

**A STUDY ON MARKET SITUATION OF BRAND
SATHI NOODLES IN KATHMANDU VALLEY**

By

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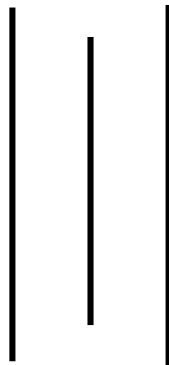
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*In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)*

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April 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by:

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Entitled:

**A STUDY ON MARKET SITUATION OF BRAND
SATHI NOODLES IN KATHMANDU VALLEY**

*has been prepared as approved by this Department in the prescribed format of the
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And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Market Situation of Brand Sathi Noodles in Kathmandu Valley**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Kailash P. Amatya Lecturer** of Shanker Dev Campus, T.U.

.....

Tika Subedi

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This is a study on marketing sector. This study has been undertaken to present report on the practical and field visit in its proper perspective. In this regard study has been conducted at *A Study on Market Situation of Brand Sathi Noodles in Kathmandu Valley.*

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ABBREVIATIONS

CBS	Central Bureau of Statistics
WBR	World Bank Report
GDP	Gross Domestic Product
CG	Chaudhary Group
POP	Point of Purchase

CHAPTER – I

INTRODUCTION

1.1 Background of the Study

The world of business is becoming complex day by day. Competition in every business sector is increasing rapidly. In this situation, companies face difficulties to sell their products in the market smoothly). Due to globalization of the business the world has become small. If the companies marketing plan is better, company can easily get access to the market of the other parts of the world and can achieve their goals. So, company should know its market situation in targeted area. If company is unknown on its market situation they are blindly adopting the strategies in the market.

In this modern marketing era, every marketer should understand that the marketing begins and led with consumer's satisfaction. Companies are adopting marketing policies and strategies to increase the sales through customer's satisfaction. So, a company always should be aware to know his market situation i.e. Are his promotional activities effective? Is his distribution channel good? Are consumers satisfied with his product (i. e: price, quality, pack and taste)? Why is another brand leading? Etc. are the main questions.

Marketing is defined in different ways keeping in view the objective of producing goods and services. Marketing encompasses all the activities aimed at satisfying the needs of the customers through the exchange relationship to achieve organizational objectives with social responsibility.

Marketing is a total system of business activities designed to plan, price, promote and distribute want- satisfying products to target markets to achieve organizational objectives. A review of various definition of marketing helps us to conclude that; Marketing is a process that is associated with flow of goods and service from the owners to the customer in a smooth and lubricated way.

Today, every product has so many brands in market like: Instant noodles, noodles, brush, drinks, soaps, creams, hair oil, computer, cars, motorcycles etc. It means competition is high,

so marketing field is challenging field. Business is facing today three major challenges and opportunities:

-) Globalization
-) Advance in technology
-) And deregulation

Cut – throat competition is main characteristics of the modern marketing world and Nepal is also not exception. Competition has been very tough in the Nepalese consumer market together with increase in the number of units of industries producing different types of consumer goods. Today, dozens or probably more brands even specific products categories are being sold in the Nepalese market. Consequently, Nepalese consumer has wider choice while buying most of the products. They are no more compelled to buy any particular brands; rather they are free to choose whatever they like among different brands. This in turn, has increased the promotional activities in the country. Every seller is trying to prove his product as the best. This can be witnessed from the promotional efforts sellers are making by bombarding the consumers with T.V. commercials radio ads, newspapers, posters, sign boards, and many tools appealing to buy their products. Consumers buy a specific brand to satisfy their physiological stimuli aware by different promotional campaign including advertisement.

“Nepal is still following a traditional style of business and is not able to reach a high professional level. We need more human resources and business expertise in area such as management, accounting and auditing. At the moment, Nepal is in a transition stage where industries are trying to take a big leap from traditional to modern style of handling business. However, the process is very slow and the major factor that is posing a hindrance in developed of all sectors is corruption in public service, which needs to be curbed ” (Kehetan, 2003:16).

“The world of business is becoming complex day by day. Competition in every business sector is increasing rapidly. In this situation, companies face difficulties to sell their products in the market smoothly” (Aryal, 2002:38).

Due to globalization of the business the world has become small. If the companies marketing plan is better, company can easily get access to the market of the other parts of the world and can achieve their goals. So, company should know its market situation in targeted area. If company is unknown on its market situation they are blindly adopting the strategies in the market.

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Marketing is defined in different ways keeping in view the objective of producing goods and services.

“Marketing encompasses all the activities aimed at satisfying the needs of the customers through the exchange relationship to achieve organizational objectives with social responsibility” (Arawal, 1999:11).

“Marketing is a total system of business activities designed to plan, price, promote and distribute want- satisfying products to target markets to achieve organizational objectives”. (Prof. William J. Stanton)

A review of various definition of marketing helps us to conclude that; “Marketing is a process that is associated with flow of goods and service from the owners to the customer in a smooth and lubricated way” (Thapalayia, 1999:21).

Today, every product has so many brands in market like: Instant noodles, noodles, brush, drinks, soaps, creams, hair oil, computer, cars, motorcycles etc. It means competition is high, so marketing field is challenging field. Business is facing today three major challenges and opportunities:

1. Globalization
2. Advance in technology

3. And deregulation

Marketers are skilled at managing demand; they seek to influence the level, timing, and composition of demand. To do this, they face a host of decision; from major ones such as what features a new product should have to minor ones such as the color of packing. They also operate in four market places:

1. Consumer;
2. Business
3. Global and
4. Non – profit (Kotler,1999:28.1)

“For each chosen target market, a firm develops a market offering that is positioned in the midst of buyers as delivering some central benefits. Marketers must try to understand the target market’s need, wants, and demands. A product or offering will be successful if it delivers value and satisfaction to the target buyers. The term market covers various groups of customers. Today there are physical market places and digital market places, as well as mega marketers” (Kotler, 1999: 28).

In the context of noodles, there are so many brands found in Nepalese market produced by Nepalese companies. Chaudhary Group (CG) is one of the leading Companies in Nepal. This company produces many kind of foods item like noodles, biscuits etc. Concerning about “Sathi” it is noodles production of CG.

1.2 Significance of the Study

Industrialization plays a vital role in the development of every country. Competition occurs among industries to sell their products in the market. To get success from the competition, it needs proper marketing management and policy. Nepal is dependent on agriculture, as well going on the way of industrialization slowly. Whatever it is agriculture or industrial sector marketing plays very important role in drawing attention in consumer towards the products.

Today’s marketing era is modern marketing era. Our companies are lacking by the better marketing policies, management and strategies. CG is one of leading company in Nepal for noodles. The primary objectives of this study is to know the marketing policy and structure of

CG and is expected to find out the positive /negative market aspects in the context of ‘Sathi’ in Kathmandu Valley, which may be useful in some same to other industries to give an insight to their own policy and reformulate it to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure and willing to take the lesson from the success or failure of other firms may be benefited by the study. Moreover, this study is concerned in partial fulfillment of the requirement for the degree of MBS.

1.3 Statement of the Problem

Previously market was so competitive. There were only limited brands available in the market. In the context of noodles also market was not so competitive before few years ago. But today, competition is very high because many companies are involved in producing noodles in Nepal. So without advertising, maintaining standard quality and without giving effective services, there is no possibility to sale the noodles.

Noodles marketing are increasing day by day to growing population, as well as consciousness of health. Today’s attractive advertising from different media is also a reason for growing market of noodles.

Since our topic is market situation of Sathi brand in Kathmandu Valley, it is necessary to review the market situation of brand of noodles that is Chaudhary Group s compare with other brand of noodles produced by other companies. Market of noodles is increasing day by day and it is a very important source to increase the National Income. This has also necessitated reviewing all the internal and external factors that may positively or negatively affect this type of business. This study has aimed at listing all the problems that this industry if facing analyzing them and correcting them, if necessary so that concerned industrialist as well as state and other situation that this industry faces, specially emphasizing Sathi brand due to the nature of the study. Before analyzing the market situation of Sathi brand we will have to be, first of all, fully aware of following questions.

