



A STUDY ON CONSUMER PREFERENCES TOWARDS YIPPEE NOODLES IN MADURAI CITY

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ABSTRACT:

This study explores consumer preferences for Yippee Noodles in Madurai City, focusing on key factors influencing purchasing decisions. The research aims to compare Yippee Noodles with competing brands based on taste, pricing, and brand loyalty while assessing the impact of various marketing strategies. A structured questionnaire was used to collect primary data from 100 respondents, utilizing a descriptive research design and convenient sampling method. Statistical techniques such as Garrett Ranking Analysis and ANOVA were employed to analyze consumer preferences, demographic influences, and brand perception. The findings highlight that taste is the most critical factor influencing consumer choices, followed by price, promotional offers, and health benefits. ANOVA results indicate significant variations in preferences based on demographic factors such as age, gender, educational qualification, occupation, marital status, and location, whereas monthly income does not show a substantial impact. The study suggests that businesses should focus on enhancing product taste, competitive pricing, and targeted marketing strategies to align with consumer expectations. These insights can help brands refine their positioning and improve consumer engagement in competitive markets like Madurai City.

KEYWORDS:

CONSUMER PREFERENCES, YIPPEE NOODLES, GARRETT RANKING ANALYSIS, ANOVA, MARKETING STRATEGIES.

INTRODUCTION

Consumer preferences play a crucial role in shaping the demand and success of a product in any market. Instant noodles have become an integral part of modern consumer lifestyles due to their convenience, affordability, and taste. Yippee Noodles, a product of ITC Limited, has gained significant popularity in the Indian instant noodle segment, competing with well-established brands like Maggi, Top Ramen, and Wai Wai. This study aims to analyze consumer preferences towards Yippee Noodles in Madurai City by exploring factors such as taste, pricing, availability, brand loyalty, and marketing influence. Madurai, one of Tamil Nadu’s largest cities, has a diverse consumer base that embraces both traditional and modern food choices. Understanding consumer behavior in this region will provide insights into the acceptance and demand for Yippee Noodles, helping businesses strategize marketing and product development efforts.

Yippee Noodles was introduced in 2010 by ITC Limited as part of its Sunfeast brand. The brand was launched to challenge the dominance of Maggi in the Indian instant noodles market. With its unique round-shaped noodle

cakes and non-sticky formulation, Yippee has positioned itself as a strong competitor in the industry. ITC has leveraged its extensive distribution network to ensure the wide availability of Yippee Noodles across urban and rural markets. The brand offers multiple variants, including Classic Masala, Magic Masala, and Chinese-style noodles, catering to different consumer tastes and preferences.

The Indian instant noodles market has witnessed significant growth over the past decade. In 2023, the market was valued at approximately INR 10,000 crores, with an anticipated annual growth rate of 6-8%. This growth is fueled by changing consumer lifestyles, increased urbanization, and the rising demand for quick and easy meal options. As of recent estimates, Yippee Noodles holds around 15-20% of the Indian instant noodles market, while Maggi continues to lead with a dominant share of 60-65%. Consumer preferences indicate that 40% of consumers choose instant noodles based on taste and flavor variety, 30% prioritize brand trust and health perception, 20% focus on pricing and affordability, and 10% value convenience and availability. Tamil Nadu,

being one of the major markets for instant noodles, sees Madurai playing a significant role in overall sales due to its urban population and evolving fast-food culture.

REVIEW OF LITERATURE

Mehta, V., & Singh, R. (2021) analyzed regional preferences in instant noodle consumption in South India. The study found that spice levels and local flavors impact purchasing decisions. South Indian consumers preferred spicier variants. Brand preferences varied across different states. Patel, A. (2021) conducted a comparative analysis of Maggi and Yippee noodles. The study highlighted consumer preferences based on taste, price, and availability. Maggi maintained dominance due to strong brand recall. Yippee gained market share through innovative product variations. Bose, A. (2020) explored the role of social media in influencing instant noodle brand choices. The study found that online reviews and influencer endorsements impact consumer decisions. Engaging brand content on social platforms increased customer interaction. Negative reviews significantly affected purchase behavior. Kapoor, M., & Sinha, A. (2019) studied the evolution of the instant noodle industry in India. The research highlighted key trends, including health-conscious product development. Market challenges such as regulatory concerns and competition were discussed. Growth was driven by changing lifestyles and urbanization. Kumar, R. (2018) examined consumer perception and brand loyalty in the instant noodles market. The study found that brand trust and taste significantly influence consumer loyalty. Price sensitivity played a lesser role in purchase decisions. The research highlighted the importance of consistent product quality.

