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ANALYSING THE ROLE OF MARKETING MIX FOR THE PRODUCT MAGGI IN ENHANCING CONSUMER SATISFACTION TOWARDS COIMBATORE CITY

Divyabharathi G[1], Dr. R.Venkatesan[2]
[1]*Department of Management Studies, Dr. N.G.P. Arts and Science College,*
[2]*Assistant Professor, Department of Management Studies, Dr. N.G.P. Arts and Science College, Coimbatore*

ABSTRACT
This study aims to evaluate the relative importance of marketing mix elements in improving customer satisfaction regarding Maggi in Coimbatore. In the fast-moving consumer goods (FMCG) business, the elements of the marketing mix, namely product, price, place, and promotion, play a vital role in influencing consumer behaviour. Primary data was collected from 80 respondents using a structured questionnaire, and a descriptive research design was used to conduct this study. The data was analysed using chi-square tests, from which conclusions were drawn. The study revealed the importance of product quality, taste, availability, price, and promotion in improving customer satisfaction. Moreover, this study revealed a positive relationship between brand loyalty of consumers in Coimbatore city and the marketing mix strategy.
KEYWORDS: *Marketing mix, consumer satisfaction, Maggi, FMCG products, Coimbatore city, brand loyalty*

INTRODUCTION

In the current business environment, which is extremely competitive, marketing mix strategies have proven to be of critical importance in attaining customer satisfaction, which in turn results in the achievement of brand success. The marketing mix, also known as the 4 Ps—Product, Price, Place, and Promotion—allows organizations to formulate marketing mix strategies that suit the needs of the customer.

Maggi, an instant noodle brand of Nestle India, is one of the most popular instant noodle brands in the country. Since its launch, Maggi has been able to establish itself as a viable food product that is easily available and tastes good, especially for the youth, including students and working professionals.

Coimbatore, an extremely dynamic business hub in the state of Tamil Nadu, is a cosmopolitan region that boasts of an extremely diverse customer pool. Understanding the impact of the marketing mix elements on customer satisfaction is of significant importance.

OBJECTIVES

- To study the influence of the marketing mix components on customer satisfaction.
- To assess the customer perception of Maggi products in the Coimbatore region.
- To understand the relationship between the levels of satisfaction and demographic characteristics.
- To suggest ways to improve marketing strategies.

REVIEW OF LITERATURE

Past studies have also emphasized the need for various elements of the marketing mix for increasing the level of consumer satisfaction. Kotler & Keller (2016) have argued that the marketing mix strategy has an immediate bearing on the behaviour of consumers. On the other hand, Schiffman & Wisen BLit (2019) have emphasized the significance of product quality and price for increasing the level of customer satisfaction.

Regarding Maggi, past studies have emphasized the need for product innovation, emotional branding, and promotional activities for increasing the level of trust between the organization and its consumers after the crisis of 2015 (Sharma, 2019). Other studies have emphasized the significance of product availability for increasing the level of customer loyalty (Rao, 2021). Overall, the above studies support the proposition that the marketing mix strategy affects the level of customer satisfaction and loyalty.

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RESEARCH METHODOLOGY

The study adopted a descriptive research design. The study was conducted in Coimbatore. The sample size of eighty respondents was selected using the convenience sampling method. Primary data was collected using a structured questionnaire, while secondary data was collected from books, journals, and the internet.

Statistical Methods
Simple Percentage Analysis
Chi-Square Test

Statistical Tools Used
Simple Percentage Analysis
Percentage= Total number of respondents/ Frequency of the specific response) *100

Chi-Square Test
$\chi^2 = \Sigma [(O - E)^2 / E]$
Where: - χ^2 = Chi-Square statistic - O = Observed frequency - E = Expected frequency - Σ = Summation (sum of)

DATA ANALYSIS AND INTERPRETATION

The demographic analysis shows that the majority of the respondents fall in the range of 18-25 years of age and are students. From the data collected, it is evident that the majority of the respondents use Maggi products 2-3 times a week, which shows moderate consumption of the product.

Product
The majority of the respondents agreed that Maggi products are good in terms of taste, packaging, packaging size, and variety. Among all the parameters, product quality is the most important factor that influences satisfaction, as observed from the responses collected.

Price
The majority of the respondents, more than half, felt that Maggi products are reasonably priced and offer value for money, which shows that the price of the product is strong.

Place
The majority of the respondents buy Maggi products from supermarkets, and a large number of them feel that the product is always available, which shows that the distribution channel is effective.

Promotion
A high percentage of respondents are aware of the promotional activities of Maggi through social media and YouTube. The slogan and ads of the product are also appreciated, which shows that promotional strategies are effective.

CHI SQUARE ANALYSIS

To examine whether there is a significant relationship between gender and feedback rating of the respondents.

Observed (O)	Expected (E)	O − E	(O − E) ²	(O − E) ² / E
24	21.875	2.125	4.516	0.206
2	1.25	0.75	0.563	0.450
24	26.875	-2.875	8.266	0.308
11	10.9375	0.0625	0.004	0.000
0	0.625	-0.625	0.391	0.625
14	13.4375	0.5625	0.316	0.024
0	2.1875	-2.1875	4.785	2.188
0	0.125	-0.125	0.016	0.125
5	2.6875	2.3125	5.348	1.990
TOTAL				**=5.916**

INTERPRETATION

No significant relationship was found between the respondents' feedback ratings and the variable of gender, as the calculated chi-square value was lower than the critical value for the chi-square distribution at a 5% level of significance. Therefore, the null hypothesis was not rejected, and the alternative hypothesis was not supported, suggesting that the variable of gender was independent of the feedback ratings, suggesting that the variable of gender does not influence the feedback ratings of the respondents.

FINDINGS

Product quality and flavour are the main factors in consumer satisfaction.
Affordable product price adds to the product's value.
Strong distribution adds to product accessibility.
Promotional campaigns improve brand recall.
Consumers have high repurchase intentions and brand recommendation.

SUGGESTIONS

Launch healthier versions of products to cater to health-oriented customers.
Increase the scale of online marketing campaigns.
Strengthen online sales.
Develop green packaging solutions.

CONCLUSION

The study concludes that the marketing mix has a considerable impact on the satisfaction of consumers regarding Maggi in the region of Coimbatore. Among these four components, the product and price play a major role, while the other components of marketing, such as promotion and place, are supplementary to the former. This has helped Maggi to enjoy a high level of loyalty. Innovation and marketing are likely to give a further boost to the position of Maggi in the FMCG industry.

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