**1. INTRODUCTION OF THE STUDY**

**1.1 Introduction**

Consumer is the king in the market place. Consumers are those who purchases goods and services for their personal consumption. Consumers behave according to their taste and preference and sometimes according to the occasion. Consumer perception is different from consumer to consumer. It depends on the states, standard of living, the price of product and many more. .Food and Nutrition are most important for all the living species. To keep the body healthy and active every living being consumes food.

Nestle India Limited (NIL) introduced the Maggi brand to Indian consumers when it launched Maggi “2mins noodles”, an instant food product in 1982. At that time, Indian consumers were rather conservative in their food habits, preferring to eat traditional Indian dishes rather than canned or packaged food. In fact, NIL was trying to create an entirely new food category instant noodles in India. Initially, the company targeted working women on the premise that Maggi noodles were fast to cook and hence offered convenience. However, this approach failed as was evident from the fact that the sales of Maggi noodles were not picking up despite heavy media advertising. To get to the root of the problem, NIL conducted A research which revealed that it was children who liked the taste of Maggi noodles and who were the largest consumers of the product. After this, NIL shifted its focus from working women and targeted children and their mothers through its marketing. NIL's promotions positioned the noodles as a 'convenience product', for mothers and as a 'fun' product for children. The noodles’ tagline, “Fast to Cook Good to Eat” was also in keeping with this positioning. NIL aggressively promoted Maggi noodles through several schemes like distributing free samples, giving gifts on the return of empty packs, etc. NIL's advertising too played a great role in communicating the benefits of the product to target consumers.

Increase in the figure of working couples, exposure to wider area, changing consumers eating habits and preferences, rise in the younger population, augmentation of middle class have made the mothers and their children to accept 2 minute noodles which is found as a quick snack for children. Even though the competitors of maggi have entered into the market, maggi tried to dominate the market and retained its position.

In recent years, due to lifestyle pressure Indian people mostly prefer for an easy and fastidious way of cooking meal rather than spending too much time for cooking. Nowadays mostly people are so lazy of cooking food. Most of the time people want to prefer fast food like Maggi cup noodles, bhel and so on. Alteration of ready to eat food in the global industry, and hence there is also modification in our life style. And therefore in current scenario Indian markets has switch in consumption patterns over a decades.

**1.2 Objectives Of study**

1) To identify factors that influence consumers to purchase and consume Maggi noodles.

2) To Analyse the consumer perception towards Maggi noodles.

3) To Analyse the consumer perception towards price of Maggi noodles .

**1.3 Research Methodology**

**Source of data:**

For systematic research, information is required from different sources of data

**Primary data:**

Primary data may be described as those data that have been observed and recorded by the researchers for the first time to their knowledge. I have collected primary data through the questionnaire method, filled up by respondents.

**Secondary data:**

Secondary data means the data which are readily available from different sources. I have gathered these data from the website, books and past research papers and journals.

**Statistical tool:**

1. **Chi square:**

Chi square test is used with the help of applying SPSS software. In test I make certain hypothesis and by applying chi square-Test and check the hypothesis on the bases of choosing appropriate factor. So this way I try to analyze the data collected through survey.

**2. Cross tabulation:**

Cross tabulation is a statistical process that summarizes categorical data to create a contingency table. They are heavily used in survey research, business intelligence, engineering and scientific research. They provide a basic picture of the interrelation between two variables and can help find interactions between them.

**Sampling methods type:**

**1. Simple random sampling:** In a simple random sample, every member of the population has an equal chance of being selected. Your sampling frame should include the whole population.

To conduct this type of sampling, you can use tools like random number generators or other techniques that are based entirely on chance.

**2. Systematic sampling:** Systematic sampling is similar to simple random sampling, but it is usually slightly easier to conduct. Every member of the population is listed with a number, but instead of randomly generating numbers, individuals are chosen at regular intervals.

**3. Stratified sampling:** Stratified sampling involves dividing the population into subpopulations that may differ in important ways. It allows you draw more precise conclusions by ensuring that every subgroup is properly represented in the sample.

To use this sampling method, you divide the population into subgroups (called strata) based on the relevant characteristic (e.g., gender identity, age range, income bracket, job role).

**4. Cluster sampling:** Cluster sampling also involves dividing the population into subgroups, but each subgroup should have similar characteristics to the whole sample. Instead of sampling individuals from each subgroup, you randomly select entire subgroups.

If it is practically possible, you might include every individual from each sampled cluster. If the clusters themselves are large, you can also sample individuals from within each cluster using one of the techniques above. This is called multistage sampling.

This method is good for dealing with large and dispersed populations, but there is more risk of error in the sample, as there could be substantial differences between clusters. It’s difficult to guarantee that the sampled clusters are really representative of the whole population.

**5. Convenience sampling:** A convenience sample simply includes the individuals who happen to be most accessible to the researcher.

This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can’t produce generalizable results. Convenience samples are at risk for both sampling bias and selection bias.

**6. Voluntary response sampling:** Similar to a convenience sample, a voluntary response sample is mainly based on ease of access. Instead of the researcher choosing participants and directly contacting them, people volunteer themselves (e.g. by responding to a public online survey).

**7. Purposive sampling:** This type of sampling, also known as judgment sampling, involves the researcher using their expertise to select a sample that is most useful to the purposes of the research.

It is often used in qualitative research, where the researcher wants to gain detailed knowledge about a specific phenomenon rather than make statistical inferences, or where the population is very small and specific. An effective purposive sample must have clear criteria and rationale for inclusion. Always make sure to describe your inclusion and exclusion criteria and beware of observer bias affecting your arguments.

**8. Snowball sampling**: If the population is hard to access, snowball sampling can be used to recruit participants via other participants. The number of people you have access to “snowballs” as you get in contact with more people. The downside here is also representativeness, as you have no way of knowing how representative your sample is due to the reliance on participants recruiting others. This can lead to sampling bias.

**1.4 Hypothesis of the study**

Hypothesis: 1

H0: there is no relationship between age and eating maggi

H1: there is relationship between age and eating maggi

Hypothesis: 2

H0: there is no relationship between gender and eating maggi

H1: there is relationship between gender and eating maggi

Hypothesis: 3

H0: there is no relationship between education and eating maggi

H1: there is relationship between education and eating maggi

Hypothesis: 4

H0: there is no relationship between age and frequency of eating maggi in a week

H1: there is relationship between age and frequency of eating maggi in a week

Hypothesis: 5

H0: there is no relationship between education and frequency of eating maggi in a week

H1: there is relationship between education and frequency of eating maggi in a week

Hypothesis: 6

H0: there is no relationship between age and perception of maggi

H1: there is relationship between age and perception of maggi

Hypothesis: 7

H0: there is no relationship between education and perception of maggi

H1: there is relationship between education and perception of maggi

Hypothesis: 8

H0: there is no relationship between family annual income and perception about price of maggi

H1: there is relationship between family annual income and perception about price of maggi

Hypothesis: 9

H0: there is no relationship between gender and importance of factors influencing purchase decision

H1: there is relationship between gender and importance of factors influencing purchase decision

Hypothesis: 10

H0: there is no relationship between age and importance of factors influencing purchase decision

H1: there is relationship between age and importance of factors influencing purchase decision

Hypothesis: 11

H0: there is no relationship between family annual income and importance of factors influencing purchase decision

H1: there is relationship between family annual income and importance of factors influencing purchase decision

Hypothesis: 12

H0: there is no relationship between education and importance of factors influencing purchase decision

H1: there is relationship between education and importance of factors influencing purchase decision

Hypothesis: 13

H0: there is no relationship between gender and preferred time of eating maggi

H1: there is relationship between gender and preferred time of eating maggi

Hypothesis: 14

H0: there is no relationship between age and preferred time of eating maggi

H1: there is relationship between age and preferred time of eating maggi

Hypothesis: 15

H0: there is no relationship between family annual income and preferred time of eating maggi

H1: there is relationship between family annual income and preferred time of eating maggi

Hypothesis: 16

H0: there is no relationship between education and preferred time of eating maggi

H1: there is relationship between education and preferred time of eating maggi

**1.5 Limitations**

The data collection has been done from a limited geographical area. Hence the finding and conclusion has its own limitations.

Because of actuate shortage of time and geographical restriction. Non probability sampling has been used.

The study is confined to HNG University Only.

The data collected for the research is fully on primary data given by the respondents.

There is chance of personal biasness.

**2. INTRODUCTION TO THE ORGANISATION**

**2.1 Introduction to industry**

The food industry is a vast and dynamic sector encompassing the production, processing, distribution, and consumption of food products. It plays a critical role in meeting the nutritional needs of people worldwide while also contributing significantly to the economy of many countries. Here's a brief introduction to various aspects of the food industry:

1. Primary Production: This involves the cultivation of crops, farming of livestock, and harvesting of seafood. Farmers and agricultural producers are responsible for growing and raising raw food materials.

2. Food Processing: Raw food materials undergo various processing techniques to transform them into consumable products. This stage involves activities such as cleaning, sorting, cutting, cooking, and packaging. Food processing aims to enhance food safety, shelf life, taste, and nutritional value.

3. Distribution and Logistics: Once processed, food products are distributed through a network of wholesalers, retailers, and foodservice establishments. Efficient distribution and logistics systems ensure that food reaches consumers in a timely and safe manner.

4. Food Retail: Food retailers include supermarkets, grocery stores, specialty food shops, and online platforms where consumers purchase food products for household consumption. Retailers play a crucial role in marketing and promoting food items to consumers.

5. Food Service: This sector includes restaurants, cafes, catering companies, and other establishments that prepare and serve meals to customers. Food service providers offer a variety of dining experiences, ranging from fast food to fine dining.

