práce obsahuje analýzu primárních dat. Strukturovaný dotazník je navržen tak, aby shromažďoval údaje od spotřebitelů, aby porozuměl jejich vnímání. Cílovou zemí pro sběr primárních dat je Indie. Velikost vzorku je 100 respondentů, kteří jsou vybráni náhodně. Analýza nasbíraných dat byla provedena pomocí SPSS Software. Data jsou analyzována pomocí různých statistických nástrojů, jako je testování hypotéz a analýza jedné proměnné atd. Na základě analýzy jsou v práci uvedeny poznatky a doporučení.

Klíčová slova: Nákupní chování spotřebitele, rozhodnutí spotřebitele o nákupu, marketingové strategie, Nestlé's Maggi, propagační programy, FMCG.

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List of abbreviations

FMCG - Fast Moving Consumer Goods

MNCs - Multinational companies

FDI - Foreign Direct Investment

PIB - Press Information Bureau

TPB - Theory of Planned Behavior

OOH - Out-of-home

1. Introduction

The fast-moving consumer goods (FMCG) is one of the largest contributors to the Indian economy. This fourth largest sector in the Indian economy provides employment to an estimated 3 million people, accounting for approximately 5% of the total factory capacity in the country. These products are consumed daily by any social structure except the social class, the non-financial group, the age group, etc. The FMCG sector is highly profitable due to low penetration rates, well-planned distribution network, low operating costs, low per capita use, large consumer base, and simple menu-based processes that lead to very low investment (Dr. Pramod H. Patil, 2016).

This industry is highly competitive due to the presence of international companies many, domestic companies, and the informal sector. A large part of the market is occupied by offline players who sell unpublished and unlicensed products. More than 50 percent of the total revenue of FMCG funds comes from products costing Rs 10 or less Over the past decade local players are making significant international applications; in fact, they have released many MNCs for growth and market carpet. Between 2005 and 2014 the project for domestic companies increased by 24% compared to the 14% increase for international companies (Dr. Pramod H. Patil, 2016).

Urban India accounts for 66% of total FMCG utilization, while rural India accounts for the remaining 34%. However, rural India accounts for more than 40% of use in major stages of FMCG such as personal care, textile care, and hot drinks. According to ASSOCHAM, companies such as Hindustan Unilever Ltd and Dabur India produce half of their sales from rural India and Colgate Palmolive India and Marico make up about 37% respectively (Dr. Pramod H. Patil, 2016).

India's retail market is projected to reach US \$ 1.1 trillion by 2020 from the US \$ 840 billion in 2017, and today's trade is expected to grow by 20-25% per annum, which is likely to increase the revenue of FMCG companies. Revenue from the FMCG sector amounted to Rs. 3.4 lakh crore (the US \$ 52.75 billion) on FY18 and is estimated to reach the US \$ 103.7 billion by 2020. According to Nielsen, the Indian FMCG industry grew by 9.4% in the January-March 2021 quarter, supported by growth-driven growth and inflation from higher prices, particularly basic ones. The domestic market recorded an increase of 14.6% in the same category and municipal markets recorded positive growth after two quarters.

The rising use of rural areas will drive the FMCG market. It contributes about 36% to the full use of FMCG. In the third quarter of FY20 in rural India, FMCG saw a resurgence of double-digit growth of 10.6% due to various government programs (such as integrated basic food and sanitation); high agricultural productivity, migration backlogs, and low unemployment rates. The Indian food market is expected to expand to US \$ 470 billion by 2025, from the US \$ 263 billion by 2019-20.

The government has approved 100% Foreign Direct Investment (FDI) in the consumption of food and the sale of one product and 51% in the sale of bulk products. This will strengthen the hiring, procurement, and high visibility of FMCG products in the planned retail market thus strengthening consumer spending and promoting the introduction of more products. The sector has seen a healthy FDI achievement of US \$ 18.19 billion from April 2000 to March 2021 (India Brand Equity Foundation, 2021).

Rural use has increased, led by a combination of incomes and higher interest rates. There is a growing demand for branded products in rural India. The FMCG rural market in India is expected to grow to US \$ 220 billion by 2025 from the US \$ 23.6 billion to FY18.

On the other hand, with the fall of the informal market share in the FMCG sector, the growth of the formal sector is expected to increase with increased brand awareness, supplemented by the growth of modern stores.

Another major factor driving the need for food services in India is the growing number of young people, especially in urban areas. India has a large base of young consumers who make up the majority of the workforce, and due to time constraints, they do not have time to cook (Media Reports, Press Information Bureau (PIB), Firstpost, 2021).

Online sites are expected to play an important role in companies trying to enter the country. The Internet has provided a great way, simplifying the cheap and easy mode to add corporate access. The number of internet users in India is likely to reach 1 billion by 2025. It is estimated that 40% of all FMCG use in India will be done online by 2020. The online FMCG market is expected to reach US \$ 45 billion by 2020 from the US \$ 20 billion in 2017.

It is estimated that India will receive the US \$ 15 billion a year through GST. GST and demonization are expected to drive demand, both in rural and urban areas, as well as in sustainable economic growth and improved corporate performance in the sector (Media Reports, Press Information Bureau (PIB), Firstpost, 2021).

Customers play an important role in the existence of any business. In the present scenario, customers are becoming much more important to businesses. The businesses who are providing the same goods & services, the market becomes larger and larger for them. Therefore, competition among businesses becomes an unavoidable factor. The analysis and observation of consumer behavior become more significant for this purpose. There are 76% of consumers expect that companies should understand the needs and

expectations of customers (Salesforce report, 2020). This indicates that if a company doesn't understand the needs of consumers well, then they are probably taking their business elsewhere. Successful companies form their marketing strategies considering consumer behavior as the foundation. Successful companies also consider internal as well as external analysis before developing their products and marketing plans as the analysis will help companies to better understand customers' needs. The companies should conduct research for analyzing consumer buying behavior which in turn helps them to develop effective marketing strategies. In this report, how cultural factors influence consumer buying behavior is discussed.

2 Objectives and Methodology

2.1 Objectives

The main aim of this thesis is to assess consumer buying behavior and to provide recommendations to Nestle in the area of effective marketing of products based on their target group consumer analysis. The thesis aims to thesis the research objectives mentioned underneath :

1. To assess consumer buying behavior for the purchase of Nestlé's Maggi in India in terms of demographic factors like age, gender, qualification, income, and occupation.
2. To identify the impact of various factors such as price, quality, and brand name on consumer purchasing decisions for Maggi in India.
3. To know about the promotional factors like advertisement and offer's influence on consumer buying behavior for the purchase of Nestlé's Maggi in India.
4. To investigate psychological factors such as society's influence on consumer buying behavior with respect to Nestlé's Maggi in India.
5. To determine marketing strategies for the 'Nestle' company in order to enhance the sales of its products.

2.2 Methodology

The objectives are formed for fulfilling the purpose of the thesis. The thesis is divided into two parts. The first part contains information about the consumer switching behaviour as well as about the factors influencing consumer buying behaviour and the literature review. The review of literature includes information about the consumer's buying behavior towards instant noodles and its related goods. This part observed consumer buying behavior and information about the Nestle's product Maggi. Here, the information about is gathered from secondary resources like publications, journals, books, etc. The four pillars of marketing such as product, price, promotion, and place is studied to analyse marketing observation.

The second part of the thesis includes the analysis of primary data. A structured questionnaire is designed to collect the data from consumers in order to understand their perception. Google form platform is used to prepare the questionnaire, and social media sites such as LinkedIn, Facebook and Whatsapp are used to get respondents. The analysis

of collected data has been done by using SPSS Software. The data is analysed by using various statistical tools such as the hypothesis testing and one variable analysis etc. The findings and recommendations are provided in the thesis based on the analysis. India is the targeted country for collecting the primary data. The sample size is 100 respondents which are selected randomly.

3 Literature Review

3.1 Definition of Marketing

Marketing is a complete set of business activities designed to plan, price, promote, and distribute goods that can satisfy the desire and achieve the target market and company objectives (Sunyoto, D, 2012). Meanwhile, according to Ginting, N F H, Marketing is a complete set of business functions designed to plan, price, promote and distribute goods that can satisfy both desires and services to consumers both current and potential customers. From the above perspective in principle, the common construction of a marketing concept is a complete system of business activities designed to plan, price, promote, and distribute goods to satisfy customers and achieve a targeted market and company goals.

3.2 Consumer

Consumers are the king of the market. They are the backbone of any business. Consumers are those individuals who used to purchase or consume goods & services. However, there is a slight difference between buyer and consumer. Buyers refer to individuals acting either as ultimate, industrial, or institutional purchases. While Consumers are those individuals who purchase goods for ultimate use, which is more restrictive in terms of meaning (Sternthal and Craig, 1982). Moreover, consumers are the end-user for whom the goods & services are designed.

3.3 Consumer behaviour

Consumer behavior is the thesis of how individuals such as customers, groups, or organizations select, buy, use and dispose of goods & services to satisfy their needs and wants.

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing, and after consumption of goods & services (Satish K Batra & S.H.H. Kazmi, 2004).

Consumer behavior is the acquisition, consumption, and disposition of products, services, time, and ideas by decision-making units. Consumer behavior is an action that a person

selects, buys, and uses the products and services as satisfying the needs and desires of consumers. According to (Sunyoto, D, 2013), Consumer behavior is defined as the process of decision making and physical activity involving individuals in evaluating, acquiring, using goods and services. Consumer behavior includes all actions taken by someone to find, buy, use, evaluate, and spend a good product and service products that they hope will satisfy their needs (Nitisusastro, M, 2012).

3.4 Consumer and consumer behaviour

A consumer is a person who desires, and needs require marketing materials according to their capacity as traders are often described as possessive the ability to control customer behavior, however actually have no power or for that details.

The marketer can influence their buying behavior but not control it (Durmaz, Çelik, and Oruç, 2011).

Consumer behavior interacts with many others and news. Example (Pariest, Carter and Statt, 2013):

- How do we get information about products?
- How do we test other products?
- Why do different people choose or use different products?
- How do we determine the amount of money?
- How much risk do we place with our products?
- Who is influencing our purchasing and use decisions?
- the product?
- How is product integrity built, and how is it transformed? Consumer behavior may be the following:

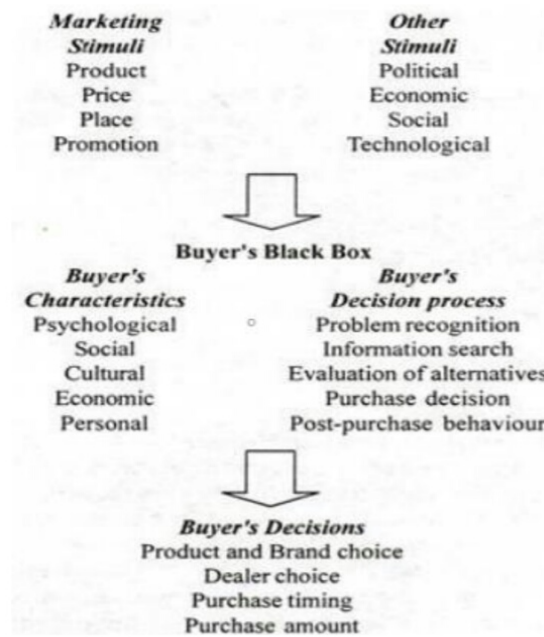
Mental, emotional, and physical activities people get involved when they choose, buy, use, and disposal products and services for satisfaction needs and desires (Wilkie, 1994, Priest, Carter no Statt, 2013)

3.5 Consumer buying behaviour

Consumer Buying Behavior is a consumer's knowledge and way of selecting and purchasing a product. Consumer's Buying Behavior can be understood by knowing what

product consumer purchases and Why? Further, persons or factors involved in purchasing, how, where, and when the product is being brought are also the most important questions to understand the buying behavior of consumers. Consumer's buying behavior can be understood from the below-mentioned illustration as follows:

Figure 1 Consumer Buying Behaviour Model

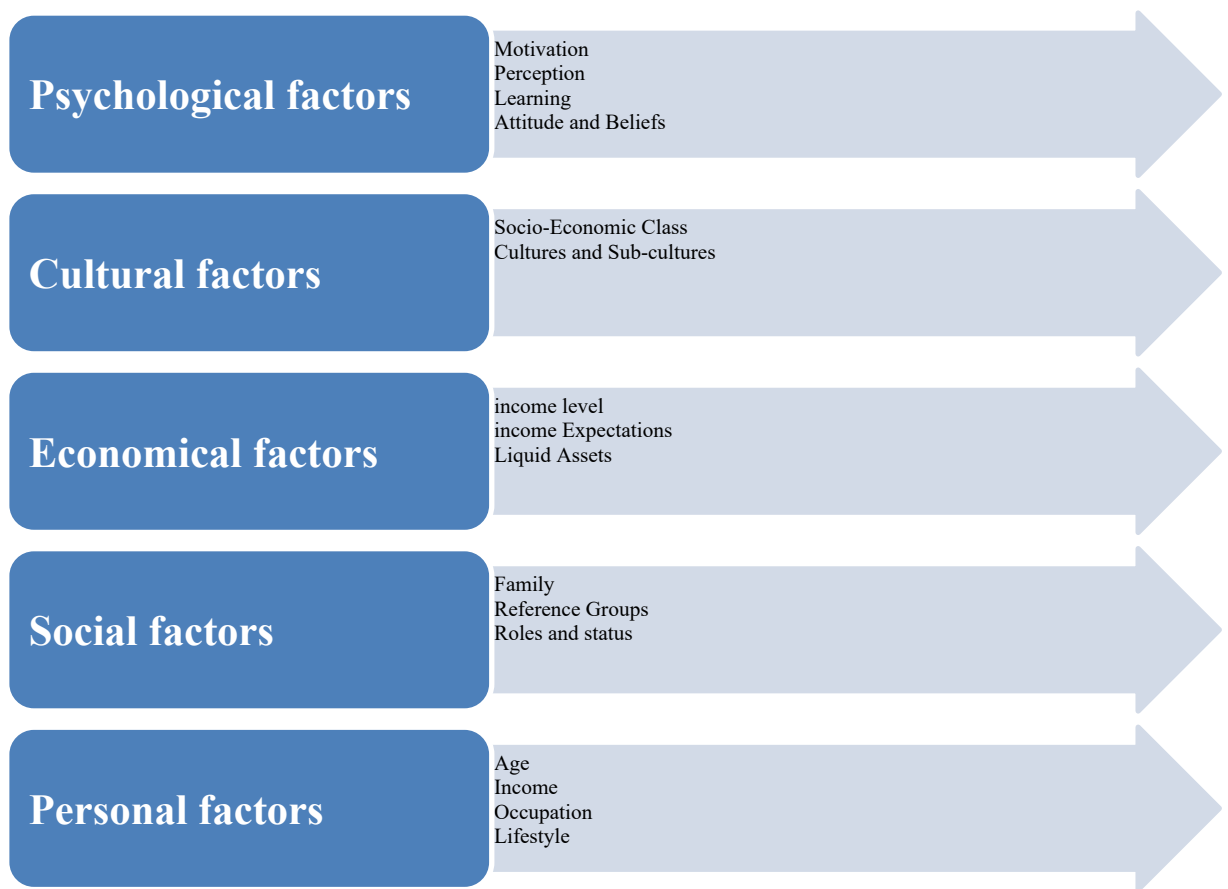


Source: Ramya & Ali (2016)

The above model indicates that the company tries to inform the consumers by their price, goods, location & promotional activities. Apart from that, economic, social, technological, and political factors also influence consumers' behavior and decision-making to sell the product. A consumer usually forms buying decisions in consideration of many attributes.

The important factors of stimuli in Consumer Buying Behavior are Psychological factors, Cultural factors, Economical factors, Social factors, and Personal factors (Ramya & Ali, 2016).

Figure 2 Factors influencing Consumer Buying Behaviour



Source: Diagram made by the Researcher

1. Psychological factors

Psychological factors have a very strong influence on consumer buying behavior whereas psychological factors consist of motivation, perception, learning, attitude, and beliefs. Human psychology is one of the major determinants of consumer buying behavior. These factors are difficult to measure but have a very powerful impact on the consumer buying decision. Some important psychological factors that influence consumer behavior are mentioned underneath :

i. Motivation

Motivation influences the buying behavior of a consumer. People used to have numerous needs during any given time. Some needs are biogenic which usually arise from

physiological states of tension like hunger, thirst, or discomfort. While other needs are psychogenic which arise from physiological states of tension such as the need for recognition and self-esteem etc. Thus, people will focus on satisfying the most important need first and then move towards the next need (Kotler & Keller, 2015).

The purchase process begins with demand recognition. The need is often said to be lacking in something practical. Different things lead to the consumer being motivated to buy the manufacturer's service, things like style, fame, pride, etc. Once firms and marketers know what motivates them, it becomes easier for them to develop marketing strategies to influence the consumer's thinking. and finally buy their products or services (Smoke, 2009). Purchasing behavior is largely motivated by the needs of the individual over a while. People buy clothes that match the brand name to look stylish. Abraham Maslow is undoubtedly one of the most well-known psychologists who has examined the needs of people. how human needs are promoted and how some needs come before others (McLeod, 2018). The idea is that a basic need must be met before climbing a ladder, but that is not always the case. When a need is at a particular level of the meeting, stop being a facilitator and one stops focusing on that need and moves on to the most important need and tries, by all means, to ensure that needs at all stages are met before moving on to the next stage (Lautiainen, 2015)

1. **Physical needs:** Physical needs are basic needs such as food, water, warmth, rest.
2. **Safety needs:** Consumers should feel safe somewhere.
3. **Belonging and loving needs:** It is human nature to feel loved and accepted by others. They wish to attend rallies, unions, and peer-to-peer contacts.
4. **Esteem needs:** Everyone wants to be praised and respected.
5. **Self-Actualisation:** What a person meets all the requirements listed above, he wants to increase. This requirement is about how you look at yourself and how you expect/want to be looked after.

ii. Perception

Consumer buying behavior is widely affected by their perception of products and services. Customer perception is a process where a customer obtains information regarding a product and analyzes the information to make a meaningful image of a particular product or service.

