PRESENTATION ON:

NOODLES

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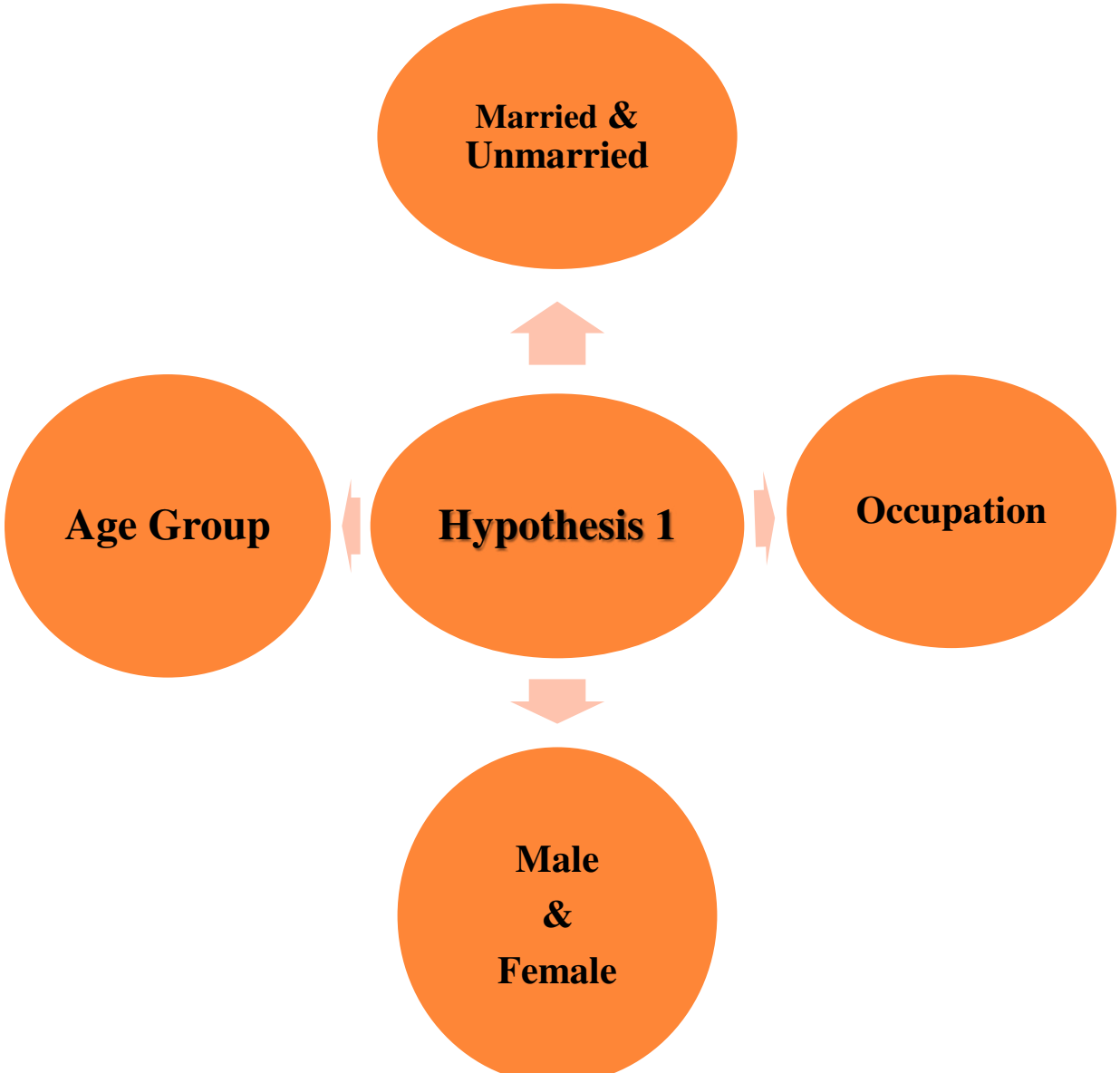
Objective:

- To analyze the consumer brand preferences for noodles.
- To evaluate consumer attitude towards consumption of noodles.
- To evaluate consumers perception about the important factors pertaining to Noodles purchase decision