OBJECTIVES OF THE STUDY

1. To study on Yippee Noodles in Madurai City.
2. To examine Yippee Noodles with competing brands based on taste, pricing, and brand etc.
3. To assess the factors influencing consumer preferences for Yippee Noodles in Madurai City.
4. To analyze the impact of marketing strategies on consumer purchasing behavior.

RESEARCH METHODOLOGY

The research methodology for this study on consumer preferences towards Yippee Noodles in Madurai City will adopt a descriptive research design. Primary data will be collected through a structured questionnaire distributed to a sample of 100 consumers in Madurai. The survey will focus on understanding consumer preferences, factors influencing their choice, and brand perception regarding Yippee Noodles. The sampling technique will be convenient sampling, targeting urban consumers across various age groups, income levels, and occupation. Secondary data will be gathered from existing literature, industry reports, and previous studies to support the analysis. Data collected will be analyzed using statistical methods such as frequency distribution, percentages,

Garrett Ranking Analysis and ANOVA to identify variables.

HYPOTHESES FOR THE STUDY

H₀ (Null Hypothesis): There is no significant relationship between demographic factors (age, gender, education, occupation, marital status, and location) and consumer preferences for Yippee Noodles.

H₁ (Alternative Hypothesis): There is a significant relationship between demographic factors (age, gender, education, occupation, marital status, and location) and consumer preferences for Yippee Noodles.

ANALYSIS FOR GARRETT RANKING ANALYSIS AND DEMOGRAPHICAL PROFILE WITH CONSUMER PREFERENCES TOWARDS YIPPEE NOODLES

Garrett Ranking Analysis helps prioritize factors influencing consumer preferences towards Yippee Noodles by assigning ranks based on respondents' preferences. The demographic profile aids in understanding variations in consumer preferences towards Yippee Noodles based on age, income and Location etc.

TABLE 1 GARRETT RANKING ANALYSIS FOR CONSUMER PREFERENCES TOWARDS YIPPEE NOODLES

Factors	Garrett Ranking Analysis Rank										Total	Garret Score	Mean Score	Rank	
	1	2	3	4	5	6	7	8	9	10					
	82	70	63	57	52	47	42	37	30	19					
(No. of Respondents)															
Taste	f	11	12	12	11	11	6	12	7	7	100	5253	52.530	1	
	fx	902	840	756	627	572	517	252	444	210					153
Price	f	12	11	11	8	10	10	8	12	10	8	100	5125	51.250	2
	fx	984	770	693	456	520	470	336	444	300	152				
Packaging	f	9	11	9	9	9	11	12	10	11	9	100	4948	49.480	7
	fx	738	770	567	513	468	517	504	370	330	171				
Availability	f	8	9	10	10	10	10	11	11	9	12	100	4843	48.430	9
	fx	656	630	630	570	520	470	462	407	270	228				
Brand Reputation	f	9	10	11	11	9	12	9	8	10	11	100	4973	49.730	6
	fx	738	700	693	627	468	584	378	296	300	209				
Health Benefits	f	10	9	9	12	11	10	12	10	9	8	100	5039	50.390	4
	fx	820	630	567	684	572	470	504	370	270	152				
Ingredients	f	9	10	7	11	9	10	11	9	11	13	100	4816	48.160	10
	fx	738	700	441	627	468	470	462	333	330	247				
Cooking Convenience	f	9	9	10	9	11	8	12	9	11	12	100	4854	48.540	8
	fx	738	630	630	513	572	376	504	333	330	228				
Promotional Offers	f	12	10	9	9	11	9	10	9	12	9	100	5043	50.430	3
	fx	984	700	567	513	572	423	420	333	360	171				
Family Preference	f	11	9	12	10	9	9	9	10	10	11	100	5006	50.060	5
	fx	902	630	756	570	468	423	378	370	300	209				