Advertisements, promotions, customer reviews, social media feedback related to a particular product make an impression on consumers about the product. Therefore, consumer perception plays a vital role in influencing the buying decision of consumers.

iii. Learning

A consumer learns something about a product when he/she buys a product. Learning comes over some time by experience. A person's learning depends on skills and his knowledge about the product. A skill can be gained through practice whereas the knowledge can be obtained only by experience.

Learning can be of two types such as conditional or cognitive. Conditional learning refers to the consumer being exposed to a situation on a repeat basis, thereby making a

consumer develop a response towards a situation. While cognitive learning is the learning in which the consumer will apply the knowledge he possesses and also apply the skills that he has to identify the satisfaction and a solution from the product that he purchases.

According to Kotler & Keller (2015), Learning is developed through drives, stimuli, cues, responses, reinforcement which means that if a customer has a positive buying experience then the customer will choose the same brand in the future (Kotler & Keller, 2015).

iv. Attitudes and Beliefs

The attitude and beliefs influence consumer buying behavior. The consumer has a particular behavior towards a product based on his/her attitude. Attitude plays a vital role in determining the brand image of a product. Hence, marketers focus on understanding the attitude of consumers for designing effective marketing campaigns.

2. Cultural factors

Culture determines an individual's wants and behavior. It is a particular group of people's characteristics and knowledge including religion, languages, cuisine, social habits, music, and the arts. There is an impact of culture, subculture, and social class on consumer buying behavior. Each culture contains subcultures and subcultures vary from one country to another country. The subcultures identify and classify people based on their shared customs and beliefs. Subcultures contain nationalities, religions, racial groups, and geographic regions. Thus, companies should conduct specialized marketing programs to fulfill certain preferences of subculture (Kotler & Keller, 2015).

Every individual belongs to a certain social class which influences the buying decision. People coming from the same social class have similar interests, values, and behavior. Thus, members from different social classes possess different buying behaviors and have different product and brand choices. Marketers need to focus on the cultural values of people in each country with a view to market existing products in the best possible way and identify opportunities for new products and services (Kotler & Keller, 2015).

3. Economical factors

Consumers make decisions based on their purchasing power. Personal or Family income is the responsibility of their purchasing behavior. If they can spend money more on quality products, they will no doubt use more. Or, if someone has predictions in mind that you will earn more in the future, they plan to do it spend to buy the product properly. Liquid property means a person's property which is can be converted into cash; more liquid material means more quality or token favor. Otherwise, if the buyer does not currently have the money but sees they have good credit to use, they may get luxury products depending on their debt capacity.

4. Social factors

Apart from cultural factors, consumer buying behavior is also affected by social factors like reference groups, family, social roles, and status. Human buying behavior is often influenced by many people around them. As a result that, they try to imitate other people

and are also willing to be socially accepted in society. The factors by which humans usually get influenced by other people are called social factors. Some of the social factors include the following :

i. Family

Family plays an important role in shaping a person's buying behavior. An individual develops preferences from his/her by watching family buy products and continues to buy the same products even when they grow up. There are two families in a consumer's life such as a family of orientation and a family of procreation. The family of orientation includes parents and siblings where parents have a strong influence on a consumer's behavior. However, a family of procreation consists of the person's spouse and children where the preferences tend to change due to the influence of the spouse (Kotler & Keller, 2015).

ii. Reference Groups

A reference group is a group of people who share common buying behavior and influence each other strongly for buying products and brand choices. Thus, marketers should find out the roles that affect other people's behavior within the reference group (Kotler & Keller, 2015).

iii. Roles and status

An Individual is influenced through the role that he holds in society. A person's buying behavior will be greatly influenced by his status if he is in a high position. A person who is a Chief Executive Officer in a company will buy as per his status while a staff member or employee of the same company will buy according to their status as they have different buying patterns. Therefore, marketers should try to understand the role of an individual and the position at which he is working before advertising the product (Kotler & Keller, 2015).

5. Personal Factors

Personal factors directly affect consumer buying behavior where personal factors consist of age and life cycle stage, occupation, economic situations, personality, self-concept, lifestyle & values. Hence, it is significant for marketers to have an understanding of these personal factors before designing an effective marketing campaign.

i. Age

Age is one of the major personal factors that affect the buying behavior of the consumer. This can be mostly observed in food and clothing. The buying pattern of youth is different from middle-aged people while elder people have distinct buying behavior. Teenagers will be fascinated by buying colorful clothes and cosmetic products.

Further, middle-aged people are interested in buying houses, property, and vehicles for the family. In this way, people tend to buy different products in the different stages of their life cycle during their entire life. For example, a perfume brand which an individual used some years ago might not suit his/her desire in the present scenario. Therefore, the preferences of consumers for purchasing a product constantly changes as per consumers'

need (Kotler & Keller, 2015).

ii. Income

Besides age, Income also influences the buying pattern of consumers. The higher the income the higher purchasing power of consumers and vice versa. A consumer can spend more on a luxurious product if he has a higher disposable income. While low-income or middle-income group consumers spend a significant proportion of their income on basic needs like groceries, clothes, and so on.

iii. Occupation

The consumer buying behavior can be influenced by his occupation. An individual is willing to buy things that match his/her profession. For example, a doctor would buy clothes as per his profession while a professor will have different buying behavior.

iv. Lifestyle

Lifestyle refers to the attitude and way of staying of an individual in society. The lifestyle of a consumer highly affects consumer buying behavior. For example, when a consumer becomes health conscious then he will buy healthy products instead of junk food.

3.6 Consumer decision process

Businesses face a lot of difficulties when their message didn't reach the target group along with the fact that sometimes target groups such as consumers and prospects are also facing blocks in their decision-making process. If there is no block in the decision-making process, then they should be fully committed, enthusiastic, loyal, and repeated consumers. However, this is not the case. The access and transparency of information influence the decision-making process of a consumer in the present scenario. Therefore, it is vital to identify what are the problems and fiction points that restrict prospects in becoming consumers or else restrict consumers in terms of repurchasing the product. (Silverman, 2001).

As the figure (Figure 1) indicates, the model of a consumer is divided into five stages which include Problem recognition, the search of information, evaluation of alternatives, the final decision, and post-purchase decisions (Sternthal and Craig 1982).

Figure 3 Steps of consumer decision making process



Source: Diagram made by the Researcher

Problem recognition

The consumer decision-making process begins with problem recognition. In this stage, the consumer identifies a need or problem. A need can be affected by internal as well as external factors such as hunger, thirst, sex, etc.

The stage of problem recognition comes when the consumer recognizes the difference between the desired and the actual state of affairs, which is the insufficient magnitude to arise and activate the decision-making process or need to be triggered by internal and external factors. (Solomon, Basmosy and Askegaard, 2002).

When a person is affected externally, for example, a person may see a television advertisement for a vacation then stimuli may give a rise to thoughts or ideas about the possibility of making a purchase (Kotler and Keller 2009). In the present scenario, mass media is not only the source of information, which may influence the purchase of individuals. Consumers are exposed to too much amount of information. Thus, marketers have to identify a claim or promise about their goods and services which has a strong impact on consumers (Silverman 2001). After the recognition of the problem, the consumer starts searching for information related to products and services to derive the solution for the respective problem.

Search of Information

After identifying needs or problems, the consumer moves to the next stage of the decision-making process which is a stage of searching and gathering information. Consumers used to be skeptical when it comes to choosing between alternatives. Thus, they need all the information available about goods and services before spending money.

In this stage, the consumer examines positive and negative aspects of a product that the consumer is willing to buy. Nowadays, it becomes easier for a consumer to get access to information and make a better purchase decision.

The information can be obtained by consumers from various sources such as print media, electronic media, product reviews, and product ratings. However, information can be divided into two types like internal and external (Solomon, Bamossy, and Askegaard 2002).

Evaluation of Alternatives

It is the stage of consumer decision-making where the consumer uses available information to evaluate various alternatives. The consumer can evaluate alternatives by examining product attributes, brand beliefs, and product satisfaction, etc. Consumer establishes criteria for evaluating alternatives based on their needs, motives, and goals, for instance, which alternative is simple to use, what is other user's experience about a

particular product as there is a need to examine that whether the information available is reliable or not and to investigate that the product will work as expected (Silverman, 2001).

Final Decision

The consumer purchase decision will be to purchase the most suitable product as per their needs. However, two factors can come in between the final decision where one is purchase intention and the other is purchase decision.

Kotler and Keller (2009) have mentioned that during the evaluation of alternatives, consumer eventually forms preferences among brands available to them. However, two factors can interfere between the purchase intention and purchase decision which are an attitude of the others and unanticipated situational factors. Here, the attitudes of others refer to another person's negative attitude towards the preferred alternatives (Kotler and Keller, 2009).

Consumers are influenced by the infomediaries who publish their evaluations on their websites for example customer reviews on Amazon.com, blogs, and many more (Kotler & Keller, 2009). The preferences and purchase intentions can't be considered as completely reliable predictors of purchase (Kotler and Keller 2009). The stages in the consumer decision-making process are not followed sequentially but rather in a cyclical order which indicates that in reality there are some loops between information search and evaluation, consumer learns about new criteria which is not previously considered by him or her (Bettman 1979).

Post Purchase Decision

This is the last stage of the consumer decision-making process in which consumers take further action after the purchase of a product or service based on their satisfaction or dissatisfaction. Satisfaction and dissatisfaction from a product or service depend on the consumer's expectation and the product's perceived performance.

Two potential outcomes are derived from this phase such as satisfaction or dissonance. When the consumer experiences dissonance for the purchased product then the choice is 'devaluated' and the consumer again begins the process of searching, collecting information, and evaluating other options for future buying decisions (Sterthal and Craig 1982).

3.7 Consumer's Product Switching Behaviour

In any company, clients or customers are valuable assets. Consumers are like that a business or group of people who choose, consume, use or dispose of, for their own needs or desires, goods, services, ideas, or experiences. In other words, market goods or services storage space. We call it the customer's custom of researching certain people, communities, or organizations. The way these organizations choose, how they protect and discard, to meet the demands and impacts on customers and customs, goods, resources, communications, or concepts. It includes psychological, social, social

anthropological, and economic features. It seeks to capture in-person and groups the consumer decision-making process.

To determine what people want, it examines the qualifications of certain consumers such as preferences and behavioral factors. It also aims to get the result of categories such as family, friends, comparisons, and cultures are all in the customer. Customer conduct, which plays three different roles as customer, payer, and buyer, approx focused on customer purchases. In a powerful business market, companies seem to rely heavily on maintaining their current clients.

Awareness of changes in consumer behavior is therefore critical to individual survival companies. Customer change behavior is the way the consumer demonstrates as well filled with various actions from a particular product. As clients are the ultimate destiny buyers of every product or service, the performance of any company, because they do non-reversal of other products, depending on customer loyalty. A thesis has been conducted to take out a few points to know about buyer's switching behavior which is presented through the below-mentioned points:

- The ads influence the consumer to at least purchase the commodity once in a lifetime was concluded in research conducted by Bashir and Malik (2009) concluded. The style used in advertisements affected more customers as compared to keywords and captions. The results also indicated that customers have an opinion that advertisements are credible sources of information as compared to others such as friends, neighbors, peer groups.
- Kumar (2011) in his research paper 'Celebrity Endorsements and its effect on customer purchasing behavior' explained his view on consumers regarding popularity which may affect attributes of celebrity. The trend of celebrity endorsements has been proliferated over time. It is now considered the dominant factor in the advertisement industry. The celebrity service sector has been considered a multi-million company. Marketers approach influential endorsers to manipulate and influence buyers' buying decisions to boost revenue and obtain high market share, this, in turn, leads them to analyze the effect of celebrities on customer buying habits.
- Advertising was considered a credible source of information for any good and service by consumers (Bashir & Malik, 2009).
- Companies must consider consumers' buying behavior and must try to fulfill consumers' desires and expectations (Oyeniya and Abiodun, 2009).
- Sarangapani & Mamatha(2008) in their research paper 'Post Buying and consuming behavior' mentioned that customer behavior is a dynamic spectacle as it demands efforts of comprehension, clarification, and prediction. To explain clearly that, whether any marketer wants to market on a basis other than a hit-or-miss, he or she should be conscious that customer behavior is an expectation any anticipation marketing manager must make. Although this concept is complicated for certain people, it is understood that the action is not so unpredictable or enigmatic that it is ambiguous.
- The emotional reaction of a consumer is the component that contributes to close ties with consumer buying behavior (Abideen and Saleem, 1982).

- Armstrong (1991) found that it maintains long-term customer relationships as an important Decision to determine the satisfaction a client offers to a company. Customer traveling work thus presents a major obstacle to lasting friendships. The Research also shows that changing actions (switches and stayers) is an important step in understanding the process of growing customer-organization communication.
- Gupta (2007), for his research entitled "Impact of celebrity patronage on customer buying and branding, "aimed at garnering celebrity support goods that raise market appeal than non-celebrities and put magic on the characters to be made they are attractive and profitable.
- In its predictions of transformational goals, Bansal (1997) incorporated several measures
- With an expected moral perspective (TPB - Theory of Planned Behavior). TPB provides a link between actions and attitudes. In addition, visual behavior regulation, social norms, and influential behavior 'moral purpose.' He has examined the consequences of our conduct, perceived code of conduct (called the visible cost of change), and satisfaction of the product or service provider, including travel purposes. The results are also calculated. The findings yielded a significant effect on the objectives Of the evolution of all three variables.
- In its thesis "The Effect of Advertising on Customer Purchasing Behavior," Chirayath (2007) notes that the FMCG market is marked by intense competition, leading to the spread of products in various categories. Product sales promotion is a very common strategy for the maturity of the metropolitan market to separate a person's bid. Indeed, an ever-growing budget is allocated to these activities to attract customers. In this case, it is very necessary to check that the buyers select the FMCG component, which includes most products at the market level. Since the total cost is small, customers do not care if they turn from one product to another for promotion promotions. Therefore, it is important for advertisers to learn about customer preferences regarding advertising deals, what promotion customers want what products, what channels they want to hear about plans, whether sooner or later they prefer rewards.

3.8 Marketing Mix

According to Kotler (2016), many years ago McCarthy (1971) collected the exception marketing strategies into four comprehensive marketing mixes, called four Ps marketing: product, price, location, and promotion.

Today, marketers and managers find it difficult to define, make and follow their trends in marketing integration programs due to the increasing complexity and competitiveness of ours Business status. The current situation allows the investigator to support clients as well managers in evaluating and assessing the impact of marketing materials on marketing blend components adoption decisions (Thieu, 2016). This may be the main explanation for this thesis topic.

Simply put, marketing integration is a collection of advertising flexibility that needs to be defined and is managed to satisfy customer requests. The main purpose of filling a

consumer's request is to control consumer purchasing decisions. The research world has paid a high price for all of them these principles (judging and buying judgment) a few years ago. Borden (1964) introduced a mixing marketing structure and revitalized McCarthy (1971), marketing the most widely used process, in which the description of a purchase decision was a section of the purchase decision process, in which the buyer agrees to the purchase of a particular item product (Kotler & Keller, 2016). According to them, the four Ps of marketing include the following:

Table 1 Four P's of Marketing

Product	Price	Promotion	Place
Variety of commodity	Price chart	Promotion of sales	Channels
Consistency	Discounts	Advertising	Coverage
Layout: Design	Allowances	Coverage	Arrangements
Characteristics	Period of payment	Power of Sales	Remarks
Name of the brand	Credit terms and	Public Affairs	Inventories
The package	conditions	Direct	Transport
Sizes		commercialization	
Services			
Guarantees			
Return			

Source: (Kotler & Keller, 2016)

1. Product

The business offers the products you want, features, colors, styles, pricing, details, resources, maintenance arrangements, warranty, and return policy in its products and services.

- An item (service) is something that can be sold to a consumer satisfies the desire or need of interest, purchase, demand, or need.
- The product category includes the collection of the closest assets same functionality, selling the same parts to a buyer, promotion or sale from the same type of distributors, or falls within the price points. The key Product line determination includes product line length (number of different products in the product line): width (number of product ranges), length (number of each product line), width (number of each variation product sold online), and consistency (product similar number).
- Service is any performance or profit that one team is willing to provide for you a third party who is not naturally inclined and does not contribute to ownership.
- As part of the overall package, "good" includes packaging. Product advertisers use packaging as a logo to enhance the reputation of the product. Here is one example: McDonald's finished and renewed its packaging structure by 118 countries in 56 languages in the fall of 2008. Packing can raise expectations of product compatibility.

- The purpose of a good object or service is to find the real meaning, need, differentiation, cause, or effect of a product from consumers and consumers.
- If you compare the performance of the app, customers will compare it to their preferences and information about other services.

Nestle offers a wide range of products with their line extensions in the market. They have been providing a variety of quality to consumers. Other top Nestle brands are Maggie, Nestea, Nescafe, Kit Kat, etc.

Maggi introduced many products to the market according to the needs of its customers. The product is known for noodles, use, bouillon cubes, quick soups, stocks, sauces, ketchup, and most. Products that exceed human expectations and that are already well-known in the consumer's mind are-

- Maggi 2 Minute Noodle - A bright product in the Maggi umbrella line, this product is available in five flavors namely Tricky Tomato, Chicken, Masala, Romantic Capsica, and Trillian Curry.
- Maggi Vegetable Multigrainz Noodles is a product that contains Fiber, Calcium, protein, and extra vegetables.
- The Maggi Vegetable Atta Noodle is made from wheat flour with high fiber content and vegetables.
- Maggi Cuppa Mania is available in a simple two-format cup format Chilly Chow Yo and Masala Yo.
- Maggi Oats Noodles is a fresh, healthy, and delicious dish made with Wholegrain Oats.
- Maggi Sauces
- Maggi Pichkoo
- Maggi Pasta
- Maggi Healthy Soups
- Maggi Magic Cubes
- Maggi Coconut Milk Powder
- Maggi Masala -ae- Magic
- Maggi Bhuna Masala
- Maggi Pasta and Pizza Sauce

2. Price

The customer is willing to spend money to get the goods. Price contains wholesale or retail prices or promotions, discounts and exchange offers, discount rates, loan terms, buy and pay intervals, and credit conditions. Price decisions often involve price changes in terms of business climate, economic conditions, and consumer perspective.