HYPOTHESIS:

- There is no significant difference among the consumers of noodles on the factors like age, gender etc towards their attitude about the consumption of Noodles
- Male and female consumers are uniformly distributed in their consumption pattern of Noodles
- Different factors which are important in the purchase decision of Noodles for consumers do not differ significantly among consumers
- The various factors which influence consumers to eat noodles do not differ significantly.
- General perception about the product noodles do not varies significantly among consumers

HYPOTHESIS 1: THERE IS NO SIGNIFICANT DIFFERENCE AMONG THE CONSUMER OF NOODLES ON THE FACTORS TOWARDS THEIR ATTITUDE ABOUT THE CONSUMPTION OF NOODLES.



- ***HYPOTHESIS 1 (a):***

Consumers of different age group do not differ significantly on their attitude towards consumption of noodles.

To test this hypothesis ANOVA test was applied with following results:

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Age 18-25	47	2600	55.31915	40.00463
Age 26-35	21	1201	57.19048	69.8619
Age 36-45	23	1224	53.21739	36.26877
Age 46-55	9	484	53.77778	115.9444

ANOVA

Souce of variaton	SS	df	MS	F	P-value	F crit
Between groups	191.2705	3	63.75685	1.233278	0.301935	2.699393
Within groups	4962.919	96	51.69708			
TOTAL	5154.19	99				

- Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.
- So, Consumes of different age group do not differ significantly on their attitude towards consumption of noodles.

HYPOTHESIS 1 (B): MALE AND FEMALE CONSUMERS DO NOT DIFFER SIGNIFICANTLY ON THEIR ATTITUDE TOWARDS CONSUMPTION OF NOODLES.

- To test this hypothesis z test was applied with following results

	Mean	n	Z value	Z value critical at 0.05 and 125 df	Result
Male	55.32	49	0.318	1.95	Insignificant
Female	54.86	51			Accept the null hypothesis

- Since the calculated z value is less than z critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of male and female consumes on their attitude towards consumption of noodles

HYPOTHESIS 1 (C): MARRIED AND UNMARRIED CONSUMERS DO NOT DIFFER SIGNIFICANTLY IN THEIR ATTITUDE TOWARDS CONSUMPTION OF NOODLES

- To test this hypothesis z test was applied with following results

	Mean	**n**	**Z value**	**Z value critical at 0.05 and 125 df**	**Result**
Married	54.73	56	-0.575	1.95	Insignifica-nt
Unmarried	55.54	44			Accept the null hypothesis

- Since the calculated z value is less than z critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of married and unmarried consumes on their attitude towards consumption of noodles

HYPOTHESIS 1 (D): CONSUMERS OF DIFFERENT OCCUPATION DO NOT DIFFER SIGNIFICANTLY ON THEIR ATTITUDE TOWARDS CONSUMPTION OF NOODLES.

- To test this hypothesis ANOVA test was applied with following result.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Students	39	2145	55	36.36842
Hosewifes	13	708	54.46154	49.76923
Service	17	1005	59.11765	48.23529
Business	26	1394	53.61538	75.84615
Professonals	5	257	51.4	25.3

ANOVA

Source of variation	SS	df	MS	F	P-value	F crit
Between groups	405.8407	4	101.4602	2.029909	0.096371	2.467494
Within groups	4748.349	95	49.98262			
TOTAL	5154.19	99				

- Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.
- So, Consumes of different occupations do not differ significantly on their attitude towards consumption of noodles.

HYPOTHESIS 2: MALE AND FEMALE CONSUMERS ARE UNIFORMLY DISTRIBUTED ON THEIR NOODLES EATING HABITS

- To test this hypothesis, chi square test was applied.

	Everyday	**More than once a week**	**Once a month**	**No particular pattern**	**Total**
Male	7	12	9	21	49
Female	3	13	18	17	51
TOTAL	10	25	27	38	100

- Chi square value (calculated) = 5.02
- Critical Chi square value (0.05, 3) = 9.4877
- Chi square value (calculated) is less than critical chi square value, hence this hypothesis is accepted and it can be concluded that Male and female consumers are uniformly distributed on their noodles eating habits.