6. Food Safety and Regulations: Ensuring the safety and quality of food products is paramount in the food industry. Governments and regulatory agencies set standards and regulations to govern food production, processing, labelling, and distribution. Compliance with these regulations is essential to prevent foodborne illnesses and maintain consumer confidence.

7. Innovation and Trends: The food industry is constantly evolving to meet changing consumer preferences, dietary trends, and technological advancements. Innovation drives the development of new food products, ingredients, and production methods, while sustainability practices are gaining increasing importance.

8. Globalization and Trade: The food industry is highly globalized, with food products being traded across borders. International trade agreements, tariffs, and regulations impact the movement of food products between countries, influencing supply chains and market dynamics.

9. Challenges and Opportunities: The food industry faces various challenges, including food security, environmental sustainability, resource scarcity, and health concerns. However, these challenges also present opportunities for innovation, collaboration, and market growth.

Overall, the food industry is a multifaceted and essential sector that intersects with various aspects of human life, including culture, health, economics, and the environment. Understanding its complexities is key to addressing the current and future needs of global food systems.

**2.2 Brief History of Organisation**

Nestlé, one of the world's largest food and beverage companies, has a rich and diverse history spanning nearly two centuries. Here's a brief overview of its journey:

1. Founding Years (1866-1900): Nestlé was founded by Henri Nestlé in 1866 in Vevey, Switzerland. Initially, the company focused on producing infant formula to address the high infant mortality rate prevalent at the time. Henri Nestlé's invention of a milk-based formula for infants laid the foundation for the company's early success.

2. Expansion and Diversification (1900-1945): Over the next few decades, Nestlé expanded its product portfolio beyond infant formula. The company began producing condensed milk, dairy products, and chocolate. During World War I, Nestlé supplied condensed milk to the Allied forces. In the interwar period, Nestlé continued to expand its operations globally through acquisitions and partnerships.

3. Post-War Growth (1945-1980): After World War II, Nestlé experienced significant growth and diversification. The company expanded its presence in Europe and North America while also venturing into new markets in Asia, Africa, and Latin America. Nestlé introduced several iconic products during this period, including Nescafé instant coffee and Maggi instant noodles.

4. Acquisitions and Global Expansion (1980-2000): In the late 20th century, Nestlé pursued an aggressive acquisition strategy to further expand its product offerings and geographic reach. Notable acquisitions during this period included Carnation Company (1985), Rowntree Mackintosh (1988), and Ralston Purina (2002). These acquisitions allowed Nestlé to strengthen its presence in key markets and diversify its product portfolio.

5. Focus on Nutrition and Health (2000-Present): In the 21st century, Nestlé shifted its focus towards nutrition, health, and wellness. The company introduced products with improved nutritional profiles and launched initiatives to promote healthier lifestyles. Nestlé also made commitments to address environmental sustainability and social responsibility issues across its supply chain.

Throughout its history, Nestlé has remained committed to its founding principles of quality, innovation, and consumer satisfaction. Today, Nestlé operates in more than 180 countries and offers a wide range of products, including beverages, dairy products, confectionery, pet care, and nutrition supplements. Its enduring legacy and global presence make Nestlé a prominent player in the food and beverage industry.

**2.3 Organisation Structure**

Nestlé, as a global corporation, has a complex organizational structure designed to efficiently manage its diverse portfolio of products and operations across different regions. While the exact structure may vary over time due to organizational changes and strategic initiatives, here's a general overview of Nestlé's organizational structure:

1. Board of Directors: The highest governing body responsible for overseeing Nestlé's overall strategic direction, corporate governance, and performance. The Board of Directors typically includes executive and non-executive members.

2. Executive Management: Comprising the Chief Executive Officer (CEO) and other top executives, the executive management team is responsible for setting and executing Nestlé's business strategies, managing day-to-day operations, and ensuring the company's financial performance and long-term growth.

3. Business Divisions or Strategic Business Units (SBUs): Nestlé is organized into several business divisions or SBUs, each focused on specific product categories or markets. Examples of Nestlé's business divisions include:

- Nestlé Waters: Responsible for bottled water brands such as Nestlé Pure Life, Perrier, and Poland Spring.

- Nestlé Nutrition: Focuses on infant formula, healthcare nutrition, and performance nutrition products.

- Nestlé Health Science: Develops personalized nutrition and healthcare solutions.

- Nestlé Purina Pet Care: Produces pet food and pet care products under brands like Purina, Felix, and Friskies.

- Nestlé Professional: Provides food and beverage solutions to foodservice operators, restaurants, and catering businesses.

4. Regional Zones or Market Units: Nestlé organizes its operations into regional zones or market units to effectively manage activities in different geographic regions. These regions may include Europe, Americas, Asia, Oceania, and Africa. Each region is led by a regional CEO or president responsible for overseeing local operations, sales, marketing, and distribution.

5. Functional Departments: Nestlé has various functional departments that support its business operations across the organization. These departments include:

- Finance: Responsible for financial planning, accounting, reporting, and treasury functions.

- Human Resources: Manages recruitment, training, talent development, and employee relations.

- Research & Development: Focuses on innovation, product development, and quality assurance.

- Marketing & Sales: Develops marketing strategies, manages brand portfolios, and drives sales initiatives.

- Supply Chain & Operations: Oversees production, procurement, logistics, and supply chain management.

- Legal & Compliance: Ensures legal compliance, manages regulatory affairs, and handles corporate governance matters.

Nestlé's organizational structure is designed to foster collaboration, innovation, and operational efficiency while ensuring alignment with the company's strategic objectives and values. This structure enables Nestlé to adapt to changing market conditions, consumer preferences, and industry trends while maintaining its position as a global leader in the food and beverage industry.

**2.4 Manufacturing Process**

Maggi 2-minute noodles, manufactured by Nestlé, are a popular instant noodle product. While the exact manufacturing process is proprietary and not publicly disclosed by the company, I can provide a general overview of the typical steps involved in the production of instant noodles:

1. Ingredient Mixing: The process begins with mixing the raw ingredients. The primary ingredients for instant noodles typically include wheat flour, water, salt, and sometimes other additives such as starches, flavour enhancers, and colouring agents.

2. Kneading: The mixed dough is kneaded thoroughly to develop the gluten structure, which gives the noodles their texture and elasticity.

3. Sheeting: The dough is then passed through rollers to flatten it into thin sheets of dough.

4. Steaming: The thin sheets of dough are briefly steamed to partially cook them and to stabilize the structure of the noodles.

5. Cutting: The steamed dough sheets are then cut into the desired noodle shape. Maggi noodles, for example, are typically cut into long, thin strands.

6. Drying: The cut noodles are then dried to reduce their moisture content. This is usually done using a combination of hot air drying and frying. Drying the noodles removes moisture, which is crucial for extending their shelf life and ensuring that they cook quickly when prepared.

7. Packaging: Once dried, the noodles are packaged in individual portions, often in plastic packets along with seasoning sachets containing flavourings, spices, and sometimes dehydrated vegetables.

8. Quality Control: Throughout the manufacturing process, quality control measures are implemented to ensure that the noodles meet safety, quality, and consistency standards.

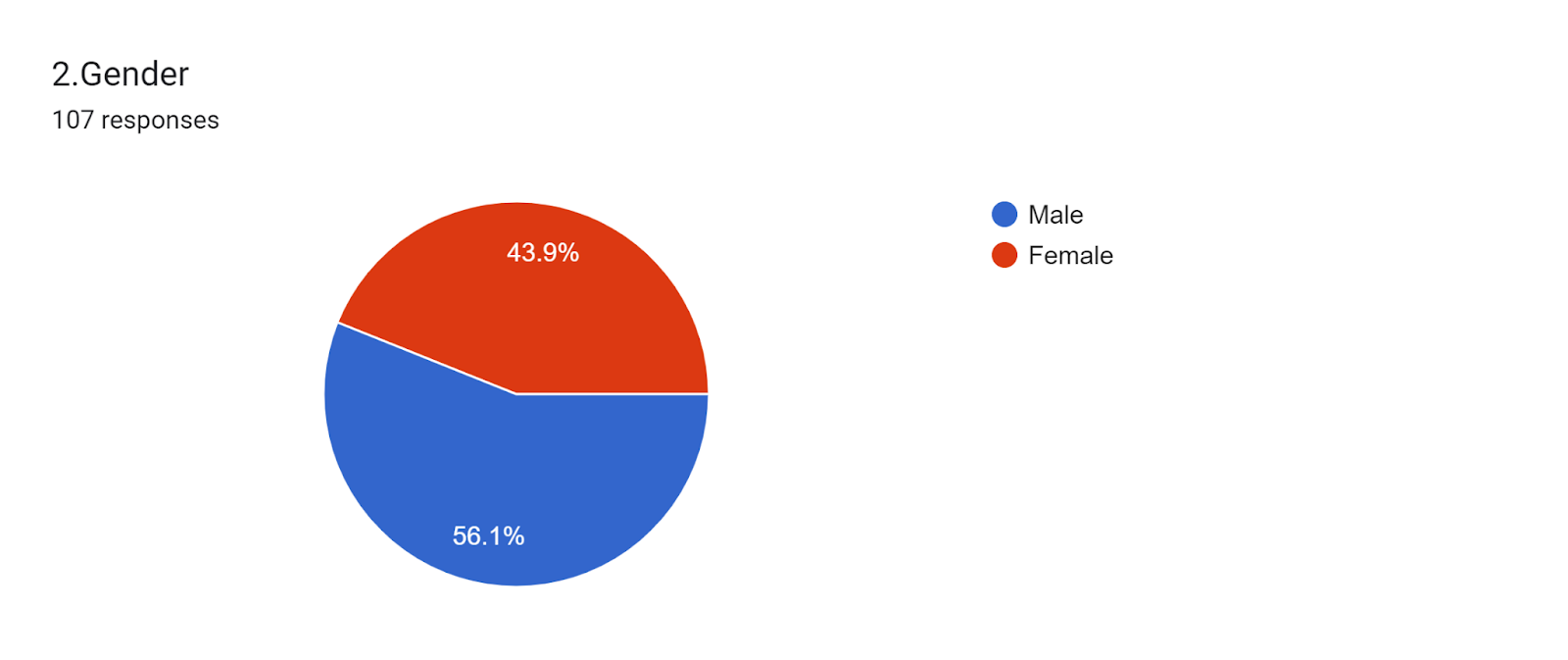
It's important to note that Nestlé, like other food manufacturing companies, may have proprietary variations and additional steps in their process to ensure the unique taste, texture, and quality of Maggi noodles. Additionally, Nestlé likely adheres to strict food safety and quality standards throughout the manufacturing process to ensure the safety of their products for consumers.

