

Instant noodle consumption behaviour



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During the economic recession, consumers have to spend more economically and change their consumption behavior. Food which people around the world initially thinks of and enables people to save more is instant noodles which are very cheap and have diversified brands and flavors. Therefore, the instant noodle market can make a lot of money when compared with other consumption goods because consumers like to buy and store the instant noodles during the economic recession period.

Almost every family in Thailand always store and eats the instant noodles as a meal or emergency food. When people are hungry at night and they want to save money, the instant noodles are their first choice. The study of Nano Search Co., Ltd showed that, at present, consumers buy and eat the instant noodles with which they have been familiar or a long time. Thai people in all ages know the instant noodles in diversified brands and original and new flavors which meet consumers' need.

Most students at Rajamangala University of Technology Thanyaburi (RMUTT) have domiciles in various provinces while some students' houses are from the university. Therefore, they have to live in the dormitories outside and inside the university. As most students have no incomes, they have to save their expenditure on consumption. Therefore, the instant noodles are their first choice because there are several brands and original and new flavors of the instant noodles which meet consumers' need. Therefore, the idea to learn about what events or factors affecting the consumption of instant noodles students.

2. Statement of the research

The report is interested in purchasing behavior of the students at Rajamangala University of Technology Thanyaburi. The research is conducted within RMUTT and data collection will be gathered from RMUTT student.

3. Research Objectives

Objective of this research are listed as below;

1. To study the reason for the purchase of instant noodles students.
2. To study the advertising is to attract the consumption of instant noodles students.
3. To study the satisfaction of the students in the appropriate price and quality.
4. To study the satisfaction and popularity of the student with flavor of instant noodles.

4. Scope of the Research

We will study about instant noodles consumption behavior of Rajamangala University of Technology Thanyaburi Students by making selected representative sample of 100 people resided in dormitories of internal and external university to take Questionnaires on various topics related to the purchase of instant noodles such as the reason for the purchase, advertising of instant noodle, appropriate price and quality and flavor of student

satisfaction.. We will collect data to analyze the behavior of students instant noodle consumption.

5. Limitations of the Research

Problem of data errors may have findings that do not match reality because the university has students many which representative samples are less than 10% of all students. Researcher still has limitations in terms of research and duration of storage could not increase the number of representative samples.

6. Significance of the Study

Significance of the Study about instant noodles consumption behavior of Rajamangala University of Technology Thanyaburi Students. To know what the factors affecting consumption of students and students have any opinion about the instant noodles today. To manufacturers and distributors preliminary results of this study can be used as guidelines for improvement of instant noodles better and for this research will enable students consume Instant noodles even more desirable. Provided the problem and make suggestions, manufacturer and distributor of lead analysis and action.

7. Definition of Terms

1. Instant noodles means :

Product line consisting of noodles or cooked and partially cooked. Garniture different flavor. Oil and seasoning in the appropriate ratio. Packed in small envelopes. Total containers and packaging in the same Cook without eating more than five minutes.

2. Economic recession means :

Lower economic growth sluggish start trading conditions. Sellers are less Operators to reduce production losses due. Consequences are the termination of employment.

3. Changing consumer behavior means :

That the expression of individuals directly related to the use of products and economic waiter. Process, including decisions affecting expression.

Chapter 2

Review or related literature and studies

2. 1Definition and Features of the Independent Variables

Instant noodle is very famous in Thailand. It has variety of brand and target to many age ranges. Many children love to eat instant noodle especially not when they are not boiled. They eat it as snacks.

Instant noodles sold in ready-to-prepare packages area popular industrially processed food in Thailand. Six million packages are produced each day, 80% of which are made by only three companies. Most are consumed domestically, although they are also exported. In 1993instant noodle consumption in Thailand was 30 packs per capita [Anonymous. Reaching the masses. Asia Pacific Food Industry 1996; 8: 38-45.]. Over 90% of these instant noodles are of the deep-fried type, which are sometimes classified by academics as “ junk food” due to their high salt, fat, and carbohydrate content and low-quality protein. Therefore, the label on the package suggests adding meat or egg and vegetables, which is the traditional mode of eating noodles in Thailand. However, because of inconvenience, this

suggestion is seldom practiced by consumers. Both males and females aged 15 to 49 years from all socio-economic strata in Thailand consume instant noodles. The consumption of the products according to the country's regions and zones is shown in table 1. Forty-one percent of the products are consumed in Bangkok, at the same percentages as in up-country rural areas.

