



# IJMRRS

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## Abstract

This study explores consumer preferences and consumption patterns related to instant noodles in India. The research aims to understand factors influencing brand choice, flavour preferences, and eating habits. A survey was conducted among college students, and statistical analysis, including correlation and descriptive statistics, was used to interpret the data. Findings reveal that spiciness, toppings, and sauces significantly impact consumer satisfaction, and late-night snacking correlates with larger portion sizes. The study concludes that brands can enhance their market appeal by offering customizable options and promoting instant noodles as a late-night meal.

## Introduction

In India, instant noodles have gained significant popularity as a quick, affordable, and convenient meal option, especially among students, working professionals, and those with busy lifestyles. Introduced in the 1980s, the brand Maggi was one of the first to dominate the Indian market, revolutionizing the way many people thought about ready-to-eat food. Instant noodles in India are available in a wide variety of flavors, catering to the diverse and rich culinary traditions of the country, with local spice blends and regional preferences influencing the products. Over the years, other brands have entered the market, contributing to the growth of the instant noodle industry in the country.

While instant noodles symbolize comfort and simplicity for many, they are not without controversy. Concerns about high sodium content, preservatives, and low nutritional value have led to public scrutiny, particularly following high-profile incidents such as the 2015 Maggi ban. This has prompted manufacturers to innovate, introducing healthier alternatives like whole wheat, fortified versions, and even millet-based options to address these criticisms.

Despite these challenges and evolving consumer preferences, instant noodles have proven resilient, maintaining their popularity while adapting to changing demands. They reflect not only the evolving Indian palate but also the dynamic interplay between convenience, culture, and health in a rapidly changing society. As the instant noodle industry continues to grow, it remains a fascinating example of how tradition and modernity coexist in the Indian market.

This research paper explores the views, opinions, and preferences of young college students in Indore regarding instant noodles, along with the reasons behind their widespread popularity.

## **Objectives**

1. To study the consumers' tastes and preferences regarding different brands of instant noodles and their reasons for the same
2. To understand the consumption patterns of instant noodles in India.

## **Tool Of Data Collection**

Google Form

## **Sample Size**

In case of this research study, the sample units were the people with different demographic profiles, who are the Students of Our College, as well as Friends and Family Members. The sample size for this research study was 62 respondents. All the respondents were circulated with the Google form for the collection of data.

# Literature Review

Instant noodles have gained popularity as a snack in India since they hit the market in the 1980s. People love them because they're cheap and easy to make appealing to all kinds of folks, from city workers to village families. By creating flavors that Indians enjoy and pushing hard with ads, these noodles have become a big part of what Indians eat. But it's not all smooth sailing. People worry about how healthy they are, if they're safe to eat, and what they do to the environment. The Maggi scare in 2015 brought these issues to light sparking talks and pushing companies to come up with new ideas. The Following reviews looks at how instant noodles have changed in India why people buy them, and the problems they face:

## **1) Radhika Nawal, Bhushan Padval (April – 2023)**

### **Study on Consumer Attitude towards Instant Food Products with Specific Reference to Instant Noodles:**

#### **Focus:**

- I. To study the consumers' tastes and preferences regarding different brands of instant noodles and their reasons for the same
- II. To understand the consumption patterns of instant noodles in India

#### **Findings:**

- A. Because of India's huge population and varied income groups, the Noodle brands will always have a little more market to capture, every time.
- B. People are very clear about their priorities while selecting Instant Noodles brand and any brand can become
- C. While there are many ways marketers can capture consumer's attention and their pockets, all of those ways have to be visually appealing to their target audience and should provide consumers with proper facts and establish a connection with their emotions and knowledge.
- D. People aged 10 - 41 are the most important target segment for Instant Noodles.

## **2) Dr. Devkanya Gupta, Ms. Meenakshi Bisla (June – 2019)**

### **Consumer perception and satisfaction towards instant noodles:**

#### **Focus:**

- I. To analyse customer perceptions towards instant noodles in India.
- II. To forecast future market of instant noodles in India.

- III. To analyse customer satisfaction towards instant noodles in India on the basis of demographic variables.
- IV. To analyse the difference of perceptions towards instant noodles in India.

**Findings:**

A. Satisfaction Levels Across Demographics:

- Satisfaction with instant noodles does not vary significantly based on gender or age.
- High satisfaction levels are consistent across all demographic groups.

B. Perception Differences:

- Perceptions of instant noodles differ among individuals.
- Preferences for specific varieties and Flavors highlight diverse consumer tastes.

C. Market Implications:

- The instant noodle market is competitive and full of opportunities.
- Manufacturers need to cater to varied preferences and innovate to meet evolving consumer demands.

**3) Naveen Rai (April – 2013)**

**Impact of advertising on consumer behaviour and attitude with reference to consumer durables:**

**Focus:**

- I. To examine the influence of advertising on consumer buying behaviours.
- II. To determine the influence of advertising on attitude formation of consumers.

**Findings:**

- A. Global Impact: Advertisements influence consumer behaviour and attitudes globally, including in India.
- B. Motivation for Durables: Advertisements motivate consumers to purchase durable goods by highlighting key features.
- C. Focus on Quality and Price: Consumers are significantly influenced when advertisements emphasize quality and competitive pricing.
- D. Shaping Purchase Behaviour: Diverse advertisements enhance product evaluation, brand recognition, and drive purchase decisions

**4) J. Helen, Dr V. Darling Selvi (March – 2022)**

**Consumer behaviour on fast-moving consumer goods:**

**Focus:**

- I. Models of consumer behaviour and how they are used to guide product purchases will be the focus of this research.
- II. To investigate how consumers make decisions on fast-moving consumer goods.
- III. To analyse consumer behaviour in relation to fast-moving consumer goods.

**Findings:****A. Purchase Decision Process:**

- Consumers often do not follow traditional stages of the purchase decision process for FMCG products.
- Need Recognition is common for consumables like food and beverages but less so for other categories like home or personal care products.

**B. Category-Specific Behaviour:**

- For home and personal purchases, research is prioritized, while for consumables, post-purchase actions take precedence.
- Beauty products involve more deliberation, whereas toiletries often result in quicker purchase decisions.

**C. Consumer Influences:**

- The FMCG industry is driven more by consumer preferences than actual needs or demands.
- Producers actively create psychological interest, prompting purchases regardless of necessity.