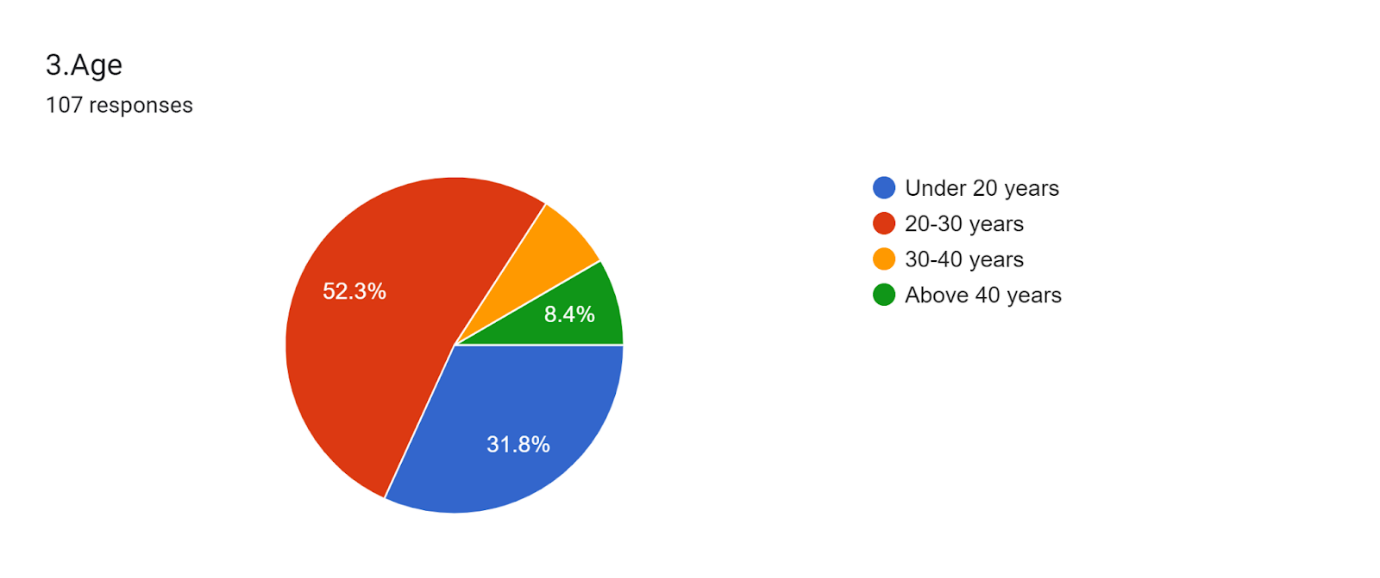
**3. LITERATURE REVIEW**

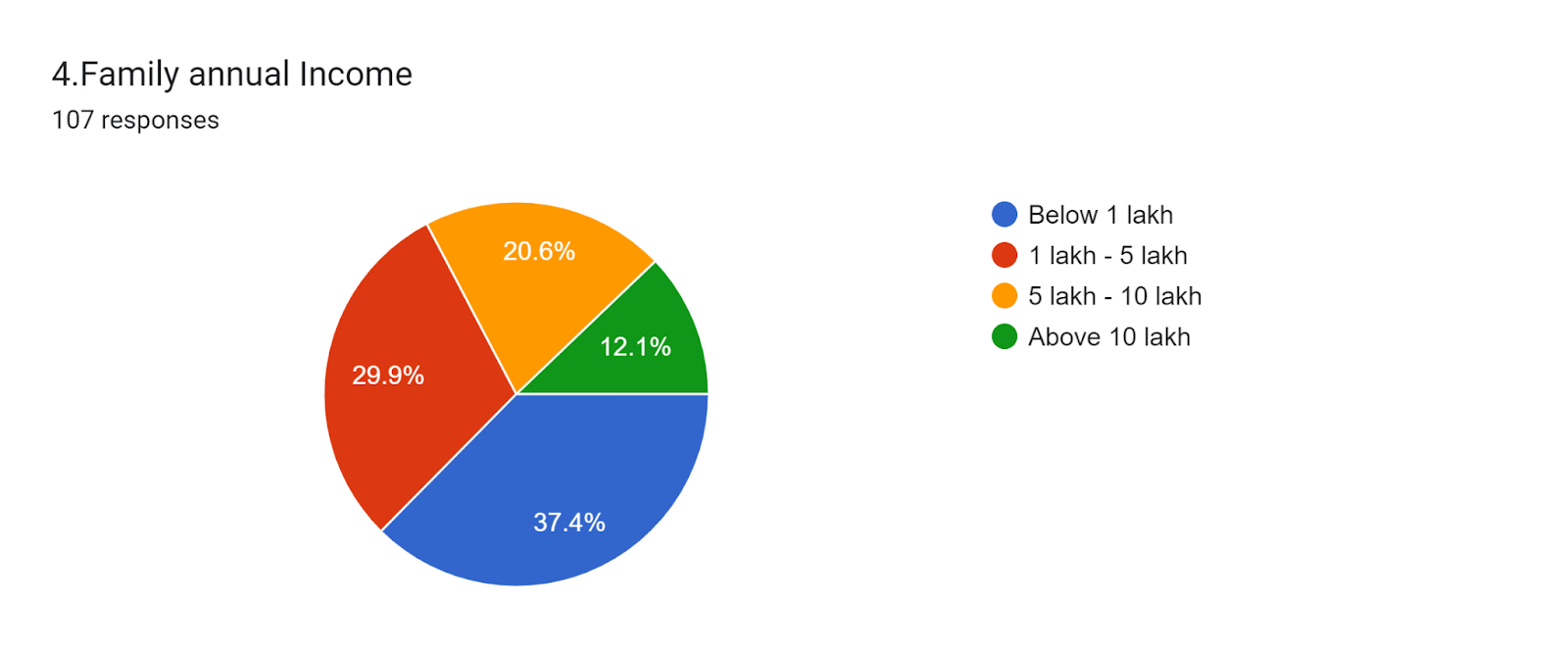
1. **Bae, Chae & Ryu, 2010** Published paper titled “Consumer Behaviour towards ready to eat foods based on related lifestyles in Korea”. The main aim of the study was to find the lifestyle related food consumers according to the people and the buying behaviour of RTE foods. They stated that health orientation, taste orientation, convenience and tradition orientation, were the four factors that were weighed when aiming to identify the behaviour of the customer towards food related lifestyle of ready to eat food consumers.
2. **Sarathy and Gopal 2011** Published a paper titled, “Managing the diffusion of innovation in ready to eat food products in India. “The main motive for research was to find out the factors that the production of ready-to-eat products would be increased or slow down the innovation in the case of ready to eat food. They stated that the consumers seem to be open minded and they changed their taste and preferences with positive inclination generated towards ready to eat food products. Hence it seems to people are mostly preferred ready to eat food products for initiating the hungriness.
3. **Vijayabaskar .M & N. Sundaram, 2012** Published a paper titled “A market study on key determinants of Ready to Eat/ Cook products with respect to tier I citizens in Southern India”. The main purpose of the study is to identify the factors that determine the market of Ready-To- Eat food. They state that there is a greater demand for ready-to –eat food segments and the major attraction for these products are convenience, availability and less time consumption to cook. Due to life style changes and long working hours people are choosing these products.
4. **Kazmi S.Q. (2012):** This study recognizing those factors which effect consumer perception about pasta products and also determined factors which stimulate buying decision of consumers towards pasta. Awareness and availability were chosen as main variables which effect consumer buying pattern. Quota sampling technique was used to collect data from a sample of 30 housewives living in Karachi City of Pakistan. Results of the study explored that product awareness was the factor which had a great impact on popularity and usage of any product especially the food item and also awareness about cooking method of particular product may affect the popularity of food product.
5. **Lavanya M.S. (2012):** This study attempted to explore consumer’s awareness and perception towards quality certified products. Primary data was collected from 120 respondents through pretested interview schedule. In this study consumer awareness, preference of certified products and their perception on pricing were analysed with reference to three products: Ghee, vegetable oils and spices. Results concluded that 85% people were aware about Agmark certification and most of the high-income group people were about Agmark products and they are also satisfied with the products especially ghee.
6. **Kumar Hetal. (2013):** This study was conducted with objective of assessing consumer’s awareness, safety perceptions and flavouring agents used in packed/canned food. Study was conducted in South India in the states of Karnataka & Kerala with a sample size of 126 respondents. Results showed that around 91.7% of total respondents were aware about food preservatives and (84.9) were aware towards flavouring agents (FA) but their knowledge was inadequate. Unfavourable practices were involved. Gaps in Knowledge and unhealthy practice need to be addressed by public awareness campaign.
7. **Gupta, 2016** Published a paper titled “Consumer perception towards ready to eat food products in Varanasi district”. The main aim of the study is to identify consumers taste and preference for selecting the RTE foods in their habit of the households with or without children, single earners and bachelors. He stated that changing lifestyle that is stressful and the busy lives or schedule due to long lasting hours of work of them working contributing factor to the growth of the ready to eat meals sector hence it seems like a hectic.
8. **Solanki & Jain, 2017** Published paper titled “A consumer buying behaviour towards ready to eat food industry”. The main aim to conduct the research was to study about consumer purchase behaviour towards ready to eat food industry in northern India. They study that due to the lifestyle pressure now a days, consumers don’t have the time to cook the food due to their busy schedule regarding their jobs, that’s why they prefer to go restaurants or cafe or ready to eat foods for hungriness. Also, it was stated that individuals are single who are not married bachelor’s preferred to consume ready to eat food products mostly therefore, it was mostly preferable.
9. **A study by Thogersen et al. (2016)** examined the influence of social norms on consumer behaviour towards convenience foods in Denmark. The study found thatsocial norms regarding healthy eating had a significant impact on consumer behaviour, and that interventions targeting social norms could be effective in promoting healthier eating habits.
10. **A study by Aschemann-Witzel et al. (2018)** explored the role of emotions in consumer behaviour towards convenience foods in Germany.
11. **Dr.Mustiary Begum (2016)**, paper has highlighted issues related to Maggi and how consumers changed their perception regarding Maggi after post ban. Researchers have taken 93 respondents and have done analysis with the help of simple analytical tool like graph and tabular form. The study shows those consumers are ready to buy Maggi after it re-launch in the market provided that they include healthy ingredient.
12. **Shabista Booshan (2016)**, paper has highlighted impact of Maggi noodle on the psyche of the Indian consumers. The conclusion is based on the data collected immediately after 5 months of Maggi re-launch. According to researcher 75% of the population were ready to accept Maggi after its comeback.
13. **Ayushi Jain (2016)**, the author has taken comparative study of Maggi and Patanjali atta noodles. The said paper has highlighted growth of Patanjali noodle due to Maggi ban. Research shows that consumer has accepted Maggi whole heartedly after its ban and also stated that Patanjali is most favored due to its price.
14. **Dr. Ramesh Sardar (July 2015)**, the study is based on comparative analysis of Maggi at international market and Indian market. Study is based on secondary data which highlighted the preferences of Maggi at international market as compare to Indian market.