TABLE 1. Regional and zonal percent distributions of instant noodles

Location

Percentage

Regions

Bangkok

41

Central

17

North

18

North-East

18

South

7

Zones

Bangkok

41

Rest of country

Urban

18

Rural

41

Source: Thai President Foods Public Company Limited, Bangkok, Thailand, 1996.

There are many brands present i. e. MAMA, WAI WAI, YUM YUM, and etc. The instant noodle war is very competitive. As the data on 21st June, 2010, the leader brand is MAMA of Thai President Food. It has market share 53 percent or around 5, 000 Million Baht. Meanwhile WAI WAI- the market follower of Thai Preserved Food Factory takes only 25 percent [www. banmuang. co. th]. For MAMA cup, it has been grown by 50% when compare with the sales at the same period last year. That is the highest sales volume during last 20 years. The growth in market value leaped in significant level in last 6 years, as seen in below table.

Year

Market Value (Million Baht)

Percentage

2005

9, 500

2006

10, 000

5. 26%

2007

11, 500

15. 00%

2008

12, 000

4. 35%

2009

10, 000

-16. 67%

2010

10, 300

3. 00%

2. 2 Theories Related to the Independent Variable(s)

Health awareness

Health becomes a hot issue for today's talk. There are many reports and news that related to health care. People are concern to health more than past. As we can see from the product which has sold in the market, they are presented as organic product, non-chemical products and many things those were labeled as chemical-free. There are some supermarkets that has organic corner. Moreover a corner in the supermarket, there are supermarkets those sell only organic food- Whole Food grocery shop. Whole food has dedicate all the store are to organic because there are many customer that want to use organic product as we can see from the sales revenue. The revenue of Whole food has climbed up every year. It has increased by 70% in past 4 year (Fiscal Year 2005 – 2009, source www.wholefood.com). It means there are many people interested in health more and more. Furthermore this trend is still increasing.

Purchasing behavior of consumers.

The aim of this research is to found out what the marketing mix variables that have significant influence toward instant noodle buying decision and also to found out the marketing mix variables that have dominant influence toward instant noodle buying decision based on the problem formulation, research background and suggested theoretical fundamental, hypothesis are formulated: it is estimate that the marketing mix variables consist of

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product, price, promotion and distribution have the significant influence toward instant noodle buying decision and it is estimate that promotion And it is a factor in decision making of RMUTT student.

The Appropriate prices of Instant noodles.

The study found that instant noodles are a low cost of production is sold on the cheap, but in terms of food quality noodles are semi-successful low nutritional value, if too many consumers will negatively impact the body. Student RMUTT take into account the price and quality rather than quantity of food.

The nutritional value is not enough.

The instant noodle market is growing fast in RMUTT, and is gaining popularity in the market. Wheat flour which is usually used to make instant noodles is not only low in fiber and protein contents but also poor in essential amino acid lysine

2. 3 Critical Analysis/Discussion of the Theories Related to the Dependent Variables

While my group is studying with protein, fiber and low in the instant noodle. People who had previously studying is Prof. Dr. Siri loyal Poe Secretariat of the Food and Drug Administration. Disclosed that according to the news media. From newspapers to explore the sodium condiments, instant noodles, Journal of intelligent shopping Foundation. To find that consumers have high sodium content of 50-100% of your body needs each day. Thai consumers need to carefully the Office of the Food and Drug Administration. As a regulatory agency that controls the safety of food products. Including semi-

finished food products sold into the market. Ask for clarification. Consumer's knowledge of food semi. The only instant noodle. Thai people of all ages consuming instant noodles that the organized food quality or standards. The safety requirements, such as microbes that may not cause disease of toxic substances. And the nutritional requirements. Protein must be at least 8.5 percent by weight. In addition to the elements in the noodle flour oil / fat and seasonings. With sodium salts. MSG is also the case with Do. Has determined that sodium Thais aged six and over should receive not exceed 2,400 milligrams per day. This is consistent with the values that the United States.

