

**A STUDY ON BRAND AWARENESS OF SUNFEAST YIPPEE NOODLES WITH  
SPECIAL REFERENCE TO ITC LTD IN SALEM DISTRICT**

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**ABSTRACT**

The ultimate goal of most business is to increase sales, income and to attract new customers to its products and encourage repeated purchases. Brand awareness refers to the awareness of the consumers and potential consumers about the brand. Ultimately achieving successful brand awareness means the brand is well known and it is easily recognizable. Brand awareness is crucial to differentiate the product from its competitors. The objective of the study is to examine the brand awareness of Sun feast Yippee Noodles from ITC Ltd. Brand awareness influences consumers perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics.

**Keywords:** Brand Awareness, Consumer, Perceived Risk Assessment, Logo, Distribution Channel

**INTRODUCTION**

**Brand:** A brand is any name, term or sign that identifies a product or group of products as being produced or supplied by a particular firm. Its elements are:

- **Brand name** – It is the verbal part that people tend to remember and is used to promote the brand.
- **Logo** – This is a brand name or company name written in a distinctive way.

Brand awareness is a measure of the effectiveness of a company's marketing activity. However one has to be aware of the limitations of such a measure, because consumers also perceive a brand through the prism of factors beyond the company's direct control, e.g. Recommendation by other consumers.

Brand awareness is used as a shopping guide by consumers in order to save time and effort which when dealing with an unknown brand, they would devote to comparing the products in relation to other attributes, such as quality, packaging and price. Brand awareness may be therefore

interpreted as cognitive simplification. Purchasing choices are made by reference to such simplification especially when the product is cheap and is easily disposable.

#### **ITC INDIA LTD:**

In 1910 the company was incorporated as a Private Limited Company under the name Imperial Tobacco Company of India. In 1954 it was converted into a Public Limited Company. In 1970 the name was further changed as Indian Tobacco Company. Further in the year 1972 the company entered into hotel business. In 1990 ITC started with food industry by introducing refined mustard oil named as “Real Gold” and it launched Aashirvad Atta in 2002.

In the year 2010 ITC launched noodles brand named as Sun feast Yippee Noodles in Indian market. It has two varieties such as classic and magic masala. Wheat is the key ingredient of Sun feast Yippee and it is available as round cake which can easily fit into any vessel without breaking and it will not lump even 30 minutes after cooking. The product is mainly targeted towards working individuals, mothers as they purchase and want healthy food for their children. The sales promotion strategy followed by ITC is to use the existing distribution channel which acts as a catalyst.

#### **Marketing Mix of Sunfeast Yippee:**

- Different package
- Round cake
- 80 gram pack
- 2 variants.

#### **Price:**

At Rs.10 to match the competitors

- Also in Rs.5.

#### **Place:**

- Urban market
- Rural market penetration due to ITC distribution channel.

#### **Promotion:**

- Advantages over Maggi as competitor
- Ads mostly shown on particular channels and time.

### **OBJECTIVES OF THE STUDY**

- To examine the brand awareness of Sunfeast Yippee Noodles.
- To know the medium of awareness.
- To study the factors which influence the consumers to buy Sunfeast Yippee Noodles.
- To identify the brand recalling capacity of the consumers.
- To investigate the level of awareness.
- To investigate the impact of perceived expectations of Sunfeast Yippee Noodles among consumers.

### **RESEARCH METHODOLOGY**

- **Research Design:** In this study the researchers adopted the descriptive research design for collecting and analyzing the data.
- **Area of Study:** The survey was conducted among all class of consumers those who are making purchases at various retail outlets at Salem district.
- **Sampling Technique:** Primary data was collected through survey method. The structured questionnaire was prepared to collect the data from the sample respondents. The sampling technique is Simple Random Technique.
- **Sample Size:** The study population constitutes only 120 respondents in Salem district.
- **Tools Used:** Simple percentage analysis, chi-square test was used to analyze the data.

### **REVIEW OF LITERATURE:**

**Subrata Roy** in his research paper suggests that favorable consumer behavior in noodles purchase by the consumers do have an impact on the consumer's brand parity perception about noodles. The research clearly indicates that the favorable consumer behavior in noodles purchase by the consumers also have a strong influence on the consumer's style of purchasing noodles. These results are largely controllable by managers and therefore can be utilized by them to improve the situations on favorable ground in the process of selling noodles in Siliguri market. Over all this research suggests a comprehensive view of bringing in some comprehensive alterations in their strategies of selling noodles in Siliguri market.

**Indumathi et al. (2007)** in their study have revealed that occupation of the women, income of the family and saving time while cooking are the most influencing factors of spicy products. The

authors say that most of the consumers have purchased 200 gm pack of powders and masala's, while small number of consumers prefers 100 gm packets.