- "Prices" indicate the total level of interest rates in the market service, whether used or not.
- Disappointing and misleading price tags will make the audience customers and investors think they will get a higher price and a higher price than they.
- Measure consumer, quality, economic, financial, and social benefits consumers receive a refund of the prices they pay for the product to be sold. Price, in fictional names, is the amount they pay for technology, finance, and social benefits.
- Sales price: This is the purchase price you use when ordering goods from the store factory. Sales purchase is not intended for reselling of products or services

provided but used individually.

- Compared to the amount paid, the "profit" the consumer sees must be larger than other methods to purchase the best selected.
- Create, represent and review: estimated expenditure; price "as a promotion" feature, entry price; price stability; Stock policy; execution or to avoid competitive behavior. Customers should also take the wrong one financial factors considered such as time, commitment, luxury, or psychological costs, in addition to the "money" price.
- Make sure equipment, labor, and other expenses are accurately measured.

The cost depends on the market for each product. For example, Nescafe and Maggi, who are open executives, earn higher corporate profits compared to their competitors. This is because the quality of the product is adequate and the cheap price action will not influence the client to switch products.

Nestlé's price level depends on its packaging or price based on usage. At Nescafe and Maggi, Nestle offers a wide range of sizes and package options. In supermarkets, you can even get a package of 16 Maggi and in small shops, you can get Rs Maggi 5. In other brands like Kitkat and Munch, due to fierce competition from other companies, Nestle offers competitive prices. You will find that nestle will be priced similarly to most Cadbury products in the chocolate segment.

Maggi has a pricing strategy because she knows it has to enter the global market. There are a lot of rivals not directly targeting Maggi. Maggi has a very clear policy on its prices. Since its early years, it has maintained a low pricing policy because its consumers are mainly of the middle class. To make the product less expensive they had to reduce their prices but the prices produced helped the company to maintain a healthy profit. Therefore, prices are always kept normal without major changes. To keep pace with changing economic times Maggi lowered the price, instead of the price. In line with this, to cater to medium and low-end customers, Maggi offers different package sizes at different prices so that the customer can shop according to each budget.

3. Promotion

The communication feature includes interactions with people and non-people. Functions that convey the suitability of every product, including:

- Do we encourage this? What should we raise? How are we going to do it to encourage? What do we sell about economics and discounts? Which promotion is expected to give you? What are the features? How much?
- Look for a combination of strategy and purpose, especially within and between various purposes/objects/objects.
- Distribution and marketing staff.
- Mass marketing: internet, web, television, radio, publishing, out-of-home (OOH).
- Marketing promotion - advertising tools can be a tool to accelerate the reputation of the company or its sales; or additional payment for a purchase, consumer benefit. These include promotions, market bonuses, Discounts, Refunds, Time Schemes, Discounts, Purchase Sharing, demos, sales/trading competitions, vouchers, premiums, tie-ins, p-o-p, exhibitions, sweepstakes, distributions, and

trade shows.

- Guarantee - Brochures, catalogs, brochures, exhibitions, promotional kits, and more marketing and tax accounts.
- Digital - online advertising, digital email, telephone, network management, lists, telephone advertising, and direct response ads.
- Interaction / Mobile, Digital Network, Social Media - Interaction / online is a method used to send commercial content to draw consumers across the Internet as well Web. Social Media is an open-source production and distribution content created by individuals and communities. Social media, including Facebook, YouTube, LinkedIn, Twitter-like others, are all available.
- Events and Experience - Events, sales, and/or face-to-face contact allow customers to view, meet and engage with product or service, usually before purchase.
- News conferences, advertisements, relationships, and the media. To save space for editing, rather charge for printed, digital, or online media space. Promote or "recommend" a product, service, idea, location, person, or organization. PR includes a scope of services aimed at promoting or maintaining the image/reputation of the business or private assets.

One of the most popular songs is the Nescafe song. It was one of the best advertising campaigns and was launched at least two decades ago. However, that campaign brought Nescafe to market.

Nestle's brand, on the other hand, was driven by Maggi's excellent product quality and Maggi's ingenuity and innovation campaigns. When Nescafe focuses on the best and the best in life, Maggi focuses on the times you have with your Maggi. The latest campaign was focused on your magic story, where people had to come up with a variety of new ways with their magic.

The promotion of other products is also done intelligently. Kitkat is focused on "Take a break" and do the same good marketing. The Kitkats website is also very smart and shows nothing but asking the visitor to take a break and have a KitKat. The biggest push expected by the FMCG company is to increase sales at a lower level. That's where Nestle shook. Nestle is focused on its strengths which are Maggi, Nescafe, and Kitkat which are the main ones. Suggested products on the market at a low level.

Apart from this, Nestle regularly uses TVC and ATL marketing. It is also online using some ingenuity. All in all, Nestle is a product with solid products and strong marketing, which is why the product has a very high-value product memory. We hope Nestle continues to deliver quality products and maintain the quality of products it already has.

When parent company Nestle decided to launch Maggi in India, its promotional activities included awareness among women and children. Toys and utensils were donated as gifts and packets of Noodles. This has been a major incentive for this product and has made it an instant home name. Maggi is advertised on children's channels and among major television programs. The "2-minute noodle" tag line is known as the smartest tag in the advertising industry and is still very popular with consumers. So far, no one has been able to cook Maggi for 2 minutes J but still, people love the product the fastest way they can

get the best meal. Maggi also announced offers and many schemes over the years to attract its customers such as Best Books, free Maggi products, scratch and win coupons, discounts, and refunds.

At the exciting sale of Maggi Oats Noodles, the buyer can see the famous Bollywood actors recommending the product to viewers. Convincing advertising has proven to be popular with audiences taking the company to higher ground. Throughout its campaigns, since 1982, the product has been advertised as "2-minute noodles". Famous actor Amitabh Bachchan also appears in Maggi's advertising works.

You can see Maggi's advertising a lot when it brings a new product to the market. But from time to time, it also advertises product memory. For example, Maggi masala ready-made food is occasionally advertised to keep the product in the consumer's mind. On the other hand, 2-minute noodles are best advertised when there are new varieties such as Oats noodles or Aata noodles.

4. Place

A business sells goods through marketing and sales platforms, jobs, distribution, sizes, locations, inventory, mobility features, and the like. Sell the best property in the right place at the right time and the right price. Think about, build and analyze causes, priorities, goals, strategies, and purchase and non-commercial methods, e-Commerce.

- Develop and implement measures for the effective and reliable production process, objectives, plans, and methods.
- Distribution networks.
- Consideration of the surrounding network and surrounding co-operatives delivery.
- Partners at the station. Identify and describe the positions played by the operator partners and stakeholders within an integrated distributor program.
- Spatial plans developed. Development and review of financial partner arrangements, corruption, performance, technology management, and use.
- Construction and analysis and reimbursement of distributors and exchange institutions and market problems.
- Standard provision may include the following internal bonds: Manufacturer, Distributor, Sales, and Buyer.
- Seek simplicity as delivery is easy and large.
- Create better partners in strategy, source, manufacturer, retailer, agent, investor, retailer, and other styles and prices. create better strategies partners.
- Retailer, retailer, and vendor range and potential preferences in research.
- Should each region, regional distributor, and / or country change,
- change, increase, price including distribution costs?
- Develop discount strategies; Wholesale and non-retail stores.
- Develop and evaluate plans, plans, strategies, and practices commercial.
- Wide, the special, open-source model for community delivery channel.
- Develop relationships and relationships around the world, nationally, regionally, and locally.

Nestle was showcasing its products in supermarkets and supermarkets. It has been

managing its sales and distribution network throughout the Indian market to offer its product. It has also been stocked with products in hospitals, college canteens, and companies, and in public places.

Maggi followed the Nestle to Distributor distribution route to the Retailer to Consumer, as the chain system facilitates the proper distribution of the product.

- Nestle - The Company has developed a performance management system in which each plant is responsible for its production. It follows a dual distribution method. In the first case, the product is available in all local stores and in the second place where stock is available in all supermarkets and stores.
- Distributors – The Company offers its distributors a clear 6% limit. In this system, the distributor makes a payment before the company but provides the product with credit to the sellers.
- Retailer - Seller also gets a 15% limit on promotional products and a 10% margin on standard products.

The main ingredient in Maggi's Marketing mix has been its distribution. It's one thing to have a successful product in your hand, it's a completely different football game to make sure over and over again that this top-of-the-line product reaches the nooks and corners of the world. Or you can go to the Himalayas, you will find Maggi selling there at selected places. Isn't that right !! This one feature - distribution, has been the backbone of product success.

3.8.1 Additional 4P's of Marketing Mix

Your marketing strategy needs to change to meet customer needs, as well as competitive styles, which affect customer demand and popularity.

As a result, the strategy developer has added another 4P to the 4Ps of the Marketing mix which led to a total of 8P altogether.

5. People

In terms of marketing, everyone is involved in your company. And the way where your customers, the community (including consumers), promoters, and others are viewed Your business influences the value and quantity of ads used to promote people shopping from your business.

- People do business with honest people.
- However, people prefer your employees to your CEO.
- Your customer is hungry for customized information.
- However, do not create a fixed interface, send duplicate information or repeat equipment, or get sick of the way you handle your data.

Figure 4 Eight P's of the Marketing Mix

8 Ps of the Marketing Mix Defined



- **Product** includes use, design, packaging, quality, features, colors & size options.
- **Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.
- **Place** includes retail, digital, phone, chat, fax & multi-channel options.
- **Promotion** consists of content, communications & messaging to persuade audience to buy.
- **People** includes everyone your business touches.
- **Principle** means your business must stand for something more than making a profit.
- **Process** focuses on technologies to improve customer experience.
- **Performance** means measurable results aligned with financial & strategic objectives.

Source: Cohen (2019)

Nestle India has been hiring more people to join their company. They have been training their staff to handle their customer inquiries and provide better customer service. Various campaigns are organized by its staff to increase sales in various regions of India.

6. Principle

Because of their poor faith, consumers and employees look to companies and their advocates for change. Companies have more to offer than to benefit. To prosper in this revolt, businesses need to be isolated. Therefore, the goal of any company should be to make more than just making money.

7. Process

Focus on using technology to improve consumer sentiment by adding programs in the marketing mix. Ensures that product campaigns are distributed there, where, and how the customer needs them. A fast, organized process will wait for your hopes and customers. They don't know is concerned about internal staff and infrastructure problems in the organization.

The company has been developing products by processing them using better technology. The way Nestle used its vending machine to serve customers easily shows that they understand the needs of consumers in India.

8. Performance

Marketing success requires tangible results that meet financial and strategic goals team goals. Promotion professionals must also translate their campaign results into action language counts so that financial staff can understand. Advertisers have faced with it the

growing need for a product return, financing, and growing campaign budgets visual platforms.

Increases the effect of each aspect of the marketing plan by using 4 Ps of marketing mix now 8 Ps. By helping your audience, especially prospects to buyers, find a solution that gives them value. 4Ps advertising method and Marketing Mix continues to solidify. Strategies based on advertising, Smartphones, and user preferences have changed as discussed at the beginning of this section about modern marketing with the help of artificial intelligence.

Nestle has been creating better evidence connections by setting up coffee corners and its Nescafe brand on vending machines

3.9 Marketing Philosophies

Based on the views of Kohli and Jaworski, the concept of marketing is the dominant philosophy of the organization, its way of thinking and thinking, and the direction of the flow of organizational resources and organizational strategic plans. Market position or marketing determines the high performance of the marketing concept. With this concept at hand, three sets of tasks are performed in the organization: A) Creation of intelligence, B) Distribution of intelligence, and C) Accountability. These activities can exploit market trends. Its reliability and reliability were tested by Narver and Slater and Ruekert. It is noteworthy that some researchers such as Narver and Slater (1994) combine market marketing and stock exchanges. Over the past decade, market marketing has been debated as one of the key research topics for strategic marketing. Market structure is a tool for applying the concept of marketing (Kohli & Jaworski, 1990). The principles and principles of the market structure lie in the concept of marketing. As we have said, the concept of marketing is a “business management philosophy”. The marketing concept is aligned with customer direction, profit management, and agreement with the marketing department and other departments. Although the concept of marketing has been discussed since time immemorial, its operational value is very limited as it is a less practical philosophy in management, and the need for its effectiveness is very important (Barkdale & Darden, 1971). An extensive discussion of marketing testing is provided by Bartels (1988), Keith (1960), and Wilkie and Moore (2003) (Tosun et al., 2008). Over the past decade, various approaches have been proposed at various times. These methods can be divided into four periods such as (1) production period (beginning of the industrial revolution to 20); (2) sales period (1920-1960); (3) marketing period (1960-1989); and (4) the relationship period (1989 to date). The current trends have shifted to social media, marketing, and other sectors, building more profit rather than competition, future performance, achievement, building value management instead of customer satisfaction, individual marketing instead. customer segregation, building continuous relationships with helpful customers, symbolic marketing (online), and organizing an organization with the rapid quality response, cost, services, time, reliability, flexibility, etc. There are a variety of marketing situations from the beginning of the industry. the transformation from 1820 to the present (third millennium). It is noteworthy here that the beginning of the marketing period does not mean the end of the past at all. Some companies still incorporate production guidance (Tosan et al., 2008). For example, it is clear that some

Iranian companies still use production direction after a century.

First Era: Production Era

The Production era began from the beginning of the industrial revolution and lasted until the 1920s. It contains the production philosophy and the product of each product discussed in the following lines.

1. Production Philosophy

In this approach, the business was simply focused on production, construction, and efficiency. According to Say law, this view is abbreviated as "supply brings demand in itself". In other words, when someone makes a product, someone else wants to buy it. Such an approach gained popularity in an area plagued by a lack of productivity against demand; thus, products were easily sold (Kotler & Hall, 1997). The company's core philosophy focused on a product is the purchase of goods available to customers due to reasonable prices (Lancaster et al., 2002). In this philosophy, the focus is on increasing productivity, lowering costs, and controlling cost and profit through higher sales prices. This approach puts the purchasing power of customers under consideration and company executives want to produce those goods that can be delivered to customers cost-effectively and easily. As a result, distribution, product price, and mass production to reduce prices are crucial. Researchers believe that production guidance is helpful in two situations. The first is the time when the supplier does not measure the needs of his products; in this case, the main task of managers is to increase production capacity while considering that consumers are more inclined to high-quality products. The second situation is the time when production costs are high and production improvements seem necessary to reduce costs. While the production period began with industrial change and continued until the late 1920s, it is still used by some companies (Tosun et al., 2008).

2. Product Philosophy

Customers look for high-quality products and services, functionality, and innovation. In this way, product development is the priority and most importantly the growth of products and new technologies (Tosun et al., 2008). The foundation of this philosophy provides high-quality products. Companies that rely on this philosophy often focus on quality development and control and profitability by introducing high-quality products. Due to financial constraints, however, not all customers want high-quality goods. Such a position has led to a less conservative view of trade (Lancaster et al., 2002). Just by focusing on product engineering instead of responding to the real needs of the customers and the benefits demanded by them. Customers often want better solutions, not better products. This is what Levitt calls "commercial myopia". In this case, the business is treated with a lens for products and services instead of what the consumer wants (Levitt, 1969).

Second Era: Sales Era

The sales period lasted from the 1920s until the 1960s. This term contains the marketing philosophy and the marketing philosophy of relationships.

1. Sales Philosophy

Until the mid-'50s, the business world was associated with the marketing of commerce in many sectors. The key to profit was the increase in sales volumes. Comprehensive and comprehensive efforts to achieve increased customer supply are the main objectives of this approach, e.g. where the customer has not been fully informed of a particular product or when the company is facing an abundance. In other words, the goal would be to sell existing products instead of producing new ones. This is an outstanding trend for customers who like a particular product when they are encouraged to buy it. The marketing approach is based on the assumption that existing goods or services may not benefit from adequate sales unless the organization takes a strong marketing effort. So marketing seems like a wide range of sales and advertising. Expanding corporate products and services seems to be a priority. Sales management often works as an independent (independent) management system, and only focuses on exchanges with customers who are often anonymous. Management emphasis is more than market share and growth, and management performance is assessed in terms of short-term financial relationships (Tosun et al., 2008). The basic philosophy of this method is the claim that consumers are unwilling to buy, and it is their needs that compel them to do so.

2. Transaction Marketing Philosophy

The trading paradigm has emerged as a useful framework for marketing ethical considerations. Researchers generally agree that trading is a fundamental part of market processes; therefore, it should be interpreted, predicted, and taken under control. The goal of interactive relationships is to create a link between customer needs and supplier products and products. From a supplier's perspective, value building is the process of understanding the diversity of customer needs, building products (goods and services) to respond to these needs, and aligning customers with products through marketing activities and competing with other suppliers. From a consumer perspective, they are the ones who choose the supplier or suppliers who offer them the best benefits after deducting costs and risks. At a lower level, transactional relationships are achieved when customers can access a product and spend their money. In some relationships, however, clients and providers participate in partnerships, share information, direct themselves to a social organization, integrate and coordinate their practices, and even invest their future resources in existing relationships. Because of these keywords, trade relations can be defined as a way to create value by aligning production, consumption, and related economic processes between customers and suppliers. In a trading relationship, a supplier may use a product-specific strategy and use its resources to adapt to market needs to achieve higher investment returns and more competitive advantage (Johnson & Selnes, 2004).

Third Era: Marketing Era

The Marketing Period began in 1960 and continued until 1975. It includes a marketing philosophy, a social marketing philosophy, a holistic quality management philosophy, a complete marketing philosophy, and a distribution system philosophy.

1. Marketing Philosophy

In marketing literature, marketing has recently been recognized as an important concept used by companies to gain a competitive advantage. The purpose of this approach is to identify customer needs and expectations and provide them with products and services that meet their needs better than competitors. Jobs flow from the outside (market) to the inside (for-profit and customer satisfaction). The starting point for this approach is marketing, the practice is focused on customer needs, tools to address the needs of consistent marketing, and the goal is to make a profit for customers. In this way, the company provides those products and services that customers want; therefore, it gains customer satisfaction and achieves profitability. Today, many successful companies rely on customer guidance, and as an organizational culture and strategic planning, this is no different from a company (Jaworski et al., 1993).

