

FACTORS INFLUENCING CONSUMER PERCEPTION, LOYALTY AND BRAND ATTACHMENT TOWARDS MAGGI

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ABSTRACT

A concise overview of the factors influencing brand attachment towards maggi, a popular instant noodles brand from consumers perspective. Maggi, a popular brand has gained a lot of legal followings over the years, and this attachment is a result of several key factors. Consumers are highly complex individuals subject to a variety of psychological and sociological needs apart from their survival needs. This study analyses the brand preference of Nestlé maggi noodles by consumers and evaluates the quality, pricing policy, media influence in consumption and consumer satisfaction.

The factors discussed include taste and consistency, convenience, brand heritage, marketing and advertising, product variety, trustworthiness, price point, culture relevance, customer engagement and loyalty programs. These factors are very essential for marketers and businesses seeking to build and maintain consumers loyalty.

Key Words: Brand Attachment, Consumer Loyalty, Maggi Noodles, Brand Perception, Marketing Influence, Product Quality, Consumer Satisfaction, Emotional Branding

INTRODUCTION

In today's highly competitive consumer goods landscape, brand loyalty and achievement stands as their cornerstone of a brand's success. It plays a critical role in survival and growth of products in the food industry. The research helps to explore the multifaceted realm of customers' brand perspective and loyalty with a particular focus on understanding that influences brand achievement towards maggi.

A globally celebrated one in the realm of instant noodles. Drawing out the just, interferences opinion through different sources and investigation, this review unravels the customers perspective and their profound achievements brand despite facing global crisis resilience it bounces back to regain customers trust and loyalty. This review aims or centres on maggi to explore the intricacies of customer brand perspective, loyalty and achievement.

Search Strategy

A comprehensive search was conducted in academic databases, including Google Scholar, JSTOR, Scopus, PsycINFO, and academic journals using keywords such as "brand attachment," "consumer loyalty," and "brand perception." Studies published from 1999 to 2023 were considered.

Inclusion and Exclusion Criteria

Studies selected were published between 1999 and 2023, and those focusing on consumer goods and services were included. High-quality, peer-reviewed articles were preferred.

Organise and Summarise

The literature can be categorised into main themes:

1. Brand Trust and Loyalty
2. Emotional Branding
3. Brand Quality and Consistency
4. Brand Identity and Self-Expression

Review of literature

Karunaratna, A.C; Kumara, P.A.P. Samantha(2018) The research focus on synthesising the determinants of customers loyalty in an integral view, and illustrated how the determinants influence the customers loyalty. This article mainly focuses on 7 key determinants of customer determinants of customers loyalty: customer satisfaction, perceived value, trust, corporate image, service quality, loyalty and switching costs.

Consumer brand perspective entails how Consumers perceive and interact with brands; **Aaker, D.A(1991)**. In the context of food products, maggi, renowned for its distinctive taste evokes strong sensory experiences that significantly influence consumer perception. Further defined brand loyalty as a reflection of how likely a consumer is to switch to another brand, especially when the brand makes a change in price, product, features, communication, or distribution programs. Nevertheless, loyalty is much more than just repeat purchases, as a consumer who keeps on buying a certain brand may be because of inertia rather than actual loyalty.

"The packaged food market in India is a sunrise industry as growth in this sector in the recent past has been phenomenal. Many new entrants are playing a vital role to harness ever increasing market potential. Most new food companies, as well existing companies are in the process of entering into the rural market. With about 70% total population and having disposable income, rural markets are targeted as avenues for business growth. **(Dr Vijayudu gyanamkonda 2014)**

Behavioural and attitudinal loyalty, the first one is evident when consumers repeatedly purchase a brand, while additional/attitudinal loyalty reflects emotional connections and brand advocacy. In the case of maggi, both forms of loyalty are evident. Consumers frequently exhibit behavioural loyalty by consistently purchasing maggi products. The emotional connections and nostalgia associated with brand illustrate attitudinal loyalty with empirical research has established that brand loyalty towards maggi is primarily driven trust in product quality, consistent taste, affordability, and convenience **(Oliver, 1999)**