-) What is the selling position of Sathi in Kathmandu?
-) What is the promotional problem? i.e. advertisement, sales promotion, personal selling etc;
-) What is the selling growth trend of noodles?
-) What is overall marketing situation of Sathi?

1.4 Objectives of the Study

To face the above problems this study is conducted with the following objectives:

-) To find out the selling position of 'Sathi' in comparison to other brands.
-) To study the consumer view about the 'Sathi' and other brands i.e. price, pack and quality.
-) To study about the promotional activities of Sathi .
-) To present company scenario of marketing in Kathmandu Valley.

1.5 Limitation of the Study

There are always many problems that occur in the way of any work. Some problems might be solved and some might not be. The problems which not be solved may be called the limitations. Frankly speaking these are the limitations of this research work.

-) This study is done in Kathmandu valley only.
-) Most of data used in this study have been obtained through questionnaire, interview, so most data are primary. Data are based on sample survey conducted in Kathmandu.
-) The study covers small segment of Nepalese market.
-) Time was also limited during this study.
-) The study is based on primary data and is supported secondary data.

1.6 Rational for Selection of Kathmandu

Kathmandu is commercially focused point of capital market in Nepal. Very few studies have been done out of valley in any subject that is why, the researcher also has selected this area.

1.7. Marketing Policy / Strategies of Sathi

Specially, CG highlights for 'Sathi' having fluoride. This is company to manufacture fluoridated noodles in Nepal. Sathi is targeting for those consumers who are student of School. It has strong promotional activities and has appointed authorized companies as dealer in main cities of Nepal. They are responsible for distribution of their products in concerned areas. Those marketing areas and their activities are observed by the marketing supervisor/ officers/ territory in charge of the company.

Promotional Activities of Sathi

They are adopting following activities:-

a) Media

CG is using different media likes:

- Space : Newspaper, Magazines
- Time: Radio, FM, T.V.

b) Direct Market

CG is doing direct marketing that is called POP (points of purchase) using following materials.

- Posters
- Dangers
- Backing Paper
- Board/ Image window (BIW)
- Shop board

c) Outdoor

Hoarding are targeting in the following areas;

- Kathmandu
- Upcountry
- Highway

1.8 Organization of the Study

This research work is divided into five chapters. These are:

Chapter- I Introduction

This chapter provides general introduction of marketing, market situation of present stage in the real field. Significance /Objectives/ Limitation of the study, statement of problems, rational for selection of area and marketing policies/ strategies of Sathi are also a part of this chapter.

Chapter – II Review of Literature

This chapter provides information about different issue of marketing, related with this topic by the help of different books, journals, reports and research.

Chapter – III Research Methodology

This chapter provides information about the data collection procedure.

Chapter – IV Data Presentation and Interpretation

In data presentation and Interpretation chapter research chapter data are tabulated and are shown in the form of table, bar graphs and pie charts.

Chapter – V Summary, Conclusion and Recommendations

Last chapter is concerned with Summary, Conclusion and Recommendations.

CHAPTER - II REVIEW OF LITERATURE

2.1 Introduction

CG started to produce Sathi in collaboration with Asian Thai Food in 1977 A.D. This company now produces many varieties of noodles; 'Sathi chicken', 'Sathi Vegetarian', 'Sathi Tandoori' are popular noodles. From the very beginning it has been able to retain its top position in Nepalese market. After that Mayos was introduced in 1997. Again another brand '2PM' was produced and marketed by Himalayan Snax and Noodles. It seems 'Mayos', '2PM', 'Sathi, Rara, and Rum Pum are best brands in market.

Whenever we discuss about market situation we focused on four components (4ps) of the marketing they are promotion, product, price and place. So in this chapter the researcher reviews the related topics.

2.2 Marketing (Conceptual Framework)

Marketing is typically seen as the task of creating, promoting, delivering goods and services to customer and business. In fact, marketing people are involved in marketing types of entities: - goods, service, experiences, events, persons, price, persons, properties organizations, information, and ideas (*Kotler, 1999:3*).

The numerous definitions are offered for marketing. We can distinguish between a social and managerial definition. A social definition shows the role of marketing in delivering a higher standard of living for the society that serves our purpose as follows:

“Marketing is a societal process by which individual and groups obtain what they need through creating, offering and freely exchanging products and services of value with other”.

For a managerial definition, “Marketing has often described as the art of selling products”. But people are surprised when they hear that the most important part of making is not selling! Selling is only the tip of the marketing Iceberg” (*Kotler, 1999:8*).

According to American Marketing Association (*Peter D. Bennet, 1995:4*) “Marketing is the process of planning and executing the conception, pricing, promotion, pricing and distribution of ideas, goods services to create exchanging that satisfy individual and organizational goals”.

Another Definition given by William M. Pride O.C Ferrell attempts at viewing marketing as a set of diverse marketing group of activities performed by diverse group. Marketing consists of individual and organizations that facilities and expedite the flow of goods and services from producers to consumers satisfying exchange relationships in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas.

2.2.1 Marketing Concepts

“Marketing has been developing together with development in human civilization. if we trace three- four years back to the history of human civilization, we find marketing of that time rather uncultured by modern standard. At that time they did not need mechanism or tools or techniques of marketing as used today. But now the entire situations are changed. The needs and wants are also changed .Human aspirations for excellent and better status have given birth to thousand of discoveries, inventions and innovations and established thousand of units of different types of industry to fulfill that aspirations. Theses changes ,in turn not only introduced different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive fields” (*Parajuli, 2001:16*).

There are five competing concepts under which organizations can choose to conduct their business; the production concept, the selling concept, the marketing concept and the societal marketing concept. Out of which the marketing concept holds that key to achieving organizational goals consists of determining the needs and wants of target market and

delivering the desired satisfactions more effectively and efficiently and efficiently than companies and efficiently than competitors.

It starts with a well defined market focus on customer needs, coordinates all the activities that will affect customer and produces by satisfying customer.

In recent years some have questioned whether the marketing is an appropriate philosophy in a world faced with major demographics and environmental challenges. The societal marketing concepts holds that the organization's task is to determine the needs wants and interest of target market and to deliver satisfaction more effectively and efficiently than competitors in a way that preserves or enhance the consumer's and the society's well beings. This concept calls upon marketers to balance three considerations (*Kotler, 1999:19*).

1. Company Profits
2. Consumer Satisfaction and
3. Public Interest

Evolution of Marketing

The evolution of Marketing has been analyzed in similar way by various authors in their independent works. Some of the authors as William J. Staton, Philip Kotler & Gary Armstrong are of the view that there are different stages in the process of evolution of marketing as follows:-

a. Production Oriented Stage

The production concept lies in the philosophy that consumers will favor products that are available and affordable and that management should therefore focus on improving production and distribution efficiency (*Kotler, 1997:17*).

These Authors believe that is a useful philosophy in two type of situations.

1. When the demand of a product exceeds the supply, management should look for ways to increase production.
2. When the cost of production is high and is required to decrease to expand market (*Kotler P. and Armstrong, 1997:14*).

b. The Product Oriented Stage

The idea that the customer will favor products that offers the most quality, performance and features and that the organization should therefore, devotes its energy to making continuous product improvements (*Kotler, 1997:18*).

c. The Sales Oriented Stage

This stage emerged with the philosophy that consumers would not buy enough of the organization products unless the organization undertakes a large –scale selling and promotion effort (*Ibid, 2003:18*).

d. Marketing Oriented Stage

The basic target of this stag is that the achievements of organizations goals depend on determining the needs and wants of target market and delivering the desire satisfaction more effectively than do competitors (*Ibid, 2003:19*)

e. Societal –Marketing Oriented Stage

This is the latest development in the field of marketing. The stage is base upon the fact that the organizational should determine the needs/wants and interests of the target market and deliver the desired satisfaction more effectively and efficiently than do competitors in a way that maintains or improves the customer’s and society’s well being (*Ibid, 2003:27*).