2. Social Marketing Philosophy

Public marketing emerged in the '60s. In the context of public marketing, customer needs, expectations and needs are addressed. Concerns about how to satisfy customers by creating a high value, which can achieve their satisfaction and promote social well-being. Manufacturers should not produce those goods that harm the public. In this way, not only the needs and expectations of the customers but the aspects of social welfare are also emphasized. In other words, it emphasizes public obligations on behalf of selected customers. Social marketing is about social focus, agency profitability, and customer satisfaction. Making a profit is not the main goal, and it is believed that one of the main objectives of retailers is to educate consumers, business owners, and the community about their use, performance, and production strategies that such sustainable development will be realized. (Tosun et al., 2008).

3. Total Quality Philosophy

The emergence of Total Quality Management (TQM) has been one of the major advances in the field of management. Despite all the conflicting results, TQM has been regarded as a powerful model for creating a competitive advantage when used properly. This is not only confirmed by research cases, but large sample experimental studies also confirmed the benefits of this model. TQM has often been seen as an effective management model with the potential to create a competitive advantage made by quality. However, after more than a decade of being advertised as a form of competitive advantage, significant "all" improvements in quality performance mean that quality will no longer function as a "divider" and has been losing its value to other competitive sources. profit, very significant in innovation. As a major quality producer, complete quality management has therefore faced similar challenges; academics and market workers have begun to question whether the model is still a viable source of future competition. The main reason for this question is a view that takes into account the important difference between innovation management and quality management.

4. Holistic Marketing Philosophy

This approach was proposed by Whitehead in 1998. As customer needs are given greater attention to overall quality management, research is often directed at these areas. Therefore all stages of the organization take on the responsibility of identifying the needs of the clients. Therefore, the disclosure of customer needs will be the first step in

restructuring business processes where the identification of needs is not the only function of the marketing phase; instead, all departments need to be involved in the process of understanding and defining customer needs and how to meet them. In this way, the entire organization is guided by the marketing phase, and customers are considered at all levels and in all departments. The amount of quality marketing depends on three pillars: 1) Company solutions focus on customers in all aspects of organization and operations; 2) The company's operations are tailored to the needs of the customers; and 3) Everyone who works in the organization participates in a complete marketing environment (Whitehead, 1988).

From a complete marketing perspective, marketing is a complex task where everything is considered important; thus, the creation, design, and implementation of marketing plans and processes call for a growing and integrated vision. The four components that make up a complete marketing relationship are affiliate marketing, internal marketing, integrated marketing, and responsive marketing.

5. Design-Distributing Philosophy

With a new perspective on overall quality management, this approach was proposed by Jacobson and Garvin in 1994. The implementation of the Design to Distribute (D2D) approach resulted in a 300% increase in staff efficiency and savings of \$ 2 million in NEC costs. D2D focuses on the following issues:

- 1) Quality is in the eyes of customers;
- 2) Quality requires the commitment of all employees;
- 3) Quality should not only be sought in products but should be found in every company practice;
- 4) Quality depends on the high quality of partners in a range of numbers from suppliers to distributors;
- 5) Quality programs should not lead to quality reduction;
- 6) Quality needs constant improvement in all conditions (quality requires continuous improvement);
- 7) Quality improvement requires gradual action;
- 8) Quality programs should not increase prices;
- 9) Quality is required, but not enough; 10) Quality requires long-term commitment (Garvin, 1987).

Fourth Era: Relationship Era

The relationship period began in the '80s and has continued to this day. This period incorporates the philosophies of marketing relationships, marketing marketing, network marketing, customer relationship management, and excellent marketing, market marketing, and meaningful customer harassment.

1. Marketing Relationship Philosophy

Marketing Relationship (MR) focuses on the formation and continuation of long-term relationships and the mutual benefit of both parties (the customer and the seller) through the growth of mutual understanding, trust, and bilateral relations. The term shared benefit is used in this context, meaning that both parties (the consumer and the seller) have achieved their goals (Yoganathan et al., 2015).

Marketing relationships require all parts of the organization to work together as a marketing team and provide customers with their service. Marketing relationships are based on:

1) Key organizational processes: such processes create value for customers. It includes innovation, efficiency, and customer support. It is these three processes that create additional value, not departments and organizational categories.

2) Horizontal working horizontal groups (interactions between people): a sequential vertical structure may not work well in this case. Reduction programs and inter-departmental teams are some examples of addressing the inefficiencies of a consecutive vertical structure.

3) Network relationships: It means that all sections of an organization are connected and outside the organization rather than focusing on their internal connections. They should engage with others and build consortiums. They need to build their internal relationships through strategic goals and their external organizations through co-operatives and relationships with suppliers. This is followed by the construction of research-based relationships with clients. One of the main reasons for switching to affiliate marketing has emerged from Kotler's views that the cost of attracting one new customer is five times higher than the cost of maintaining a current relationship (Roseann et al., 2008). Marketing in marketing relationships should include the following: free relationships, employee empowerment, customer and process planning, and teamwork (Roseann et al., 2008).

2. Transactional Marketing Philosophy

In the marketing process, customers are associated with a few suppliers. The basis of this method is hostile competition. Both customers and suppliers insist on short-term benefits, and both try to maximize their profits. There is little trust between them. The emphasis is on finding new customers, not keeping existing customers. The marketing process is based on the following assumptions: a) The customer relies on a few vendors to complete each other's competition. b) Customers look at temporary contracts only. c) All customers keep a few vendors. Therefore, in commercial advertising, the customer and the seller form, an open market, and the basis of their work is to make a profit.

Communication patterns from the company to the market. The method of communication is similar to the military and transactions are formalized through the active role of merchants. Commercial marketing is a good way to identify specific market segments. It is also used by companies as an integrated approach to improving their close relationships with customers (Gronroos, 1990).

Critics of traditional marketing theory argue that focusing on short-term marketing is an improper way of industrial and service marketing and that the development of long-term relationships with customers in developed and highly competitive markets is of paramount importance to the organization. prosperity. However, a combination of active marketing and general marketing would be appropriate if the business focused on a particular market segment. While such a view contradicts new marketing theories, Gordon's argument cuts a significant role as an important topic in this research.

Performance marketing can provide the necessary foundation for marketing relationships. It is considered a good strategy to manage the early stages of a relationship. In the context of service delivery, the marketing process is beneficial for

both managers and employees to streamline their service delivery, save time, keep costs down, and reduce risk (Hanna, 2009).

3. Network Marketing

In network marketing, emphasis is placed on relationships between organizations. Vendors, customers, and organizations are considered to be major market actors. At very high levels, the pattern of relationships is between organizations. Such relationships can be between a few people, there is no life cycle and the continuity of the relationship is very weak. The network marketing organization is simply a trading channel that uses independent distributors to resell and repurchase products at market prices and new distributors in their growing networks. Commissions and markups for personal sales volume, as well as residual commissions for private sales of lower lines, are among the benefits of making a profit to build incentives for network distributors (Coughlan & Grayson, 1998).

4. Customer Relationship Management Philosophy

Customer Relationship Management (CRM) is the management of corporate and current customer interactions. Relationship marketing philosophy emerged from agency-to-agency advertising. In this type of marketing philosophy, much emphasis is placed on developing long-term relationships between customers and retailers based on partnerships. An advertiser wants to increase customer loyalty to become a supplier partner. Profitability should be based on the cooperation and commitment of both parties. The result of successful marketing can be the development of strong and trusting relationships between customers and suppliers on the one hand, as well as the reduction of legal processes, prices, orders, and follow-up (Lancaster et al., 2002)).

In this way, the customer is considered an important asset of the company. Any CRM process consists of four pillars:

- 1) Investigating complaints from customers, employees, and other formal complaints.
- 2) Response means understanding customer needs, expectations, behaviors, and information needs; therefore, data collected from customers should be analyzed, leading to two main types of feedback: customer feedback and company feedback. These both form the basis of process development. The customer response cycle includes reports from responding to customer complaints.
- 3) Guaranteed, which is one of the most important aspects of customer service.
- 4) Process adjustment means eliminating shortages related to goods and services and dealing with customer complaints (Foster, 2001).

5. Customer Orientation Philosophy

The success of companies depends on their ability to attract, retain, and satisfy customers. Customer satisfaction is the basic driver of their loyalty, a process called customer guidance. This philosophy extends to three objectives: 1) Identification of customer needs and values and incorporating them into current and future services and products (access to customer information). 2) Involve the entire organization in meeting customer needs (disseminating customer-related information around the organization). 3) Introduction of new and improved products and services (activating customer-related information). The customer structure consists of a four-step process:

- 1) Customer-related strategy decision;
- 2) Evaluating customer satisfaction;
- 3) Review and decide priorities; and
- 4) Performance (performing actions related to meeting customer needs with a high-quality home). Customer standing includes: Organizing all activities related to customer relationships; Preparing all stages before transactions, during negotiations, and following transactions to ensure customer expectations; Includes customer relationships with suppliers. The benefits of good customer practice are repetitive purchasing, reliability, and saving costs of attracting new customers (as eight times the cost of maintaining current customers) (Lancaster et al., 2002).

6. Excellent Marketing Philosophy

This approach attempts to explore and analyze the relationship between marketing philosophy and marketing skills. Excellent marketing was first proposed by MacDonald and Denison in 1995. The organization that follows the best marketing should be at the highest level in terms of its marketing philosophy and marketing skills. Successful companies often go the extra mile. These two authors believe that marketing philosophy and marketing skills should be integrated at the highest level. It is a two-dimensional matrix with only a box that serves as an excellent marketing tool. In this way, marketing philosophy and marketing skills are of the highest quality (Denison & Macdonald, 1995).

7. Market Orientation Philosophy

Market marketing has been one of the major research topics for strategic marketing over the past decade. Market structure is used to create and apply a marketing concept (Kohli & Jaworski, 1990). With market marketing, it is easy to make the marketing concept work and integrate it into improving business performance. According to the views of Narver and Slater (1990), the structure of the market consists of three components:

- 1) Customer guidance (identifying and settling customer needs);
- 2) Competitive stance (testing competitors' movements); and
- 3) Coordination between departments (all sections of the organization work together to work in the first two areas). Using customer orientation, the company can identify and meet current customer needs and predict their future needs, and plan to meet them (Tse et al., 2003).

8. Postmodern Marketing

Postmodern Marketing is a term based on the movement of modern philosophy in which there is a cultural tendency for natural suspicion in international cultural narratives or meta-narratives (Brown, 1993). He called the philosophy "retro-marketing" in 2001. Brown believes that marketing success lies in harassing customers. To achieve this, he lists five principles (TEASE Model):

- 1) Deceivers; making customers stupid;
 - 2) Entertainment; funny customers;
 - 3) Exaggeration, exaggeration, and even slander;
 - 4) Confidentiality, or the act of committing obscene acts;
 - 5) Special; or keeping customers waiting, not giving, and delaying satisfied customers.
- Brown says it is necessary to harass your customers, who may like you.

4 Practical Part

4.1 Niche background - Noodles

Asian noodles were originated in china during 5000 BC (Hou and Kruk, 1998, Fu, 2008). "Chicken Ramen" the world's first instant noodle was invented by Momofuku Ando and it is manufactured by Nissin foods, Japan in 1958. The cup noodles were introduced by Nissin in 1971. Instant noodles are made using wheat flour, water, starch, salt or Kansai, and other ingredients which improve the texture and flavor of noodles, the noodles are partially cooked by steaming and further dehydrated by a deep frying process (Kim, 1996).

The benefit of instant noodles like nutrition, taste, convenience, safety, reasonable price has made them popular in the world. Instant noodles are consumed in more than 80 countries. In 2020, 116.6 billion servings of instant noodles were eaten by people in the entire world irrespective of region, age, gender. Instant noodles are loved as "global food" by people (WINA, 2020). China has secured the first position in terms of consumption of noodles followed by Indonesia, Vietnam, India, and Japan (WINA, 2020). In India, the consumption of instant noodles is around 6.7 billion servings in 2020 (WINA, 2020).

4.2 About Nestle

Nestlé is a Swiss food and beverage organization that includes international organizations based in Vevey, Vaud, Switzerland. It is the largest food company in the world, measured in terms of revenue and other metrics, since 2014. It is ranked 64th in the Fortune Global 500 in 2017 and No. 33 in the 2016 Forbes Global 2000 list of major public companies. Nestlé's products include baby food, medical food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen foods, pet food, and snacks. Twenty-nine Nestlé products are sold annually for more than CHF 1 billion (about US \$ 1.1 billion), including Nespresso, Nescafé, Kit Kat, Smarties, Nesquik, Stouffer's, Vittel, and Maggi. Nestlé has 447 factories, operates in 189 countries, and employs about 339,000 people. He is one of the leading shareholders of L'Oreal, the world's largest cosmetics company.

Nestlé was founded in 1905 by the merger of the Anglo-Swiss Milk Company, founded in

1866 by brothers George and Charles Page, and Farine Lactée Henri Nestlé, founded in 1867 by Henri Nestlé. The company grew significantly during World War I and followed the Second World War, expanding its offerings beyond its malted milk products and infant formula products. The company made several business purchases, including Crosse & Blackwell in 1950, Findus in 1963, Libby in 1971, Rowntree Mackintosh in 1988, Klim in 1998, and Gerber in 2007. The company has been linked to various controversies, facing criticism and confusion over its marketing of infant formula as an alternative to breastfeeding in developing countries, its reliance on children's use in cocoa production, and its production and promotion of bottled water. The total number of employees working in the company is 3,52,000 as of 2019.

Products of Nestle

The below-mentioned brands are the prominent products under Nestle's product portfolio.

1. Nestle Milkybar
2. Nestle MilkMaid
3. Nestle Everyday Dairy Whitener
4. Nescafe
5. Maggi
6. Nestle Kitkat
7. Nestle Bar One
8. Nestle Polo

4.3 About Maggi

Maggi is an international brand of seasonings, instant soups, and noodles that originated in Switzerland in the late 19th century. The Maggi company was acquired by Nestlé in 1947.

The company originated in Switzerland in 1884, when Julius Maggi took over his father's mill. He quickly became a pioneer of industrial food production, aiming to improve the nutritional intake of worker families.

Maggi was the first to bring protein-rich legume meals to the market and followed up with a ready-made soup based on legume meals in 1886. After that Julius Maggi introduced bouillon concentrates, first in capsules, then in cubes. In 1897, Julius Maggi founded the company Maggi GmbH in Singen, Germany. In 1947, following several changes in ownership and corporate structure, Maggi's holding company merged with the Nestlé company to form Nestlé-Alimentana S.A., currently known in its francophone home base as Nestlé S.A.

4.4 Analysis of Demographic factors

Explication of study

The important question to understand customers' buying behavior is why, when, where the consumers buy the product. Brand loyalty of consumers is a vital subject for any company due to numerous brand alternatives available and very high competition is there in the market for many of the products.

For this study, the primary data is collected to understand the consumer buying behavior

towards Nestlé's Maggi. The data is collected by conducting a survey using a structured questionnaire which was shared randomly among respondents. Approximately 100 respondents participated in the survey. To understand the consumer buying behavior towards Nestlé's Maggi, the study is limited to a single country namely India. The sample size of 100 respondents from a country is randomly selected for analysis.

The objectives to study consumer buying behavior and provide suggestions for effective marketing strategies for 'Nestlé' Maggi' are focusing on the related to the factors manifested underneath:

1. Age, gender, occupation (demographics)
2. Price, quality, and consumer behavior
3. Promotional factors (adverts., endorsements) influence consumer buying behavior
4. Psychological factors (Brand name and endorsements)
5. Strategies to enhance the sales

If the company could accomplish long-term relationships with its consumers, it could simply gain trust over its consumers which could a major success factor. The company needs to understand the buying behavior of consumers to establish long-term relationships with its customers. Hence, this study is aimed to study consumer buying behavior towards Nestlé' Maggi.

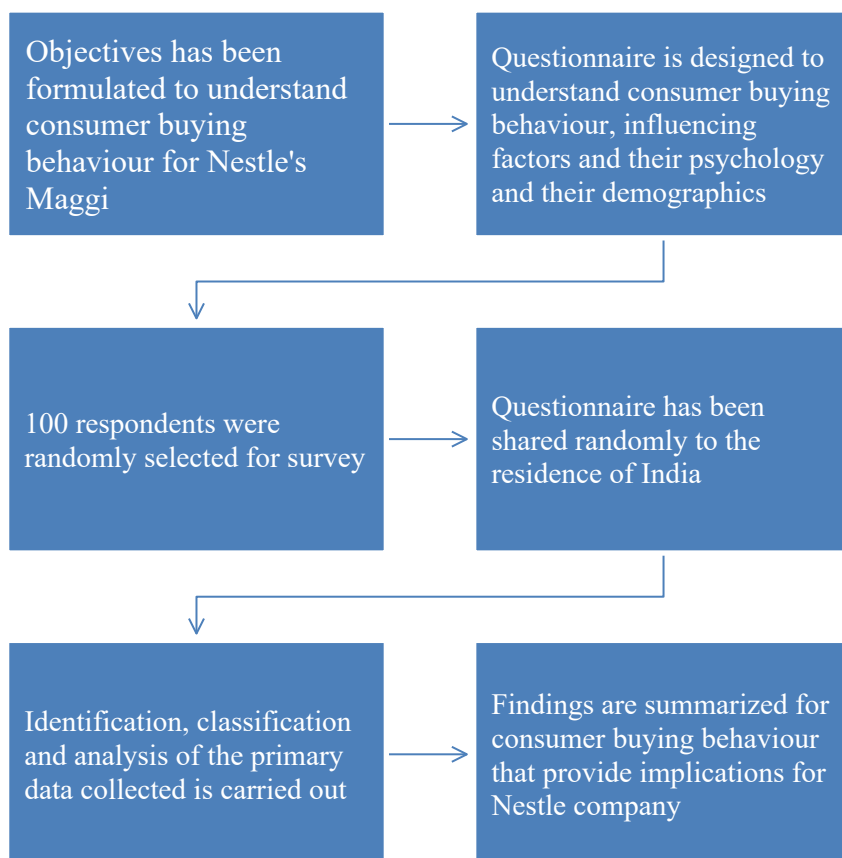


Figure 5 Survey Design

Source: Made by the Researcher

Objective -1

To assess consumer buying behaviour for the purchase of Nestlé’s Maggi in India in terms of demographic factors like age, gender, qualification, income and occupation.