Maggi's signature taste and consistent product quality are pivotal in building brand attachment. Here the author helps or states deeper exploration to factors that fuel consumer brand attachment with a unique emphasis on the iconic branded noodles. Consumers' taste, often associated with childhood experiences with maggi, create profound emotional bonds. **(Kotler etal. 2009)**

Trust in the brand Loyalty or in brand's consistency and quality is vital in influencing consumer brand perspective, and this has been substantiated through various studies in the food industry **(Kapferer, 2008)**

Stephan.A. Butscher, (1991):- Customer loyalty is often overlooked by B2B managers who believe that buyers make logical and also assume that customers behave rationally and make, decisions primarily based on price.

Loyalty Management; Cristina ziliani, Marco leva, (2019):- This book shows how loyalty management has evolved in thought and practices, the development of theory, methods.

Stephan butscher has reviewed the developments that have taken since from his successful **Stephan. A. Butscher, (1991):-** Customer loyalty marketing is a key component of corporate strategy in every sector, all businesses, regardless of their industry and size.

Sotiris T. Lalaounis, (2020):- This book offers an understanding of how organizations and effectively develop, market and manage their brands by bringing together theories and concepts from customer culture theory, marketing, communication and design.

Arnold Japutra, Yuksel Ekinci, Lyndon Simkin (2014):- It has been suggested that brand attachment, a potent and prominent marketing construct, can forecast favorable consumer behaviors. One prominent and potent marketing concept that is thought to forecast favorable consumer behavior is brand attachment.

Abhishek Dwivedi, Lester W Johnson, Dean Charles Wilkie, Luciana De Araujo-Gil; (2019);- Social media platforms increasing inquiry is proof that customers are emotionally connecting with these companies. Like wise, consumers emotionally get connected with the maggi brand.

Andy Fred Wali, Len Tiu Wright, Idika Awa Uduma; (2015);- In the financial sector of Nigeria, this article looked at how customers' brand commitment and loyalty were affected by customer relationship management strategies.

Sebastian Schmalz, Ulrich R Orth; (2012);- The foundation of relationship marketing is building consumer attachment to a brand and also a key component of relationship marketing is creating a bond between customers and a brand because this fosters loyalty.

Guo Cheng, Weiping Yu (2021);- Limited knowledge exists regarding the determinants and dimensional structure of oppositional loyalty, including antibrand actions, willingness to pay a premium and oppositional referrals.

IDENTIFY GAPS

Even with all of the study on brand attachment, there is always more to learn, especially about how social media is changing and how cultural and generational variations affect brand attachment..

OBJECTIVES

1. This study identifies and explores the critical elements that contribute to consumer's strong brand loyalty towards Maggi, shedding light on the brand's enduring success.
2. To examine the role of trustworthiness and safety in shaping consumers perception and attachment to the Maggi brand.
3. To analyse the role of taste and consistency in building consumer brand attachment towards Maggi.
4. To evaluate the effectiveness of marketing and advertising campaigns in strengthening brand attachment for Maggi
5. Also to identify the outline causing decline in the customer satisfaction.

RESEARCH DESIGN

Here, the primary goal is to investigate how consumers behave when it comes to brand loyalty, trust, and several other aspects that affect Maggi and to determine the elements that affect consumers via digital marketing.

RESEARCH METHODOLOGY:

Information Analysis

The methodology for this study will be based on quantitative research techniques. It is simple to quantify and do statistical analysis on the answers to these questions.

Method of sampling

Because of the small sample size-only 30 respondents are intended for this study-we have opted for convenience sampling.

The questionnaire's design

Likert scales and closed-ended questions were employed in the study's question formulation.

Variables

Independent variables include product quality, brand trust, advertising exposure, and demographics. Maggi brand attachment is a dependent variable.