**D. Industry Growth:**

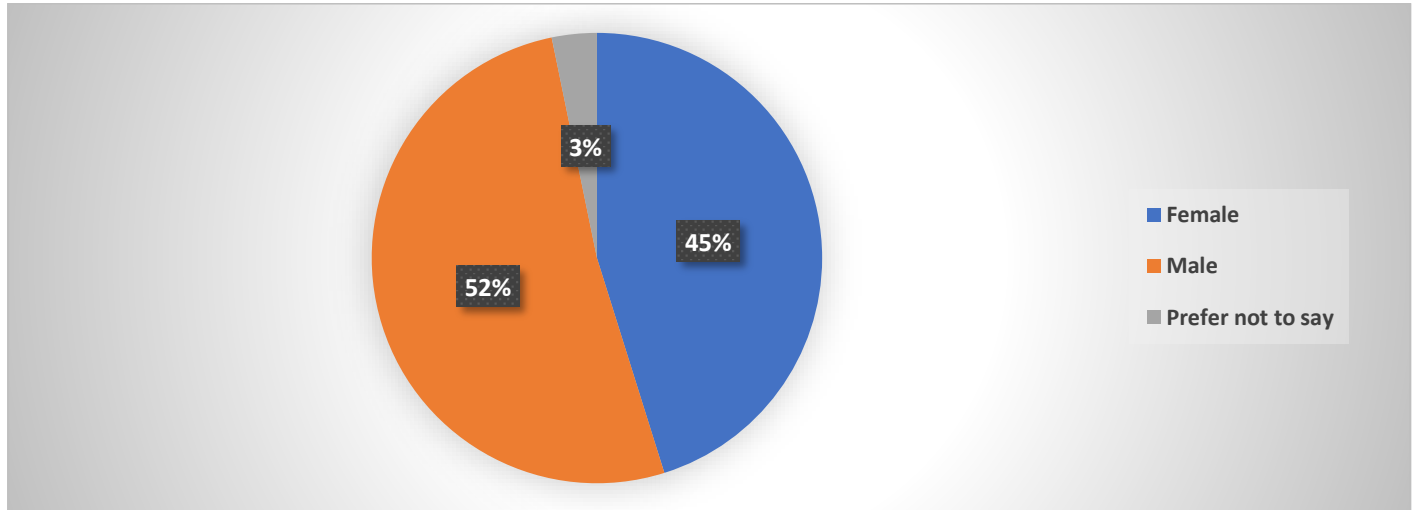
- These consumer trends and psychological influences contribute to the booming FMCG market.

## Data analysis and Interpretation

The following data has been collected from the survey done On the Students of GSIMR College Student, As Well Friends and Family in Indore City in the form of questionnaire. Apart from personal details of Respondent data on Preference about Instant Noodles, Consumption Per Week, Choice of Brand, Etc, Are Shown Below.

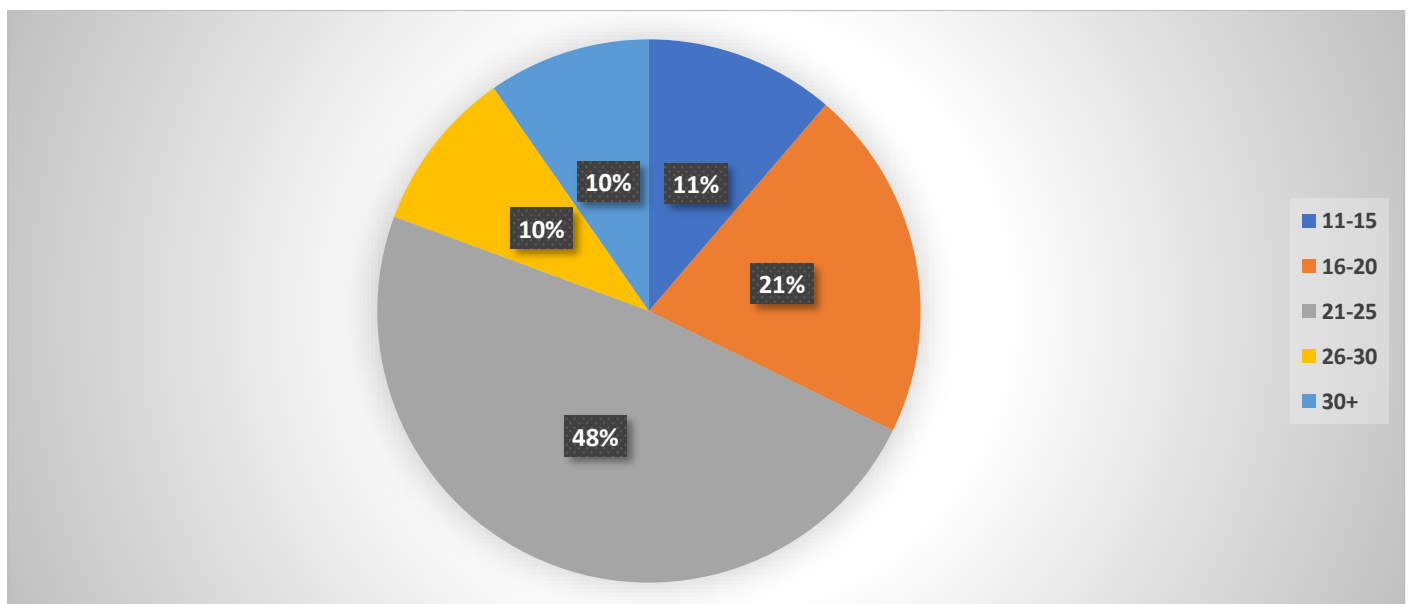
### INTERPRETATION

The gender breakdown of the data collection Show that 52% Respondent were Male, 45% Respondent were Female And 3% Prefer Not to Say.

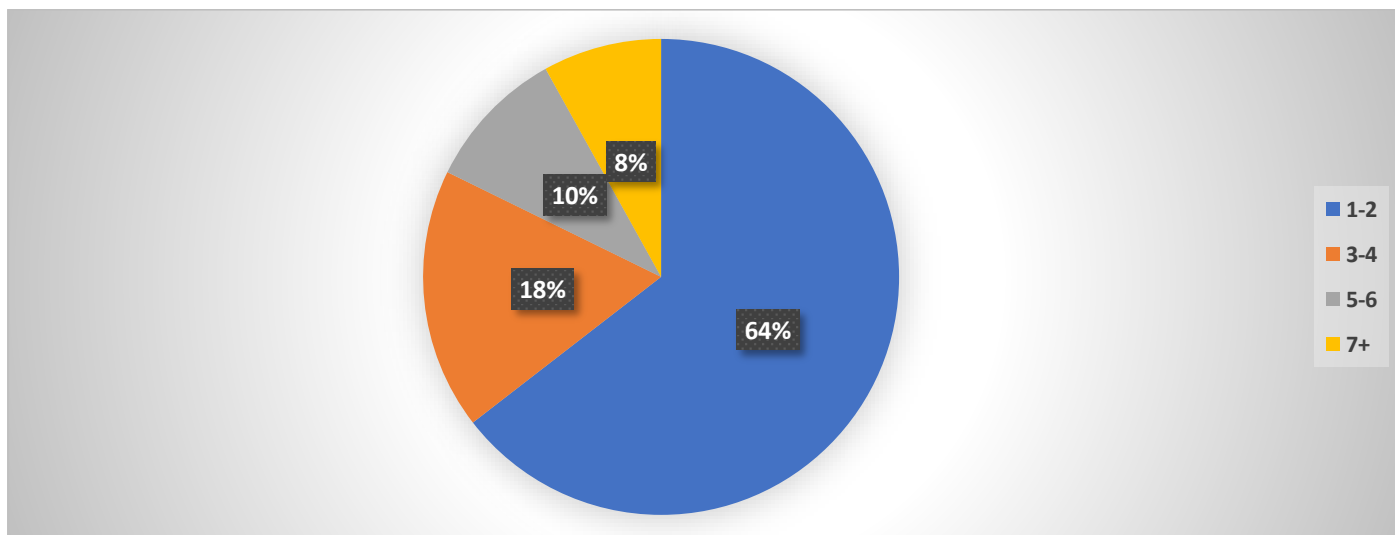


### INTERPRETATION

The Age breakdown of the data collection Show that 11% Respondent were from Age Between 11-15, 21% were from age 16-20, 48% were from age Between 21-25, 10% were from age Between 26-30 And 10% were 30+.