Table 2 Classification of the Sample Size Based on Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	57	57.0	57.0	57.0
	Female	43	43.0	43.0	100.0

	Total	100	100.0	100.0	
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Source: Made by the Researcher

The above table shows the gender wise data of the respondents. It can be observed that male respondents are more as compared to female respondents as there are 57% male respondents and 43% respondents female.

Table 3 Classification of the Sample Size Based on Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	21	21.0	21.0	21.0
	21-30	48	48.0	48.0	69.0
	31-40	20	20.0	20.0	89.0
	41-50	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: Made by the Researcher

The above table depicts the age wise classification of the respondents. It can be seen that the respondents consist more of 21 to 30 age group. Overall, there are 48 respondents belong to that age group. There are no respondents from above 50 age group. There are 21 respondents who are having an age below 20.

Table 4 Classification of the Sample Size Based on Qualification

		Qualification			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HSC	18	18.0	18.0	18.0
	Undergraduate	30	30.0	30.0	48.0
	Postgraduate	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Source: Made by the Researcher

The above classification of the sample size is based on qualification of the respondents. There are majority of respondents post graduated or undergraduated. The respondents having secondary education are the least.

Table 5 Classification of the Sample Size Based on Occupation

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	19	19.0	19.0	19.0
	Service	9	9.0	9.0	28.0
	Professional	53	53.0	53.0	81.0
	Student	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source: Made by the Researcher

The table mentioned above indicates the sample size based on occupation of the respondents. It is peculiar that majority of respondents are professionals followed by businessmen. There are 19 respondents who are businessmen as well as students. Overall, there are respondents more of professionals and then comes businessmen or students followed by employees working in service sector.

Table 6 Classification of the Sample Size Based on Income

Income per month					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	19	19.0	19.0	19.0
	200-500	49	49.0	49.0	68.0
	500-1000	21	21.0	21.0	89.0
	1000-3000	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: Made by the Researcher

Above enumeration shows the income wise data of respondents. There are 19 respondents who don't have any income while 49 respondents have their income between 200 to 500 rs. per month. 21 respondents have income between 500 to 1000 rs. per month. While 11 respondents have income from 1000 to 3000 rs. per month.

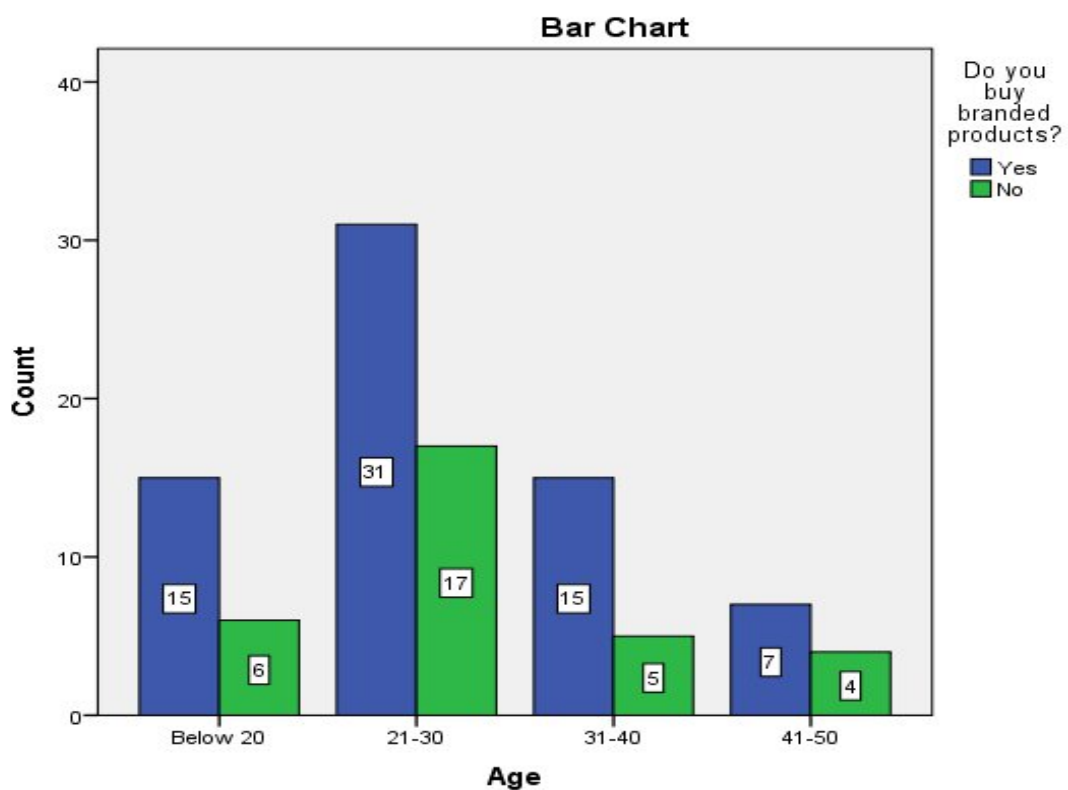
4.5 Analysis of the collected data

Objective -2

To identify the impact of various factors such as price, quality, and brand name on consumer purchasing decisions for Maggi in India.

The data from the questionnaire for the preferences of the respondents for buying branded products concerning their age groups are categorized to notice if there is a dichotomy found.

Figure 6 Consumer's Age and whether they buy branded products or not

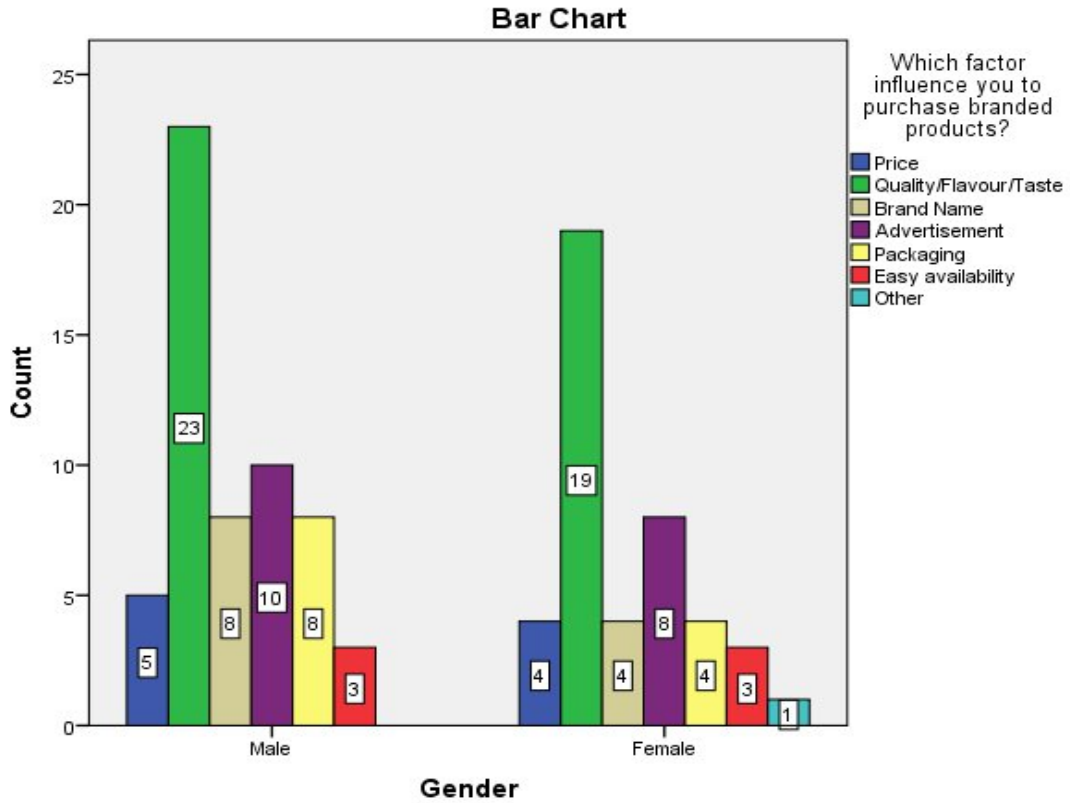


Source: Made by the Researcher

The above-exhibited analysis shows that 31 respondents of the age group 21-30 prefer to buy branded products. 15 respondents from the age group of 31-40 as well as below 20 are also referred to buy branded products. 7 respondents also said that they buy branded products. However, 17 respondents said that they don't buy branded products who belong to the age group of 21-30. Not only, 6 respondents from the age group of below 20 but also 5 respondents from the age group of 31-40 don't prefer to buy branded products.

The collected data is categorized as per the gender of the respondents concerning factors influencing them for buying branded products.

Figure 7 Consumer’s Gender and factors influence to buy branded products

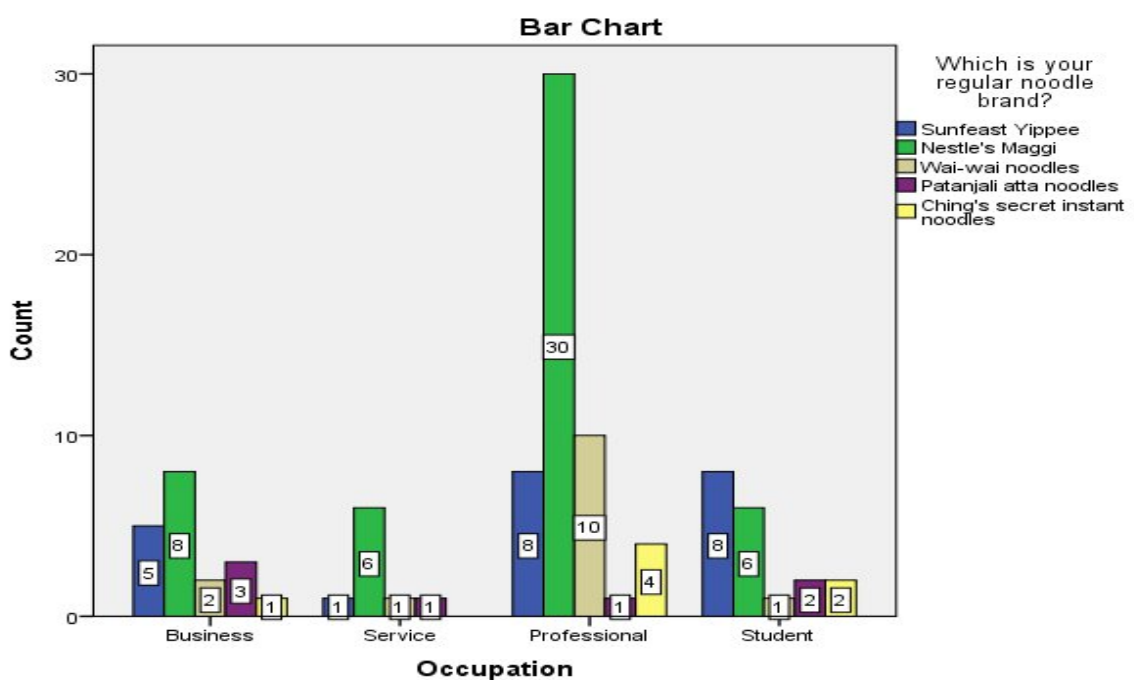


Source: Made by the Researcher

The above analytical representation shows factors influencing respondents to buy branded products concerning their gender. Not only 23% male but also 19% female respondents believe that quality/flavor/Taste is the most influencing factor as compared to other factors such as price, brand name, advertisement, packaging, easy availability, etc. Apart from quality/flavor/taste, advertisement is also influencing 10% male and 8% female respondents. While there is 8% of males who get influenced by brand name as well as packaging. There are only 3% male and 3% female respondents who get influenced by the easy availability of products.

The data from the questionnaire for the preferences of the respondents for noodle brands concerning their occupation are categorized to notice if there is a dichotomy found.

Figure 8 Consumer's Occupation and preference for noodle brand

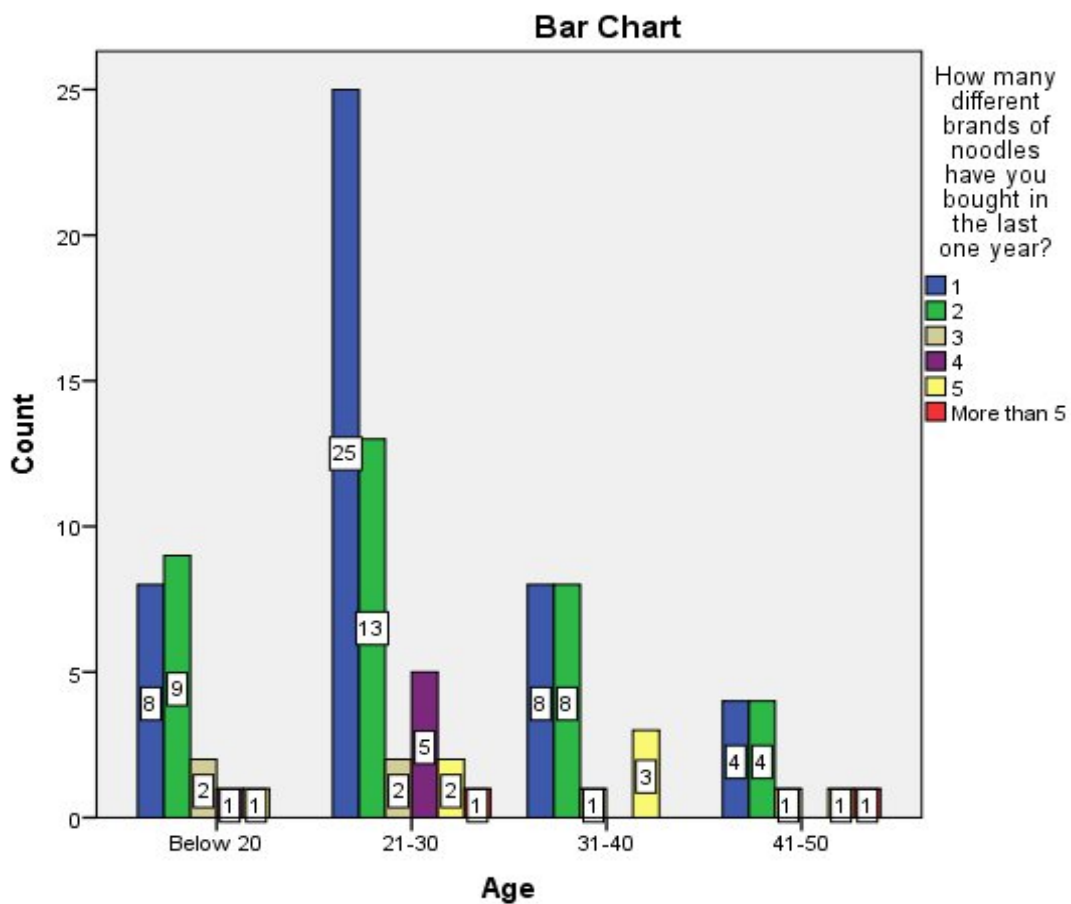


Source: Made by the Researcher

The above graphical representation of the analysis is of respondents' preference for noodle brands concerning their occupation. It can be observed that the majority of respondents prefer Nestle's Maggi noodles as compared to Sunfeast Yippee, Wai-wai noodles, Patanjali atta noodles, and Ching's secret instant noodles. Out of 100 respondents, 30 professionals, 8 businessmen, 6 students and 6 employees working in the service sector prefer to buy Nestle's Maggi noodles regularly. Sunfeast yippee noodles are preferred by 8 professionals and 8 students. Wai-wai noodles are majorly preferred by professionals which are followed by Patanjali atta noodle and Ching's secret instant noodles.

The collected data is categorized as per the age group of the respondents concerning how many different brands of noodles were bought by respondents in the last year.

Figure 9 Consumer's Age and types of noodles bought by respondents in last one year



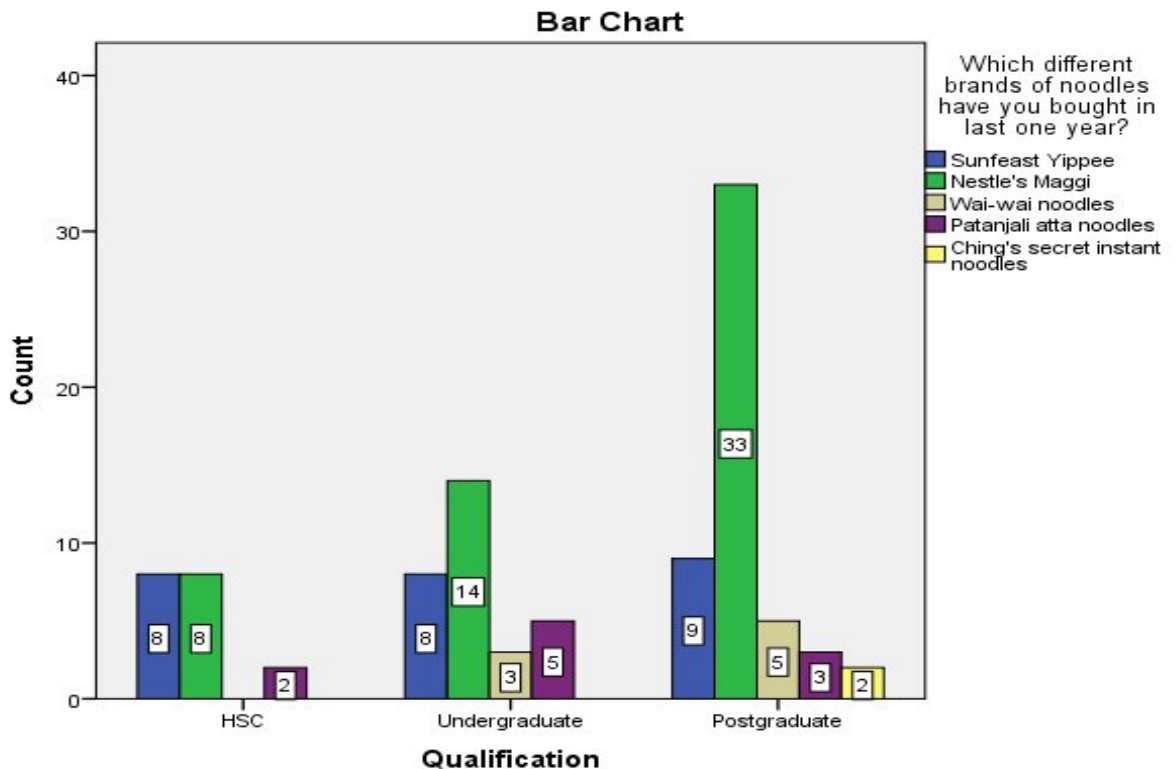
Source: Made by the Researcher

The above analytical portrayal depicts that different brands of noodles bought by respondents in the last year concerning their age. 25 respondents have bought one brand

of noodles and 5 respondents have bought four different types of noodles in the last year from the age group of 21-30. There are 13 respondents from the age group of 21-30 and 9 respondents from the age group of below 20 who have bought two brands of noodles in the last year. There are only 2 respondents who have an age below 20 who bought three different types of noodles in the last year. There are only 2 respondents who have bought more than five brands of noodles in the last year which includes one respondent from the age group of 21-30 and another one from the age group of 41-50.