Table 2.1
Comparative Features of Marketing Concepts

Concept	Starting Point	Focus	Means	Ends Objectives
1. Production concepts (Aims at selling what can be produced)	Factory	Production Oriented	1. Mass production 2. Low Price 3. Wide availability	Profit through production efficiency
2. Product concept(Aims at	Factory	Product Quality	4. High Quality 5. Innovation	Profit through well- products

improving the product)		Oriented	6. Performance 7. Guarantee	
3. Selling concept	Factory	Sellers need Oriented	8. Aggressive 9. Heavy Promotion	Profit through high sales volume
4. Marketing concept	Market	Customer needs oriented	10. Integrate Marketing	Profit through customer satisfaction
5. Societal Marketing concepts (Aims at promoting Social welfare)	Market	Social Responsibility Oriented	11. Integrate Marketing 12. Concern for Social Welfare	Profit through customers and social well beings

Source: (Agrawal, G.R. 2004:17)

2.2.2 Marketing Management

According to Kotler, “Marketing Management is the art and science of choosing target markets and getting, keeping and growing customer through creating, delivering and communicating superior customer value” (Kotler, 2003:9). Marketing management is the conscious effort to achieve desired exchange out come with target market.

Copying with exchange process calls for a considerable amount of work and skills. Marketing management takes places when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as art and science of choosing target and getting, Keeping and growing customers through creating, delivering and communicating superior customer value.

According to Dr. G.R. Agrawal, “Marketing management is getting the market jobs done by working with and through people to achieve marketing objectives. It involves analyzing, planning, implementing and controlling the market efforts. It coordinates physical, human financial and information resources available to marketing” (Agawal, 1999:8).

2.2.3. Marketing Environment

“A company’s marketing environment consists of the action and force outside marketing that affect marketing management’s ability to develop and maintain successful relationship with its customer. The marketing environment offers both opportunities and threats Successful companies know the importance of constantly watching and adapting to the changing environment. Many companies, unfortunately, fail to think of change as opportunity. They

ignore or resist critical change until it is almost too late. Their strategies, structure, system and culture grow increasingly out of date.

The marketing environment is made up of micro environment and macro environment.

Micro Environment

The forces close to the company that affects its ability to serve its customer. This environment, called internal environment, is controllable by company. It includes firm channel, organizational objectives, resources and organizational structure.

Macro Environment

The external environment of marketing consists of uncontrollable forces external to the organization .This force includes economy, demography, socio-culture, technology, politics, law and natural forces (*Kotler, 1997:71*).

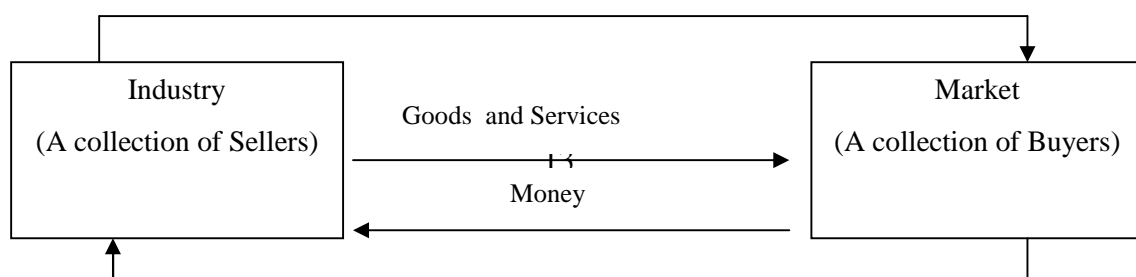
a. Markets

The concept of exchange leads to the concept of market. “A market consists of all the potential customer sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want.

Thus the size of the market depend upon the number of person who exhibit the need, have resources that interest others, and are wiling to offer these resources in exchange what they want.

Originally the Term Market Stood for “the place where buyer and sellers gathered to exchange their goods”, such as a village square. Economists use the term market to refer to a collection of buyers and sellers who transact over a particular product or product class, hence the housing market and so on. Marketers however see the sellers as constituting the industry and the buyers as constituting the market. The relationship between the industry and the market is shown in figure below:

Figure 2.1
Communication



The sellers and the buyers are connected by four flows. The sellers want to sell goods and services and communicate it to their market; in turn they receive money and information. The inner loop shows an exchange of money for goods. The outer loop shows an exchange of information.

Each nation's economy and whole world economy consists of complex interacting sets of markets that are linked through exchange processes. The concept of markets brings us full circle to the concept of marketing. Marketing means human activity taking place in relation to markets. Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants.

b. Competitor

In general sense, a competitor is one who sells a product or service that in the view of the buyers is substitutable for some other brands. A competitor is one who would be supplying the same type of substitutable product in the target market. Competitions operate at two levels; industry level and market level (*Koirala, 2057:135-136*).

i. The Industrial Concept

At the industrial level, competition is generic where several firms offer different products that can satisfy a particular class of need.

In simple meaning if two or more companies have similar products, same markets and consumers, these companies are competitors of each other. We can distinguish four levels of competitors based on the concept of product substitution.

1. A company can see its competitors as other company's offerings a similar product and services to the same customer at similar prices. Thus a car might see its major competitors to be Ford, Toyota, Honda, Renault, and other manufacturers of moderate

price automobile. But it would not see itself as competing with Mercedes, on the one hand, Yug Automobiles, on the other.

2. A company can see its competitors more broadly as all companies making the same product or class of products. Here Car would see as competing against all other automobile manufacturers.
3. A company can see its competitors even more broadly as all companies manufacturing products that supply the same service. Here Car would see itself competing against not only other automobile manufacturers but also manufacturers of Bikes, Bicycle and trucks.
4. A company can see its competitors still more broadly as all companies that compete for the same consumer dollars. Here Car would see itself competing with companies that sell major consumer durable, foreign vacations, new homes, and major home repairs and so on.

ii. The Market Concept

At the market level, competition is between products class and between brands. This is closer concept of competition where each firm has to closely watch the plan, programs, activities and action of competitors.

The sellers in the product class of computers are more closely, IBM PC has to compete with Compaq, Dell and many other manufacturers and assemblers of personal computers. In Nepal we can take an example of Sathi and Mayos.

2.2.4 Segmentation

Market segmentation is the process of dividing the total market into homogeneous groups of customer who share similar needs and characteristics. According to Prof. William J. Staton, “market for a good or service into several smaller groups, such that the member of each groups are similar with respect to the factors that influence demand”. (*Agrawal, 1999:51-54*)

Requirements for Market Segmentation

- a) Measurable
- b) Differential
- c) Accessible

- d) Profitable
- e) Actionable

Benefits of Segmentation

- a) Effective identification of market opportunities.
- b) Effective use of marketing resources
- c) Effective competitive response
- d) Market specialization
- e) Environmental adaption

Disadvantage of Segmentation

- a) Increase in Production cost
- b) Increase in marketing expenses
- c) Poor Market coverage
- d) Lack resources
- e) High Risk

New Criteria for Market Segmentation

Segmentation analysis has developed out of several key premises:-

- 1) In today's each brand appears to sell effectively to only certain segments of any market any not to the whole market.
- 2) Sound marketing objectives depend on knowledge of how segment, which produces the most customer for a company's brand, differ in requirements and capabilities from the segments, which produces the largest number of customers for competitive brands.
- 3) Traditional demographic methods of market segmentation usually provide this knowledge. Analysis of market segments of age, sex, geography, and income level are not likely to provide as much direction for marketing strategy as management requires.

Once the marketing director discovers the most pragmatically useful way of segmenting market, it becomes a new standard for almost all his evaluations. He will use it to appraise competitive strength and weakness, to plan his products line, to determine his advertisement

and selling strategy, and to set precise marketing objectives against which performance can later be measured. (*Daniel, 2003:37-38*)

2.2.5 Some Repeated Terminologies (*Koirala, 1999:215-18*)

Brand

A name, term sign, symbol or design, or a combination of them, intended to identify the goods or service of the seller or group of seller and to different them those of competitors.

Brand Name

That part of a brand which can be vocalized the utter able.

Brand Marks

That part of a brand, which can be recognized but is not utter able, such as symbol, design, or distinctive coloring or lettering.