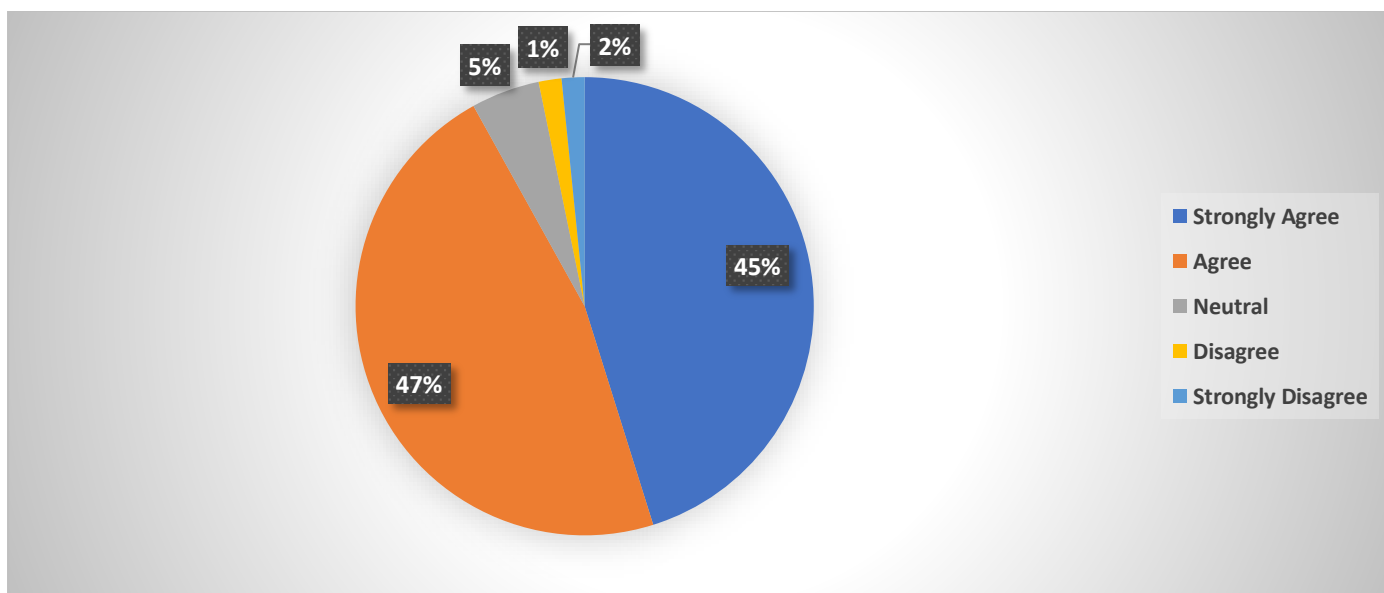
## 1) How Often You Eat Instant Noodles in a week?



### INTERPRETATION

The Following Chart Shows That 64% of Respondent eat Instant Noodle 1-2 times per Week, 18% eat 3-4 times Per Week, 10% eat 5-6 times Per week, 8% eat 7+ Times per Week. From this I have Analysed that alot of people eat Instant Noodles don't consume instant noodles Daily and Only a Handful of People Comes Close To Daily Consumption On Instant Noodles.

## 2) Do you Enjoy adding Vegetables or Toppings?

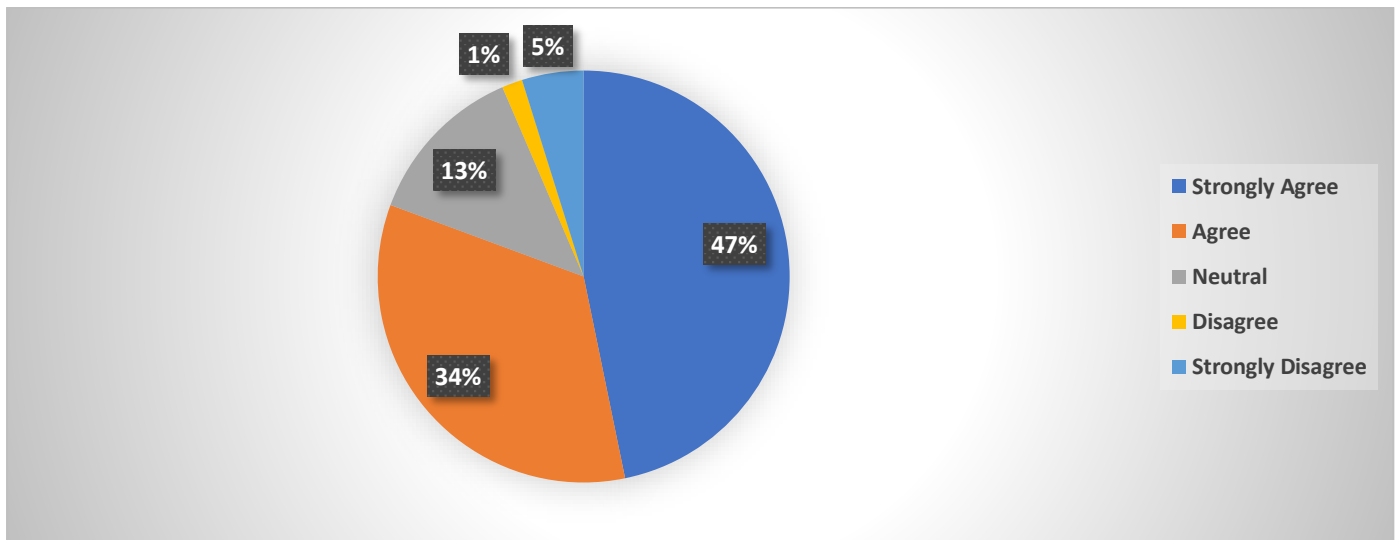


### INTERPRETATION

The Following Chart Shows That 92% of Respondent eat Instant Noodle with Vegetables or Toppings, 7% Don't use any Vegetables or Toppings and 1% are Neutral. That mean most of the People often enjoy enhancing the taste and nutritional value of instant noodles by adding vegetables or toppings. This customization allows for a more balanced meal while catering to individual flavour preferences.