HYPOTHESIS 3: DIFFERENT FACTORS WHICH ARE IMPORTANT IN THE PURCHASE DECISION OF NOODLES FOR CONSUMERS DO NOT DIFFER SIGNIFICANTLY AMONG CONSUMERS

- To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

Summary

Groups	Count	Sum	Average	Variance
Price	100	324	3.24	1.982222
Flavour	100	328	3.28	1.375354
Brand	100	343	3.43	1.944545
Package design	100	318	3.18	1.058182
Taste	99	325	3.282828	1.408988
Ingredients	100	342	3.42	1.357172
Convenience in cooking	99	366	3.69697	1.172542
Health	100	293	2.93	1.944545

ANOVA

Source of variation	SS	df	MS	F	P-value	F crit
Between groups	34.2508	7	4.892972	3.195827	0.002413	2.021153
Withn groups	1209.53	790	1.531051			
TOTAL	1243.781	797				

- Since F calculated is greater than F critical at 95% significance level, hence Null hypothesis is rejected.
- So, it can be concluded that different factors hold different importance for the consumers when they choose the brand of noodles.

HYPOTHESIS 4: THE VARIOUS FACTORS WHICH INFLUENCE CONSUMERS TO EAT NOODLES DO NOT DIFFER SIGNIFICANTLY

- To test this hypothesis ANOVA was applied with following results.

Anova Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
It is affordable	100	324	3.24	2.022626
It is healthy	100	297	2.97	1.504141
It is easy and quick to cook	100	388	3.88	1.399596
It is tasty	100	309	3.09	1.375657
It is liked by each and everyone	100	314	3.14	1.111515

ANOVA

Source of variation	SS	df	MS	F	P-value	F crit
Between groups	51.212	4	12.803	8.634882	9.6407	2.389948
Within groups	733.94	495	1.482707			
TOTAL	785.152	499				

- Since F calculated is greater than F critical at 95% significance level, hence Null hypothesis is rejected.
- So, it can be concluded that the various factors which influence consumers to eat noodles differ significantly.

HYPOTHESIS 5: GENERAL PERCEPTION ABOUT THE PRODUCT NOODLES DO NOT VARIES SIGNIFICANTLY AMONG CONSUMERS.

- To test this hypothesis ANOVA was applied with following results

Anova Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Good for health	100	293	2.93	1.621313
Ready to eat	100	301	3.01	1.302929
Junk Food	100	333	3.33	1.637475
Tasty/fun eating	99	295	2.979798	1.30571
It is liked by each and everyone	99	327	3.30303	1.213358

ANOVA

Source of variation	SS	df	MS	F	P-value	F crit
Between groups	14.44702	4	3.611754	2.549247	0.03856	2.390021
Within groups	698.4787	493	1.416792			
TOTAL	712.9257	497				

- Since F calculated is greater than F critical at 95% significance level, hence Null hypothesis is rejected.
- So, it can be concluded that general perception about the product noodles do not varies significantly among consumers.