Trade Marks

A brand or part of a brand that is given legal protection because it is capable of exclusive appropriation. A trademark protects the seller's exclusive right to use to brand name and /or brand mark.

Copyright

The exclusive legal rights to reproduce, publish, and sell the matter and form of a literary, musical, or artistic work.

Packaging

Package consists of the activities of designing and producing the container or wrapper for a product. The container or wrapper is called the package might include up to three levels of material.

1. The primary package is the product's immediate container. Thus, the bottle holding old spice after- shave lotion is about to be package.
2. The secondary package refers to material that protects the primary package and is discarded when the product is about to be used.
3. The shipping package refers to packaging necessary for storage, identification, or transportation.

Labeling

It refers to the process of giving label in the package .Consists of printed information, As Brand, Grade description.

Producers

The producers of consumer product are manufactures, processors and assemblers who gather factor of production to make products desired to be used by individuals and households. The size of producers widely differs between products and markets, ranging from cottage level producers to large multinational companies who often operate several manufacturing units across the world.

Many small produces perform all the distribution functions and directly deal with the consumers, while some manufactures also maintain their own distribution networks. However, all large number of manufactures depends on marketing intermediaries to distribute their products. Producers perform major distribution function, such as carry of inventory, demand or sale generation, physical distribution, and after –sales service and credit extension to customer. The producer usually transfer a part of the distribution function to other channel components, such as agents, whole sellers and retailers.

Agents

Agents generally work for the principal. They negotiate the sales or purchase transaction on behalf of the principal. In the consumer marketing channel system, the agents generally work for the producer. Agents normally work on a commission on sale basis. Agents do not take title to the goods they handle however, they unit the producer with the buyers. Brokers and sales agents provide an important link between the producer and wholesalers. Brokers have limited authority on negotiation to deal and mainly perform the function of identifying, locating and contacting buyers for the producer. The sales agents have fully authority to negotiate the deal on behalf of the producer.

Wholesalers

Wholesalers are merchants who normally buy from several producers and sell to a large number of retailers and other institutional customer. They are often called dealers or distributors. There are different types of wholesale establishments who differ in terms of merchandise they handle, their methods of operation and breadth of services they provide to

producers and retailers. However, they have one common feature: they take full title to the merchandise they handle. They also perform storing, promotion and credit extension function in the channel system. In case of customer products, wholesalers are an important link between the producer (or agents) and the retailers.

Retailers

Retailers buy merchandise from the producers and wholesales and sell them to the consumers. Retailers are very widely in terms of their size of operations. They range from street vendors to large retail established like department stores and super markets. Retailers also take full title to the merchandise they handle. Retailers also perform storing, Promotion and credit extension function to a limited level.

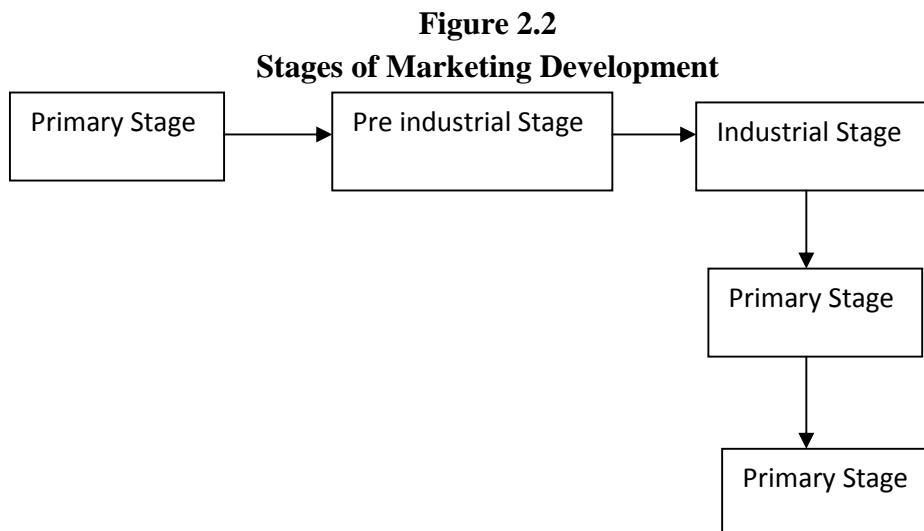
2.2.6 The Marketing Concept in Nepal

- a) The economy of Nepal is characteristics by excessive dependence on agriculture. The industrial sector is in a developing stage. The role of services has been growing in the recent years. Due to the topographic diversity of the country coupled with poor transport and communication facilities, marketing has reminded fragmented.
- b) The public sector remains dominant in the Nepalese economy. The private sector is developing and dominated by the family owned and managed business. The advent of global companies, especially in tourism and finance sector, has resulted in the transfer of new marketing skill along with capital and technology.
- c) Marketing has traditionally reminded a neglected aspect in Nepal. Enterprises tend to concentrated on production and selling rather than marketing. The selling concept has been serving as the marketing philosophy of Nepalese managers. The public sector has generally reminded indifferent to the marketing concept.
- d) The marketing concept has not been embraced by most Nepalese Organizations. This is clear from the following points
 -) Management Philosophy of most organization of Nepalese do not emphasized customer orientation.
 -) Target markets have been not clearly defined by most Nepalese organization.
 -) Marketing information system has reminded very weak in most organization.

-) Marketing activities have reminded fragmented in the organization structure. They have not been organizationally coordinated. They seem least concerned about satisfying the needs of the customer.
 -) Organizational tend to be more interested in producing product and making profit through selling and production. They seem least concerned about satisfying the needs of the customer.
- e) Prospectus for the Marketing Concept: Nepal has experienced significant socio-economic changes over the last 25 yrs. The supply driven marketing where organization could sell everything is increasingly giving way to demand driven marketing. The realization is gradually coming that customer and their needs are important in marketing. The increasing intensity of competition in the Nepalese market has also helped in these regards (Agrawal, 1999:2).

2.2.7 Development of Marketing

Marketing has developed in an evolutionary rather than revolutionary fashion. Its development has been influenced by the process of civilization and economic development of nation.



2.2.8. Basic Principal of Marketing Concept

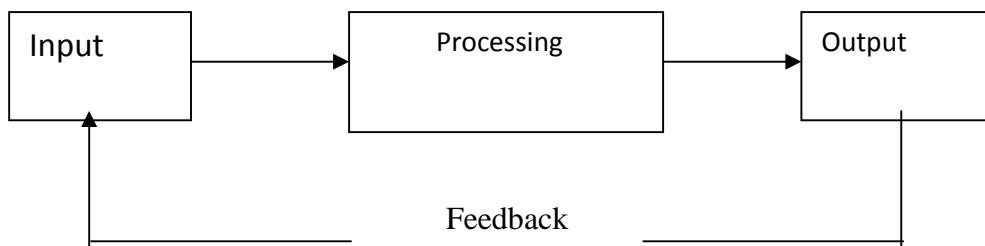
- a. Target markets should be defined carefully .No organization can be operate in every market and satisfy every need.
- b. Customer Orientation is the key to organization success. Organizational activities should be focused on determining and satisfying customer needs.

- c. Integrated marketing action is the essence of customer need satisfaction. All department is the organization should work together to serve the customer interest.
- d. The ultimate of marketing concept is to help organization to achieve their objectives. Organization can best achieve objective by providing customer need satisfaction (Agrawal, 1999: 2).

2.2.9 Marketing System

A marketing system is unified whole composed of interrelated and interacting subsystem (Pars) to achieve desired objectives. Marketing is a dynamic system consisting of Input-processing –output –Feedback showing in figure.