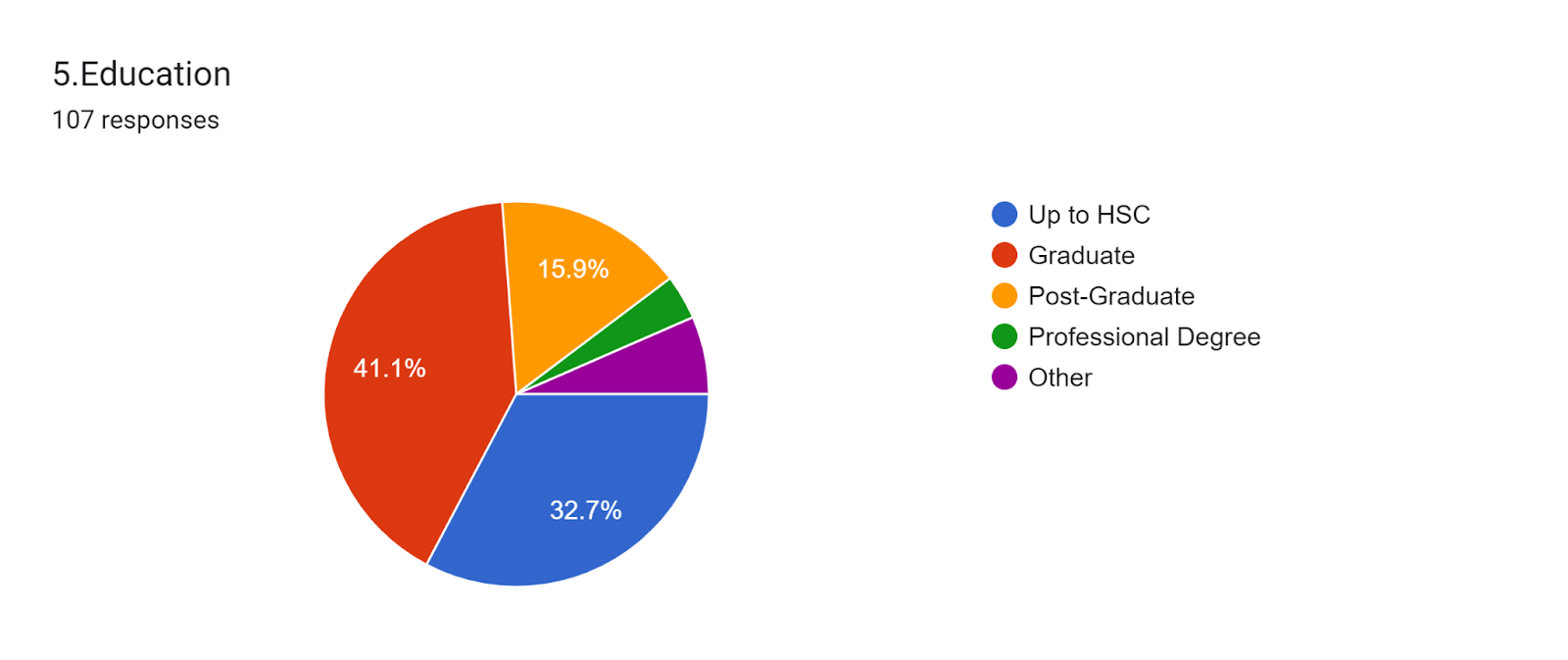
**4. DATA ANALYSIS AND INTERPRETATION**

**Pie Chart**









**Frequency Table**

| **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 |  |

| **AGE** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | UNDER 20 YEARS | 31 | 31.0 | 31.0 | 31.0 |
| 20-30 YEARS | 56 | 56.0 | 56.0 | 87.0 |
| 30-40 YEARS | 7 | 7.0 | 7.0 | 94.0 |
| ABOVE 40 YEARS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **FAMILYINCOME** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | BELOW 1 LAKH | 33 | 33.0 | 33.0 | 33.0 |
| 1 LAKH- 5LAKH | 33 | 33.0 | 33.0 | 66.0 |
| 5 LAKH- 10LAKH | 22 | 22.0 | 22.0 | 88.0 |
| ABOVE 10 LAKH | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **EDUCATION** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | UP TO HSC | 34 | 34.0 | 34.0 | 34.0 |
| GRADUATE | 44 | 44.0 | 44.0 | 78.0 |
| POST GRADUATE | 14 | 14.0 | 14.0 | 92.0 |
| PROFESSIONAL DEGREE | 3 | 3.0 | 3.0 | 95.0 |
| OTHER | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

CROSS TABULATION

1.Cross tabulation between age and eating maggi

| **Crosstab** | | | | |
| --- | --- | --- | --- | --- |
| Count | |  |  |  |
|  |  | EATMAGGI | | Total |
|  |  | YES | NO |
| AGE | UNDER 20 YEARS | 25 | 6 | 31 |
| 20-30 YEARS | 54 | 2 | 56 |
| 30-40 YEARS | 7 | 0 | 7 |
| ABOVE 40 YEARS | 5 | 1 | 6 |
| Total | | 91 | 9 | 100 |

The above table shows that 91% people eat maggi. Highest percentage of people eating maggi are under age group of “20-30 Years” and there are least percentage of people eating maggi above 40 years.

2. Cross tabulation between gender and eating maggi

| **Crosstab** | | | | |
| --- | --- | --- | --- | --- |
| Count |  |  |  |  |
|  |  | EATMAGGI | | Total |
|  |  | YES | NO |
| GENDER | MALE | 52 | 5 | 57 |
| FEMALE | 39 | 4 | 43 |
| Total | | 91 | 9 | 100 |

The above table shows that 91% people eat maggi, in which 52 are male and 39 are female.

3. Cross tabulation between education and eating maggi

| **Crosstab** | | | | |
| --- | --- | --- | --- | --- |
| Count |  |  |  |  |
|  |  | EATMAGGI | | Total |
|  |  | YES | NO |
| EDUCATION | UP TO HSC | 29 | 5 | 34 |
| GRADUATE | 41 | 3 | 44 |
| POST GRADUATE | 13 | 1 | 14 |
| PROFESSIONAL DEGREE | 3 | 0 | 3 |
| OTHER | 5 | 0 | 5 |
| Total | | 91 | 9 | 100 |

Highest percentage of people eating maggi are graduate and there are least percentage of people eating maggi are others

4. Cross tabulation between age and frequency of eating maggi in a week

| **Crosstab** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |
|  |  | TIMEINWEEK | | | | Total |
|  |  | 1-2 | 2-3 | 3-4 | MORE THAN 4 |
| AGE | UNDER 20 YEARS | 21 | 4 | 0 | 0 | 25 |
| 20-30 YEARS | 38 | 9 | 1 | 6 | 54 |
| 30-40 YEARS | 4 | 1 | 1 | 1 | 7 |
| ABOVE 40 YEARS | 2 | 3 | 0 | 0 | 5 |
| Total | | 65 | 17 | 2 | 7 | 91 |

Highest number of people eats maggi 1-2 times a week which are under age group of 20-30 years and there are least number of people eats maggi 3-4 times a week.

5. Cross tabulation between education and frequency of eating maggi in a week

| **Crosstab** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |
|  |  | TIMEINWEEK | | | | Total |
|  |  | 1-2 | 2-3 | 3-4 | MORE THAN 4 |
| EDUCATION | UP TO HSC | 24 | 4 | 0 | 1 | 29 |
| GRADUATE | 29 | 8 | 1 | 3 | 41 |
| POST GRADUATE | 8 | 2 | 1 | 2 | 13 |
| PROFESSIONAL DEGREE | 1 | 1 | 0 | 1 | 3 |
| OTHER | 3 | 2 | 0 | 0 | 5 |
| Total | | 65 | 17 | 2 | 7 | 91 |

The above table shows that highest number of people who eats maggi 1-2 times in a week are graduate and least number of people who eats maggi 1-2 times in a week are holding a professional degree.