DESCRIPTIVE STATISTICS ANALYSIS

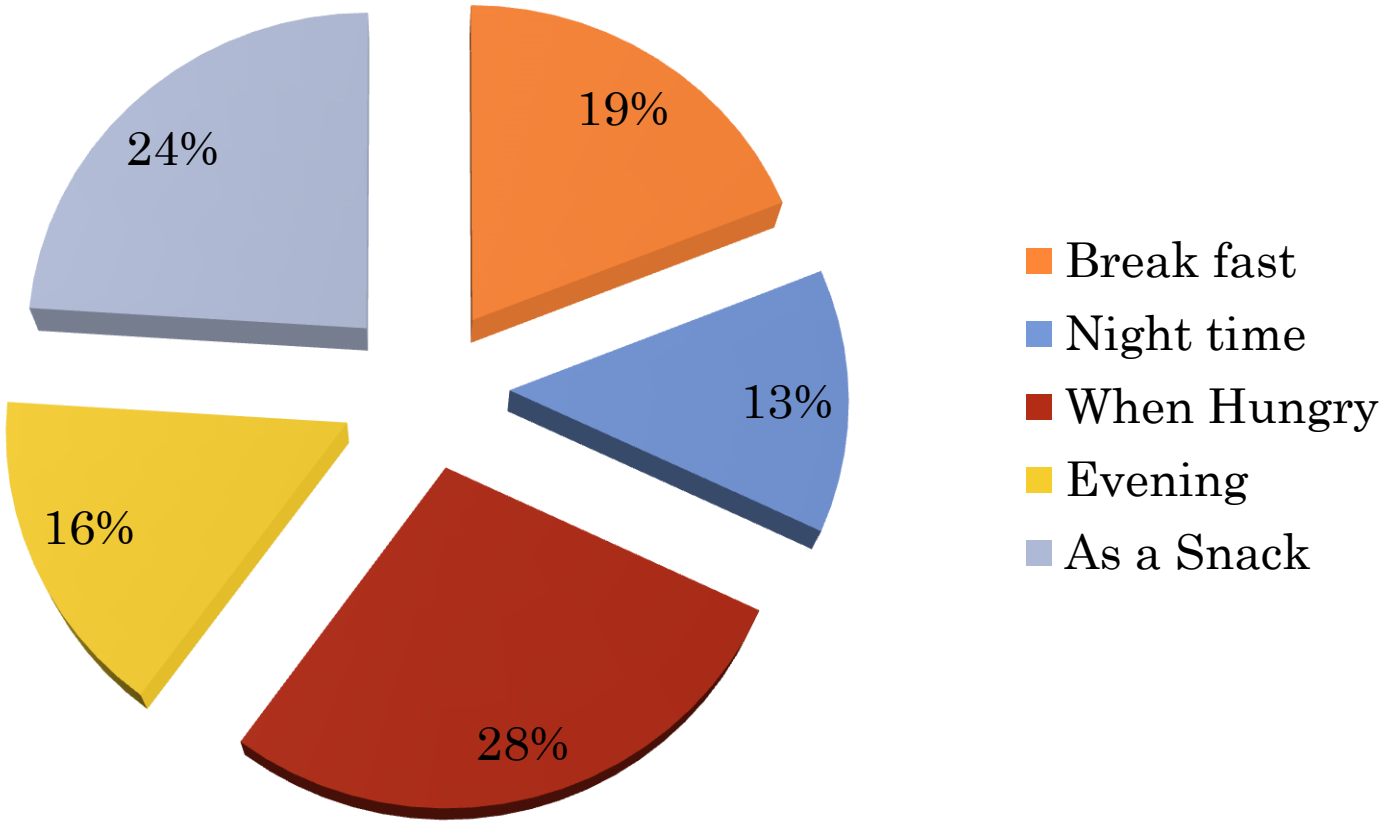
- 1. Ranking of different popular brand: Maggi is number 1 brand

	Maggi	Sunfeast	Smith &Jone	Ching's	Top Ramen	Knorr Soupy noodle	Foodles
Rank 1	**97**			1			
Rank 2	1	**32**	7	23	3	26	5
Rank 3		35	7	**25**	6	16	8
Rank 4		22	19	9	1	**23**	22
Rank 5		6	23	8	**44**	9	7
Rank 6		2	**24**	25	27	18	2
Rank 7			17	6	16	5	**53**

WHEN DO YOU EAT NOODLES?

Time	Count
Break fast	19
Night time	13
When hungry	28
Evening	16
As a snack	24
TOTAL	**100**