Figure 2.3
Marketing System



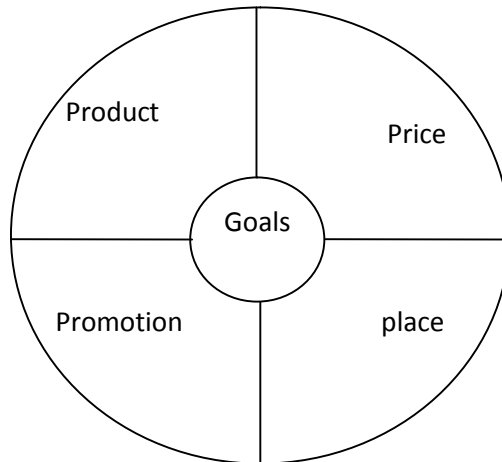
- a) Input of the marketing system consists of the marketing mix elements product, price, and promotion, place.
- b) Processing of the marketing system consists of environmental influences and buyers decision processes.
- c) Output of the marketing system consists of customer response reflected by profit, market, share, social welfare and organization image.
- d) Feedback provides information to design input (Agrawal, 1999:25).

2.2.10 Marketing Mix

Marketing is the process of choosing market to be in, product to offer, prices to change, distributors to use, and messages to send. Organization must create and maintain and effective marketing mix that satisfy customer needs (Agrawal, 1999: 28-29).

“Marketing mix is the set of marketing tools that organizations use to pursue their marketing objective in the target market”.

Figure 2.4
Marketing Mix



The Tools of Marketing Mix are Known as 4ps

- a) The four elements of marketing mix are interrelated. Decision in one element usually affects action in others.
- b) The design, implementation and evolution of the marketing mix constitute important aspects of the total marketing effort. Organizations should offer different marketing mix for different segments of the target market.

Now, it is necessary to go in brief of tools of marketing mix. Always market situation is measured with the help of tools of marketing mix i.e. 4ps. If we neglect one from other the effectiveness of market situation is not measured by better way. Now, respectively we discuss about: - promotion, product, price and distribution channel.

2.3 Promotion

The marketing mix activities of product planning, pricing and distribution are performed mainly within a business or between a business and the members of its distribution channels. However, through its promotional activities, firm communicates directly with potential customers. And, as we will see, it is not a simple process.

Promotion is the element of an organization's marketing mix that serves to inform, persuade, and remind the market of a product and for the organization selling it, in hopes of influencing the recipient feelings beliefs, or behavior.

2.3.1 Advertising

“A product, serves and idea can be presented and promoted in a variety of ways, and advertising is only one of them. Advertising influences consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objective and roles in persuading the consumers. The technique of advertising may be direct by one or more objective of advertising depending upon the situation” (*Shrestha, 1997:36*).

According to William J/Michael J. and Bruce J. “Advertising in impersonal mass communication that the sponsor has paid for and in which the sponsor is clearly identified”. The most familiar forms of ass are found is the broadcast (T.V and Ratio) and print (newspapers and magazines) media. However, there are many other advertising alternatives, from direct mail to bill boards and the telephone directory yellow pages also Internet” (*William J/Michael J. and Bruce J., 2002:456*).

The advertising needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response

Advertising is a method of communication, which is one of the most important aspects of human behavior.

Today business organization, non-business social organization, political organization and government and non-governmental organization are also using advertising as tools of promoting and presenting goods and services as well poly-typical candidates for votes.

Advertising can be understood as form of communication, which aims at bringing about some change in the behavior of the target audience, particularly the potential buyer or non buyers towards the product or service advertised. A generally theoretical model seeks to identify a step-wise behavioral progression non- buyers towards buying action.

This is the progression from awareness to comprehension. From comprehension to

Awareness



Comprehension

Favorable Attitude

Conviction

Actual Purchase of Advertise Product

Favorable attitude, favorable attitude to conviction and finding actual purchase of a product concerned, which can be presented in the diagram to answer now advertising convert from potential to an actual.

It is opened to question if this model represents what actually happens in real life one thing actual purchase occurs as a result of many factors and advertising is only one of them. Sometimes advertising can be do its job and bring the customer to the retail outlets, but if the distribution plans of the company is uneven, and retailer doesn't have stocks of the products, purchase may not result. Simply advertising stimulates the potential buyers to go the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firms, and increased sales. The technique of advertising depending upon the situation however, is the matter of decision of the marketing manager to blend all promotional tools advertising, selling and sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary (R.K., 1997:52).

“Advertising is the non personal communicate of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media” (Count and L. Bovee and William F. Arens 2002:2).

“Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor”. Advertising include not only business firms but also charitable, nonprofit and government agencies that advertise to various publics”.

Developing In Advertising Program is a Five –Step Process

1. Set advertising objectives
2. Establish a budget that takes into account the stages in product life cycle, market share and consumer base, competition and clutter, advertising frequency and product substitutability.
3. Choose the advertisement message, determine how the message will be generated, evaluate alternative message for desirability, exclusiveness, and believability, and execute the message with the most appropriate style, tone, words, and format and in a socially responsible manner.
4. Decide on the media by establishing the ad's desired reach, frequency and impact and then choosing the media that will deliver the desired results in term of circulation, audience, effective audience, and effective ad-exposed audience.
5. Evaluate the communication and sales effects of advertising (*Kotler, 2004:203*).

2.3.2 Advertising and other Promotional

It should be made clear here that advertising and promotion seems same but is not exactly the same thing. Promotion is a broad term whereas advertising is just a part of promotion. When we talk of promotion it generally includes publicity, personal selling, public relation and advertising. Advertising is considered to be one arm of promotion (*B.S. Rathor, 2003: 91-92*).

(a) Personal Selling

Personal selling consists of person – to –person communication between the sales persons and their prospectus. Unlike advertising, it involves personal interactions between the source and the destination. The most effective method of promotion probably is to have sales persons call upon every target consumer. For many institutions, especially those appeal to the mass market, this would be terribly inefficient

As a result, they employ mass marketing techniques, such as advertising Personal selling is very important in industry.

(b) Sales Promotion

According to the American marketing Association, sales promotion consists of those marketing activities, other than personal selling, advertising and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, show demonstration and

various non- recurrent selling efforts not in the ordinary routine. Sales promotion is the third major promotional tool. It is used to coordinate and supplement the advertising and personal selling programs. Sales promotion has increased considerably in importance in recent years as management has sought measurable, short –term sales result. Sales promotion should receive the same strategic attention that a company gives to advertising and personal selling. This means establishing objective and appropriate strategies. Separate budget should be set for sales promotion. Sales promotion can be directed towards final consumer middlemen, or a company's own employed.

(c) Public Relation

Marketing engage in public relation in order to develop a favorable image of their organizations and products in the eyes of the public. These activities to parties are directed towards other than target consumer. They are public at large, labor, union, the press and environmental groups. Public relation activities include sponsoring, lobbying, and using promotional messages to persuade members of the public to take up a desired position. The term public relation refers to a firm's communicate and relationship with the various section of the public. These sections include the organization customers, suppliers, shareholders, employee, the government, the general public and the society in which the organization operates.

(d) Publicity

Publicity is a means of promoting the mass market and is similar to advertising except that it is found in the additional promotion of the news media pertains to news worthy events. The most common type of publicity is news releases (press releases), photographs and feature stories. Promotion can be directed towards final consumers, middlemen, or a companies own employees.

Public relations and publicity are the last two promotional methods. Public relations are the broad, overall promotional vehicle for improving or maintaining an organization's image and its favorable relationship with its publics ... Publicity, a part of public relations is any promotional communication regarding an origination / or its products that are not paid for by company benefiting from it. Typically there two activities are handled in a department separate from the marketing department is a firm.

Can Repeating an Advertisement More Frequently than the competition Affects Brand Preferences in a Mature Market?

The extent of advertisement in mature markets cannot be exaggerated, because in most marketing researcher would declare the rate of advertise, Ina mature product market, most marketing researcher would declare the rate of advertising to the limited, especially if product attributes were integral to the brand choice process and preference were well formed. In truth, there is probably a strong presumption that under most circumstances the answer to the question posed here is negative.).Business practice would be explained as resulting from competition, signaling and the creation of barriers to entry of justify in terms of reminder advertising. At present a considerable body of research into the effects of advertising has accumulated, and even though most of the focus has been on new markets or users, it is possible to build on these results in order to start to providing answers to the important query posed here. We report of an experiment emphasizing ecological validity and careful preference measurement. The major findings are that advertising more than the competition can influence awareness and brand choice, and especially the role of brand name in preference.