6. Cross tabulation between age and perception about maggi

| **Crosstab** | | | | |
| --- | --- | --- | --- | --- |
| Count | |  |  |  |
|  |  | PERCEIVEMAGGI | | Total |
|  |  | HEALTHY | JUNK FOOD |
| AGE | UNDER 20 YEARS | 2 | 23 | 25 |
| 20-30 YEARS | 5 | 49 | 54 |
| 30-40 YEARS | 1 | 6 | 7 |
| ABOVE 40 YEARS | 0 | 5 | 5 |
| Total | | 8 | 83 | 91 |

The above table shows that most of the people perceives maggi as a junk food i.e, 83 out of 91 people perceives it as a junk food and only 8 out of 91 perceives it as a healthy food.

7. Cross tabulation between education and perception about maggi

| **Crosstab** | | | | |
| --- | --- | --- | --- | --- |
| Count |  |  |  |  |
|  |  | PERCEIVEMAGGI | | Total |
|  |  | HEALTHY | JUNK FOOD |
| EDUCATION | UP TO HSC | 3 | 26 | 29 |
| GRADUATE | 1 | 40 | 41 |
| POST GRADUATE | 1 | 12 | 13 |
| PROFESSIONAL DEGREE | 1 | 2 | 3 |
| OTHER | 2 | 3 | 5 |
| Total | | 8 | 83 | 91 |

According to the above table, highest number of people i.e, 40 out of 83 people who perceives maggie as a junk food falls under the category of graduate people and least number of people i.e, 2 out of 83 people who perceives it as junk food are having professional degree.

8. Cross tabulation between family annual income and perception about price of maggi

| **FAMILYINCOME \* PRICEPERCEIVE Crosstabulation** | | | | | |
| --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |
|  |  | PRICEPERCEIVE | | | Total |
|  |  | HIGH PRICE | REASONABLE PRICE | LOW PRICE |
| FAMILYINCOME | BELOW 1 LAKH | 3 | 26 | 2 | 31 |
| 1 LAKH- 5LAKH | 3 | 24 | 0 | 27 |
| 5 LAKH- 10LAKH | 0 | 19 | 2 | 21 |
| ABOVE 10 LAKH | 0 | 11 | 1 | 12 |
| Total | | 6 | 80 | 5 | 91 |

The above table shows most of the people out of all the responses perceives that maggi has a reasonable price. There are only few people who thinks that Maggie has low price. There are total 80 people who perceives price as reasonable and 26 out of 80 are having family income below 1 lakh.

9. Cross tabulation between gender and importance of price

| **GENDER \* PRICE Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | PRICE | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| GENDER | MALE | 15 | 18 | 14 | 1 | 4 | 52 |
| FEMALE | 6 | 18 | 11 | 1 | 3 | 39 |
| Total | | 21 | 36 | 25 | 2 | 7 | 91 |

For both male and female price is the important factor when purchasing maggi

10. Cross tabulation between age and importance of price

| **AGE \* PRICE Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | PRICE | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| AGE | UNDER 20 YEARS | 8 | 9 | 4 | 1 | 3 | 25 |
| 20-30 YEARS | 13 | 20 | 17 | 1 | 3 | 54 |
| 30-40 YEARS | 0 | 3 | 3 | 0 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 21 | 36 | 25 | 2 | 7 | 91 |

For all age group price is the important factor while purchasing maggi.

11. Cross tabulation between family income and importance of price

| **FAMILYINCOME \* PRICE Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | PRICE | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 10 | 8 | 10 | 1 | 2 | 31 |
| 1 LAKH- 5LAKH | 7 | 11 | 6 | 1 | 2 | 27 |
| 5 LAKH- 10LAKH | 4 | 9 | 6 | 0 | 2 | 21 |
| ABOVE 10 LAKH | 0 | 8 | 3 | 0 | 1 | 12 |
| Total | | 21 | 36 | 25 | 2 | 7 | 91 |

Price is the most important factor for population earning below 1 lakh and price is important factor for population earning 1-5 lakh, 5-10 lakh and above.

12. Cross tabulation between education and importance of price

| **EDUCATION \* PRICE Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | PRICE | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| EDUCATION | UP TO HSC | 7 | 8 | 9 | 2 | 3 | 29 |
| GRADUATE | 9 | 18 | 11 | 0 | 3 | 41 |
| POST GRADUATE | 2 | 7 | 4 | 0 | 0 | 13 |
| PROFESSIONAL DEGREE | 1 | 1 | 1 | 0 | 0 | 3 |
| OTHER | 2 | 2 | 0 | 0 | 1 | 5 |
| Total | | 21 | 36 | 25 | 2 | 7 | 91 |

Price is neutral factor for up to hsc population and price is important factor for all other population.

13. Cross tabulation between gender and importance of brand reputation

| **GENDER \* BRANDREPUTATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BRANDREPUTATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| GENDER | MALE | 20 | 22 | 7 | 1 | 2 | 52 |
| FEMALE | 15 | 18 | 3 | 0 | 3 | 39 |
| Total | | 35 | 40 | 10 | 1 | 5 | 91 |

Brand reputation is important for both the genders.

14. Cross tabulation between age and importance of brand reputation

| **AGE \* BRANDREPUTATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | BRANDREPUTATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| AGE | UNDER 20 YEARS | 6 | 13 | 4 | 1 | 1 | 25 |
| 20-30 YEARS | 29 | 18 | 4 | 0 | 3 | 54 |
| 30-40 YEARS | 0 | 5 | 1 | 0 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 35 | 40 | 10 | 1 | 5 | 91 |

Brand reputation is very important for 20-30 years and important for all other age groups.

15. Cross tabulation between family income and importance of brand reputation

| **FAMILYINCOME \* BRANDREPUTATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BRANDREPUTATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 13 | 15 | 1 | 1 | 1 | 31 |
| 1 LAKH- 5LAKH | 13 | 10 | 3 | 0 | 1 | 27 |
| 5 LAKH- 10LAKH | 9 | 7 | 3 | 0 | 2 | 21 |
| ABOVE 10 LAKH | 0 | 8 | 3 | 0 | 1 | 12 |
| Total | | 35 | 40 | 10 | 1 | 5 | 91 |

Brand reputation is important for all type of earning population.

16. Cross tabulation between education and importance of brand reputation

| **EDUCATION \* BRANDREPUTATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BRANDREPUTATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| EDUCATION | UP TO HSC | 11 | 13 | 3 | 1 | 1 | 29 |
| GRADUATE | 17 | 17 | 4 | 0 | 3 | 41 |
| POST GRADUATE | 5 | 7 | 1 | 0 | 0 | 13 |
| PROFESSIONAL DEGREE | 0 | 2 | 1 | 0 | 0 | 3 |
| OTHER | 2 | 1 | 1 | 0 | 1 | 5 |
| Total | | 35 | 40 | 10 | 1 | 5 | 91 |

Brand reputation is important for all type of educated population.

17. Cross tabulation between gender and importance of easy to cook

| **GENDER \* EASYTOCOOK Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | EASYTOCOOK | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| GENDER | MALE | 23 | 21 | 8 | 0 | 0 | 52 |
| FEMALE | 16 | 18 | 3 | 1 | 1 | 39 |
| Total | | 39 | 39 | 11 | 1 | 1 | 91 |

Easy to cook factor is very important for male and important for female.

| **18.** Cross tabulation between age and importance of easy to cook  **AGE \* EASYTOCOOK Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | EASYTOCOOK | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| AGE | UNDER 20 YEARS | 17 | 7 | 1 | 0 | 0 | 25 |
| 20-30 YEARS | 21 | 24 | 8 | 1 | 0 | 54 |
| 30-40 YEARS | 1 | 4 | 1 | 0 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 39 | 39 | 11 | 1 | 1 | 91 |

Easy to cook factor is very important for all age groups except 20-30 years.

19. Cross tabulation between family income and importance of easy to cook

| **FAMILYINCOME \* EASYTOCOOK Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | EASYTOCOOK | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 16 | 11 | 4 | 0 | 0 | 31 |
| 1 LAKH- 5LAKH | 11 | 13 | 3 | 0 | 0 | 27 |
| 5 LAKH- 10LAKH | 9 | 9 | 2 | 1 | 0 | 21 |
| ABOVE 10 LAKH | 3 | 6 | 2 | 0 | 1 | 12 |
| Total | | 39 | 39 | 11 | 1 | 1 | 91 |

Easy to cook factor is very important for all type of earning populations.

| **20.** Cross tabulation between education and importance of easy to cook  **EDUCATION \* EASYTOCOOK Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | EASYTOCOOK | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| EDUCATION | UP TO HSC | 14 | 11 | 4 | 0 | 0 | 29 |
| GRADUATE | 17 | 19 | 4 | 1 | 0 | 41 |
| POST GRADUATE | 5 | 5 | 3 | 0 | 0 | 13 |
| PROFESSIONAL DEGREE | 0 | 3 | 0 | 0 | 0 | 3 |
| OTHER | 3 | 1 | 0 | 0 | 1 | 5 |
| Total | | 39 | 39 | 11 | 1 | 1 | 91 |

Easy to cook factor is very important for all type of educated population except graduates.