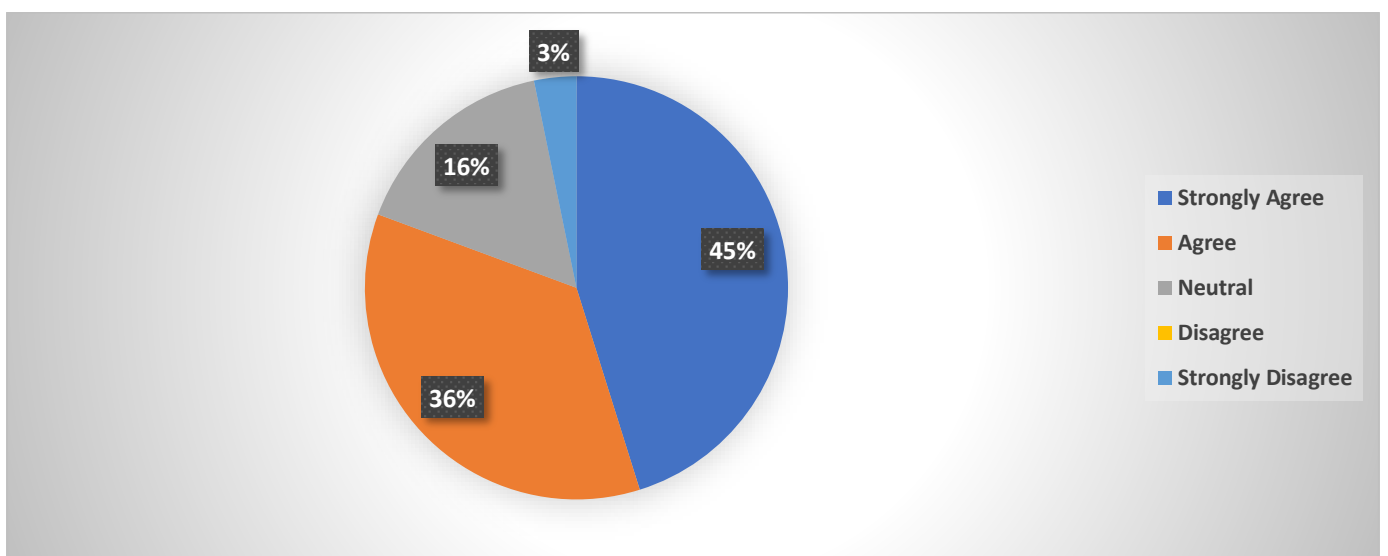
### 3) Do You Prefer Adding Sauces or Spices?



#### INTERPRETATION

The Following Chart Shows That 77% of Respondent eat Instant Noodle with Sauces or Spices, 6% Don't use any Sauces or Spices and 13% are Neutral. From the Following I Assume People Adding sauces or spices to instant noodles is a popular choice, as it elevates the taste and allows individuals to customize their meals to match their flavour preferences. Though the number is huge, it is less Compare to vegetable or topping which means more people uses vegetable and topping more for customization over sauces and spices.

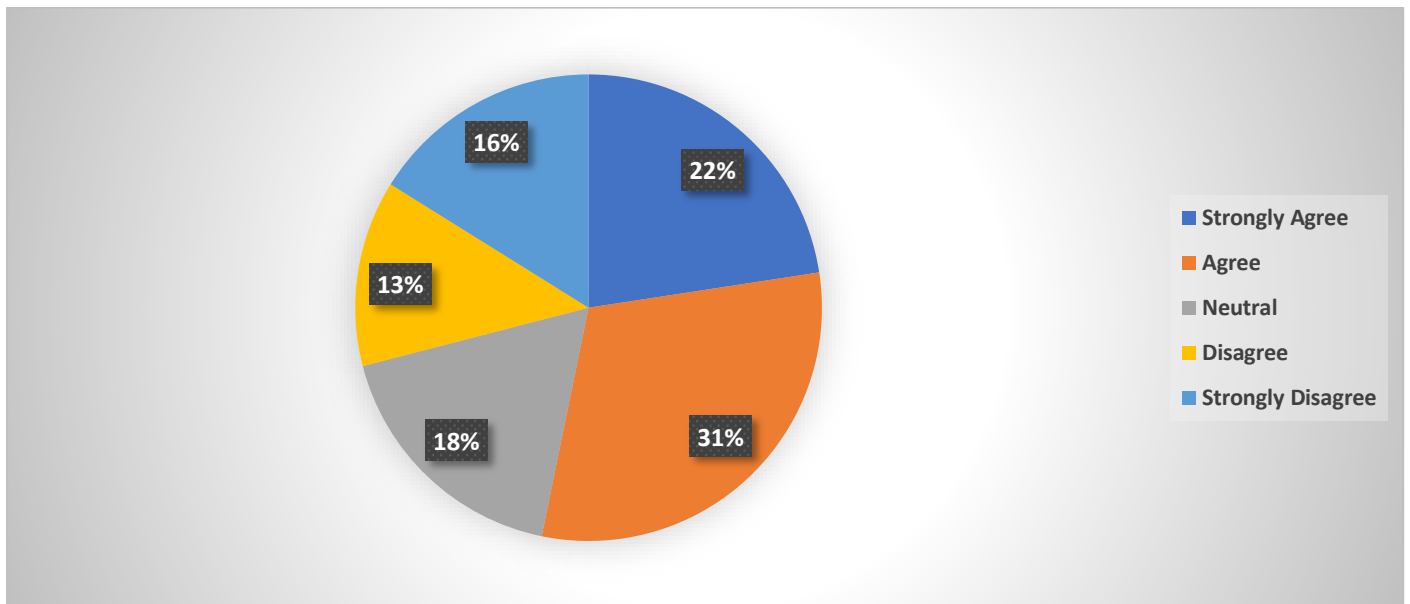
### 4) Do you Prefer Your Noodles to Be Spicy?



#### INTERPRETATION

The Following Chart Shows That 81% of Respondent eat Instant Noodle Spicy, 3% Don't like it Spicy and 16% are Neutral. That mean most People enjoy instant noodles with a spicy kick, as the bold flavours add excitement and satisfy their craving for heat in every bite. That's why people use vegetables, toppings, sauces or spices because it Increases the Spicy Level That a lot of people likes in their Instant Noodles.