There are several reasons why it would be hard detect advertising effects in mature markets or why such effects if detected are likely t be weak. First, it is highly probable that in mature markets firm are operating on or next to the saturation point of their advertising response curves. Second, there is small like hood that new users exit, so most users will have has prior product experience, and much brand choice will be based on inertia, especially for low priced, frequently purchased product. Third, nature markets are competitive, so there are bound to be high levels of competitive advertising, fourth, consumer's product – evolution could be memory based. In many cases, advertising may be working simply to maintain the status. Quo, and the only way to detect the impact of advertising would be to eliminate it entirely and see if sales decline, as Maxwell house discovered in the late eighties (*Advertising Age, 1987-1989*). Therefore, advertising effect is like to be detected in mature markets in certain conditions hold. These include non-packaged goods product category in which product experiences is ambiguous, advertising is common practice, attributes are pertinent to choice an dare numerous enough to make constant product evolutions cognitively demanding, the it may still be impossible to detect advertising effects in which case experimental methods are needed (*Giles and Rao, 1995:32*).

2.4. Products

In a narrow sense, a product is a set of attributes assembled in an identifiable form. Each product is identified by a commonly understood descriptive (or generic) name, such as steel, insurance, tennis racket or entertainment. Product attributes such as brand name and post sale service that appeal to consumer motivation or buying patterns plays no part in this narrow interpretation.

In marketing we need a broader definition of product to indicate that consumers are not really buying a set of attributes, but rather benefits that satisfy their needs. A product is a set of tangible and intangible attributes, including packaging, color, price, quality and brand, plus the seller's service and reputation. A product may be a good, service, place, person or idea. In essence, then, consumers are buying much more than a set of physical attributes when they buy a product. They are buying what satisfaction in form of the benefits they expect to receive from the product. We divided all products into two categories –

- a) Consumer Products
- b) Business Products

This research is concerning with consumer products so, goes ahead with consumer products:

“Consumer products are intended for use by households for non-business purposes”
(William, Michael and Bruce, 1998: 210-211)

How Brands Influence People?

The first thing to recognize when we talk about brands is that they are not just names, terms, symbols, designs or combinations of these, although it is true to say that such things can differentiate certain products and companies from others. The additional ingredient that makes a successful brand is personality.

Today leading brands are personalities in their own right and are well known in all societies and cultures as film heroes, cartoon characters, sports stars, or great leaders.

Thousands of people relate to brand personalities in the same way as they do to human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Carl Jung's work where he described the four functions of the mind-

thinking, sensation, feelings and institution. The secret to successful branding is the influence the ways in which people perceive the company of product, and brands can affect the minds of customers by appealing to these four mind functions, or combination of them.

Some brands appeal to the rational of a person, to the element of the logic and good sense (the thinking dimension) such as Noodle, which prevents decay and cholesterol - free foods. Others appeal to the sense of smell, tasted, sight and sound such as fashion and cosmetic products. Some brand attracts the emotional part of people appealing to the feelings dimension to which consumer react with feelings of warmth, affection, and belonging. Products such as Harley- Davidson motorcycles and companies like Benetton with its global village branding exemplify these.

Then there is the strange phenomenon of institution. Some companies and product are attractive to people who intuitively feel comfortable with them, because they see these brands as extension of themselves, a good fit to their personality, lifestyle, aspiration and behavior – companies like the Body soap, with its environmental approach.

Brands influence consumer decisions to buy in any of the above ways, or through combination them, sometimes with tremendous persuasive appeal.

The Marlboro brand personality is a good example of how a company understands and combines the physical and emotional elements that appeal to certain customer who live or would love to live a certain lifestyle. Products such good credit cards, watches or prestige items help people to express themselves to others by demonstration that they are different and have achieved something. They act as extension of the personality, so, it really is the entire mind. The key to brand management and development is a clear understanding of what benefits the customer is looking for. Time and again, research shows the real driving force behind market leadership is perceived value – not price or inherent product attributes (*Paul, 2003:4*).

People prefer to Buy Brands

Brands are also successful because people refer them to ordinary products. Today's world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brands can play an important role here by providing simplicity and reassurance to the uninitiated, offering a quick, clear guide to a variety of competitive products and helping consumers reach better, quicker decision (*Paul, 2003:44*).

Ethics and Target Marketing (The Role of Production Harm and Consumer Vulnerability)

It is not surprising to find that Tedlow's (1990) historical account of marketing in America is a history of market segmentation. Market segmentation, with its concomitant target marketing (targeting), is not the most important concept in marketing. The essence of market segmentation, recognizing the difference among customer and choosing to target segment of them with similar needs has reached its zenith in the late 20th century. Many consumer markets have fragmented, increasing the needs for sharply focused target marketing. Marketers, aided by information technology, have responded with strategies aimed at smaller and hence more exclusive groups of consumer, even to the point of program directed at the individual consumer. The sophistication of target marketing and reorganization of its importance as a means of achieving efficiency and effectiveness have never been greater. But despite its role in identifying and servicing customer segments viewed as "Vulnerable", with products considered "Harmful", which is the focal issue addressed here. This criticism of targeting has included products such as lottery tickets, fast food, weight loss products, concepts, rental furniture and electrical equipment, food supplements, and financial services, such as auto insurance and credit cards. Most extensive, however, has been the criticism of the targeting to alcohol and tobacco products, notable uptown and Dokota cigarettes and power master malt liquor.

In many respects, targeting epitomized the marketing concept. Nonetheless, on occasion it has resulted in controversy and even has been criticized as unethically. This seemingly paradoxical outcome has received little theoretical or empirical scrutiny, yet it is clearly of importance of marketing theory and practice. Certainly, marketers and public policy makers must respond if there is public disquiet over targeting and therefore should be interested in its causes and consequences. Marketers might need to be especially responsive if their practices result in diminished reputation on the firm, lost sales and potentially the regulation of

targeting. From a theoretical standpoint, it is important to determine whether there are boundary conditions to the assumed benefits of the targeting concept, in other words, the potential for controversy and ethical concern might suggest that targeting is inappropriate for some products and markets (*Alfred Ralph, 2002:147*).

What is Product Quality?

When considering the physical product apart from the additional attributes, real or fancied, bestowed on it by an effective marketing program, the manufacturer's attention is usually centered on "product quality". In this context product quality is often measured in terms of the purity or grade of material used, the technical perfection of design, and exacting standards of production. The level of quality is usually set in terms of either meeting or beating competition. Once a level of product quality control and product testing is established to ensure that technical standards of product quality are upheld (*Alfred Ralph, 2002:147*).

2.5 Distribution

"Distribution is concerned with all business activities revolving around the problem of getting the product from the place of manufacturing to the final consumer. Distribution deals with two aspects of product movement: marketing channels and distribution is the system of relationships among the various persons and institutions involved in the process of movement and ownership of products and facilitating exchanges. Distribution logistics is concerned with the physical movement of products.

Most producers do not sell their goods directly to final users. Between producers and final users stand one or more marketing channels. Decisions are among the most critical decisions facing a variety of functions. Marketing channel decision is among the most critical decisions facing management. The company's chosen channel(s) profoundly affect all other marketing decisions.

2.5.1 Channels of Distribution

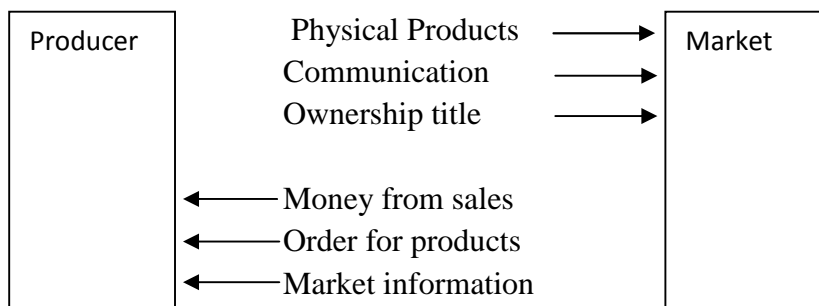
Meaning of Marketing Channels

According to William J. Stanton, "A distribution channel is the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business consumer or business users" (*William, 2002: 363*).

