
**A STUDY TO IDENTIFY THE EFFECTIVENESS
OF ADVERTISEMENT AMONG READY-TO-COOK CUSTOMERS
WITH SPECIAL REFERENCE TO YIPPEE NOODLES**

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INTRODUCTION

Advertisement means making a thing known to the public commercially. We live in an age of publicity. Advertisements are designed to promote the particular interest of a definite person. Oral publicity is the ancient form of advertisement which was carried on by Hawkers. Today, however publicity in print, internet and television media is more essential and extensive form of advertising. The primary function of advertising is to persuade people to buy something.

Yippee noodles, a prominent advertiser in the instant noodles category. The fast point used by Yippee to position itself as a better alternative over Maggie was that it was telling the customers that they should have the choice of variety masala with two variants in their product, portfolio classic and Magic the stress was made upon the point that we want choices in each and everything in life so why not have a choice in choosing instant noodles. It used the Sunfeast brand there by using the umbrella strategy, which had already become a known name in Indian households because of the equity that the brand had gained in the minds of customers.

Advertisement spotlighting on “ready to eat” food present study reveals the advertisements' impacts on buying choices majority of the customers especially children and youth. Majority of customers purchased noodles of a particular brand after watching an advertisement. Yippee was their top purchase, followed by Foodles and Maggie. Most of them purchased these brands due to its taste and preference was given to quality.. This research deals how the advertisement of Yippee noodles influences customers in making their decision of purchase

Keywords: Advertisement, Yippee Noodles, Ready to Cook Customers

SCOPE OF THE STUDY

The study is limited to the influence of advertising on brand awareness and consumer preference for Yippee noodles in Malappuram district, using selected consumers of Yippee noodles as a focus point. This study will be helpful in getting an insight into the perception of customers on advertisement of Yippee. This study helps to know the marketing of Yippee products in Malappuram district and the advertisement strategies of Yippee products.

The study will examine the customer understanding, their decision making process, purchasing power, attitude, etc. towards Yippee noodles.

OBJECTIVES OF THE STUDY

1. To study the effect of advertisement among easy-to-cook customers.
2. To evaluate reason to prefer Yippee noodles among customers.
3. To study the various factors that influence the buying behaviour of customers of Yippee Noodles

HYPOTHESIS

H0: There is no significant relationship between the advertisement(s) and the brand preference of customers.

H1: There is significant relationship between the advertisement(s) and the brand preference of customers.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used in this project is descriptive and analytical research design

SAMPLE DESIGN

- Sampling technique used:

In this research we have used Convenience Sampling.

- Area of the study:

The universe of this study is limited to Malappuram district.

- Sample size:

For this study, a sample of 60 has been taken.

- Data Collection Instrument:

Questionnaire

SOURCES OF DATA COLLECTION:

1. Primary data: It is the first hand information collected through questionnaire.
2. Secondary data: Secondary data was collected from Books, Journals, Research Papers, Newspapers, Websites

REVIEW OF LITERATURE

Naveen Rai (2013) studied the impact of advertising on consumers with reference to consumer durables and found that advertisement worldwide influence the behaviour and attitude formation of consumers not only in India but also worldwide. The consumers of durables products have their motivational sources which are advertisements and study revealed that advertisement motivates

them to materialize the purchase of durables. .

Dinu Gabriel, Dinu Loredana (2012) conducted a study on the impact of advertising on the behaviour of buying and consume plays an important role in selling products. Also most of consumers are interested in brand products. It is found that temporary price discounts occupy an important place in buying decision, and sponsorship has a negative effect on buyers.

ANALYSIS AND INTERPRETATIONS

Table 1.REASON TO PREFER YIPPEE

Reason	No. of Respondents	Percentage
Product Range	6	10.00%
Design/packaging of Product	18	30.00%
Width and Depth of Product	6	10.00%
Quality and Price	30	50.00%
Total	60	100.00 %

Interpretation

The above table and chart shows that half of the customers are buying Yippee because it has the best quality and price. 30% of customers are buying Yippee because it has good design and packing

Table 2.EFFECT OF ADVERTISEMENT OF YIPPEE

Effect	No. of Respondents	Percentage
Recall	8	13.33%
Positive Impression	16	26.67%
Interest	11	18.33%
Desire to purchase	23	38.33%
No effect	2	3.34%
Total	60	100.00 %

Interpretation

The above table and chart shows that, advertisement of Yippee creates a desire to purchase in 38.33% of customers of Yippee. The ad creates a positive impression in 26.67% people.

