

TO ANALYZE THE CONSUMER PURCHASING BEHAVIOUR TOWARDS NESTLE MAGGI NOODLES IN PUNE CITY

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ABSTRACT

Maggi is a product owned by Nestle Company which is a growing brand in India with expanding product width & depth. Nestle company have generated the idea for instant noodle as a healthy food. So they are taking advantage by increasing market share. The taste, quality, price, availability and brand are the most important attributes who affects the purchase decision. The consumers are very satisfied by the taste and quantity attributes of Nestle Maggi Noodles. The effective media is the advertisement for promoting products.

The presence of a demand supply gap can be observed which may help to tap the untapped market from semi urban & rural consumers from India. Apart from this, the fast moving fast food market has increased the market potential in targeted market... Experiments have shown that advertisement and publicity have influenced the pattern of consumption of Noodles/ Pasta products. Besides, Noodles/ Pasta products have good export potential especially in the Middle East/ Europe.

The SWOT analysis of the Maggi product of Nestle product will surely help to analyze the current strengths of the company which will help to recognize the further opportunities in the concern market, threats which should be considered while designing the product & marketing strategies & how to overcome the weaknesses of company to increase the market share of Maggi product in study area.

KEYWORDS: Product, Healthy Food, Taste, Quality, Price, Availability