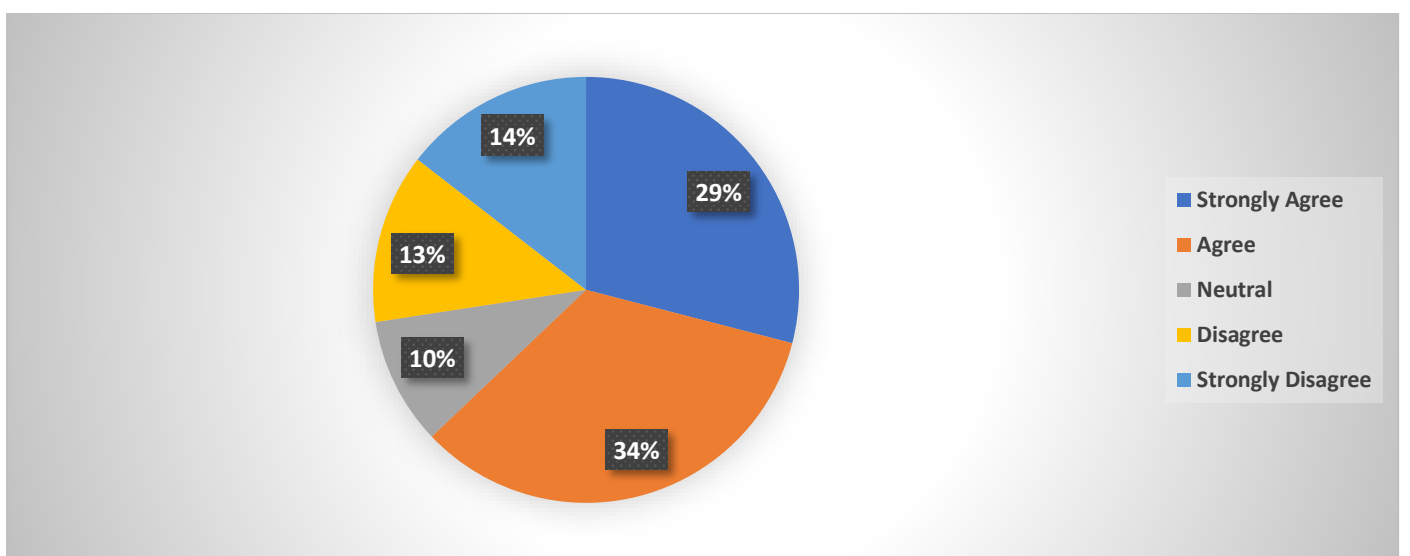
### 5) Do You Prefer a Soft Drinks with Instant Noodles?



### INTERPRETATION

The Following Chart Shows That 53% of Respondent Drink Soft Drink with Instant Noodles Which means they prefer to drink soft drinks alongside instant noodles, suggesting a common pairing for enhanced enjoyment, Meanwhile, 29% of respondents do not Favor soft drinks with instant noodles possibly due to differing taste preferences or a focus on healthier beverage choices. The remaining 18% are neutral.

### 6) Are You a Late-Night Instant Noodles Snacker?

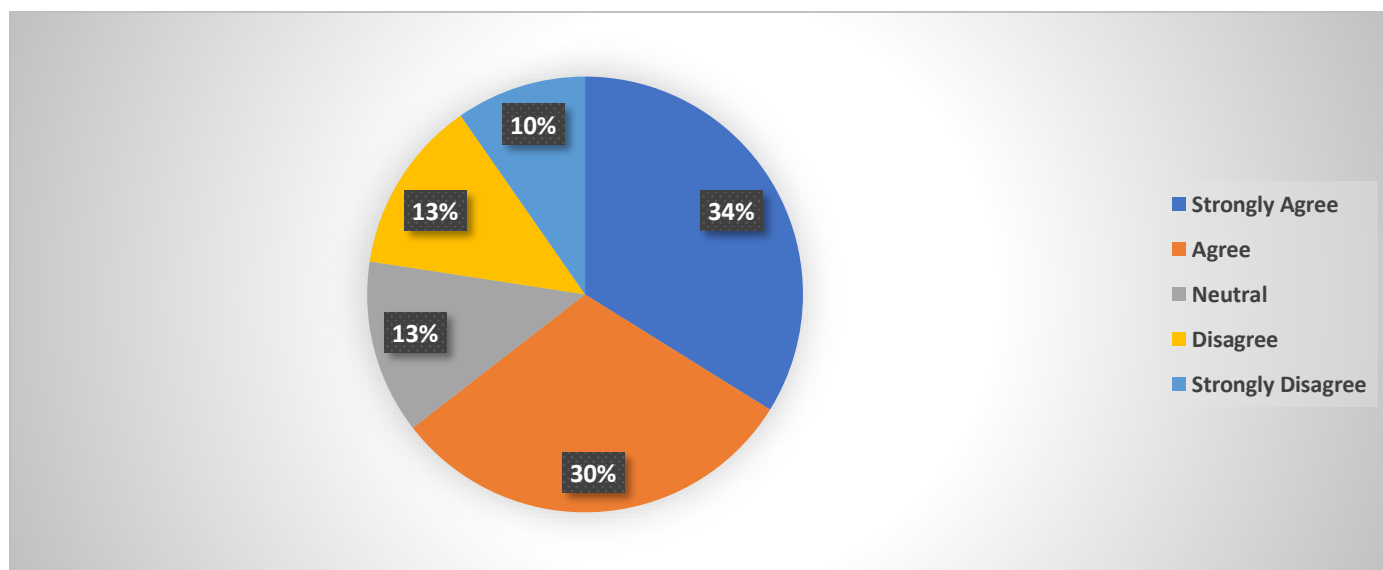


### INTERPRETATION

The Following Chart Shows That 63% of Respondent are Late-Night Instant Noodles Snacker highlighting their popularity as a convenient and satisfying option during late hours, 27% are not Late-Night Instant

Noodles Snacker indicating varied eating habits and 10% are Neutral. This data underscores the appeal of instant noodles for nocturnal cravings among a large portion of consumers.

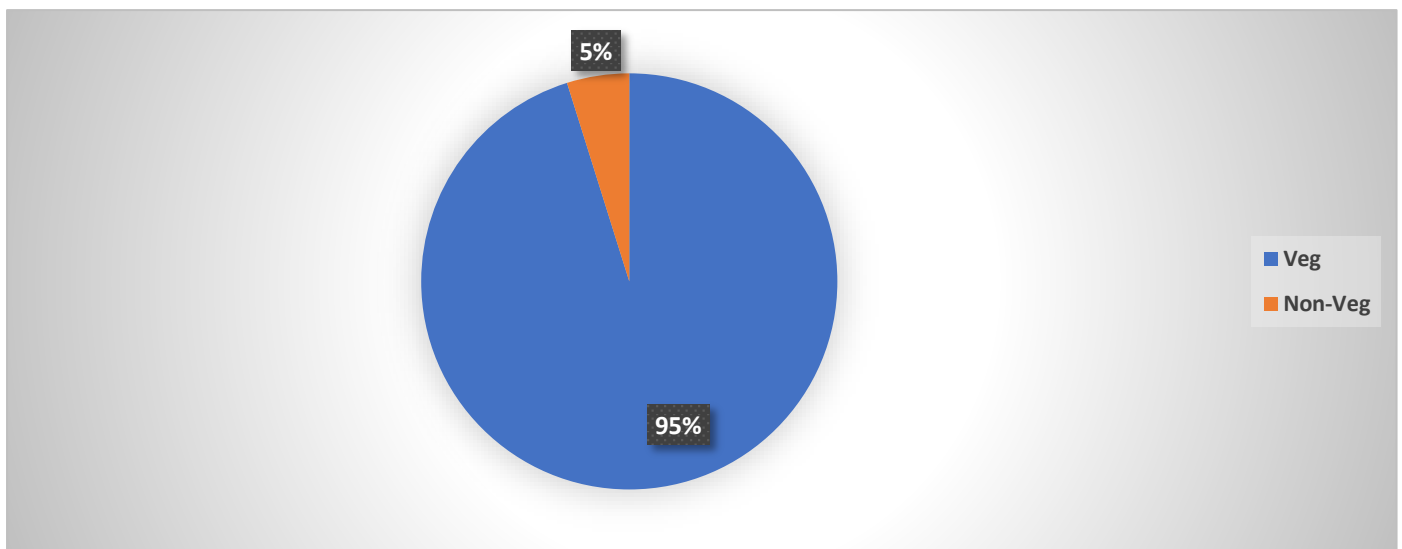
### 7) Do you Like Having More Than One Serving of Instant Noodles?