21. Cross tabulation between gender and importance of buyers review

| **GENDER \* BUYERSREVIEW Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BUYERSREVIEW | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| GENDER | MALE | 19 | 19 | 12 | 2 | 0 | 52 |
| FEMALE | 4 | 22 | 9 | 1 | 3 | 39 |
| Total | | 23 | 41 | 21 | 3 | 3 | 91 |

Buyers review factor is very important for male and important for female.

| **22.** Cross tabulation between age and importance of buyers review  **AGE \* BUYERSREVIEW Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | BUYERSREVIEW | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| AGE | UNDER 20 YEARS | 7 | 9 | 6 | 2 | 1 | 25 |
| 20-30 YEARS | 15 | 25 | 12 | 1 | 1 | 54 |
| 30-40 YEARS | 1 | 3 | 2 | 0 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 23 | 41 | 21 | 3 | 3 | 91 |

Buyers review factor is important for all age groups.

23. Cross tabulation between family income and importance of buyers review

| **FAMILYINCOME \* BUYERSREVIEW Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BUYERSREVIEW | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 10 | 10 | 10 | 1 | 0 | 31 |
| 1 LAKH- 5LAKH | 5 | 14 | 6 | 1 | 1 | 27 |
| 5 LAKH- 10LAKH | 6 | 10 | 4 | 0 | 1 | 21 |
| ABOVE 10 LAKH | 2 | 7 | 1 | 1 | 1 | 12 |
| Total | | 23 | 41 | 21 | 3 | 3 | 91 |

Buyers review factor is important for all type of earning population.

| **24.** Cross tabulation between education and importance of buyers review  **EDUCATION \* BUYERSREVIEW Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BUYERSREVIEW | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| EDUCATION | UP TO HSC | 7 | 11 | 10 | 0 | 1 | 29 |
| GRADUATE | 11 | 22 | 6 | 1 | 1 | 41 |
| POST GRADUATE | 3 | 5 | 4 | 1 | 0 | 13 |
| PROFESSIONAL DEGREE | 1 | 1 | 1 | 0 | 0 | 3 |
| OTHER | 1 | 2 | 0 | 1 | 1 | 5 |
| Total | | 23 | 41 | 21 | 3 | 3 | 91 |

Buyers review factor is important for all type of educated population.

25. Cross tabulation between gender and importance of recommendations from family/friends

| **GENDER \* RECOMMENDATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | RECOMMENDATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| GENDER | MALE | 10 | 19 | 18 | 2 | 3 | 52 |
| FEMALE | 6 | 10 | 12 | 3 | 8 | 39 |
| Total | | 16 | 29 | 30 | 5 | 11 | 91 |

Recommendation factor is important for both genders.

| **26.** Cross tabulation between age and importance of recommendations from family/friends  **AGE \* RECOMMENDATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | RECOMMENDATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| AGE | UNDER 20 YEARS | 7 | 9 | 6 | 2 | 1 | 25 |
| 20-30 YEARS | 8 | 13 | 21 | 3 | 9 | 54 |
| 30-40 YEARS | 1 | 3 | 2 | 0 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 16 | 29 | 30 | 5 | 11 | 91 |

Recommendation factor is important for all age groups.

27. Cross tabulation between family income and importance of recommendations from family/friends

| **FAMILYINCOME \* RECOMMENDATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | RECOMMENDATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 7 | 10 | 8 | 2 | 4 | 31 |
| 1 LAKH- 5LAKH | 4 | 6 | 13 | 2 | 2 | 27 |
| 5 LAKH- 10LAKH | 3 | 7 | 7 | 0 | 4 | 21 |
| ABOVE 10 LAKH | 2 | 6 | 2 | 1 | 1 | 12 |
| Total | | 16 | 29 | 30 | 5 | 11 | 91 |

Recommendation factor is important for all type of earning populations.

| **28.** Cross tabulation between education and importance of recommendations from family/friends  **EDUCATION \* RECOMMENDATION Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | RECOMMENDATION | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| EDUCATION | UP TO HSC | 7 | 10 | 9 | 1 | 2 | 29 |
| GRADUATE | 5 | 12 | 15 | 3 | 6 | 41 |
| POST GRADUATE | 1 | 5 | 5 | 0 | 2 | 13 |
| PROFESSIONAL DEGREE | 1 | 1 | 1 | 0 | 0 | 3 |
| OTHER | 2 | 1 | 0 | 1 | 1 | 5 |
| Total | | 16 | 29 | 30 | 5 | 11 | 91 |

Recommendation factor is important for all type of educated population.

29. Cross tabulation between gender and importance of availability in market

| **GENDER \* AVAILABILITYINMARKET Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | AVAILABILITYINMARKET | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| GENDER | MALE | 20 | 24 | 5 | 1 | 2 | 52 |
| FEMALE | 9 | 23 | 3 | 3 | 1 | 39 |
| Total | | 29 | 47 | 8 | 4 | 3 | 91 |

Availability in market factor is important for both the genders.

| **30.** Cross tabulation between age and importance of availability in market  **AGE \* AVAILABILITYINMARKET Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | AVAILABILITYINMARKET | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| AGE | UNDER 20 YEARS | 8 | 14 | 2 | 0 | 1 | 25 |
| 20-30 YEARS | 20 | 26 | 3 | 4 | 1 | 54 |
| 30-40 YEARS | 1 | 3 | 2 | 0 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 29 | 47 | 8 | 4 | 3 | 91 |

Availability in market factor is important for all age groups.

31. Cross tabulation between family income and importance of availability in market

| **FAMILYINCOME \* AVAILABILITYINMARKET Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | AVAILABILITYINMARKET | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 9 | 17 | 1 | 3 | 1 | 31 |
| 1 LAKH- 5LAKH | 5 | 17 | 4 | 1 | 0 | 27 |
| 5 LAKH- 10LAKH | 10 | 8 | 2 | 0 | 1 | 21 |
| ABOVE 10 LAKH | 5 | 5 | 1 | 0 | 1 | 12 |
| Total | | 29 | 47 | 8 | 4 | 3 | 91 |

Availability in market factor is important for all type of earning groups except 5-10 lakh group.

| **32.** Cross tabulation between education and importance of availability in market  **EDUCATION \* AVAILABILITYINMARKET Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | AVAILABILITYINMARKET | | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | LEAST IMP | NOT IMP |
| EDUCATION | UP TO HSC | 9 | 15 | 3 | 1 | 1 | 29 |
| GRADUATE | 15 | 20 | 3 | 2 | 1 | 41 |
| POST GRADUATE | 2 | 8 | 2 | 1 | 0 | 13 |
| PROFESSIONAL DEGREE | 1 | 2 | 0 | 0 | 0 | 3 |
| OTHER | 2 | 2 | 0 | 0 | 1 | 5 |
| Total | | 29 | 47 | 8 | 4 | 3 | 91 |

Availability in market factor is important for all type of educated population.

33. Cross tabulation between gender and importance of taste

| **GENDER \* TASTE Crosstabulation** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |
|  |  | TASTE | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | NOT IMP |
| GENDER | MALE | 25 | 23 | 4 | 0 | 52 |
| FEMALE | 25 | 11 | 2 | 1 | 39 |
| Total | | 50 | 34 | 6 | 1 | 91 |

Taste factor is very important for both the genders.

| **34.** Cross tabulation between age and importance of taste  **AGE \* TASTE Crosstabulation** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |
|  |  | TASTE | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | NOT IMP |
| AGE | UNDER 20 YEARS | 14 | 10 | 1 | 0 | 25 |
| 20-30 YEARS | 36 | 16 | 2 | 0 | 54 |
| 30-40 YEARS | 0 | 4 | 2 | 1 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 5 |
| Total | | 50 | 34 | 6 | 1 | 91 |

Taste factor is very important for all age groups.

35. Cross tabulation between family income and importance of taste

| **FAMILYINCOME \* TASTE Crosstabulation** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |
|  |  | TASTE | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | NOT IMP |
| FAMILYINCOME | BELOW 1 LAKH | 19 | 10 | 2 | 0 | 31 |
| 1 LAKH- 5LAKH | 18 | 7 | 2 | 0 | 27 |
| 5 LAKH- 10LAKH | 10 | 11 | 0 | 0 | 21 |
| ABOVE 10 LAKH | 3 | 6 | 2 | 1 | 12 |
| Total | | 50 | 34 | 6 | 1 | 91 |

Taste factor is very important for all type of earning groups.

| **36.** Cross tabulation between education and importance of taste  **EDUCATION \* TASTE Crosstabulation** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |
|  |  | TASTE | | | | Total |
|  |  | VERY IMP | IMP | NEUTRAL | NOT IMP |
| EDUCATION | UP TO HSC | 16 | 9 | 4 | 0 | 29 |
| GRADUATE | 26 | 15 | 0 | 0 | 41 |
| POST GRADUATE | 5 | 7 | 1 | 0 | 13 |
| PROFESSIONAL DEGREE | 0 | 2 | 1 | 0 | 3 |
| OTHER | 3 | 1 | 0 | 1 | 5 |
| Total | | 50 | 34 | 6 | 1 | 91 |

Taste factor is very important for all type of educated population.

37. Cross tabulation between gender and eating maggi in breakfast

| **GENDER \* BREAKFAST Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BREAKFAST | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| GENDER | MALE | 8 | 16 | 8 | 7 | 13 | 52 |
| FEMALE | 6 | 5 | 4 | 11 | 13 | 39 |
| Total | | 14 | 21 | 12 | 18 | 26 | 91 |

Majority of male often eats maggi in breakfast and majority of female never eats maggi in breakfast

| **38.** Cross tabulation between age and eating maggi in breakfast  **AGE \* BREAKFAST Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | BREAKFAST | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| AGE | UNDER 20 YEARS | 3 | 5 | 4 | 3 | 10 | 25 |
| 20-30 YEARS | 10 | 8 | 7 | 15 | 14 | 54 |
| 30-40 YEARS | 1 | 4 | 0 | 0 | 2 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 14 | 21 | 12 | 18 | 26 | 91 |

Under 20 years of people never, 20-30 years of people rarely, 30-40 years of people often and above 40 years of people eats maggi in breakfast.