2.4 Discussion of the Dependent Variables

Health awareness

Food safety is an important issue that has shown a thoughtful effect on the consumer's behavior in the food industry. Also the growing awareness about health & wellness play an important role in influencing the consumers demand for healthy food products. People are concern to health more and more every day. Junk food is suggested not to take too much especially taking balance dietary. Also many organizations promote health awareness to the public. Regular breakfast eating, physical activity and regular sleep patterns were associated with good Quality of life among early adolescents [Chen, 2005]. Unhealthy sleep habits are increasing and related to several other behavioral and emotional problems among children [Lui et al, 2002].

Purchasing behavior of consumers

First Noodle flour makers in East and Southeast Asia tend to favor white wheats for making certain oriental noodles, a large and growing consumer item in the region. U. S. soft white wheat has good characteristics for making

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some of these noodles. However, some types of oriental noodles require a hard white wheat, of which the U. S. produces little. Australia is the favored supplier of hard white wheats for such noodles. Now, hard white wheat varieties are being developed for U. S. farmers that would be competitive with Australian varieties for this noodle market [Huo, Guotran, Miskelly, D. M, Park, W. J., D. R. Shelton, C. J. Peterson, T. J. Martin, S. D.

Kachman, and R. L. Wehling, 1998]. Next to the Malaysian government recently introduced a ban on fast food advertisements targeting children on television. This study reports on data covering 6 months of television food advertising targeting children. Six out of seven of the Nation's commercial television networks participated [Asia Pac J Clin Nutr , 2008] while This paper is an attempt to use Korean ramyeon to examine some of the major issues in the study of food and culture. In Japan, as in Korea, ramen and ramyeon not only came to find loyal consumers and occupy significant places in the food culture of both countries, but also began to cross national boundaries to find fans and markets in China and other countries. The Chinese noodle has come home, after a hundred-year-long voyage to and from Japan via Korea. Korean ramyeon is a class confuser that, instead of delineating and reinforcing class distinctions, seems to confuse and modify them. I propose to introduce the concept of "ramyeonization." This process is found in the increase of new forms of instant food sold in plastic packages, and also involves the dominance of hot and spicy taste in Korean cuisine [Beadsworth, Alan, and Teresa Keil , 1997] Moreover strategies for customer-oriented product development are an essential strategy for remaining competitive in a highly competitive business environment with changing markets. This research

used instant rice noodles as a representative food product in a highly competitive market. The two main objectives were to analyze attitude and value awareness on target customers of instant rice noodle and to evaluate the potential of using Quality Function Deployment (QFD) in the product development process. The most important of product technical specifications found from QFD were packaging material, noodle rehydration time, and package form [Kasetsart J., 2006] in addition foods stuffs requiring extensive preparation are being replaced by convenience products that require little time, energy, or preparation Food companies constantly invest in research and development of new convenience foods to make daily life easier for consumers. The objective of this study is to determine whether the demand for convenience foods is growing around the globe [Buckley, M., C. Cowan, and M. McCarthy., 2007] likewise apart from paying attention to product quality and usability, consumers enjoy the package design of the product when purchasing commodities. Other relevant research has pointed out that using an illustration in the package design can draw more attention to the product. Based on the results of that previous research, this research finds that having illustrations in the package design is one of the factors which influence buying emotion [Ahtola, O. T., Batra, R. and Atayman, D. M., Donovan, R. J. and Rossiter, J. R., 2007] next The Analysis of Marketing mix variabels Influence toward Instant Noodle Buying Decision of Mie Sedaap Brand (Study on Students in 3rd Campus of Muhammadiyah Malang University)? The aim of this research is to found out what the marketing mix variables that have significant influence toward instant noodle buying decision of Mie Sedaap brand and also to found out the marketing mix variables that have dominant influence toward instant noodle buying

