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Consumer perception and buying behavior of Harischandra pasta products; Noodles

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Harischandra Company is one of the main noodles manufacturing companies in Sri Lanka introducing innovative noodles brands frequently. Consumer perception, buying behaviour are paramount factors for survival of a company in the market. Hence, this study was designed to evaluate the consumer perception and buying behavior of the Harischandra noodles. Moreover, the study would propose marketing strategies to increase consumer perception toward Harischandra noodles.

Pre-tested structured questionnaire was conducted in Matara and Kamburupitiya divisional secretariat by interviewing 200 consumers. The sample was selected purposively. Data were analyzed by graphical and statistical methods in order to reach the objectives.

Results reveal that Harischandra as a most popular noodles brand in regular noodles market gaining about 50 percent of market share from both sites. The workers and labors prefer (20%) to consume Harischandra noodles over the other occupation categories. Consumers have perceived Harischandra noodles as high quality middle priced product as well as high reliable traditional product item. Brand personality of Harischandra noodles has been built due to its locality and consumers' own experience (53%). Forty percent of the consumers' suggested to introduce a natural vegetable flavor pack with noodles. Consumers willing to purchase Harischandra noodles as a change food item (52%) and purchases are from the nearby shops (68%).

Perception on Harischandra red rice noodles is lower compared to the established noodles. Hence, producers are recommended to invest time, effort and resources to create adequate and effective promotional programmes for consumers' awareness about nutritive value of red rice noodles.

Keywords: perception, innovative products, noodles, buying behaviour