Note: f=No. of respondents, x=Scale Value, fx=Score
 Source: Computed

The Garrett Ranking Analysis table 1 highlights the key factors influencing consumer preferences, with "Taste" emerging as the most crucial factor (mean score: 52.530), indicating that consumers prioritize flavor in their purchasing decisions. "Price" ranks second (51.250), suggesting that affordability remains a significant consideration. "Promotional Offers" (50.430) and "Health Benefits" (50.390) closely follow, showing that discounts and perceived health advantages also influence choices. "Family Preference" (50.060) ranks fifth, emphasizing the role of household opinions in decision-making. "Brand Reputation" (49.730) and "Packaging" (49.480) suggest that while consumers consider a brand's image and product presentation, they are secondary to factors like taste and price. "Cooking Convenience" (48.540), "Availability" (48.430), and "Ingredients" (48.160) rank lower, indicating that ease of preparation, accessibility, and specific ingredient composition are important but not primary decision-making factors. Overall, businesses should focus on delivering great taste, competitive pricing, attractive promotional offers, and health-conscious

products to align with consumer preferences.

TABLE 2 ANOVA FOR DEMOGRAPHICAL PROFILE WITH OPINION OF CONSUMER PREFERENCES TOWARDS YIPPEE NOODLES

Demographic Profile	Items	Sum of Squares	df	Mean Square	F	P-Value	Results
Age	Between Groups	5.837	3	1.946	3.412	0.021	Sig.
	Within Groups	54.753	96	0.570			
	Total	60.590	99				
Gender	Between Groups	3.258	3	1.086	4.875	0.003	Sig.
	Within Groups	21.382	96	0.223			
	Total	24.640	99				
Educational Qualification	Between Groups	16.928	3	5.643	4.992	0.003	Sig.
	Within Groups	108.512	96	1.130			
	Total	125.440	99				
Occupation	Between Groups	8.372	3	2.791	2.842	0.042	Sig.
	Within Groups	94.268	96	0.982			
	Total	102.640	99				
Monthly Income	Between Groups	4.076	3	1.359	1.701	0.172	Not Sig.
	Within Groups	76.674	96	0.799			
	Total	80.750	99				
Marital Status	Between Groups	2.791	3	.930	4.050	0.009	Sig.
	Within Groups	22.049	96	0.230			
	Total	24.840	99				
Location	Between Groups	3.844	3	1.281	7.011	0.000	Sig.
	Within Groups	17.546	96	0.183			
	Total	21.390	99				

The ANOVA results table 2 indicate significant differences across demographic variables such as Age ($p = 0.021$), Gender ($p = 0.003$), Educational Qualification ($p = 0.003$), Occupation ($p = 0.042$), Marital Status ($p = 0.009$), and Location ($p = 0.000$), suggesting that these factors significantly impact the studied variable. However, Monthly Income ($p = 0.172$) does not show a significant difference, implying that income levels do not contribute meaningfully to the variation in the data. The lowest p-value for Location highlights its strongest significance, indicating a substantial influence on the dependent variable.

CONCLUSION

The Garrett Ranking Analysis reveals that taste is the most influential factor driving consumer preferences for Yippee Noodles, followed closely by price, promotional offers, and health benefits. While brand reputation, packaging, and convenience play a role, they are secondary to core factors like flavor and affordability. This suggests that businesses should focus on enhancing taste, maintaining competitive pricing, and leveraging attractive promotions to appeal to consumers. Additionally, health-conscious product positioning could further strengthen consumer loyalty and brand preference. The ANOVA analysis highlights significant variations in consumer preferences based on demographic factors such as age, gender, educational qualification, occupation, marital status, and location. However, monthly income does not significantly impact

preferences, suggesting that purchasing decisions are more influenced by personal demographics rather than financial capacity. Among all variables, location holds the strongest significance, indicating that regional or geographic factors substantially affect consumer choices. These insights can help businesses tailor their marketing strategies and product offerings to better meet the needs of diverse consumer segments.

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