decision of Mie Sedaap brand. and it is estimate that promotion it is estimate that the marketing mix variables consist of product, price, promotion and distribution have the significant influence toward instant noodle buying decision of Mie Sedaap brand. While the variable that have dominant influence toward instant noodle buying decision of Mie Sedaap brand is product variable[Bauran pemasaran, Mie Sedaap] in addition with sustained income growth and fast urbanization, Indonesia will see a major shift in the growth of grain consumption from rice to wheat products. New demand estimates from consumption survey data give a relatively high income elasticity of demand for wheat-based products with dependable supply; product quality assurance, and credit availability, North American suppliers may still remain in this market[Jacinto F. Fabiosa, 2006] next confocal laser scanning microscopy (CLSM) was used for examining micro structural differences resulted from different steaming time in modern instant noodles production. Thus, fundamental understanding of microscopic spatial arrangement between starch and protein affected by steaming time in instant noodles processing could be achieved via CLSM[Lynn, A. and M. P. Cochrane., 1997] finally noodles are widely consumed throughout the world and their global consumption is second only to bread. The instant noodle market is growing fast in Asian countries, and is gaining popularity in the Western market. Wheat flour which is usually used to make instant noodles is not only low in fibre and protein contents but also poor in essential amino acid lysine. Australian sweet lupin, a low cost grain legume, is becoming popular in various food applications as it is rich in fibre and protein[Anonymous. , 2008]

Appropriate price of Instant noodles

First, the noodles manufacturing is facing fierce competition domestically because of rapid development of alternative food. The instant noodle market is reaching maturity status, slowing growth. That is to say, operators have to develop new products to spur buying sentiment. To avoid competition, operators should build a sound brand image and reinforce marketing strategies and brands to increase sales. A large degree of overlap in noodle products should exhort firms to improve their abilities to control costs in order to ensure profits. Moreover, operators should also rely on joint purchases to deal with soaring prices of raw materials. First-tier firms may rely on parent companies' resources, while small and medium enterprises on joint-purchases to lower costs [F. Z. AHMADI_ESFAHANI & R> G> STANMORE, 2006]. Next the cost of a 55-g package of instant noodles is only 3.50 to 4.00 baht (US\$0.14-0.16), whereas one serving of Thai fast food costs at least 10-15 baht (US\$ 0.50-0.60). This price increased in October 1996 after remaining at about 3.00 baht (US\$0.12) for almost 16 years. The price was previously fixed because of high market competition. Instant noodles are a low-profit-margin product, but they can be distributed to consumers all over the country. In addition to its low price [Food and Nutrition Bulletin, 1998]. While The attitude distribution survey found that the target customers of instant rice noodle product had attitude types mainly belongs to Reformer and Mainstreamer class. These types of attitude classes had a significant correlation to the product characteristics of sensory quality, added nutrition, convenience and price. Such information could be used for product communication [Jacinto F. Fabiosa, 2006]. In addition although protein-energy malnutrition in Thailand has lessened in severity over the past 10 years, <https://assignbuster.com/instant-noodle-consumption-behaviour/>

deficiencies of certain micronutrients, such as iodine, iron, and vitamin A, are still significant. Among the many control and prevention strategies that have been implemented, fortification of industrially processed foods is now emerging as potentially important, since a growing reliance on such foods by the Thai people has arisen due to the country's rapidly expanding industrialized and cash-based market economy. One such food is the instant noodle, which is acceptable, available, and affordable in Thailand [Becker, Jasper. "Evasive Citizens Throw Wrench in Census Results [South China Morning Post, March 29, 2001]. Moreover in Thailand The cost of a 55-g package is about 5 baht, whereas one serving of Thai fast food costs at least 10 - 15 baht. Instant noodles are therefore an affordable dish for people of all socioeconomic levels [Kasetsart J., 2006]. And In the United States, the cost of a volumetric feeder varies widely between US\$ 5,000 and 7,000, while that of a ribbon or paddle Blender/mixer varies between US\$ 9,000 and 15,000. This equipment, however, may be available locally at lower prices [Naohito Abe and Akiyuki Tonogi, 2008]. Next to Instant food become more and more necessity in fast pace ages. Instant noodle and rice etc. are featured as the merits of low price and convenience but the demerits of high-calorie and nutrition shortage. In China, the major consumers of instant noodle can be divided into two categories: one is travelers and the other is single youths, such as university students and so on. In China, the price of instant noodle packed with bag is below two Yuan (0.29 USD) and the price of instant noodle packed with bowl is less than four Yuan (0.58 USD). However, the average price of a buffet is more than eight Yuan (1.14 USD) in the big cities in China. In 2008, the sales volumes of Chinese instant noodle, rice and vermicelli were over 5.5 million tons valued at least 6 billion

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USD, in which instant noodle accounted for about 95% market share of sales volumes and 90% market share of sales revenues[Chiu Shi-fang, 2007].