The data from the questionnaire for various brands of noodles have bought by respondents in the last year concerning their qualifications are categorized to notice if there is a dichotomy found.

Figure 10 Consumer’s Qualification and brand’s noodles bought by respondents in last year



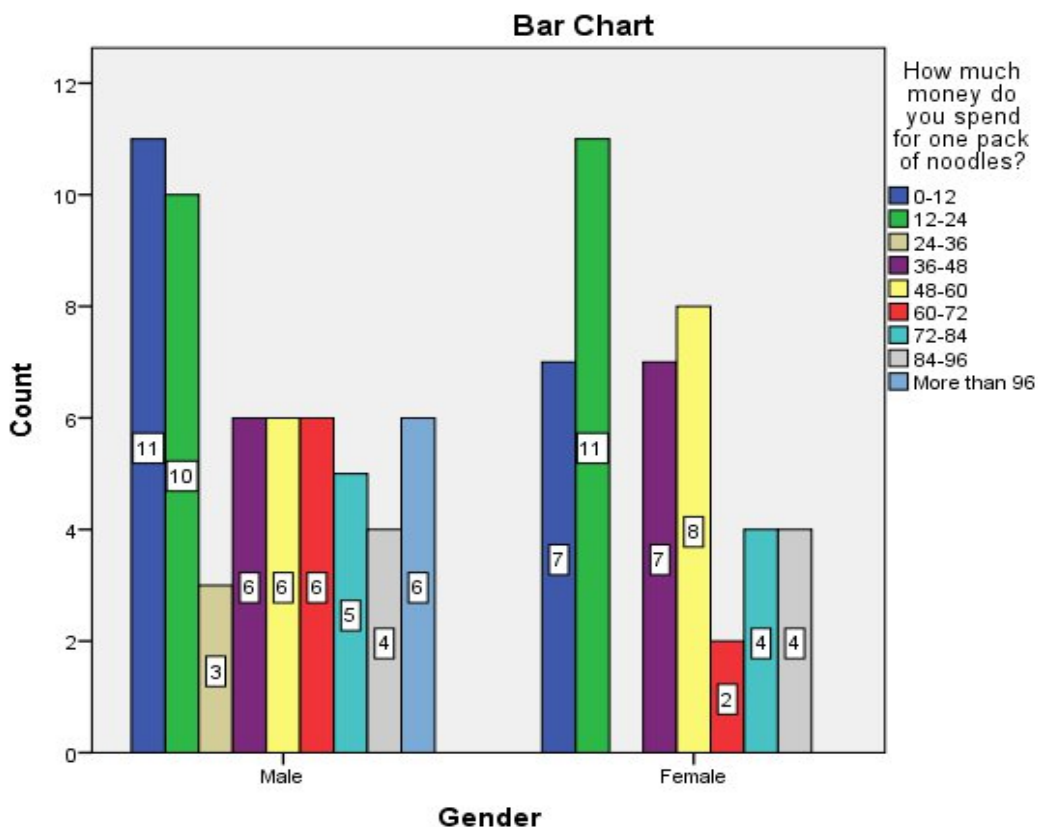
Source: Made by the Researcher

The above graphical representation shows which brand's noodles are bought by respondents in the last year concerning their qualification. It can be observed that the

majority of respondents have bought Nestle's Maggie followed by Sunfeast Yippee, Wai-wai, and Patanjali atta noodles. Out of 100 respondents, 33 postgraduates, 14 undergraduates and 8 higher secondary students bought Nestle's Maggie in the last year. There are 8 higher secondary students as well as 8 undergraduates and 9 postgraduates who bought sun feast yippee noodles in the last year. Not only 3 undergraduates but also 5 postgraduates bought Wai-wai noodles in the last year. 2 higher secondary students, 5 undergraduates, and 3 postgraduates bought Patanjali atta noodles in the last year. However, Ching's secret instant noodles were least preferred by respondents as there are only 2 postgraduates who bought these noodles in the last year.

The collected data is categorized as per the gender of the respondents concerning money spent by them for one pack of noodles.

Figure 11 Consumer’s Gender and money spent by respondents for one pack



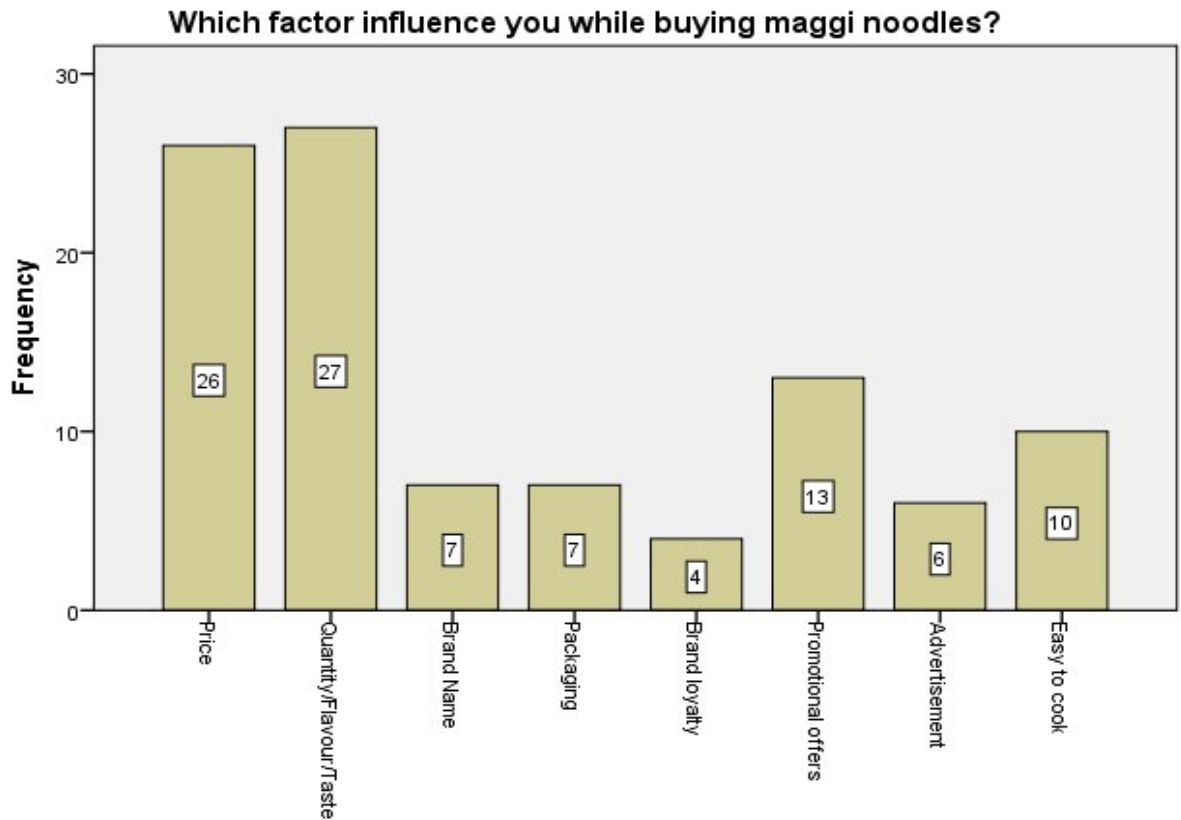
Source: Made by the Researcher

The above-mentioned bar chart indicates money spent by respondents for one pack concerning their gender. It could be interpreted easily from the above bar chart

representation that the majority of males prefer to spend 12 rs. and the majority of females prefer to spend 24 rs. for one pack of noodles. There are only 6 respondents who spent more than 96 rs. for one pack of noodles. There are 4 males as well as 4 females who spent around 84 rs. to 96 rs. for one pack of noodles. 6 male respondents prefer to spend between 36 to 48, 48 to 60, and 60 to 72 rs. for one pack of noodles. 5 males and 4 females prefer to spend 72 to 84 rs. whereas 3 males prefer to spend 24 to 36 rs. for one pack of noodles.

The data from the questionnaire for factors influencing respondents while buying Maggi noodles is analyzed to notice if there is a dichotomy found.

Figure 12 Influence of factor during buying Maggi



Source: Made by the Researcher

The above bar chart depicts the factors influencing to respondents for buying Maggi. From the analysis, it has been found that the respondents are majorly influenced by quality/Flavour/Taste which is followed by price. 27 respondents are influenced by quality/Flavour/Taste whereas 26 respondents are influenced by price during buying Maggi noodles. Promotional offers also influence 13 respondents and the easy-to-cook factor influence 10 respondents while making a purchase decision. 7 respondents were influenced by either brand name or packaging of the product while buying Maggi. 6 respondents get influenced by advertisements. There are only 4 respondents who get influenced by brand loyalty.

The respondents are asked about the extent they believe or not that quality/Flavour/Taste could influence their purchasing decision for Maggi. The data collected is then examined and then statistical illustration is formed as depicted under.

Figure 13 Influence of Quality on Consumer purchasing decision



Source: Made by the Researcher

From the analysis, it has been found that 45 respondents strongly agreed with the statement that they get influenced by quality while making a purchasing decision. However, 37 respondents agreed that quality influences their buying decision, and 18 respondents have a neutral opinion about the influence of quality on their purchasing decision.

The respondents are asked about the extent they believe or not that price could influence their purchasing decision for Maggi. The data collected is then categorized and then

statistical illustration is formed as depicted under.

Figure 14 Influence of Price on Consumer purchasing decision



Source: Made by the Researcher

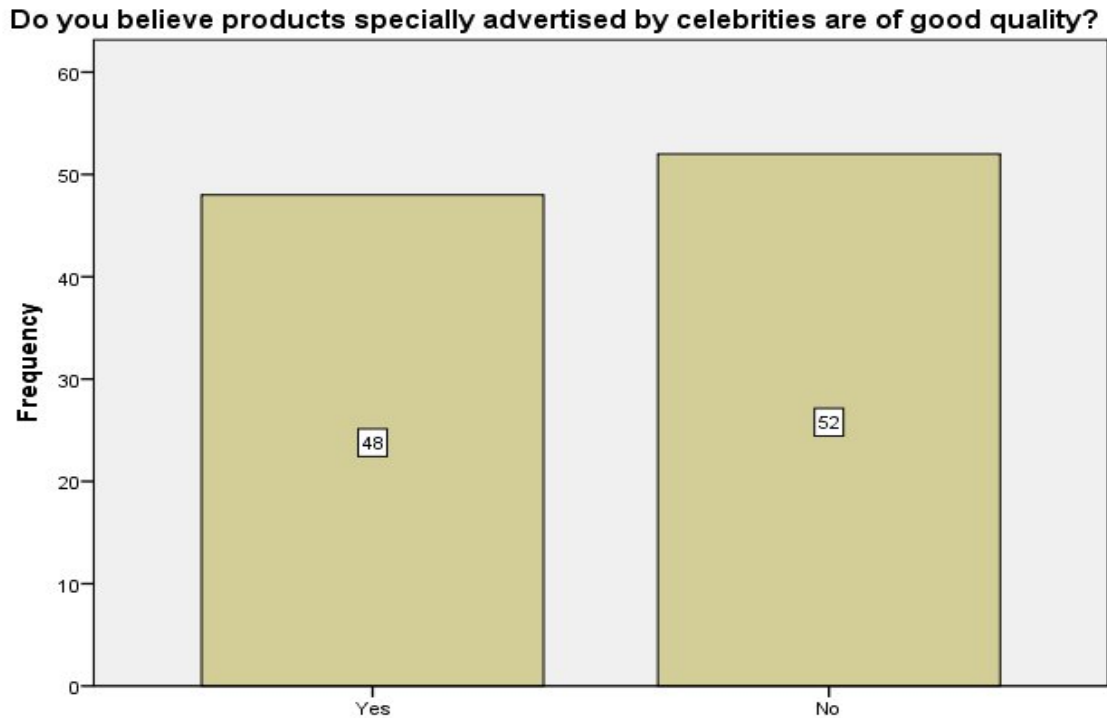
As per analysis, 40 respondents have a neutral opinion about the statement that they get influenced by price while making purchase decisions regarding Maggi. 31 respondents agreed and 11 respondents strongly agreed that price influences them in making a purchase decision for Maggi. While 13 respondents disagreed and 5 respondents strongly disagreed with the statement that the price influences their purchasing decision.

Objective -3

To know about the promotional factors like advertisement and offer's influence on consumer buying behaviour for the purchase of Nestlé's Maggi in India.

The consumers' opinion was taken if they believe or not that the products which are advertised by the celebrities are of good quality. The primary data collected regarding that was evaluated and then analytical representation is made.

Figure 15 Consumer's Thinking if the quality is related to the Celebrity Advertisement



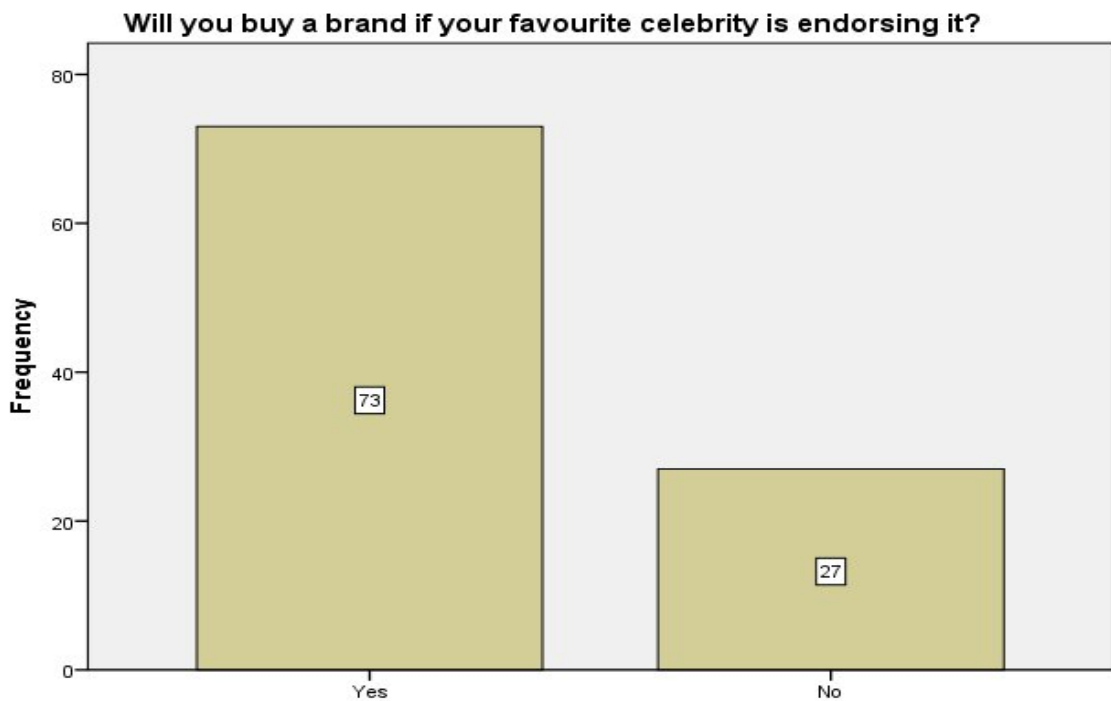
Source: Made by the Researcher

The above bar chart depicts consumers' opinions about whether the products advertised by the celebrities are of good quality or not. More than half of the respondents said that they believe products advertised by celebrities are not of good quality and the remaining 48 respondents said that they believe products specially advertised by celebrities are of good quality.

By asking the respondents if they think to purchase the product if their favorite celebrity is endorsing it. Then the collected data is analyzed and the graph below is analytically

represented as per the primary data collected.

Figure 16 Will you buy a brand if your favourite celebrity is endorsing it?

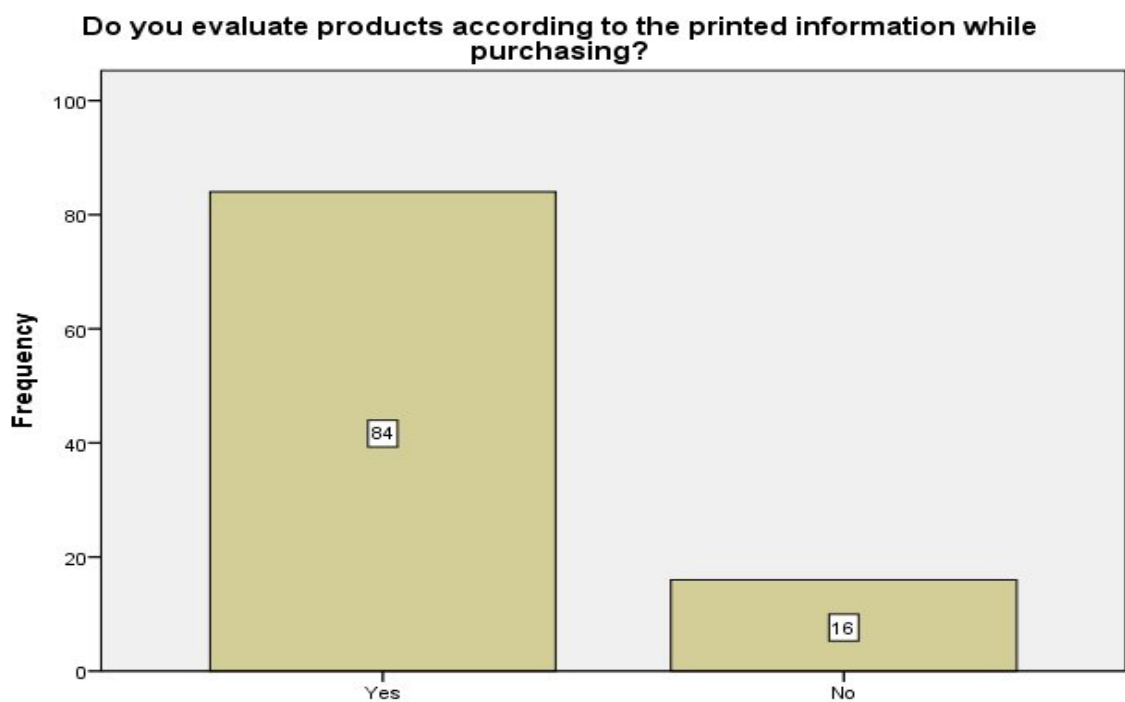


Source: Made by the Researcher

The above analytical portrayal depicts the opinion of respondents regarding if their favorite celebrity is endorsing a brand then whether they will buy a particular brand or not. 73 respondents said that they will buy a brand if their favorite celebrity is endorsing it and the remaining respondents said that they won't buy a brand if it is endorsed by their favorite celebrity.