39. Cross tabulation between family income and eating maggi in breakfast

| **FAMILYINCOME \* BREAKFAST Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BREAKFAST | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| FAMILYINCOME | BELOW 1 LAKH | 7 | 4 | 4 | 5 | 11 | 31 |
| 1 LAKH- 5LAKH | 1 | 6 | 3 | 8 | 9 | 27 |
| 5 LAKH- 10LAKH | 4 | 6 | 3 | 3 | 5 | 21 |
| ABOVE 10 LAKH | 2 | 5 | 2 | 2 | 1 | 12 |
| Total | | 14 | 21 | 12 | 18 | 26 | 91 |

Below 1 lakh earning group never, 1-5 lakh earning group never, 5-10 lakh earning group often and above 10 lakh earning group often eats maggi in breakfast.

| **40.** Cross tabulation between eduation and eating maggi in breakfast  **EDUCATION \* BREAKFAST Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | BREAKFAST | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| EDUCATION | UP TO HSC | 5 | 5 | 4 | 6 | 9 | 29 |
| GRADUATE | 5 | 8 | 5 | 10 | 13 | 41 |
| POST GRADUATE | 1 | 7 | 2 | 1 | 2 | 13 |
| PROFESSIONAL DEGREE | 1 | 0 | 0 | 0 | 2 | 3 |
| OTHER | 2 | 1 | 1 | 1 | 0 | 5 |
| Total | | 14 | 21 | 12 | 18 | 26 | 91 |

Up to hsc, graduate and professional degree group never, post graduate often and other group of people always eats maggi in breakfast.

41. Cross tabulation between gender and eating maggi in lunch

| **GENDER \* LUNCH Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | LUNCH | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| GENDER | MALE | 8 | 14 | 15 | 4 | 11 | 52 |
| FEMALE | 2 | 6 | 13 | 3 | 15 | 39 |
| Total | | 10 | 20 | 28 | 7 | 26 | 91 |

Both the genders eats maggi in lunch sometimes.

| **42.** Cross tabulation between age and eating maggi in lunch  **AGE \* LUNCH Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | LUNCH | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| AGE | UNDER 20 YEARS | 4 | 4 | 9 | 1 | 7 | 25 |
| 20-30 YEARS | 6 | 8 | 17 | 6 | 17 | 54 |
| 30-40 YEARS | 0 | 4 | 1 | 0 | 2 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 10 | 20 | 28 | 7 | 26 | 91 |

Under 20 years and 20-30 years group sometimes and above 30 years of group often eats maggi in lunch.

43. Cross tabulation between family income and eating maggi in lunch

| **FAMILYINCOME \* LUNCH Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | LUNCH | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| FAMILYINCOME | BELOW 1 LAKH | 3 | 4 | 9 | 5 | 10 | 31 |
| 1 LAKH- 5LAKH | 1 | 4 | 8 | 1 | 13 | 27 |
| 5 LAKH- 10LAKH | 5 | 6 | 7 | 1 | 2 | 21 |
| ABOVE 10 LAKH | 1 | 6 | 4 | 0 | 1 | 12 |
| Total | | 10 | 20 | 28 | 7 | 26 | 91 |

All type of earning groups sometimes eats maggi in lunch except above 10 lakh earning group.

| **44.** Cross tabulation between education and eating maggi in lunch  **EDUCATION \* LUNCH Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | LUNCH | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| EDUCATION | UP TO HSC | 2 | 4 | 11 | 4 | 8 | 29 |
| GRADUATE | 6 | 8 | 13 | 2 | 12 | 41 |
| POST GRADUATE | 1 | 6 | 3 | 1 | 2 | 13 |
| PROFESSIONAL DEGREE | 0 | 1 | 0 | 0 | 2 | 3 |
| OTHER | 1 | 1 | 1 | 0 | 2 | 5 |
| Total | | 10 | 20 | 28 | 7 | 26 | 91 |

Up to hsc and graduate sometimes and post graduate often and professional degree and other group never eats maggi in lunch.

45. Cross tabulation between gender and eating maggi in snack time

| **GENDER \* SNACKTIME Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | SNACKTIME | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| GENDER | MALE | 15 | 25 | 7 | 4 | 1 | 52 |
| FEMALE | 8 | 15 | 7 | 7 | 2 | 39 |
| Total | | 23 | 40 | 14 | 11 | 3 | 91 |

Both the gender eats maggi in snacktime often.

| **46.** Cross tabulation between age and eating maggi in snack time  **AGE \* SNACKTIME Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | SNACKTIME | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| AGE | UNDER 20 YEARS | 6 | 12 | 6 | 0 | 1 | 25 |
| 20-30 YEARS | 17 | 20 | 6 | 9 | 2 | 54 |
| 30-40 YEARS | 0 | 4 | 1 | 2 | 0 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 23 | 40 | 14 | 11 | 3 | 91 |

All age group population eats maggi in snacktime often.

47. Cross tabulation between family income and eating maggi in snack time

| **FAMILYINCOME \* SNACKTIME Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | SNACKTIME | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| FAMILYINCOME | BELOW 1 LAKH | 7 | 14 | 7 | 0 | 3 | 31 |
| 1 LAKH- 5LAKH | 7 | 8 | 3 | 9 | 0 | 27 |
| 5 LAKH- 10LAKH | 8 | 11 | 1 | 1 | 0 | 21 |
| ABOVE 10 LAKH | 1 | 7 | 3 | 1 | 0 | 12 |
| Total | | 23 | 40 | 14 | 11 | 3 | 91 |

All type of earning population eats often maggi in snacktime.

| **48.** Cross tabulation between education and eating maggi in snack time  **EDUCATION \* SNACKTIME Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | SNACKTIME | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| EDUCATION | UP TO HSC | 8 | 12 | 7 | 1 | 1 | 29 |
| GRADUATE | 11 | 16 | 5 | 7 | 2 | 41 |
| POST GRADUATE | 2 | 9 | 0 | 2 | 0 | 13 |
| PROFESSIONAL DEGREE | 0 | 1 | 1 | 1 | 0 | 3 |
| OTHER | 2 | 2 | 1 | 0 | 0 | 5 |
| Total | | 23 | 40 | 14 | 11 | 3 | 91 |

All type of educated group of population eats often maggi in snacktime.

49. Cross tabulation between gender and eating maggi in dinner

| **GENDER \* DINNER Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | DINNER | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| GENDER | MALE | 8 | 20 | 8 | 5 | 11 | 52 |
| FEMALE | 5 | 10 | 10 | 9 | 5 | 39 |
| Total | | 13 | 30 | 18 | 14 | 16 | 91 |

Both the gender eats maggi in dinner often.

| **50.** Cross tabulation between age and eating maggi in dinner  **AGE \* DINNER Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | |  |  |  |  |  |  |
|  |  | DINNER | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| AGE | UNDER 20 YEARS | 6 | 8 | 4 | 4 | 3 | 25 |
| 20-30 YEARS | 6 | 15 | 12 | 10 | 11 | 54 |
| 30-40 YEARS | 1 | 3 | 1 | 0 | 2 | 7 |
| ABOVE 40 YEARS | 0 | 4 | 1 | 0 | 0 | 5 |
| Total | | 13 | 30 | 18 | 14 | 16 | 91 |

All type of age group population often eats maggi in dinner.

51. Cross tabulation between family income and eating maggi in dinner

| **FAMILYINCOME \* DINNER Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | DINNER | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| FAMILYINCOME | BELOW 1 LAKH | 5 | 8 | 8 | 4 | 6 | 31 |
| 1 LAKH- 5LAKH | 0 | 8 | 5 | 6 | 8 | 27 |
| 5 LAKH- 10LAKH | 6 | 8 | 3 | 3 | 1 | 21 |
| ABOVE 10 LAKH | 2 | 6 | 2 | 1 | 1 | 12 |
| Total | | 13 | 30 | 18 | 14 | 16 | 91 |

All type of earning population eats maggi in dinner often.

| **52.** Cross tabulation between education and eating maggi in dinner  **EDUCATION \* DINNER Crosstabulation** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count |  |  |  |  |  |  |  |
|  |  | DINNER | | | | | Total |
|  |  | ALWAYS | OFTEN | SOMETIMES | RARELY | NEVER |
| EDUCATION | UP TO HSC | 3 | 11 | 6 | 4 | 5 | 29 |
| GRADUATE | 7 | 10 | 8 | 8 | 8 | 41 |
| POST GRADUATE | 1 | 8 | 2 | 1 | 1 | 13 |
| PROFESSIONAL DEGREE | 0 | 1 | 0 | 1 | 1 | 3 |
| OTHER | 2 | 0 | 2 | 0 | 1 | 5 |
| Total | | 13 | 30 | 18 | 14 | 16 | 91 |

All type of educated groups eats maggi in dinner often.

5. HYPOTHESIS ANALYSIS OF STUDY

Hypothesis: 1

H0: there is no relationship between age and eating maggi

H1: there is relationship between age and eating maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 7.196a | 3 | .066 |
| Likelihood Ratio | 7.382 | 3 | .061 |
| Linear-by-Linear Association | 1.702 | 1 | .192 |
| N of Valid Cases | 100 |  |  |
| a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .54. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.066 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between age and eating maggi.

Hypothesis: 2

H0: there is no relationship between gender and eating maggi

H1: there is relationship between gender and eating maggi

| **Chi-Square Tests** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
| Pearson Chi-Square | .008a | 1 | .927 |  |  |
| Continuity Correctionb | .000 | 1 | 1.000 |  |  |
| Likelihood Ratio | .008 | 1 | .927 |  |  |
| Fisher's Exact Test |  |  |  | 1.000 | .597 |
| Linear-by-Linear Association | .008 | 1 | .927 |  |  |
| N of Valid Casesb | 100 |  |  |  |  |
| a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.87. | | | | | |
| b. Computed only for a 2x2 table | |  |  |  |  |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.927 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between gender and eating maggi.