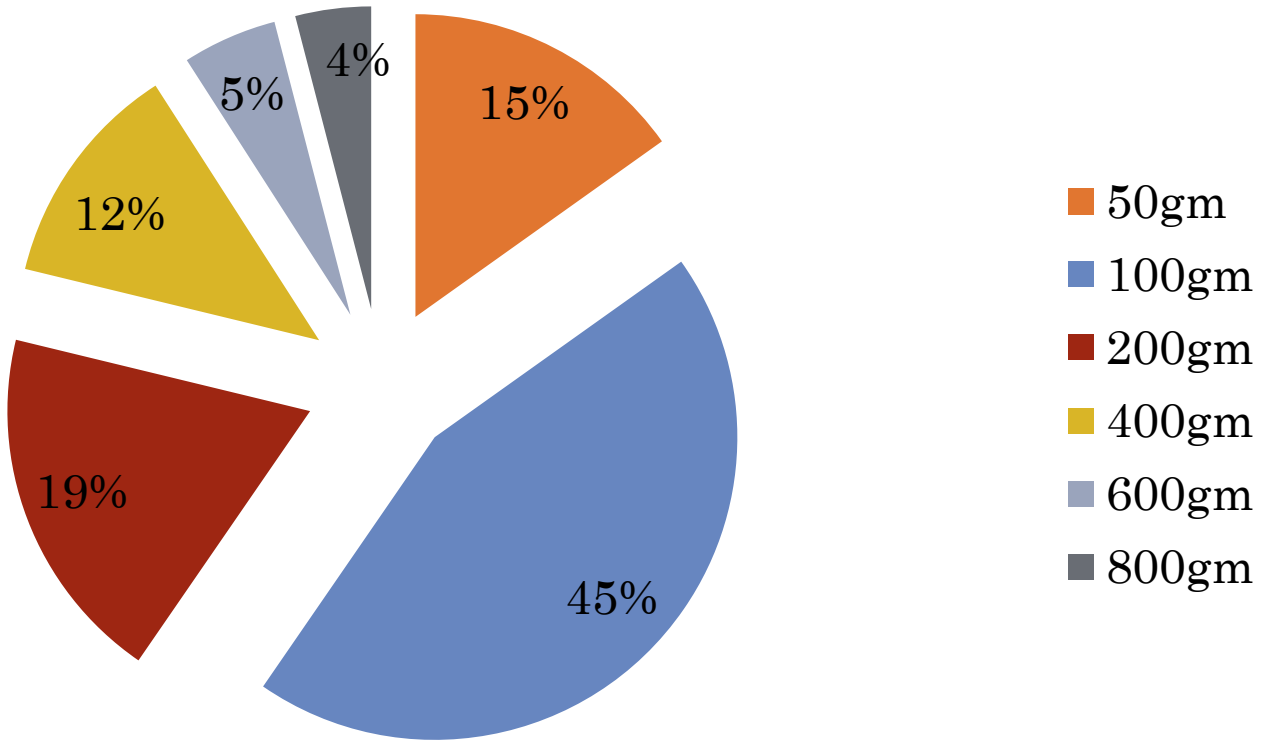
When Do you eat noodles?



IN WHAT QUANTITY YOU GENERALLY PURCHASE NOODLES?

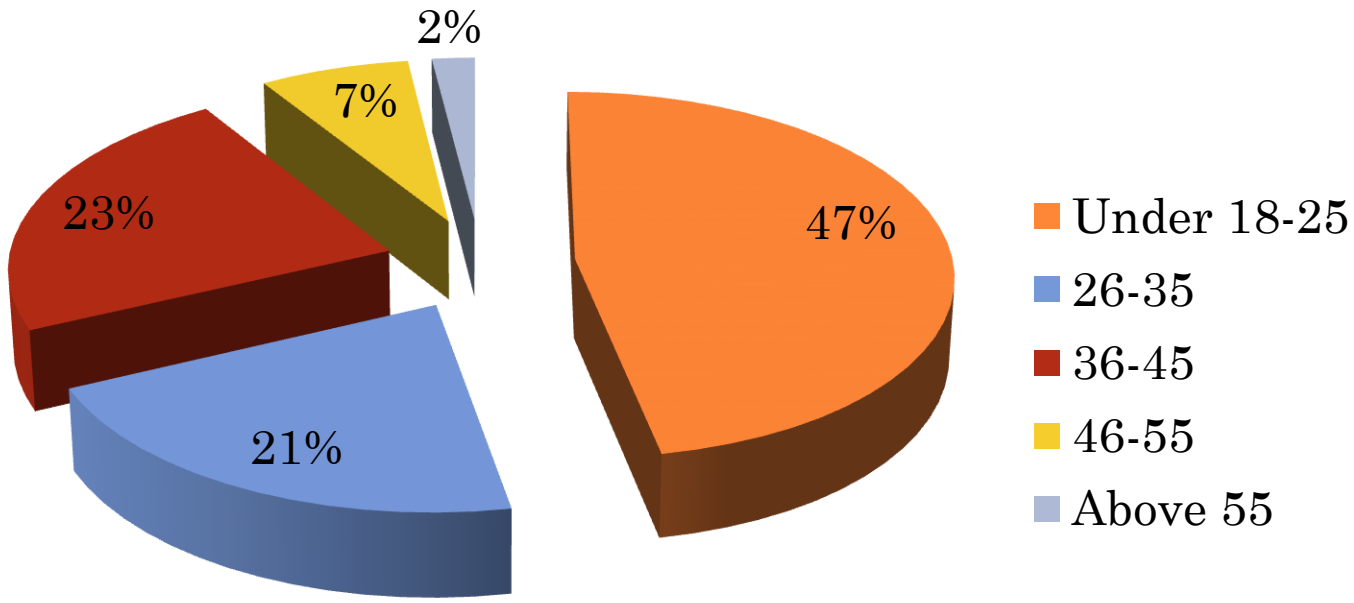
Quantity	Count
50 gm	15
100 gm	44
200 gm	19
400 gm	12
600 gm	5
800 gm	5
TOTAL	**100**