The channel of distribution involves several individual and institution such as producer, suppliers, and industrial users, brokers, agents, whole sellers, retailers and consumers. It also includes several flows in the system.

It consists of forward flows and backward flows. The forward flows move from producers to the market. There are three forward flows: product flow, communication flow and ownership flow. The backward flows move from the markets to the producers. The backward flows are: money from sales, order for products, and market information.

Figure 2.5
Channel Structure for Consumer and Industrial Products



(Koirala, 1999:215-18)

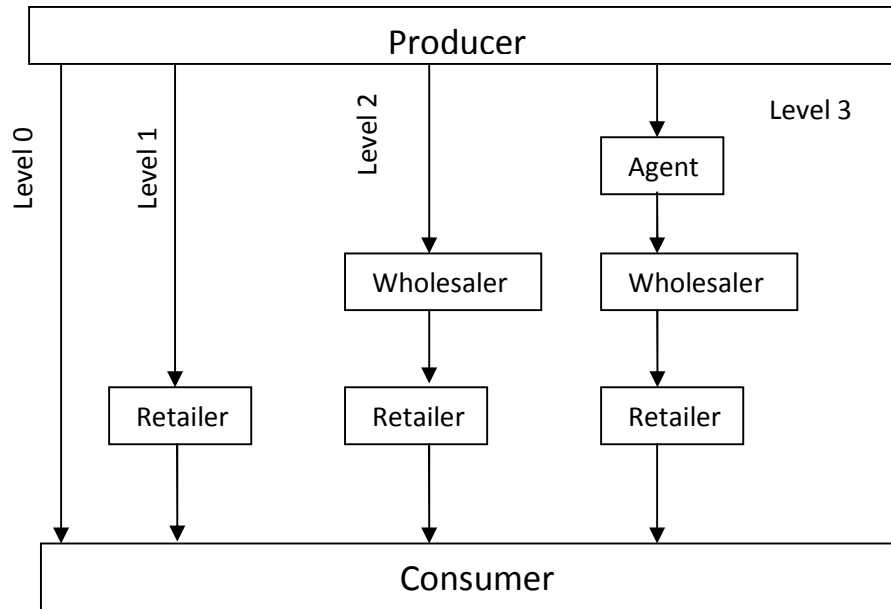
The Channel structure is a combination of channel components and channel levels. The channel components are the type of channel participants involved in the channel system. The channel structure of consumer products and industrial products are different. Similarly, the type of channel components also differs between the two types of production *(Koirala, 1999:215-18)*.

2.5.2 Channel Design for Consumer Products

There are four design alternatives for the distribution of consumer goods, ranging from a zero level to level three. Under zero level design, the producer may distribute the merchandise directly to consumer's bypassing all marketing intermediaries. Under level two designs, the product may reach consumers through whole sellers and retailers. In level three designs, the producers may use the agents to connect and execute the sales transactions to different

categories of buyers. The four designs have been presented in the diagram above (Koirala, 2002:215-18).

Figure 2.6
Channel Designs for Consumer Products



2.5.3 Physical Distribution

In the marketing channel the products must be in the moved in the right quantity at the right place in order to deliver desired satisfaction to the end users or consumers. Physical distribution or marketing logistic is concerned with the management of flow of goods from the point of origin to the point of consumption. Marketing organizations must manage the flow of goods and services from their production locations to the market, and also make arrangement for a flow of information between the two points.

2.6. Pricing

All profit organizations and many nonprofit organization set prices on their products or services. Price goes by many names:-

Price is around us. You pay rent for your apartment, tuition for your education, and fee to your physician or dentist. The airline, railway, taxi and bus companies charge you a fare, the local utilities call the price a rate, and local bank charges your interest for the money you borrow. You regular may ask for a retainer to cover her services. The 'Price' of an executive is a salary, the price of a sales person may be a commission, and price of a worker is a wage.

Finally, although economists would disagree, many of us feel that income taxes are the price we pay for the privilege of making money (*David J. Schwartz, 1981:271*).

Traditionally, price has operated as the major determinant of buyer choice. This is still the case in poorer nations, among poorer groups, and with commodity –type products. Although non-price factors have become more important in buyer behavior in recent decades, price still remains one of the most important elements determining company markets share and probability. Consumer are purchasing agents have more access to price information and price discounters. Consumers shop carefully, forcing retailers to lower their prices. Retailer put pressure on manufacturers to lower their price. The result is a market place character sized by heavy discounting ad sales promotion.

Price is the marketing –mix element that producers revenue, the others produce costs. Price is also one of the most flexible elements. It can be changed quickly, un like product features and channel commitments. At same time, price competition is the number one problem facing companies. Yet many companies do not handle pricing well. The most common mistakes are these.

1. Pricing is too cost- oriented.
2. Price is not revised often enough to capitalize on market changes.
3. Price is set independent of the rest of the marketing mix rather than as an intrinsic element of market strategy, and
4. Price is not varied enough for different product items market segments, and purchased occasion (*Kotler Philip, 1999:456*).

In setting its pricing policy, a company follows a six–step procedure (*Kotler, 1999:482-83*).

1. It selects its pricing objects survival, maximum current profit, maximum market share, maximum market skimming, or product – quality leadership.
2. It estimates the demand curve, the probable quantities that will select each possible price.
3. It estimates how its cost varies at different levels of output, at different levels of accumulated production experience, and for differentiated marketing offers.
4. It examines competitor’s cost price and offers.
5. It selects a pricing method.

6. Finally, it selects the final price, taking into account psychological pricing, and the influence of other marketing –mix elements on price, company pricing policies, and the impact of price on other parties.

Company do not usually set a single price, but rather a pricing structure that reflects variations in geographical demand and cost, market-segment requirements, purchase timing, order levels , and other factors.

Several Price –Adaption Strategies are Available:-

1. Geographical Pricing
2. Price discount and allowances
3. Promotional Pricing
4. Discriminatory Pricing

Product- mix pricing, which includes setting price for production lines, optional features, captive products, two part items, by –products boundless.

How Price Changes Influences Brand Choice and Category Choice? (Siva and Raj, 1997: 52)

National brand expenditures on sales promotion for frequently purchased consumer products have increased dramatically in the past decade, with many companies spending more on promotions than they do on advertising. Understanding the effects of price promotional strategies presence of private –label brands means that brands price promotions. Mangers of national brands must understand the extract nature of the impact of private –label brands so compete effectively in the marketplace (*Quelch and Harding , 1996:442*).

Previous research on quality tier competition focuses on brand switching between high and low –quality brands (i.e. “what” aspect). Evidence from these early studies suggests that quality tier competition is asymmetric – that is consumer respond to price promotions more to: switch up than to “switch down” quality tires (*Blattberg and Wisnewiski, 1989:221*).

These findings could be explored further by considering the category purchase aspect of the consumer choice decision. The incidence aspect of purchase behavior, the “whether”

decision, is the choice to buy the product category now or later (*Guadagni and Little 1987:621*).

Manufacturers are typically more interested in the “what” aspect and retailers in the “whether” aspect, but investigation how asymmetric competition completion works in both of those dimensions could have very different implications. For example, the dominance of the “What” aspect calls for strategies to attract customers from other brands, dominance of the “whether” aspect, however, indicates that the competition is not direct.

Past research shows the relative advantages of high quality over low-quality brands when prices are cut. However, the effects of price increase have not been examined. A separate and independent stream of research on responses to price changes established that consumer in fact respond differently to price increases and decrease (*Winer, 1986:365*).

Consequently, research on quality tier competition could benefit by incorporating the differential responses to price increase and decrease.

2.7 How to Covert Customer Desire into a Scale?

Consumers always want more .It does not matter what is being offered. If it is there, they have least a twinge of desire for it. But how do you take desire and convert it into a scale? To push a scale across the finish line you need buying stimulators. The stimulators are:

1. Appeal to The Emotions

People buy a product or use a service because they expect to feel a certain way afterward. We buy vitamin supplements because they will make us feel stylish and affluent.

