

## **A RESEARCH PAPER ON THE MAGGI MUDDLE CASE AND ITS IMPACT ON THE PSYCHE OF THE INDIAN CONSUMERS (18 TO 24 YEARS)**

**SHABISTA BOOSHAN<sup>1</sup> & RITTIKA DAS<sup>2</sup>**

<sup>1</sup>Assistant Professor, Symbiosis School of Media & Communication, Bengaluru, Karnataka, India

<sup>2</sup>Student, MBA in Communication Management,  
Symbiosis School of Media & Communication, Bengaluru, Karnataka India

### **ABSTRACT**

The journey of Maggi in India over the last 33 years has been quite phenomenal.

From being a foreign brand who found it difficult to establish it in the minds of the consumers to becoming one that eventually occupied their hearts, Maggi pioneered and became the leader in the Instant Foods Category. Its strategic marketing techniques, in-depth market analysis, and the ability to maintain strong stakeholder relationships contributed towards boosting the brand's growth.

However, in 2015, the prosperously growing brand got a major jolt as unhealthy levels of lead and MSG got detected in sample of its most popular product - the noodles by FSSAI. Maggi got ripped apart for months, and the Bombay High Court banned its production and distribution within the country. Subsequently Diwali saw the homecoming of the warrior, as Maggi Noodles passed all tests victoriously.

This paper covers the massacre that Maggi went through in 2015. It studies the effects of the crisis on the psyche of its target audience, specifically falling in the age group of 18-24 years, and the change in their buying behaviour. Reports say that after re-launch Maggi is leading the Instant Noodles Category, but whether it will be able to capture back its old market share of atleast 75% (with respect to the above mentioned target group) is what this research work aims to find.

**KEYWORDS:** Consumers, Crisis, FSSAI, Lead, Maggi Muddle, Maggi Noodles, Market Share, MSG, Nestlé India