### INTERPRETATION

The Following Chart Shows That 64% of Respondent eat more than one serving of Instant Noodles suggesting their popularity and the perception of them as a fulfilling meal or snack, 23% Don't eat More Than One Serving of Instant Noodles possibly due to portion control or dietary preferences and 13% are Neutral. This data highlights the versatility and demand for instant noodles across different consumption patterns.

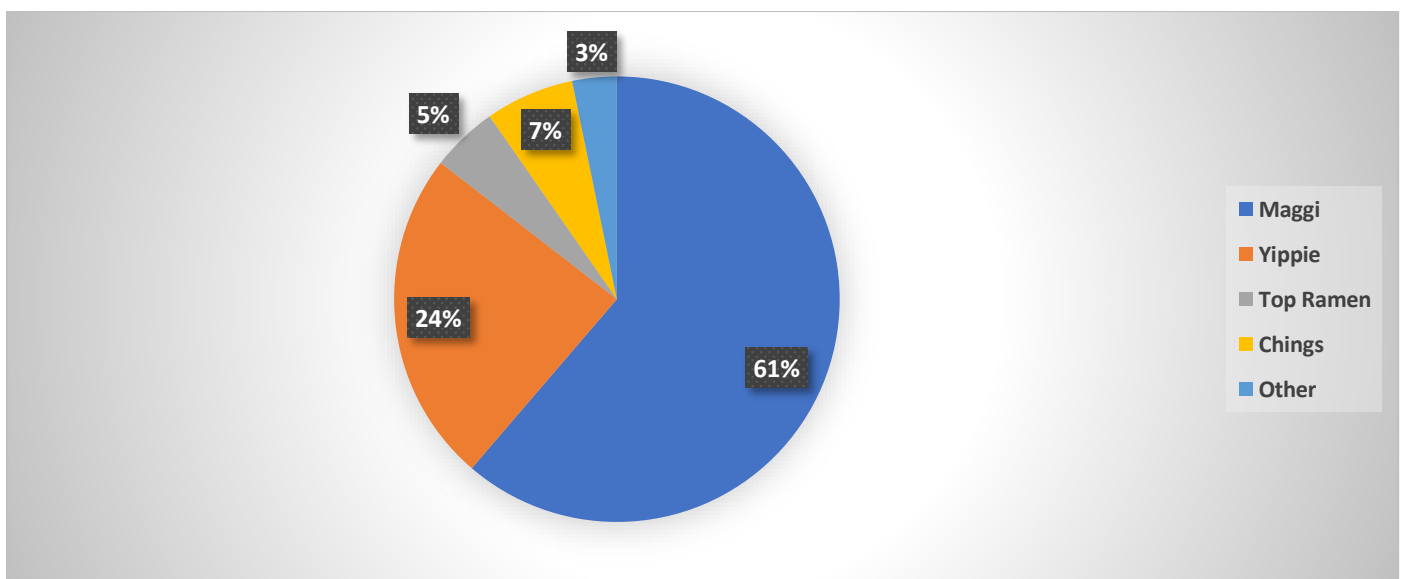
## 8) What Do you Prefer More Veg or Non-Veg Noodles?



### INTERPRETATION

The Following Chart Shows That 95% of Respondent eat Vegetarian instant Noodles this suggests that vegetarian options dominate the instant noodle market, likely due to dietary preferences, cultural factors, or religious beliefs prevalent among the population. Only 5% of respondents prefer non-vegetarian instant noodles, indicating a niche market segment. This data underscores the importance of catering to vegetarian consumers in the instant noodle industry.

## 9) What's Your favourite Noodles Brand?



### INTERPRETATION

The Following Chart Shows That 61% Of Respondent Prefer Maggi highlighting its strong market presence and consumer loyalty, 24% Prefer Yippie suggesting a solid but smaller following, 5% Prefer Top Ramen, 7% Prefer Chings And 3% Prefer Other Brands, indicating that these brands have a niche consumer base. This data reflects Maggi's market leadership while showing opportunities for other brands to grow by targeting specific consumer segments.

# Cronbach's Alpha

Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable.

## How Does Cronbach's Alpha Work?

- Cronbach's Alpha is based on the correlation between items in a scale. If the items are highly correlated, the alpha value will be higher, indicating better internal consistency.

## Why is Cronbach's Alpha Important?

- **Measures Consistency:** It checks whether respondents answer similar questions in a consistent way.
- **Ensures Reliability:** A high Cronbach's Alpha suggests that the test or survey will produce stable and repeatable results.
- **Improves Research Quality:** Helps in refining surveys by identifying weak or irrelevant items.

## Applications of Cronbach's Alpha in Research:

- **Questionnaires & Surveys:** To check if multiple questions measure the same concept effectively.
- **Psychology & Social Sciences:** To ensure the reliability of personality, attitude, and behaviour scales.
- **Educational Testing:** To confirm that test questions assess students consistently.
- **Marketing & Customer Research:** To validate consumer perception and brand satisfaction surveys.

## Limitations of Cronbach's Alpha:

- **Not a Measure of Validity:** High reliability does not mean the test measures what it is supposed to measure.
- **Sensitive to Number of Items:** A larger number of items can artificially increase the alpha value.
- **Assumes Uni dimensionality:** Works best if all items measure a single construct.

## Formula for Cronbach's Alpha:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

N = Number of items in the scale

$\bar{c}$  = Average covariance between items

$\tilde{V}$  = Average variance of each item

### Interpreting Cronbach's Alpha Values:

Alpha Value ( $\alpha$ )	Interpretation
$\geq 0.90$	Excellent reliability (high consistency)
0.80 – 0.89	Good reliability
0.70 – 0.79	Acceptable reliability
0.60 – 0.69	Questionable reliability
0.50 – 0.59	Poor reliability
$< 0.50$	Unacceptable reliability

### My Cronbach's Alpha Score:

My Cronbach's Alpha score of 0.71 indicates acceptable reliability in a dataset. This means that the items in our survey or questionnaire are moderately consistent in measuring the same concept.