And also it affects customers by creating interest in 18.33% customers.3.34% of customers have no effect of advertisement in them.

Table 3.HELPING FACTORS TO IMPROVE BRAND IMAGE IN AD

Features	No. of Respondents	Percentage
Quality	19	31.67%
Communication and strategies	5	8.33%
Competitive pricing	17	28.33%
Good value added services	8	13.33%
Free trials and discounts	11	18.34%
Total	60	100.00 %

Interpretation

The above table shows that 31.67% of customers of Yippee believes that good quality is the best way to improve brand image in the advertisement of Yippee. 28.33% customers believes that competitive pricing will help the brand to improve its brand image. 18.34% customers said that they suggest to make free trials and discount coupons to improve the brand name of Yippee.

TEST OF HYPOTHESIS

CHI-SQUARE

RELATIONSHIP BETWEEN THE ADVERTISEMENT AND THE BRAND PREFERENCE OF CUSTOMERS.

AIM: This test is done to find out the significant relationship between the advertisement and the brand preference of customers. The variables used are Income and Advertisement affect your choice of Brand.

Advertise effect	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
Income Range	Agree	Agree	Disagree	Strongly Disagree	Total
Below 10,000	0	1	1	0	2
10,000 - 25,000	7	15	0	0	22
25,000 - 50,000	16	12	0	0	28
50,000 - 1,00,000	4	2	1	0	7
1,00,000 Above	0	0	0	1	1
Total	27	30	2	1	60

NULL HYPOTHESIS (H0)

There is no significant relationship between the advertisement(s) and the brand preference of customers.

ALTERNATIVE HYPOTHESIS (H1)

There is significant relationship between the advertisement(s) and the brand preference of customers.

Chi-square Calculation

O	E	O-E	(O-E) ²	(O-E) ² /E
0	0	0	0	0
7	9.9	-2.9	8.41	0.85
16	12.6	3.4	11.56	0.92
4	3.15	0.85	0.72	0.23
0	0	0	0	0
1	1	0	0	0
15	11	4	16	1.45
12	14	-4	16	1.15
2	3.5	-1.5	2.25	0.64
0	0	0	0	0
1	0.06	0.93	0.87	14.5
0	0	0	0	0
0	0	0	0	0
1	0.23	0.76	0.58	2.56
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
1	0.16	0.98	0.96	6.04
				28.7

Level of significance of $\chi^2 = 0.05$ choose to test

Formula is $\chi^2 = \frac{(O-E)^2}{E}$

O = Observed frequency

E = Expected frequency

$E = (\text{Row total} * \text{Column total})$

Grand total

Degree of freedom = $(r-1)*(c-1) = (5-1)*(4-1)$
 $= 4*3 = 12$

Table value of Chi-square at 5% level of significance at 12 degree of freedom (χ^2 value) = 21.026 Computed value = 28.7

INFERENCES

Since the calculated value is greater than the table value, we accept the alternative hypothesis(H1) that there is significant relationship between the advertisement and brand preferences of the customers.

FINDINGS

1. There is an impact of the Advertisements on the consumers regarding the choice of their brand, i.e there is a significant relationship between advertisements and the choice of the brand.
2. Majority of the respondents are indicating the prices of the product are satisfied and affordable to consumers.
3. The advertisement of Yippee succeeds in creating a desire to purchase among audiences.

4. Quality and price of the product is the customers' key factors to prefer Yippee.

SUGGESTIONS

1. The company must try to provide advertisement about Yippee in different media to attract more customers.
2. The company should focus on creative advertisements, because people want something different, something new that will attract their attention.
3. The company should aggressively go for Internet marketing as there is a great scope for it because

youngsters are in close contact round the clock with Internet.

CONCLUSION

As there is cut throat competition in the instant noodles industry mainly between the two big giants i.e. Yippee! and Maggie and both are striving very hard for their market share. Therefore it becomes very hard for the company(Yippee) to retain their customers. It is also evident that 34 % of the total costs, these companies spend on Advertisements. Therefore Advertisements are the back bone for this

Industry, they act as a glue to retain their consumers and target the prospectus. .

Advertisements play a pivotal role in changing the consumer's perception. Television is an important and effective medium used for communication with the consumers, and Internet has emerged one of the strongest medium that youngsters use to gather the information.

At last we can say that there is a direct relation between Advertisements and the consumer buying behaviour which has been proved .

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