WRAPPING INSTANT NOODLES!
DOES IT SELL, HOW & WHOM?

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ABSTRACT
Instant noodles take up substantial space in any supermarket. These products are consumed at large by children, adolescents, teenagers and even by baby boomers. The present study examined the discriminating power of five selected instant noodles packaging variables namely ‘picture’, ‘colour’, ‘size’, ‘brand name’ and ‘material’ amidst those who purchased noodles based on these variables and for those who purchased noodles not based on these variables. Discriminant analysis showed that only two variables namely ‘Brand name’ (.806) and ‘Material’ (−.427) were good predictors. Variables ‘picture’, ‘colour’ and ‘size’ were considered good predictors as far as the respondents were considered. The cross validated classification showed that out of the 100 samples drawn, 91.8% of the cases were correctly classified.

KEYWORDS: Consumers, Noodles, Product, Purchase.