**Kamalaveni and Nirmala (1996)** in their study have portrayed that most of the instant food products. Most of the consumers regularly purchase at least three varieties of food items and they suggest that door to door distribution of free sample is used as a main tool of sales promotion by the instant food product manufacturers.

**Saritha Bahl (2012)** has developed a model to understand the determinants of consumer behavior regarding buying decisions. The frequency of consumer's shopping for food products has been analyzed among different occupations. Efforts have been taken to know the attitude of the consumers towards food product labels and their perception about food safety which was also analyzed.

#### DATA ANALYSIS AND INTERPRETATIONS:

##### 1. Demographic Profile Of Respondents

**Table 1: The Demographic Profile of Respondents**

Details	Frequency (N)	Percentage (%)
<b>Gender:</b>		
Male	50	41.67%
Female	70	58.33%
<b>Age:</b>		
Below 20	28	23.33%
Between 20-30	25	20.83%
Between 30-40	40	33.33%
Above 40	27	22.51%
<b>Academic Qualification:</b>		
Higher secondary	33	27.5%
Graduate	56	46.67%
Post Graduate	25	20.83%
Others	6	5%
<b>Monthly Income:</b>		
Below 7500	8	6.67%
7501-10000	32	26.67%
10001-15000	42	35%
Above 15000	38	31.66%

2. Ranking of factors influencing the purchase decision of Sunfeast Yippee Noodles

Table 2: Ranking of Factors Influencing the Purchase Decision

Factors	Frequency (N)	Percentage (%)	Rank
Variety	23	37.70	1
Quality	16	26.23	2
Taste	8	13.12	3
Price	8	13.12	3
Packing size	6	9.83	4

**Interpretation:** From the above table it is inferred that the respondents give 1<sup>st</sup> rank to Variety, 2<sup>nd</sup> to Quality, 3<sup>rd</sup> to Taste and Price, and 4<sup>th</sup> rank for packing size which influences them to purchase the product.

3. Gender Vs Brand Awareness

H<sub>0</sub>: There is no significant difference among gender towards Brand Awareness

H<sub>1</sub>: There is significant difference among gender towards Brand Awareness

Table 3: Chi-Square: Test of significance between Gender and Brand Awareness

Gender of the Respondents	N	Calculated value	Table Value
Male	50	1.38	5.991
Female	70		
Total	120		

**Interpretation:** The above table indicates that the calculated value is less than the table value (1.38 < 5.99), so we accept the null hypothesis and there is no significant relationship between gender and Brand awareness.

4. Brand Awareness in the Market

Table 4: Awareness in the Market

Awareness	No of Respondents	Percentage (%)
Yes	61	50.83%
No	59	49.16%
Total	120	100

**Interpretation:** It has been concluded from the above table that the awareness of sun feast Yippee Noodles in the market is 50.83% and 49.16% of the respondents are not aware of the brand in the market

### **FINDINGS OF THE STUDY**

- From the above study it was found that 50.83% of the respondents are aware about the brand.
- The level of awareness was created through Retailers at 49.18% which is comparatively higher than other mediums such as Advertisement with 21.31%, Peer groups with 18.03% and Relatives with 11.47%.
- The respondents give 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup>, rank to Variety, Quality, Taste and Price, Packing size as the factors influencing the purchase decision made by them.
- It is interesting to note that all the 50.83% of the respondents who have brand awareness also have the brand recalling capacity.
- From the analysis of the data collected from the respondents it is noted that 54.09% of the respondents have a medium level of awareness and 45.91% of the respondents have a high level of awareness.
- From the above study it was also found that 44.26% of the respondents feel that their perceived expectations of the brand was fulfilled to the best level, 32.79% of the respondents feel it is good, 13.11% of the respondents feel that their perceived expectations were fulfilled at a poor level, and 9.84% of the respondents feeling is average about fulfillment of perceived expectations.

### **Major suggestions:**

- The company has to increase the awareness level of sunfeast yippee noodles through various sales promotion campaigns.
- The company can concentrate on school children by providing free samples as they are the target consumers. This strategy was followed by the market leader.
- The company can increase the frequency of advertisement to increase the awareness level.
- The company can organize product campaign to increase the brand recalling capacity.
- The company can give valuable gifts to the retailers for the bulk purchases made by them.

### **CONCLUSION**

The importance of brand awareness has become increasingly significant with today's competitive scenario. The success or failure of a brand purely depends on creating awareness to the target consumers. Creating brand awareness leads to successful demand generation. From the

findings of the study, the researchers concluded that every company should create high level of brand awareness to the target consumers.

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