### What This Means for My Study:

- This data is reliable enough for drawing meaningful conclusions.
- There is some room for improvement to make the scale more consistent.
- It's suitable for exploratory research but may require refinements for high-precision studies.

### How to Improve the Cronbach's Alpha Score:

- Review Weak Items: Identify any poorly correlated questions and refine or remove them.
- Increase the Number of Questions: More relevant questions can improve reliability.
- Ensure Clarity & Relevance: Make sure all items are clearly understood and relevant to the concept being measured.

# Analysing The Data

## 1. Favourite Instant Noodles Brand Sort by Gender

Gender	Maggi	Yippee	Ching's	Top Ramen	Other	Grand Total
Male	17	9	4	2		32
Female	20	6			2	28
Prefer Not to Say	1			1		2
Grand Total	38	15	4	3	2	62

## 2. Favourite Instant Noodles Brand Sort by Age

Ages	Maggi	Yippee	Ching's	Top Ramen	Other	Grand Total
11-15	6			1		7
16-20	8	4		1		13
21-25	19	7	3		1	30
26-30	2	1	1	1	1	6
30+	3	3				6
Grand Total	38	15	4	3	2	62

### 3. Instant Noodles Type Preference Sort by Age and Gender

Ages & Gender	Non-Veg Noodles	Veg Noodles	Grand Total
<b>11-15</b>		7	7
Male		2	2
Female		5	5
<b>16-20</b>		13	13
Male		9	9
Female		4	4
<b>21-25</b>	2	28	30
Male	2	13	15
Female		14	14
Prefer Not to Say		1	1
<b>26-30</b>	1	5	6
Male		4	4
Female		1	1
Prefer Not to Say	1		1
<b>30+</b>		6	6
Male		2	2
Female		4	4
<b>Grand Total</b>	3	59	62



#### 4. Instant Noodles Frequency of Consumption Per week Sort by Age and Gender

Ages & Gender	1-2	3-4	5-6	7+	Grand Total
<b>Female</b>	<b>17</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>28</b>
11-15	2	2	1		5
16-20	3		1		4
21-24	9	1	3	1	14
25-30	1				1
30+	2	2			4
<b>Male</b>	<b>22</b>	<b>6</b>	<b>1</b>	<b>3</b>	<b>32</b>
11-15		2			2
16-20	5	3			9
21-25	13		1	2	15
26-30	2	1		1	4
30+	2				2
<b>Prefer Not to Say</b>	<b>1</b>			<b>1</b>	<b>2</b>
21-25				1	1
26-30	1				1
<b>Grand Total</b>	<b>40</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>62</b>

#### 5. Correlation between Spice Preference & Soft Drink Pairing:

- A correlation coefficient of 0.2264 between spice preference and soft drink pairing indicates a weak positive correlation between the two variables.
- The value 0.2264 is positive, meaning that as spice preference increases, the likelihood of pairing it with a soft drink slightly increases as well, however since the value is closer to 0 than to 1, the relationship is weak. This suggests that while there may be a slight tendency for people who prefer spicier noodles to choose soft drinks, the connection is not strong.
- Other factors might be influencing soft drink preference, so spice preference alone does not strongly determine whether someone pairs their noodles with a soft drink.
- Other factors, such as personal taste, availability, or cultural habits, may play a bigger role.

#### 6. Correlation between Late Night Snacking & More Than One Serving:

- A correlation coefficient of 0.5562 between late-night snacking and eating more than one serving of instant noodles indicates a moderate positive correlation between the two variables.

- The value 0.5562 is positive, meaning that people who snack on instant noodles late at night are more likely to eat more than one serving. Since the value is moderately strong (between 0.5 and 0.7), the relationship is fairly significant, though not absolute.
- This suggests that late-night snackers tend to consume larger portions, possibly due to increased hunger at night or comfort eating habits.
- Brands and marketers could target late-night eaters with larger portion options or combo packs.

## 7. Correlation between Vegetables and Toppings & Sauces and Spices:

- A correlation coefficient of 0.4762 between vegetables & toppings and sauces & spices indicates a moderate positive correlation between the two variables.
- The value 0.4762 is positive, meaning that people who like adding vegetables and toppings to their instant noodles are also likely to enjoy sauces and spices. Since the correlation is moderate (between 0.3 and 0.5), the relationship is noticeable but not extremely strong.
- This suggests that individuals who customize their noodles with toppings tend to enhance their flavour further with sauces and spices, possibly due to a preference for richer, more flavourful meals.
- Brands can market complementary products together, like seasoning packs alongside toppings.

## 8. Mean, Median, Mode & Standard Deviation for Preference of Spicy Noodles:

- **Mean (4.1409):** The mean spicy noodles preference is 4.14, which suggests that, on average, respondents lean toward liking spicy noodles. Since it is above 4 on a typical scale (1-5), it indicates that most people have a positive preference for spice, though not overwhelmingly high.
- **Median (4):** This means that half of the respondents rated their preference for spicy noodles as 4 or higher, while the other half rated it as 4 or lower. In other words, the central tendency suggests a strong preference but not extreme.
- **Mode (5):** The most common response was 5, indicating that the highest number of respondents selected the maximum preference level (or "strongly like" spicy noodles, if on a 1-5 scale).
- **Standard Deviation (1.011):** A standard deviation of 1.011 for spicy noodles preference indicates that responses are somewhat spread out around the mean (4.14) but not extremely varied. Since Our scale was 1 to 5, most responses are clustered around 4 ("like") and 5 ("strongly like"), but some are at 3 ("neutral") or lower.

## 9. Mean, Median, Mode & Standard Deviation for Preference of Vegetables and Toppings:

- **Mean (4.3225):** The mean preference for vegetables and toppings is 4.32, indicating that, on average, respondents lean toward liking vegetables and toppings in their instant noodles. Since the mean is above 4, it suggests a generally positive preference.

- **Median (4):** The median is 4, meaning that half of the respondents rated their preference as 4 or higher, while the other half rated it as 4 or lower. This confirms that most people have a favourable opinion about adding vegetables and toppings.
- **Mode (4):** The mode is 4, showing that the most frequently chosen rating was 4, making it the most common preference level among respondents.
- **Standard Deviation (0.7782):** The standard deviation is 0.77, which is relatively low. This means that responses are quite consistent, with most people having similar preferences and very few extreme opinions.