The data from the questionnaire for do consumers evaluate products according to printed information while purchasing is analyzed in order to notice if there is a dichotomy found.

Figure 17 Do consumers evaluate products according to printed information while purchasing?



Source: Made by the Researcher

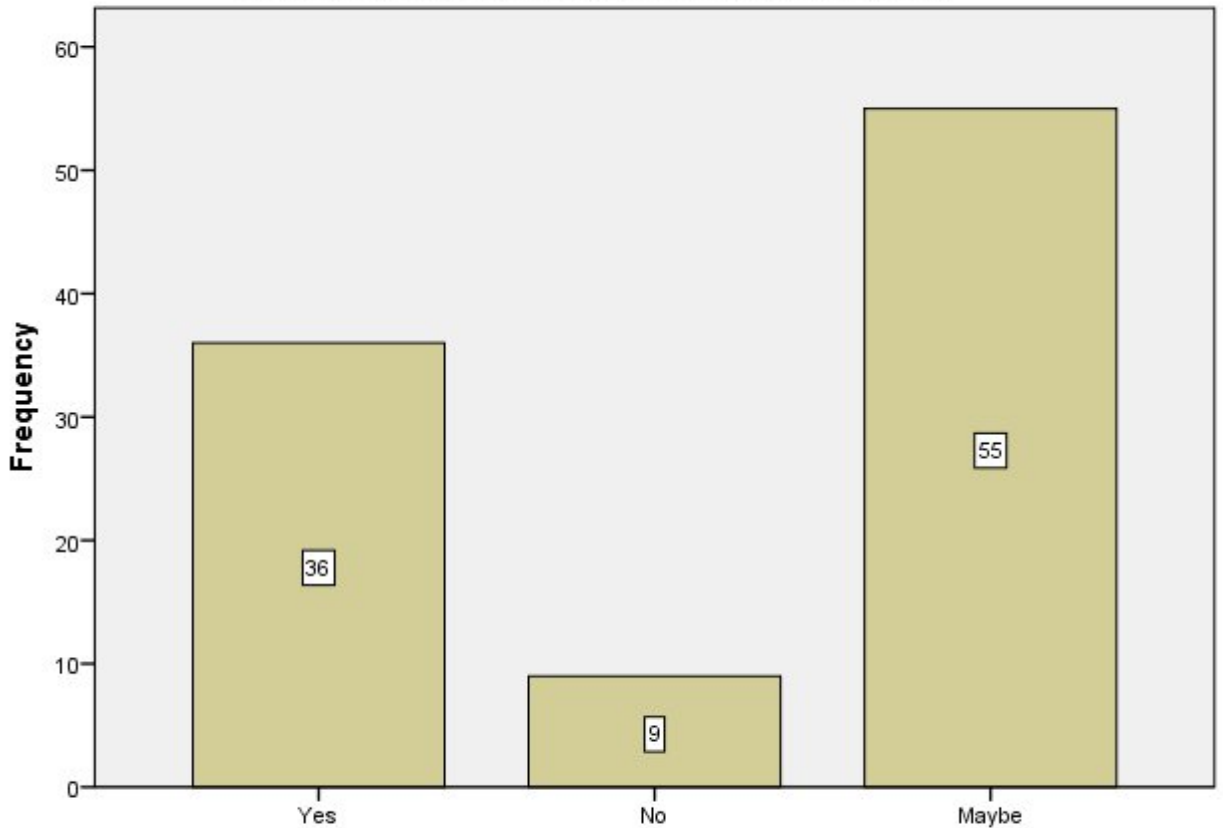
From the analysis, it has been found that 84 respondents evaluate products according to the printed information while purchasing the product, and the remaining 16 respondents don't evaluate products according to the printed information while purchasing the

product.

The data from the questionnaire for whether consumers would like to switch their brand preference if they get promotional schemes such as discounts or offers with another brand is evaluated to notice if there is a dichotomy found.

Figure 18 Would consumers like to switch brand preference if they get promotional scheme?

Would you like to switch your brand preference if you get promotional scheme such as discount or offers with another brand?



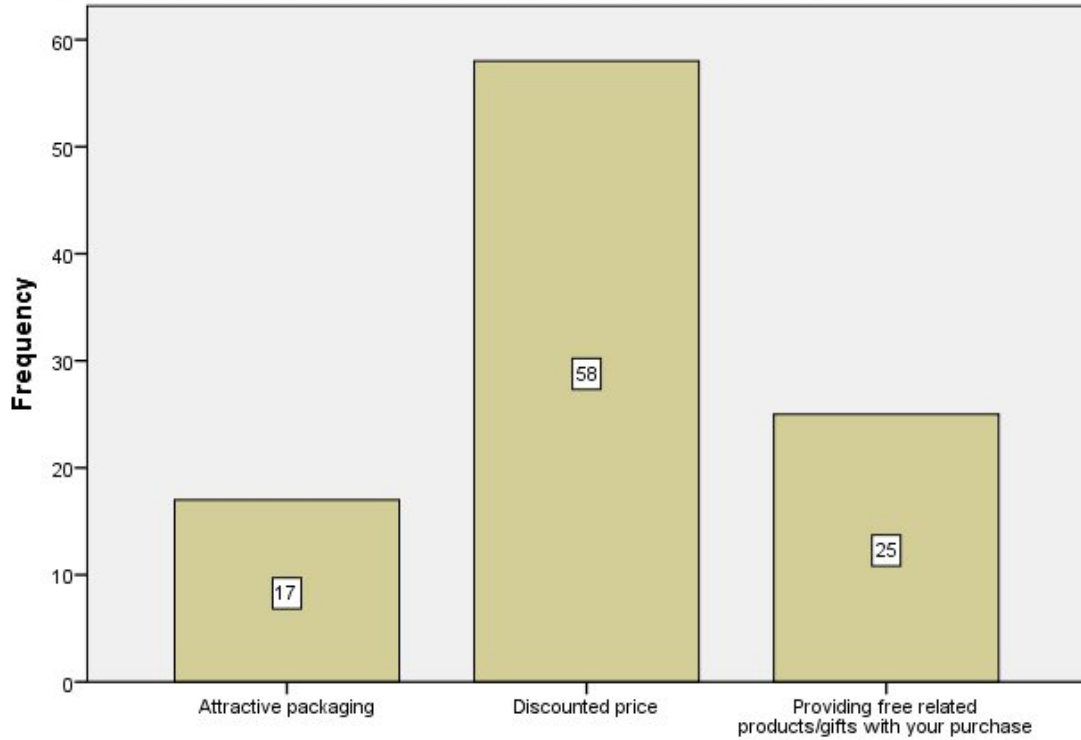
Source: Made by the Researcher

The above graphical representation shows that more than half of respondents would be like to switch their brand preference if they get promotional schemes such as discounts or offers with another brand. 36 respondents agreed that they would like to switch their brand preference if they get promotional offers from another brand. 9 respondents said that they won't switch their brand preference if they get a promotional scheme from another brand.

By asking the respondents which kind of promotional offers they expect if they will change their brand preference and purchase another brand instead of the existing brand. Then the collected data is analyzed and the graph below is analytically represented as per the primary data collected.

Figure 19 Type of promotional scheme expected by consumers

If you will change your brand preferences and purchase another brand instead of existing brand then what kind of promotional scheme would you expect?



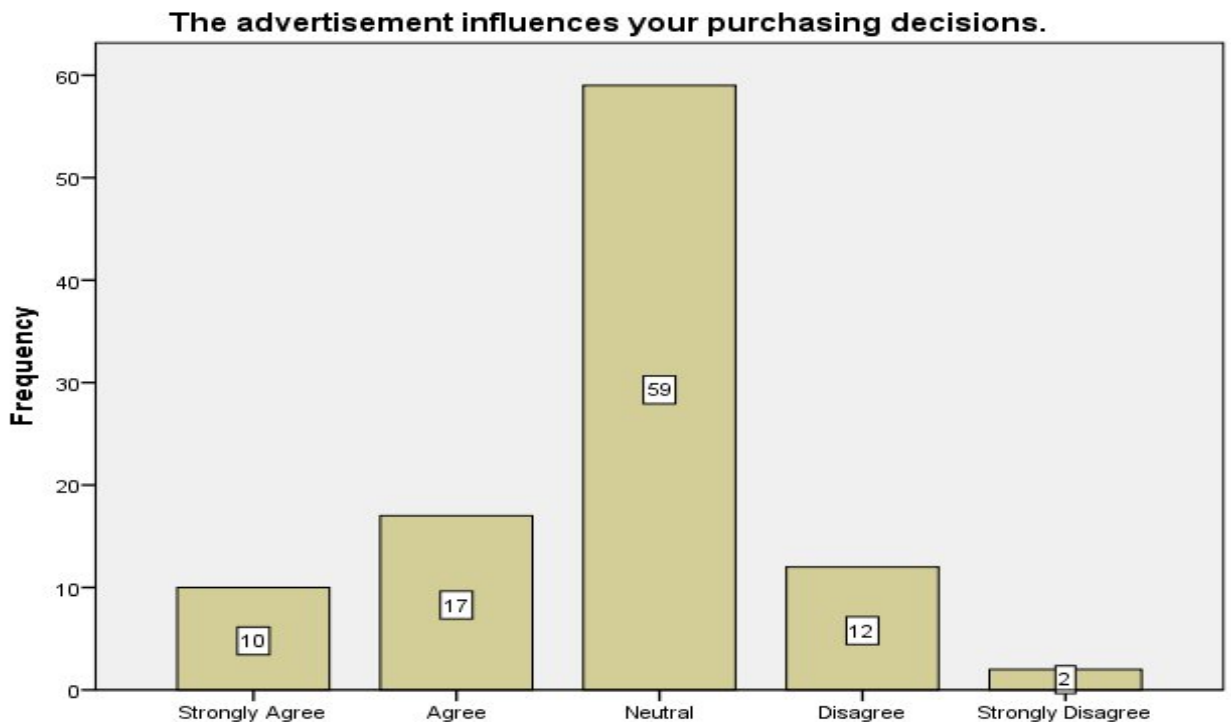
Source: Made by the Researcher

From the survey, it has been found that 58 respondents will change their brand preference and purchase another brand instead of the existing brand if get a promotional scheme such as discounted price. 25 respondents will change their brand preference if they get either free products or gifts along with the purchased product. As per 17 respondents, attractive packaging by another brand will lead them to change their brand preference.

The respondents are asked about their opinion if they get influenced by promotional

advertisements or not. The level of extent of their beliefs is also asked to interpret it with more accuracy. Then the data was analyzed and it is represented statistically through the bar graph manifested below.

Figure 20 Influence of advertisement on purchasing decision



Source: Made by the Researcher

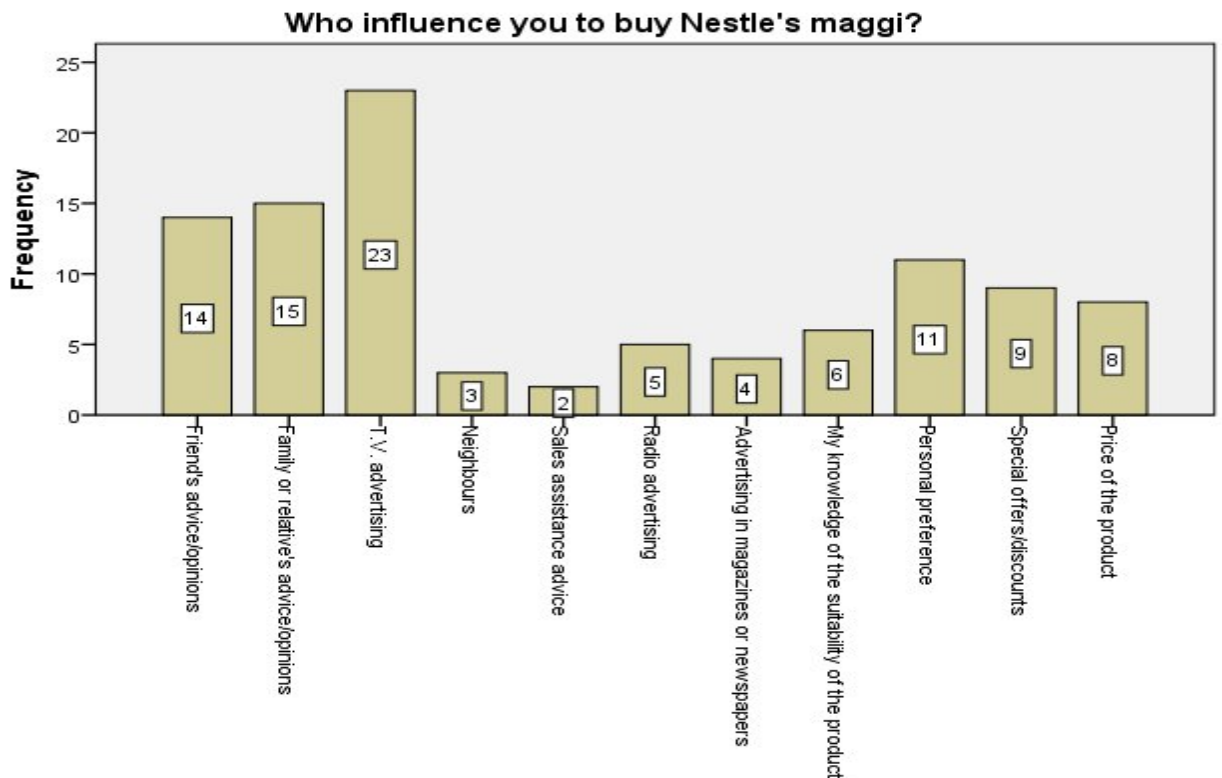
The above graphical representation indicates that 59 respondents neither agree nor disagree but have a neutral opinion that advertisement influences their purchasing decision concerning Maggi. 10 respondents are strongly agreed and 17 respondents are agreed that advertisement influences their purchasing decision while buying Maggi. 12 respondents disagreed and 2 respondents strongly disagreed with the statement that the advertisement influences their purchasing decision.

Objective -4

To investigate about psychological factors such as society's influence on consumer buying behaviour with respect to Nestlé's Maggi in India.

The data from the questionnaire for whether consumers would like to switch their brand preference if they get promotional schemes such as discounts or offers with another brand is evaluated to notice if there is a dichotomy found.

Figure 21 Who influences consumers to buy Nestle's Maggi?

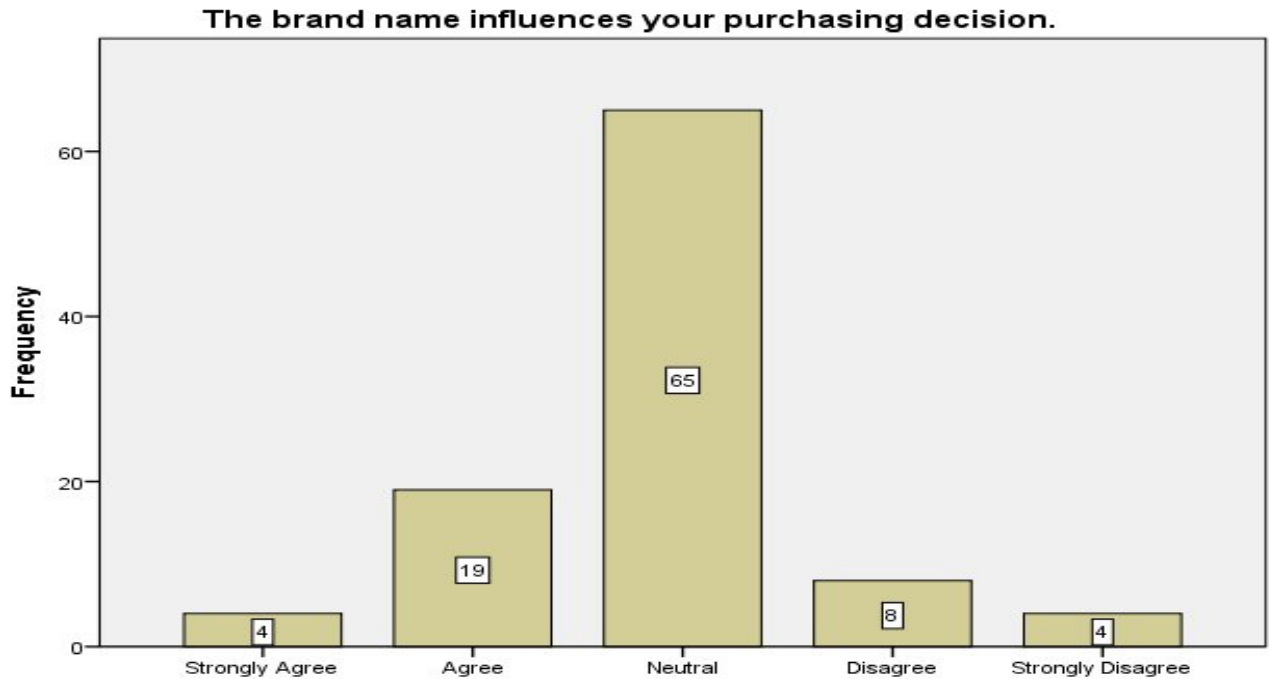


Source: Made by the Researcher

Human psychology is a very vital factor for any company to understand to conceive their buying behaviors. Therefore, the respondents from the survey were asked a question related to their choices if the brand name influences their purchasing decision. Then the

responses were categorized into the data which could be interpreted easily and then the graphical representation is made which is shown below. The extent to which they agree or disagree is also evaluated.

