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A STUDY ON CBBE UPON NESTLE MAGGI NOODLES WITH SPECIAL REFERENCE TO MADURAI DISTRICT

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ABSTRACT

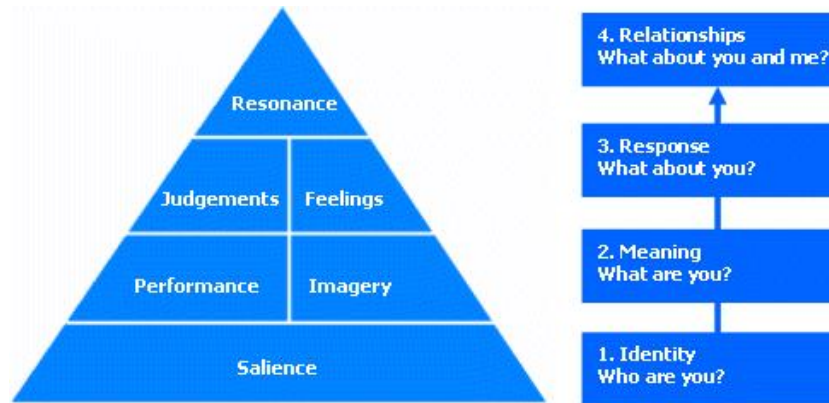
Brand equity is incremental utility and value endowed to a product or service by its brand name. This study is basically framed by implementing Customer Based Brand Equity (CBBE) Model in Nestle Maggi. Brand loyalty is a measure of the attachment that a customer has to a brand. So this study will help to identify their loyalty level with six dimensions (Salience, Performance, Imagery, Judgement, Feeling and Resonance) of CBBE Model. Various literature reviews are used for deep study and for framing questionnaire. Empirical research design is used to describe the existing phenomenon about position of Nestle Maggi noodles among customers. The main findings of the study give about the factors which influence customer to purchase Nestle Maggi noodles in each dimension of CBBE.

KEYWORDS: CBBE, Six dimensions, Nestle Maggi Noodles.

INTRODUCTION

The CBBE model is built by “sequentially establishing ‘six brand building blocks’ with customer”, that can be assembled as a brand pyramid. Brand salience relates to the awareness of the brand. Brand performance relates to the satisfaction of customers’ functional needs. Brand imagery relates to the

satisfaction of customers’ psychological needs. Brand judgement focuses on customers’ emotional responses and reactions to the brand. Brand resonance is the relationship and level of identification of the customer with the brand.



OBJECTIVE OF THE STUDY

To identify the major contributing factors at all six dimensions, this helps to yield loyalty from customers.

RESEARCH METHODOLOGY

Research Design:-

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. Since the research problem is well defined and an attempt is made to describe the existing phenomena relating to the measurement of brand equity, this research fits well into the empirical research design.

Sampling Design:-

Nature of Sample:-

Customers of nestle maggi noodles are the sources of data collection for the study.

Area of study:-

The study is conducted in apartment areas of North Madurai.

Sample Size:-

The total numbers of samples are 200 were taken into account.

Sampling method:-

The researcher has adopted snowball method for data collection.

Methods of Data collection:-

Primary Source:-

Standardized questionnaire used as primary source for the purpose of study. The questionnaire has both open ended and close ended questions. In addition five point scale is also used to measure the opinion level.

Secondary Source:-

The following are secondary sources for the study.

- ☆ Newspapers and Magazines
- ☆ Various Research Journals & Periodicals.
- ☆ Various web sites on Internet.
- ☆ E journals and reports available on Internet.

Data Analysis:-

Statistical tool:-

The study is analyzed with help of following tools.

- ▲ Percentage = (Number of responses / Total number of respondents) * 100
- ▲ Factor analysis

Future Direction:-

This study is mainly used for researcher to gain knowledge related to maggi noodles. This study may help the students and other researchers in future, who wants to do further studies on like,

- ↪ Applying CBBE model in age wise on nestle maggi.
- ↪ Comparative study can be conduct on noodle market.
- ↪ The understanding of CBBE of maggi noodle to develop Brand Positioning strategies, to introduce new variants for the schemes and to extend the brand to other categories.

FINDINGS

- 1) 100 percent of respondents have awareness towards magi noodles
- 2) 96 percent of respondents use magi noodles
- 3) 65 percent of respondents said maggi noodles is very popular
- 4) 71 percent of respondents said that TV advertisement are popular media to promote maggi noodles
- 5) 45.5 percent respondents recall maggi noodles weekly
- 6) The following are most dominating factors of performance level,
 - ➔ Effectiveness
 - ➔ Price
 - ➔ Style
 - ➔ Features
 - ➔ Package designed
- 7) The following are most dominating factors of imagery level,
 - ⇨ Celebrations
 - ⇨ Easy to purchase
 - ⇨ Grew up
 - ⇨ Consumable
 - ⇨ Pleasant memories
- 8) The following are most dominating factors of feeling level,
 - ↪ Feeling of fun
 - ↪ Feeling of excitement
 - ↪ Feeling of warmth
 - ↪ Self-respect
 - ↪ Social approval

9) The following are the most dominating factors of judgement level,

- Personally relevant to me
- Respect this brand
- Superior to others
- Recommend this brand
- Innovation

10) The following are most dominating factors of resonance level,

- ➔ Only brand I feel
- ➔ Buy as much as I can
- ➔ Loyal to brand
- ➔ Special to me
- ➔ Miss the brand if it go out of market

SUGGESTIONS

- ✎ To gain maximum leverage in terms of profit the company should pay emphasis on segments with age group 25-35 and above. Advertising is the key to success. Targeting there segments will not only chance the company's profit margin but also it will leverage the brand image of maggi.
- ✎ The company should advertise its products by depicting attributes related to health like nutrition, values, percentage of vitamins, proteins etc. this would help in customers perceiving the product as healthy.
- ✎ Maggi concentrate more on TV advertisement so it orders to extend market; they need to concentrate on other media also for promotion.
- ✎ Maggi noodle had capture urban market than rural market, so they should concentrate on rural to extend their market.
- ✎ In order to increase the fun factor which affect more on this study, so nestle can give surprise gift for every family pack of purchase by customer.

CONCLUSION

From this study, the result gives clear picture about contributing factors of CBBE to Nestle Maggi Noodles. These factors indicate the level of loyalty among customer upon Nestle Maggi Noodles. Riding on the success of noodles, nestle India tried to make extensions of the maggi noodle in the mind 1990's. Maggi itself faced a bit of difficulty with respect to taste and nearly lost its position in the minds of Indian customers in the late 1990's, because the Indian customer's mindset did not accept anything other than rice or roti as a meal. Hence try to sustain it with noodles would have been futile. The firm did not position it as ready to eat meal either as the housewife prefers to make the meal for her kids rather than saying it for them. And if she can make it in 2 mins with very little effort than obviously its hit with her the kids also love the taste does the 2 mins with the yummy taste worked NIL's promotions position the noodle as convenience product for another and as a fun product for children. The tag line such as "fast to cook good to eat", "2-mins" nodles are the study brand elements of maggi which have helped in building "brand equity".

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