#### 10. Mean, Median, Mode & Standard Deviation for Preference of Sauces and Spices:

- **Mean (4.1612):** The mean preference for sauces and spices is 4.13, indicating that, on average, respondents slightly prefer sauces and spices in their instant noodles, as the mean is above 4 on a 1-5 Scale. This suggests a generally positive preference, but not overwhelmingly high.
- **Median (4):** The median is 4, meaning that half of the respondents rated their preference for sauces and spices as 4 or higher, while the other half rated it as 4 or lower. This indicates that most people tend to like sauces and spices, but not necessarily very strongly.
- **Mode (5):** The mode is 5, which shows that the most common response is 5, meaning that a significant portion of respondents strongly prefer adding sauces and spices to their noodles.
- **Standard deviation (1.034):** The standard deviation is 1.034, which is relatively moderate. This means that there is some variation in the responses, with preferences spread out from the mean. Some people strongly prefer sauces and spices, while others may be more neutral or less inclined.

#### 11. Mean, Median, Mode & Standard Deviation for Preference of Soft Drinks:

- **Mean (3.3064):** The mean preference for soft drinks is 3.30, indicating that, on average, respondents have a moderate or neutral stance toward pairing soft drinks with instant noodles. Since the mean is slightly above 3 (assuming a 1-5 or 1-7 scale), it suggests some preference but not a strong one.
- **Median (4):** The median is 4, meaning that half of the respondents rated their preference as 4 or higher, while the other half rated it as 4 or lower. This suggests that a significant portion of people do like soft drinks with noodles, but the overall sentiment is mixed.
- **Mode (4):** The mode is 4, showing that the most common rating was 4, meaning that many respondents have a moderate to positive preference for soft drinks with noodles.
- **Standard Deviation (1.374):** The standard deviation is 1.374, which is relatively high. This indicates that responses are more spread out, meaning that while some people enjoy soft drinks with noodles, a notable number of respondents either strongly like or dislike the combination.

## 12. Mean, Median, Mode & Standard Deviation for Preference of Late-Night Snacking:

- **Mean (3.5):** The mean preference for late-night snacking is 3.5, indicating that, on average, respondents have a moderate to slightly positive preference for consuming instant noodles at night. Since the mean is between 3 and 4, it suggests that some people enjoy late-night snacking, but opinions vary.
- **Median (4):** The median is 4, meaning that half of the respondents rated their preference as 4 or higher, while the other half rated it as 4 or lower. This suggests that many people prefer eating instant noodles at night, but it's not a strong majority.
- **Mode (4):** The mode is 4, showing that the most common rating was 4, meaning that a significant portion of respondents have a positive preference for late-night snacking.
- **Standard Deviation (1.3998):** The standard deviation is 1.3998, which is relatively high. This indicates a wide range of responses, meaning that while some people love late-night snacking, others may strongly dislike or be neutral about it.

## 13. Mean, Median, Mode & Standard Deviation for Preference of More Than One Serving:

- **Mean (3.661):** The mean preference for more than one serving is 3.6, indicating that, on average, respondents lean slightly toward having multiple servings of instant noodles, but the preference is not overwhelmingly strong.
- **Median (4):** The median is 4, meaning that half of the respondents rated their preference as 4 or higher, while the other half rated it as 4 or lower. This suggests that a significant portion of people enjoy having more than one serving, but not all do.
- **Mode (5):** The mode is 5, showing that the most common response was 5, meaning that many respondents strongly prefer eating more than one serving.
- **Standard deviation (1.3191):** The standard deviation is 1.3191, which is relatively high. This indicates that responses are somewhat spread out, meaning that while some people love multiple servings, others may be neutral or prefer to stick to just one.

# Questionnaire

## A. Particulars

- Your Name
- Gender
- Age
- Email

## B. Main Questions

- **How Often You Eat Instant Noodles in A week?**
- **Do you Enjoy adding Vegetables or Toppings?**
- **Do You Prefer Adding Sauces or Spices?**
- **Do you Prefer Your Noodles to Be Spicy?**
- **Do You Prefer a Soft Drinks with Instant Noodles?**
- **Are You a late-night Instant Noodles Snacker?**
- **Do you Like Having More Than One Serving of Instant Noodles?**
- **What Do you Prefer More?**
- **What's Your Favourite Noodles Brand?**
- **Why do you Prefer Your Choice?**

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# Recommendation For Brands

After Analysing the Data from The Survey My Suggestion to Brands Will Be:

- Market your instant noodles as the perfect late-night snack by offering larger portion sizes or combo packs. The correlation suggests that people tend to consume larger portions at night, likely due to hunger or late-night cravings. By catering to this demand, you can position your product as the go-to choice for satisfying late-night hunger, making it even more appealing to consumers who crave something quick, filling, and delicious.
- Brands could offer dehydrated vegetables and a liquid soup base, along with the seasoning powder, as complementary products. According to the data, vegetables, toppings, sauces, and spices are highly preferred by consumers with their instant noodles. Providing these add-ons would enhance the overall experience, catering to consumer preferences and making instant noodles more flavourful and customizable.
- In China, it's not uncommon to find the mentioned add-ons, along with even more ingredients such as whole braised eggs, meatballs, and pickles. This is why China has a massive instant noodle culture, with instant noodles, in some cases, rivalling a complete meal.

# Conclusion

The study on data collection regarding instant noodles provides valuable insights into consumer tastes, preferences, and consumption patterns in India. The finding reveals that brand preference, flavour variety, and convenience play significant roles in influencing consumer choices. Maggi emerged as the most preferred brand, highlighting its strong market presence and consumer loyalty. Additionally, factors such as spiciness, added toppings, and beverage pairings were found to impact consumer satisfaction.

The research also indicates that instant noodles are widely consumed across different demographics, with a significant number of people enjoying them as a late-night snack or in multiple servings. While vegetarian instant noodles dominate the market, there is still a niche preference for non-vegetarian options. These insights can help brands tailor their products and marketing strategies to cater to evolving consumer preferences in the Indian market.

The analysis of instant noodle consumption using correlation, mean, median, and standard deviation provides deep insights into consumer preferences and behaviours. The correlation between late-night snacking and multiple servings (0.556) suggests that individuals who consume instant noodles at night are more likely to eat larger portions, presenting an opportunity for brands to introduce larger packs or combo options. Similarly, the positive correlation (0.476) between vegetables, toppings, and sauces and spices indicates that consumers prefer customized Flavors, supporting the idea of offering dehydrated vegetables, liquid soup bases, and seasoning packs as add-ons.

The mean preference for spicy noodles (4.14), sauces and spices (4.13), and vegetables and toppings (4.32) show a strong inclination towards flavourful and enhanced noodle experiences. The median values being 4 for most categories, with mode values of 5 in some cases, further confirm that a majority of consumers rate their preferences as high. The higher standard deviation for soft drinks (1.37) and late-night snacking (1.39) indicates that opinions on these aspects are more varied, while preferences for spicy noodles and toppings are more consistent.

Overall, the study highlights that instant noodles are widely consumed across various demographics, and understanding consumer preferences and consumption patterns can help brands refine their marketing strategies, product offerings, and packaging sizes to meet evolving market demands.