Figure 22 Influence of brand name on purchasing decision



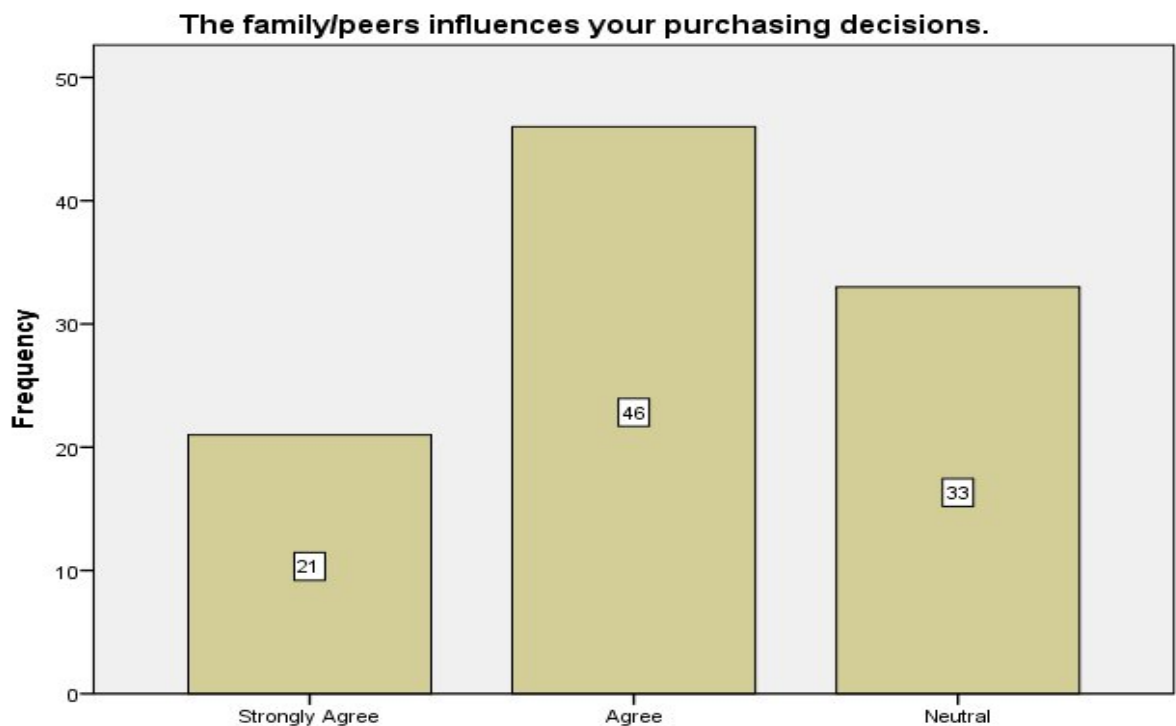
Source: Made by the Researcher

As per the survey, 65 respondents said that they have a neutral opinion regarding the brand name influencing their purchasing decision. Not only 19 respondents agreed but also 4 respondents strongly agreed that they get influenced by brand name while making buying decisions concerning Maggi. 4 respondents strongly disagreed and 8 respondents disagreed with the statement that the brand name influences their purchasing decision.

To know whether the consumers get influenced by their peers, family members, or

friends in making the purchasing decision, consumers' opinions are taken and then categorized as per their responses. The collected responses were analyzed and the graphical representation of the same is mentioned below.

Figure 23 Influence of family/peers on purchasing decision



Source: Made by the Researcher

The above bar chart indicates that whether the respondents are influenced by their peers, family members or friends in making the purchasing decision. 46 respondents agreed and 21 respondents strongly agreed with the statement that the family/peers influence their purchasing decision. While 33 respondents are neither agreed nor disagreed with the statement that the family/peers influences their buying decision regarding Maggi.

Objective -5

To determine marketing strategies for the 'Nestle' company in order to enhance the sales of its products.

Hypothesis:

H0: There is no significant difference between people's perception of the brand's name, quality, price, advertisement, and family/peers/friends' influence in buying Maggi.

H1: There is a significant difference between people's perception of a brand's name, quality, price, advertisement, and family/peers/friends in buying Maggi.

The primary data collected has been analyzed using Microsoft excel. The parameters taken under study were Brand, Quality, Price, Advertising, and Social Influence while purchasing a pack of Maggi. The categorical data collected under the study was like the scale measure was then coded as dummy variables (Strongly Agree-5, Agree-4, Neutral-3, Disagree-2, and Strongly Disagree-1) for calculation.

As the numbers of parameters under consideration for the study are only 5, therefore the weighted mean is chosen as a statistical tool for the study.

Table 7 People's Perception Among Brand, Quality, Price, Advertising and Societal Influence in Buying Maggi

Parameters/Scale	Brand	Quality	Price	Advertising	Social	Sum of Products
Strongly Agree (1)	4	45	11	10	21	91
Agree (2)	19	37	31	17	46	300
Neutral (3)	65	18	40	59	33	645
Disagree (4)	8	0	13	12	0	132

Strongly Disagree (5)	4	0	5	2	0	55
	289	173	270	279	212	
Weighted Average	19.26666	11.53333	18	18.6	14.13333	

Source: Made by the Researcher

To assess the weights of each parameter under the study, Weighted averages are performed on the independent variables such as Brand, Quality, Price, Advertising, and Social individually.

Interpretation:

The above table indicates that among all five parameters Brand is mostly preferred over all other parameters with a weighted average of 19.26666 followed by advertising (18.6). The quality, price, and social parameters have a weighted average of 11.53333, 18, and 14.13333 respectively. Therefore, it is interpreted that there is no significant difference between people’s perception of Brand, Quality, Price, Advertising, and Societal influence in buying Maggi. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected, to some extent.

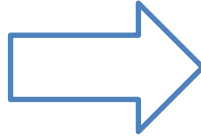
5 Results and Discussion

5.1 Findings

Considering the charts and the statistics conducted, the collected primary data were analyzed for the consumer buying behavior for Nestle's Maggi product. The results and the major points to be considered by the company to understand why, when, and where consumers buying behavior questions, and to enhance their marketing strategies, are listed below; it explains all the important factors like consumer brand awareness and consumer's attitude towards the brand which could be utilized by the Nestle company.

Objective -1

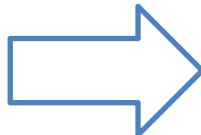
To assess consumer buying behaviour for the purchase of Nestlé's Maggi in India in terms of demographic factors like age, gender, qualification, income and occupation.



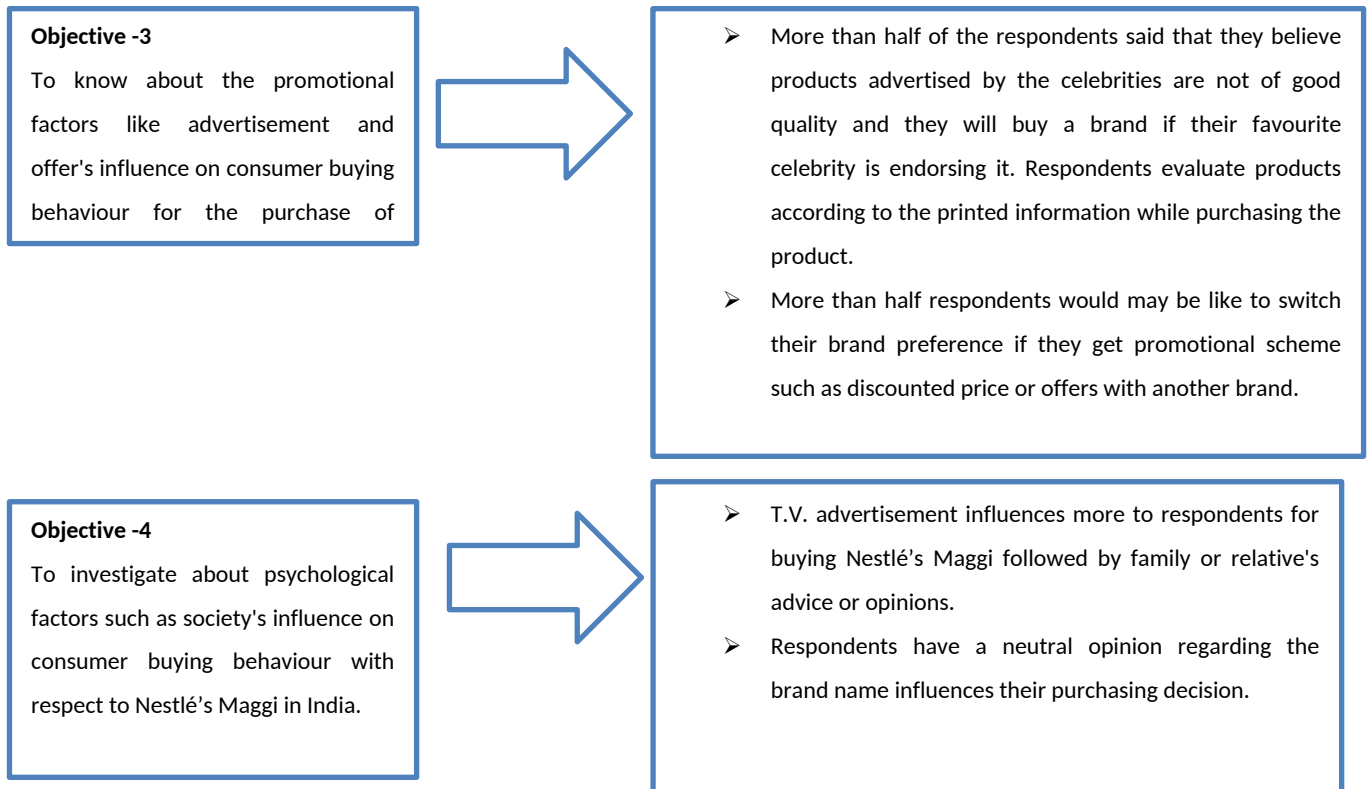
- From the survey, it has been found that Male respondents are more as compared to female respondents.
- The respondents consist more of 21 to 30 age group.
- Majority of respondents post graduated or undergraduated.
- Overall, there are respondents more of professionals and then comes businessmen or students. Most of the respondents have their income between 200 to 500 rs. per month.
- Majority of respondents prefer Nestle's Maggi noodles on a regular basis as compare to Sunfeast Yippee, Wai-wai noodles, Patanjali atta noodles and Ching's secret instant noodles. Post graduates students are buying Maggi more and majority of respondents prefer to buy small pack of Maggi.

Objective -2

To identify the impact of various factors such as price, quality and brand name on consumer purchasing decision for Maggi in India.



- Respondents said that quality/flavour/Taste is the most influencing factors followed by price as compare to other factors such as brand name, advertisement, packaging, easy availability etc. Apart from quality/flavour/taste, advertisement is also influencing respondents.



5.2 Suggestions for Nestlé's Maggi

- The company should focus on niches based on different age groups.
- Nestle company should target the Occupation for marketing strategies to make a more specific impact on their product's marketing.
- The company should maintain the quality/flavor/taste of the product to increase sales.
- The company should spend more on making advertisements for celebrities.
- Nestle should spend on promotional advertisements as it will significantly impact their sales.
- The company should provide discounts on its product to attract a large number of consumers.
- The company must increase the consumer's trust towards the company by organizing loyalty programs and offering discounts to loyal consumers.
- Nestle should advertise its products by showing attributes related to health like nutrition values, % of Vitamins, proteins, etc. This will help in customers perceiving the product as healthy.
- Nestle should focus on creating a product that does not need any cooking.
- The company should conduct promotional campaigns at schools and colleges in small towns for promoting its product.

Increase their understanding of consumer buying behavior with the cultural differences observed from India. The conclusion made is as follows:

6 Conclusion

This study's conclusion discusses the data which could be used by the Nestle Company to Age group plays a crucial role in the preferences of the consumers as consumers belonging to different age groups have a little or a large difference in their choices. Talking about the instant noodles market, both, consumers from different age groups have different choices and it could make a difference in the selection of the noodle products they consume. Thus, it is also important for the company to focus on niches based on different age groups.

The occupation of the consumer in all seems to have an impact on making buying decisions regarding Maggi as from the survey it has been found that Maggi is highly consumed by postgraduates and undergraduates. Thus, Nestle company needs to target the Occupation for marketing strategies to make a more specific impact on their product's marketing. The other important factor in choosing the product is quality/flavor/taste. It indicates that the quality/flavor/taste of the products has a significant influence on the preferences of the consumers as compared to other factors such as price, brand name, advertisement, packaging, easy availability, etc. Therefore, the company should maintain the quality/flavor/taste of the product to increase sales. Besides quality/flavor/taste factor, consumers get influenced by price. It shows that the price of the products has an impact on the choices of the consumers. Hence, the more competitive price could raise the sales of the Nestle Company.

Promotional advertising is also a significant factor to influences the consumer's buying behavior. As respondents have the neutral opinion that advertisement influences their purchasing decision concerning Maggi. T.V. advertisement influences more respondents for buying Nestlé's Maggi followed by family or relative's advice or opinions. Thus, the spending on promotional advertisements by Nestle Company could significantly impact their sales. Advertisements by celebrities have a neutral influence over consumers' buying behavior, as it has been observed in analysis that the consumers are more likely to buy the product if it is advertised by their favorite celebrity. Thus, the company should spend more on making advertisements for celebrities. Promotion schemes also play an important role to influence the buying decision of consumers. More than half of respondents would be like to switch their brand preference if they get a promotional scheme such as discounted price with another brand. Therefore, the company should provide discounts on its product to attract a large number of consumers. The brand name has a significant impact on consumers' buying behavior and that's why the company must increase the consumer's trust towards the company by organizing loyalty programs and offering discounts to loyal consumers. Once the consumer becomes brand loyal, then there is a significant increase in the sales of the company because there is also a major impact of the peers, family members, and friends' recommendations regarding the buying behavior of the consumers.

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8 Appendix

Consumer Buying Behaviour

Dear Sir/Madam, I am a student from Czech university. I will be very thankful if you can spare 5 minutes from your valuable time to answer the questionnaire which will help me to know about the impact of culture on consumer buying behaviour on Maggi. Please answer all the question honestly and without any forced influence.

Disclaimer: This questionnaire is prepared for the purpose of research project. The information will be kept confidential and will not be used for any other purpose than project.

1. Do you buy branded products? (Here, Branded products means one which is made by a well-known manufacturer and has the manufacturer's label on it.) *

- Yes
- No

2. Which factor influence you to purchase branded products? (Here, Branded products means one which is made by a well-known manufacturer and has the manufacturer's label on it.) *

- Price
- Quality/Flavour/Taste
- Brand Name
- Advertisement
- Packaging
- Easy availability
- Other:

3. Which is your regular noodle brand? *

- Sunfeast Yippee
- Nestle's Maggi
- Wai-wai noodles
- Patanjali atta noodles
- Ching's secret instant noodles

- Other:
-

4.How many different brands of noodles have you bought in the last one year? *

- 1
- 2
- 3
- 4
- 5
- More than 5

5.Which different brands of noodles have you bought in last one year?

- Sunfeast Yippee
 - Nestle's maggi
 - Wai-wai noodles
 - Patanjali atta noodles
 - Ching's secret instant noodles
 - Other:
-

6.How much money do you spend for one pack of noodles? *

- 0-12
- 12-24
- 24-36
- 36-48
- 48-60
- 60-72
- 72-84
- 84-96
- More than 96

7.Do you believe products specially advertised by celebrities are of good quality? *

- Yes
- No

8. Will you buy a brand if your favourite celebrity is endorsing it? *

- Yes
- No

9. Do you evaluate products according to the printed information while purchasing? *

- Yes
- No

10. Which factor influence you while buying maggi noodles? *

- Price
 - Quality/Flavour/Taste
 - Brand name
 - Packaging
 - Brand loyalty
 - Promotional offers
 - Advertisement
 - Easy to cook
 - Other:
-

11. Who influence you to buy Nestle's maggi? *

- Friend's advice/opinions
- Family or relative's advice/opinions
- T.V. advertising
- Neighbours
- Sales assistance advice
- Radio advertising
- Advertising in magazines or newspapers
- My knowledge of the suitability of the product
- Personal preference
- Special offers/discounts
- Price of the product

- Other:
-

12. Given below are some statements regarding Nestle's Maggi, you are requested to state your degree of agreement/disagreement on each of the statement as mentioned below on a 5-point scale? *

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The brand name influences your purchasing decision.					
The quality influences your purchasing decisions.					
The price influences your purchasing decisions.					
The advertisement influences your purchasing decisions.					
The family/peers influences your purchasing decisions.					

13. Would you like to switch your brand preference if you get promotional scheme such as discount or offers with another brand? *

- Yes
- No
- Maybe

14. If you will change your brand preferences and purchase another brand instead of existing brand then what kind of promotional scheme would you expect? *

- Attractive packaging
- Discounted price
- Publicity
- Providing free related products/gifts with your purchase

- Other:
-

15.Name *

16.Email-ID *

17.Gender *

- Male
- Female

18.Age *

- Below 20
 - 21-30
 - 31-40
 - 41-50
 - 51 & above
-

19.Qualification *

- SSC
 - HSC
 - Undergraduate
 - Postgraduate
 - PHD
 - Other:
-

20.Occupation *

- Business
- Service
- Professional
- Student
- Housewife

- Other:
-

21. Income per month *

- 0
- 200-500
- 500-1000
- 1000-3000
- 3000-6000
- 6000-12000
- 12000-30000
- 30000-60000
- More than 60000

Thank you.