Hypothesis: 3

H0: there is no relationship between education and eating maggi

H1: there is relationship between education and eating maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 2.457a | 4 | .652 |
| Likelihood Ratio | 3.004 | 4 | .557 |
| Linear-by-Linear Association | 1.926 | 1 | .165 |
| N of Valid Cases | 100 |  |  |
| a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .27. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.652 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between education and eating maggi.

Hypothesis: 4

H0: there is no relationship between age and frequency of eating maggi in a week

H1: there is relationship between age and frequency of eating maggi in a week

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 15.175a | 9 | .086 |
| Likelihood Ratio | 13.793 | 9 | .130 |
| Linear-by-Linear Association | 3.496 | 1 | .062 |
| N of Valid Cases | 91 |  |  |
| a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .11. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.086 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between age and frequency of eating maggi.

Hypothesis: 5

H0: there is no relationship between education and frequency of eating maggi in a week

H1: there is relationship between education and frequency of eating maggi in a week

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 10.671a | 12 | .557 |
| Likelihood Ratio | 9.754 | 12 | .638 |
| Linear-by-Linear Association | 2.868 | 1 | .090 |
| N of Valid Cases | 91 |  |  |
| a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .07. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.557 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between education and frequency of eating maggi in a week.

Hypothesis: 6

H0: there is no relationship between age and perception of maggi

H1: there is relationship between age and perception of maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .780a | 3 | .854 |
| Likelihood Ratio | 1.180 | 3 | .758 |
| Linear-by-Linear Association | .021 | 1 | .884 |
| N of Valid Cases | 91 |  |  |
| a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .44. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.854 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between age and perception of maggi.

Hypothesis: 7

H0: there is no relationship between education and perception of maggi

H1: there is relationship between education and perception of maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 10.497a | 4 | .033 |
| Likelihood Ratio | 7.885 | 4 | .096 |
| Linear-by-Linear Association | 3.863 | 1 | .049 |
| N of Valid Cases | 91 |  |  |
| a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .26. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.033 < 0.05. There for reject the null hypothesis. Thus it can be concluded that there is relationship between education and perception of maggi.

Hypothesis: 8

H0: there is no relationship between family annual income and perception about price of maggi

H1: there is relationship between family annual income and perception about price of maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 5.886a | 6 | .436 |
| Likelihood Ratio | 9.205 | 6 | .162 |
| Linear-by-Linear Association | 2.223 | 1 | .136 |
| N of Valid Cases | 91 |  |  |
| a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .66. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.436 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between family annual income and perception about price of maggi.

Hypothesis: 9

H0: there is no relationship between gender and importance of factors influencing purchase decision

H1: there is relationship between gender and importance of factors influencing purchase decision

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 22.599a | 17 | .163 |
| Likelihood Ratio | 29.925 | 17 | .027 |
| Linear-by-Linear Association | 2.515 | 1 | .113 |
| N of Valid Cases | 91 |  |  |
| a. 31 cells (86.1%) have expected count less than 5. The minimum expected count is .43. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.163 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between gender and importance of factors influencing purchase decision.

Hypothesis: 10

H0: there is no relationship between age and importance of factors influencing purchase decision

H1: there is relationship between age and importance of factors influencing purchase decision

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 59.195a | 51 | .201 |
| Likelihood Ratio | 54.677 | 51 | .337 |
| Linear-by-Linear Association | 3.774 | 1 | .052 |
| N of Valid Cases | 91 |  |  |
| a. 68 cells (94.4%) have expected count less than 5. The minimum expected count is .05. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.201> 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between age and importance of factors influencing purchase decision.

Hypothesis: 11

H0: there is no relationship between family annual income and importance of factors influencing purchase decision

H1: there is relationship between family annual income and importance of factors influencing purchase decision

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 44.184a | 51 | .739 |
| Likelihood Ratio | 50.050 | 51 | .511 |
| Linear-by-Linear Association | 2.081 | 1 | .149 |
| N of Valid Cases | 91 |  |  |
| a. 69 cells (95.8%) have expected count less than 5. The minimum expected count is .13. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.739 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between family annual income and importance of factors influencing purchase decision.

Hypothesis: 12

H0: there is no relationship between education and importance of factors influencing purchase decision

H1: there is relationship between education and importance of factors influencing purchase decision

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 73.003a | 68 | .317 |
| Likelihood Ratio | 63.521 | 68 | .631 |
| Linear-by-Linear Association | .798 | 1 | .372 |
| N of Valid Cases | 91 |  |  |
| a. 87 cells (96.7%) have expected count less than 5. The minimum expected count is .03. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.317 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between education and importance of factors influencing purchase decision.

Hypothesis: 13

H0: there is no relationship between gender and preferred time of eating maggi

H1: there is relationship between gender and preferred time of eating maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 18.253a | 14 | .196 |
| Likelihood Ratio | 19.819 | 14 | .136 |
| Linear-by-Linear Association | 4.139 | 1 | .042 |
| N of Valid Cases | 91 |  |  |
| a. 25 cells (83.3%) have expected count less than 5. The minimum expected count is .43. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.196> 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between gender and preferred time of eating maggi.

Hypothesis: 14

H0: there is no relationship between age and preferred time of eating maggi

H1: there is relationship between age and preferred time of eating maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 52.760a | 42 | .123 |
| Likelihood Ratio | 46.133 | 42 | .305 |
| Linear-by-Linear Association | .659 | 1 | .417 |
| N of Valid Cases | 91 |  |  |
| a. 56 cells (93.3%) have expected count less than 5. The minimum expected count is .05. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.123 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between age and preferred time of eating maggi.

Hypothesis: 15

H0: there is no relationship between family annual income and preferred time of eating maggi

H1: there is relationship between family annual income and preferred time of eating maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 55.860a | 42 | .075 |
| Likelihood Ratio | 67.434 | 42 | .008 |
| Linear-by-Linear Association | 6.165 | 1 | .013 |
| N of Valid Cases | 91 |  |  |
| a. 59 cells (98.3%) have expected count less than 5. The minimum expected count is .13. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.075 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between family annual income and preferred time of eating maggi.

Hypothesis: 16

H0: there is no relationship between education and preferred time of eating maggi

H1: there is relationship between education and preferred time of eating maggi

| **Chi-Square Tests** | | | |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 72.056a | 56 | .073 |
| Likelihood Ratio | 60.681 | 56 | .311 |
| Linear-by-Linear Association | .757 | 1 | .384 |
| N of Valid Cases | 91 |  |  |
| a. 73 cells (97.3%) have expected count less than 5. The minimum expected count is .03. | | | |

From chi square test it get prove that the asymptotic significant (p) value i.e. 0.073 > 0.05. There for accept the null hypothesis. Thus it can be concluded that there is no relationship between education and preferred time of eating maggi.

**6. FINDINGS AND OBSERVATIONS**

1. The study reveals that 57% are male and 43% are female.
2. Most of the respondent are between the age group of 20-30 years.
3. Most of the respondents are below 1 lakh – 5 lakh income group.
4. Majority of the respondents are students.
5. Out of 100 responses 91% of people eat maggi.
6. 71.4% of people prefer to eat maggi 1-2 time in a week and there are only 6.6% of people eat maggi more than 4 times in a week.
7. Most of the people perceive the price of maggi as a reasonable price and there are only 7.4% of the people perceive its price as high price.
8. 50.5% of the population likes maggi because it is easy to cook and there are very few people who likes maggi because of its quality.
9. Most of the people perceives maggi as a junk food and only 8.5% of the population perceives it as a healthy food.
10. Through the analysis we get to know that not everyone in the house eat maggi noodles.
11. Out of 91 responses 68.5% of the population was unhappy when maggi noodles was banned.
12. Through the study we came to know that majority of the population felt happy when maggi noodles re-entered the market.
13. Through the analysis we came to know that 60.6% of the population would not go for other noodles except maggi noodles.
14. Majority of the people considers price as an important factor that influence their decision to purchase maggi noodles.
15. Majority of the people considers brand reputation as an important factor that influence their decision to purchase maggi noodles.
16. Majority of the people considers easy to cook as an very important factor that influence their decision to purchase maggi noodles.
17. Majority of the people considers buyers review as an important factor that influence their decision to purchase maggi noodles.
18. Majority of the people considers availability in market as an important factor that influence their decision to purchase maggi noodles.
19. Majority of the people considers taste as an very important factor that influence their decision to purchase maggi noodles.
20. Through the study we can conclude that majority of the people never eat maggi in breakfast.
21. Majority of people eat maggi sometimes only in lunch.
22. Almost everyone prefers to eat maggi in snack time.
23. People often eat maggi in dinner.

**7. CONCLUSIONS AND SUGGESTIONS**

**Conclusion:-**

* We came to know that mostly all people eat maggi but they do not eat maggi frequently in a week. Mostly people prefer to eat maggi only 1-2 times in a week.
* We also came to know that consumers perception about the price of maggi noodles is “reasonable price”.
* Most of the people prefer to eat maggi because they perceive that maggi is easy to cook and there are only few people who prefers to eat maggi noodles because of its quality.
* Almost everyone perceives maggi as junk food.
* We can conclude that age doesn’t matter when it comes to eating maggi.
* Most of the people felt unhappy when maggi was banned and felt happy when maggi re-entered the market.
* The most important factor that influences consumer’s decision to purchase maggi noodles is the taste of maggi.

**Suggestions:-**

* Maggi should try to make its product as a healthy food by using healthy ingredients.
* Reduce its little bit price if possible.
* Increase little bit of quantity and quality.
* Maggi should provide more varieties in flavours.