However The prices of instant noodles have scale up with the increase in the prices of basic material including the main basic material – wheat flour. Now the prices of instant noodle have risen to more than Rp1, 000 per 60-68 gram pack[Akkermans, H. , 1995]. As The latent demand for instant noodles in India is not actual or historic sales. Nor is latent demand future sales. In fact, latent demand can be either lower or higher than actual sales if a market is inefficient (i. e., not representative of relatively competitive levels). Inefficiencies arise from a number of factors, including the lack of international openness, cultural barriers to consumption, regulations, and cartel-like behavior on the part of firms. In general, however, latent demand is typically larger than actual sales in a market[James Buchanan, “ Rent-seeking and profit-seeking,” in James M. Buchanan, Robert D. Tollison, and Gordon Tullock , 1980] . Finally, the domestic players hold the advantages of lower cost of production and distribution, competitive retail prices, local knowledge and network, but they are relatively weak in taste, variety, advertising and packaging[Terrence H. Witkowski, 2007]

The nutritional value is not enough

The first improvement of instant fried noodles with oat bran. Oat bran is rich in f̄-glucan, a soluble fiber in oat by dry milling and cooking extrusion to improve the nutritional quality of wheat noodle and to evaluate the noodle quality. OBC native were used to replace wheat flour in noodle production[Reungmanee-paitoon, S., Sikkhamondhol, C. and Tiangpook, C., 2006]. Next instant noodles are becoming popular in North America due to

some recognized factors such as ready-to-eat convenience, acceptable taste and preferred texture. These factors are created by the interactions of certain ingredients including water, starch, gum and others [LI JUAN YU, 2003]. And Korean traditional foods have not been given enough attention for a long time, but recent domestic consumption has gradually increased in view of people's recognition and consciousness of such products as health foods. The food culture of Korea has also caught the interest of other countries through the export of traditional food. Traditional food has been developed on the basis of unique techniques from each country, and efforts to export them are now expanding. Hence, it is now considered a competitive product, what with its unique materials and production techniques. In order for traditional foods to meet the international standard, it is necessary to develop new policies and strategies, such as the development of traditional foods for foreign consumption, fusion foods, adaptation and brand marketing, and scientific and safety guarantees. The need for international standardization of traditional food and improvement of packaging and design must also be addressed [Jeanette Hunter, 1996] Also MSG has been used as a food additive ever since it was first isolated early in the 20th century in Japan. It enhances food flavor. Many claim harmful effects due to it [David Tin Win, 2008]. Moreover Flours processed from eight cassava roots were selected from recently developed Cassava Mosaic Disease resistant varieties. They were processed into noodles [Nwabueze, U. Titus* and Anoruoh, A. Glory, 2009]. And the instant noodle market is growing fast in Asian countries, and is gaining popularity in the Western market. Wheat flour which is usually used to make instant noodles is not only low in fibre and protein contents but also poor in essential amino acid

lysine[Vijay Jayasena, Peggy Leung and Syed M. Nasar-Abbas, 2008]. After the changes in noodle texture occurring after changes in amylases and protein composition. This combined approach may prove to be useful in resolving differences and similarities in noodle texture wrought by changes in the constituent polymers of wheat flour[HWANG, E-Nam, 2007]. Then the healthy lifestyle and appropriate nutrition are stressed nowadays. New foodstuffs are still investigated with the aim to improve the diet and conduce to a better health state of the population. Their high nutritious and dietary quality meets the demands of the food industry and consumers. Our collective dealt with quinoa, a commodity of Andean, because quinoa is a good source of essential amino acids such as lysine and methionine. Quinoa contains relatively high quantities of vitamins (thiamin, vitamin C) and minerals[Gary Vocke, 1998]. As well the remarkable economic changes occurring within the People's Republic of China since 1978 have resulted in striking alteration in food consumption patterns for urban Chinese residents. Higher incomes, busier life styles, greater choices in food retailers, the increasing availability of refrigeration, and the greater variety in food choice have all resulted in shifts of household consumption[Dong-Hwa Shin, 2003]. Finally large-scale supermarkets have rapidly expanded in Japan over the past two decades, partly because of zoning deregulations for large-scale merchants. The analysis reveals that stores in the treatment group lowered their prices of curry paste, bottled tea, instant noodles, and toothpaste by 0.5 to 4.7 percent more than stores in a control group in response to a large-scale supermarket opening. The price response is larger in stores with similar floor size as new entrants[Cho, J. S. Kimchi., 1998]

2. 5 Relationship of the independent variable to the Dependent variable.