Ethical Considerations:

Every participant will provide informed consent , Confidentiality and anonymity of participants will be closely safeguarded.

DATA ANALYSIS**DEMOGRAPHIC FACTORS**

Frequency table			
Particulars		Frequency	Percentage
Age	Below 15	0	0
	15 - 20	3	8.6
	20 - 25	21	60
	Above 25	11	31.4
	Total	35	100
Gender	Male	15	42.9
	Female	19	54.3
	Prefer not to say	1	2.8
	Total	35	100
Education level	Undergraduate	15	42.9
	Postgraduate	20	57.1
	Total	35	100
Current status	Studying	19	54.3
	Working	16	45.7
	Total	35	100

ANALYSIS

The product Maggi has been an option for the one who doesn't know how to cook.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	3	8.6
2	Disagree	6	17
3	Neutral	8	22.9
4	Agree	3	8.6
5	Strongly agree	15	42.9
	Total	35	100

Interpretation

According to the data, although a noteworthy amount (22.9 percent) is neutral, a large part (42.9 percent) strongly agrees with the statement/question. Just 17% of respondents disagree, and just 6% of respondents strongly disagree. All of the replies added together equal 100%.

People are emotionally connected to Maggi.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	5	14.3
2	Disagree	3	8.6
3	Neutral	5	14.3
4	Agree	8	22.8
5	Strongly agree	14	40
	Total	35	100

Interpretation

According to the data shown in the table, a sizeable majority of respondents (40 percent) are unanimously in agreement with the statement or question, followed by 22.8 percent who are in agreement. A significant proportion of people are agnostic (14.3 percent), whereas a lesser proportion of people disagree (8.6 percent) and strongly disagree with the statement (14.3 percent). The entire number of answers comes to one hundred percent.

Respondents always open to trying new Nestle products in the future.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	3	8.6
2	Disagree	5	14.3
3	Neutral	12	34.3
4	Agree	11	31.4
5	Strongly agree	4	11.4
	Total	35	100

Interpretation

According to the data shown in the table, a significant proportion of respondents (34.3 percent) selected the option that allowed them to remain neutral, while 31.4% of respondents agreed with the statement or question, and 11.4% of respondents strongly agreed with it. 14.3 percent of respondents, on the other side, are in disagreement, with 8.6 percent strongly disagreeing. The sum of all the replies is equal to one hundred percent.

Respondents also have negative experiences and impact with Maggi product.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	2	5.7

2	Disagree	9	25.7
3	Neutral	13	37.2
4	Agree	5	14.3
5	Strongly agree	6	17.1
	Total	35	100

Interpretation

According to the data shown in the table, a sizeable proportion of respondents (37.2% of them) selected the neutral option, while 25.7% of them disagreed with the statement (14.3 percent disagree and 11.4 percent strongly disagree). In the meanwhile, 31.4% feel the same way (14.3 percent agree and 17.1 percent strongly agree). All of the replies come to a total of one hundred percent.

Respondents find it comfortable and easy to make decisions to consume Maggi anytime.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	3	8.6
2	Disagree	4	11.4
3	Neutral	12	34.3
4	Agree	11	31.4
5	Strongly agree	5	14.3
	Total	35	100

Interpretation

According to the data shown in the table, a sizeable proportion of respondents (34.3% of them) chose the choice that was neutral, while 31.4% of them agreed with the statement (14.3 percent agree and 17.1 percent strongly agree). In the meanwhile, 11.4 percent of people are not in agreement (8.6 percent disagree and 2.8 percent strongly disagree). The sum of all the replies is equal to one hundred percent.