Quantity of noodles purchased by consumer



Consumer Profiles

Age Profile



CONTD……

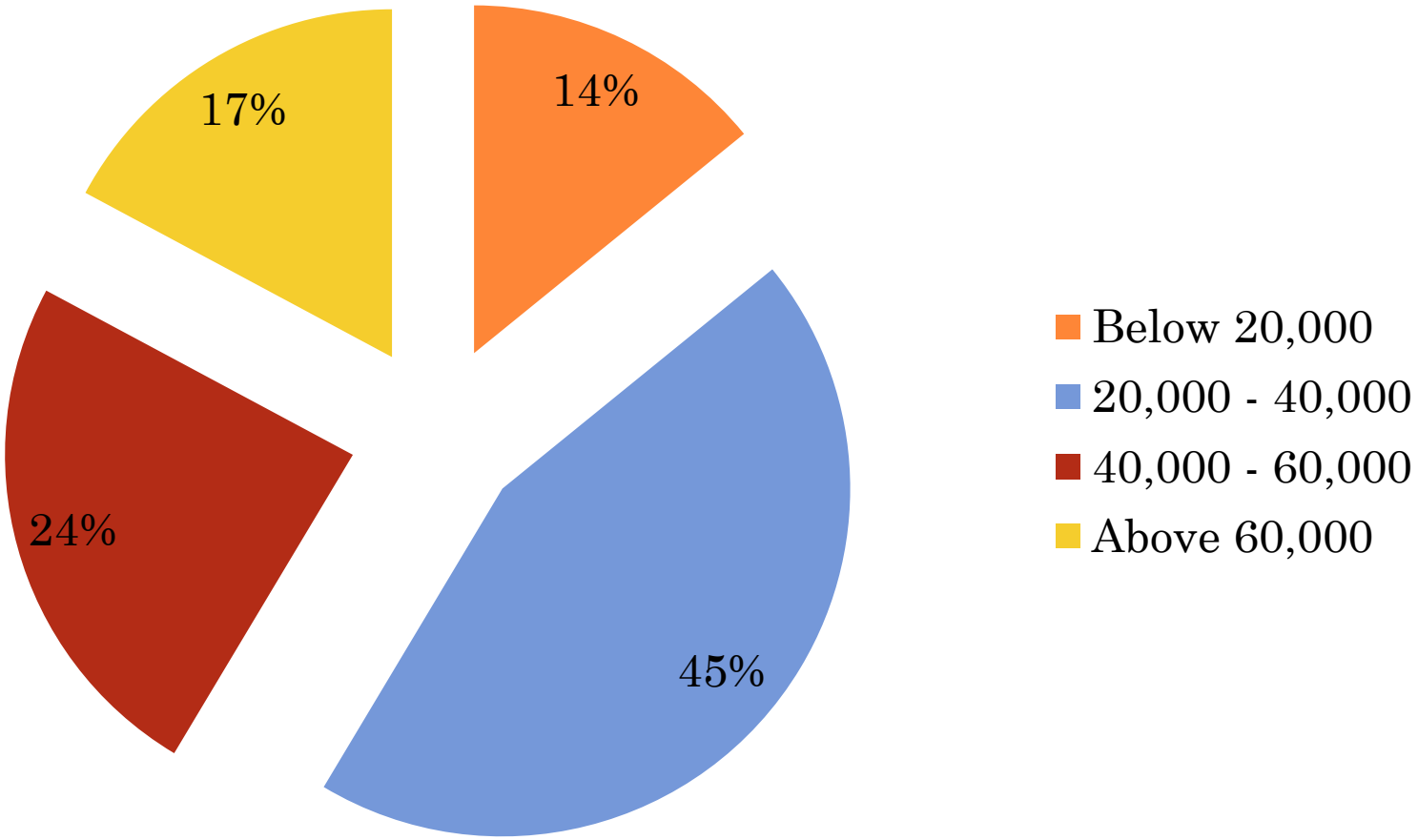
2) ***Gender***:

* *Male - 49*
* *Female - 51*

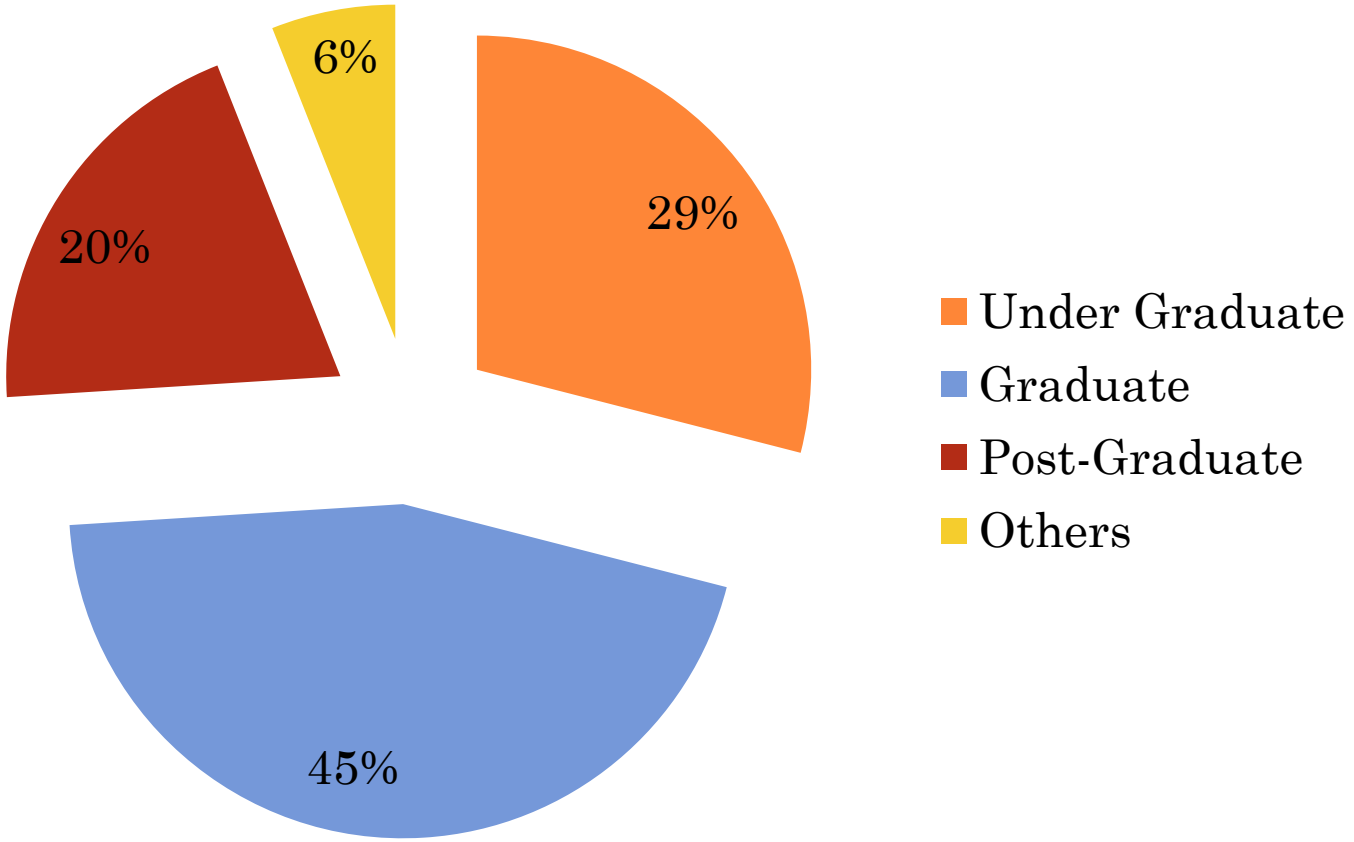
3) ***Marital Status***:

* *Married - 56*
* *Unmaried - 44*

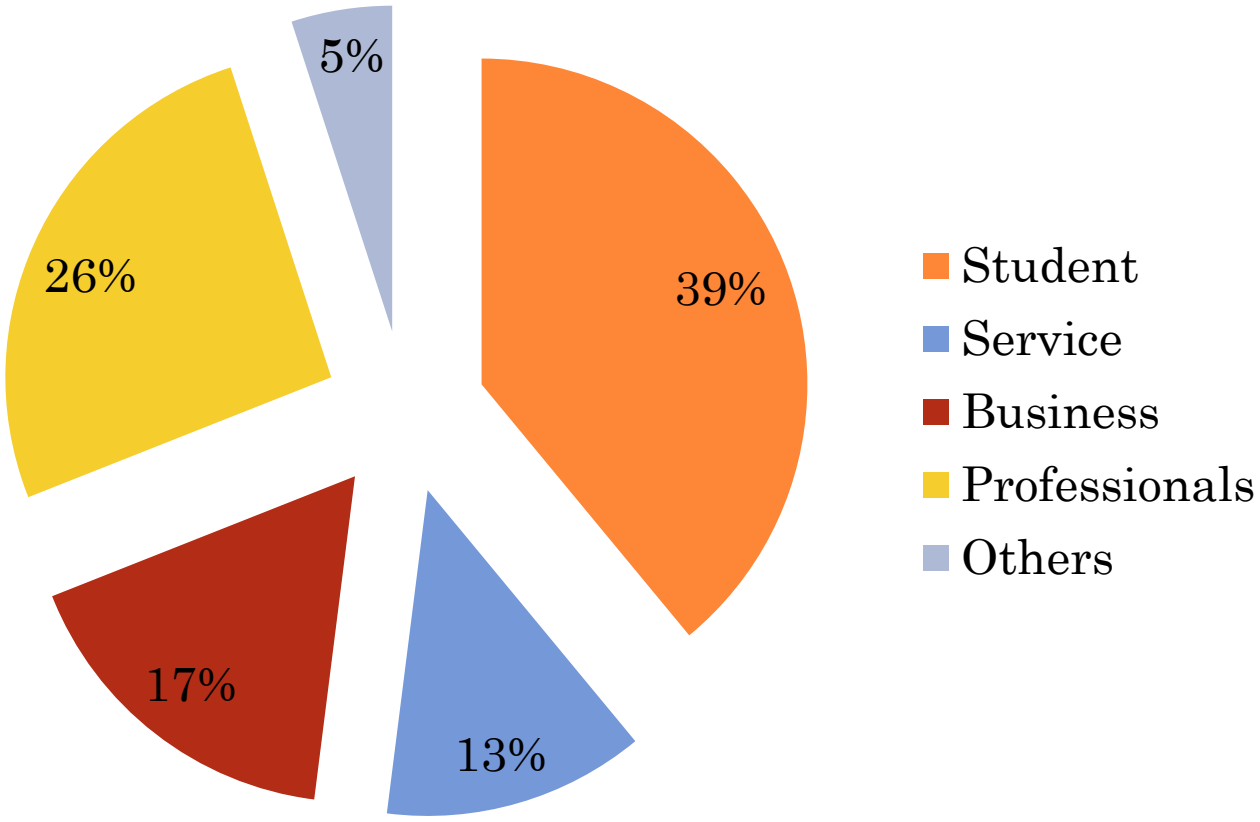
Monthly Family Income



Educational Qualifications



Occupation


5%
26%
39%
17%
13%
Student
Service
Business
Professionals
Others


Thank you