Research indicate that consumers will step behavior of instant noodles are consumed.

When student demand to eat instant noodles

Student will demand to buy noodles semi

Finished form and the purchasing behavior

Student to compare the suitability of the price

And some student will consider the nutritional value

And these factors will result in Instant noodle consumption Behavior

of RMUTT Students

2. 6 Previous Studies

Nano Search company, study about the behavior of instant noodles were consumed.

The sample is 48. 0 percent male and 52. 0 percent female, age range can be classified into 3 age range is 18-25 years old accounted for 63. 0 percent age 26-35 years accounted for 34. 5 percent and over 35. in percentage 2. 5 respectively of the sample income not exceeding 10, 000 baht per cent 36. 0 Income 10, 001 – 15, 000 baht per cent 28. 5 and more than 15, 000 percent 35. 5 for education degree Most degree 93. 0 percent respectively, followed. Education Secondary School. / Secondary and Vocational / associate

professionals, respectively, private companies and 64.0 per cent to group students accounted for 17.5 percent. The study of the behavior of consumers of instant noodles that In the reasons for eating instant noodles found a reason to eat it. "I think eating" 22.8 percent respectively, followed by "hungry" and 16.3 percent, to save money " and 15.6 percent from the behavior of buying instant noodles with various size That the inquiry found. Consumers have to buy popular instant noodle. Pack a small 46.0 percent and buy a big bag. 24.0 percent and buy a pack (envelope) of 24.0 per cent share at the same place to buy instant noodles at a regular place to buy it. Revealed that location was purchased by the majority. Convenience Stores (convenience store), such as 7-11 as 54.0 percent respectively, followed. Department store retail / wholesale (District Council's Department Store) as Lotus, Big C, , etc. representing 14.5 percent of the retail and online stores. Percentage 13.5, respectively, for the cost of buying instant noodles per month, it was found that the cost to purchase per month, approximately up to 50 per month, per cent 46.0 and more than 100 Baht percent per month. And from 31.0 to inquire about purchasing behavior of consumers of instant noodles that With the behavior. "Buy the original brand new taste, but" each time a purchase. Percent. 53.0 respectively, followed. The behavior of purchasing brand new But taste is taste the same. Percent. 20.0 and for the need to have instant noodles at home always on them. Consumers see that Necessary to have instant noodles on the house always 68.0 percent and 32.0 percent, only to see that not only have to have instant noodles in the house on the important factors in decisions to buy instant noodles, it was found that the main factor. "The good taste / smell / taste 24.9 percent respectively, followed. The advertising media. 10.3 per cent and can be <https://assignbuster.com/instant-noodle-consumption-behaviour/>

purchased easily Available online. 6. 9 percent and the appropriate subject of inquiry in terms of quality and price to buy instant noodle. Found that most consumers agree on the appropriate price and quality of the noodle-half years at Sam Century Direct sales in general and the reason for that. “Affordable quality” that consumers “ price was good / not expensive” and 58. 1 percent “ full power good” 12. 9 percent.

Chapter 3

Research Frameworks

Conceptual Framework

Student concerned in their health.

Instant noodle consumption

Behavior of RMUTT

Students

Purchasing behavior of consumers.

Appropriate price of Instant noodles.

The nutritional value is not enough.

Research Hypothesis

Ho1- There is no relationship between Instant noodle consumption behaviors of RMUTT Students toward health care.

Ha1- There is relationship between Instant noodle consumption behaviors

of RMUTT Students toward health care.

Ho2- There is no relationship between Instant noodle consumption behaviors of RMUTT Students toward the purchasing behavior of consumers.

Ha2- There is relationship between Instant noodle consumption behaviors of RMUTT Students toward the purchasing behavior of consumers.

Ho3- There is no relationship between Instant noodle consumption behaviors of RMUTT Students toward the appropriate price and quality of Instant noodles..

Ha3- There is relationship between Instant noodle consumption behaviors of RMUTT Students toward the appropriate price and quality of Instant noodles.

Ho4- There is no relationship between Instant noodle