Respondents prefer to switch to a different brand similar to Maggi.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	5	14.3
2	Disagree	11	31.4
3	Neutral	13	37.1
4	Agree	3	8.6
5	Strongly agree	3	8.6
	Total	35	100

Interpretation

According to the data shown in the table, a sizeable proportion of respondents (37.1 percent) selected the neutral option, while 31.4% of respondents did not agree with the statement (14.3 percent disagree and 17.1 percent strongly disagree). 17.2 percent of respondents are in agreement with the statement or question, which is a good sign (8.6 percent agree and 8.6 percent strongly agree). All of the replies come to a total of one hundred percent.

Social media significantly shapes respondents perception of Maggi.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	3	8.6
2	Disagree	8	22.9
3	Neutral	11	31.4
4	Agree	12	34.3
5	Strongly agree	1	2.8
	Total	35	100

Interpretation

The data shown in the table reveals that a sizeable proportion of respondents, namely 31.4%, opted for the neutral choice, while 34.3% of respondents are in agreement (22.9 percent agree and 2.8 percent strongly agree). On the other hand, 31.5 percent said that they did not agree (8.6 percent disagree and 22.9 percent strongly disagree). All of the replies come to a total of one hundred percent.

Maggi's brand awareness and marketing appeals to customers especially children.

S. No	Responses	Frequency	Percent
1	Strongly Disagree	3	8.6
2	Disagree	2	5.7
3	Neutral	12	34.3
4	Agree	13	37.1
5	Strongly agree	5	14.3
	Total	35	100

Interpretation

Based on the data shown in the table, it seems that a sizeable proportion of respondents, namely 37.1%, are in agreement with the statement or question, and an additional 14.3% are in complete agreement. A lesser minority of people disagree, with 5.7 percent disagreeing and 8.6 percent strongly disagreeing. In the meanwhile, 34.3 percent of people are indifferent, and other people disagree. All of the replies come to a total of one hundred percent.

Nestle's products are affordable even for villagers

S. No	Responses	Frequency	Percent
1	Strongly Disagree	6	17.

2	Disagree	4	11.4
3	Neutral	8	22.9
4	Agree	10	28.6
5	Strongly agree	7	20
	Total	35	100

Interpretation

The data shown in the table reveals that a sizeable proportion of respondents, namely 28.6 percent, are in agreement with the statement or question, and an additional 20 percent are in complete agreement. On the other hand, 22.9 percent indicate that they are indifferent, and 28.5 percent indicate that they disagree (11.4 percent disagree and 17.1 percent strongly disagree). All of the replies come to a total of one hundred percent.

Respondents would highly recommend this brand to others

S. No	Responses	Frequency	Percent
1	Strongly Disagree	5	14.3
2	Disagree	2	5.7
3	Neutral	11	31.4
4	Agree	9	25.7
5	Strongly agree	8	22.9
	Total	35	100

Interpretation

According to the data shown in the table, a sizeable proportion of respondents (31.4 percent) selected the neutral option, while 25.7 percent of respondents agreed with the statement (22.9 percent strongly agree and 2.8 percent agree). On the other hand, twenty percent voiced their disagreement (5.7 percent disagree and 14.3 percent strongly disagree). The entire number of answers comes to one hundred percent.

CONCLUSION

The relationship that consumers have with the Maggi brand is a complicated phenomena that is influenced by a variety of elements, including flavour, quality, convenience, nostalgia, cost, and efficient marketing. These variables have been expertly harnessed by Maggi in order to maintain and foster strong brand attachment, which makes it an interesting case study for brand loyalty in the food business.

The tale of Maggi serves as a reminder that a brand is more than just a commodity; it is a container for feelings, memories, and experiences among its consumers. In order to go on a journey of success comparable to this one, one must comprehend, value, and put into practise the instruction that is provided by this legendary brand, while also adjusting to the ever-changing currents of customer tastes and the dynamics of the market.

There is a complicated interaction between psychological, behavioural, and social aspects, as shown by this research review, which reveals that brand attachment and customer loyalty are impacted by these elements. In order to establish solid and long-lasting connections with customers, it is essential for brand managers and marketers to have a solid understanding of these contributing aspects.

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