So think about the benefits of your product and convert those benefits into feelings. If you are selling a business opportunity, emphasized on how people will feel when they work for themselves with no boss and no set schedule. I you sell sports equipment, focus on how your quality goods will improve technique and make your customers winners.

Use vivid, picturesque words to dramatize the feelings your customers will experience after they buy your product or service.

2. Fear of Loss

One of the best stimulants for buying is not only to say how the customer will benefit from your products, but to mention how they use if they do not buy your product. The fear of loss drives a scale as much the customer's desire for the product or service remind the customer that they can either use your product or service, or they and live with the consequences, you could say something like, "the choice is yours. You can live the life you have always dreamed of, or you can stick with your dead-end job for the next thirty years".

3. So Many Choices, So Much Indecision

The most successful advertisement focuses on one product or service. Do not the mistake of trying to list all your products and service in one advertisement. Do not give the customer a choice. If they have to deal with more than one product, your will give have mass indecision on your hands. Make the choice as easy as possible, or you will lose.

4. Increase Buying Options

A wide variety of buying methods exists for one reason not everyone likes to buy the same way. Some people like to order over the phone, someone line, some through mail, some through fax. And not everyone likes to use credit cards; some people like to use cheques or fax. The points are, when you increase your buying options, you appeal to more people. Give your customers what they want and they will give you what you want.

5. Simplify the Process

The easier something is, the more people want to do it your customers do not want to deal with a difficult ordering or purchasing process. So make the producers as simple, and pleasant as possible (*Lisa Lake, June 2003:369*).

2.8 A Review of Previous Research Work

There has been no research on the noodles and marketing in Nepal. So, only related some topics of marketing have been revising below.

Parajuli, Sanjaya (2001) from the interpretation and analysis of the data and information collected from the consumer it is found that brand awareness of the Nepalese consumers is high and most of them are branded –loyal in each of the products selected for this study, similarly, it is also found that the factors such as the consumer sex, age, martial status,

income, family system etc also affect brand loyalty. The consumer relate with brand loyalty but degree and directions of relationship varied across product.

Aryal, Kishor Raj (2002) in summary, sales promotion works as a starter to the Noodles users. People, who are not so educated, are not loyal towards any particular brand. Due to this, the sales promotion, advertisement easily attracts attention of those noodles users and as result the sales of that particular noodle will increase.

The sales promotion is very promotion is very powerful, which cane easily boost the sales have its impact of market share.

Shakya (2003), in his study, "*Advertising as a tool of Marketing*", has the main objective of identifying the existing position of advertising practices in Nepal. The other objectives of this study were to find out the existing pattern and blends of advertising and the constraints prevailing advertising practices in Nepal. His study was confined to the descriptive analysis of the situation of advertising business. It was natural to undertake such research on advertising field at that time as the advertising was still on infant stage of development. Thus, his study did not touch the creative aspect of advertising.

The major findings of the study state that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists' etc. publication media, radio and cinema are the most used media for commercial advertising. But there are few alternatives. The Gorkhapatra is the only medium with any significant circulation. The advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated.

Chaudhary (2004), in his study, "*Advertising through Television And Its Impact on Consumer's Behavior*" has the main objective to identify the situation of TV advertising at the time; ascertained advertising performance and how the different group of people perceive the advertisement from Television and their reaction about advertising.

The findings of the study were mostly children, young age and old age people prefer musical advertisements where as other prefer good wording advertisements. Considering educational factor of the people his study suggested people mostly below S.L.C. and uneducated people prefer good wording advertisement. Considering the sex he found, female consumer prefers musical advertisement rather than advertisement with good wording and vice-versa. Most people gave first preference to advertisement from TV followed by newspaper, radio, magazine, cinema respectively. Many people watch the TV advertisements. Most of the people buy the products when they need and watch the advertisements. Repetition of advertisement attracts people's attention. Few TV advertisements are good few are boring. People prefer to choose nicely advertised products, if the price and quality of both products are same. Advertisement help to recall the brand or product name while buying.

Singh (2005), in his study, "*Radio Advertising and its impact on purchasing acts in consumer goods*", has the main objective to trace the role of media in marketing. The other objectives of this study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to study the influence of radio advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

The researcher has found that there existed greater relationship between radio advertising and the sales volume. Most of the consumer remains aware from the radio advertising. Comparing to other means of advertising, the radio advertising was effective. However, radio advertising was costly.

Sapkota (2006), in his study, "*The Marketing of Instant Noodles in Chitawan*", has the main objective to analyze the production of noodles, marketing process, and marketing mechanism of the noodles industries in Nepal with special attention to all those branded and registered noodles.

The major findings of the study explicated that the consumption of noodles in urban areas of Chitawan was very popular, as most of the consumers seemed to be consuming noodles. Most of the consumers were informed about the noodles and they know about the different brands available in the market through the advertisement from Radio and Television. The advertisement of the Rara on T.V. and wall painting were more attractive and the

advertisement of Wai Wai was attractive in Newspapers. Further, some of the wholesalers expressed their view that most of the retailers used to complain over the price of Wai Wai and Mayos, the taste of Yum Yum and the quality of Aaha and Min Min.

Shrestha (2008), in his study, "*Vegetable Marketing in Bhaktapur*", has the main objective to measure the impact of marketing in the sales growth of vegetables. The other objective of the study was to find out the distribution strategy adopted, and to measure the facilities of business persons and effort of the government to upgrade the marketing.

He found that the production was lower than the demand of vegetable. Hence, there was no equilibrium between demand and supply. Further there were only three nurseries which was very low in regard to the expectation. In addition, the price of vegetables used to vary from one place to another. Farmers were facing many problems for producing and selling of the product. Likewise, attention of government officer was no sufficient to meet the expectation of the farmers. Eventually, the distribution channel was very poor and the strategy implied was not so effective to meet the consumers demand as well as the instability in price was making consumer worry.

Singh (2008), in her thesis, "*A study on Brand Loyalty on Nondurable Product*", has the main objective to evaluate the brand loyalty on nondurable products. The other specific objectives are;

- a. To find out the brand loyalty
- b. To know the consumer behavior on Non durable Product
- c. To make the guideline for making marketing strategies
- d. Similarly this study will be valuable reference to he scholars and researchers.

The major findings of the study are;

- a. Nepalese consumers give high importance to Brand in the consumer non-durable goods. The weighted mean of the various important points given (i.e. from 01 to 05) by the respondent is 3.94
- b. Most of the consumers are found buying the products selected for this study by brand rather than by inspection or influences. The percentage of consumers

who buy by brand is 70% in Cold Drink, 74% in instant noodles. 52 % in Hair Oil and 60% in Shampoo.

- c. In each product selected for the study, at least 64% of the consumer are found to have knowledge of maximum alternative brands available in the market. This shows the high brand awareness in Nepalese Urban consumers.
- d. Majority of the Nepalese urban consumers are found brand loyal.

Kayastha (2009), in his thesis, “*Brand Loyalty on Consumer Product*” has the main objective to trace the brand loyalty on consumer product in Kathmandu. The other specific objectives are;

- a. To identify the relationship of brand loyalty with demographic variables like age, sex and income.
- b. To find out the number of brand loyal consumers or percentage of brand loyal consumer.
- c. To recommend important measures that would help the develop marketing strategies and for conducting further researchers on loyalty on branding in future.

The major findings of the study are;

- a. In case of mineral water greater % of female are found to have loyal and most of male are found to have no loyalty. Test shows that there are significant difference between male and female.
- b. Similarly in the case of toothpaste % of loyal respondent are found high. They are equally brand loyal. There is no significant difference in brand loyalty between male and female.
- c. In the case of Shampoo, male and female are found to have equally loyal tests however that there is no difference in brand loyalty between male and female.
- d. In case of hair oil male and female respondent are found highly loyal. Among them female are more than and test statistics shows that there is no difference in brand loyalty between male and female.

- e. Under age group 15-20, greater % of respondent are found to have divided loyalty and then found to have no loyalty in case of soap.
- f. There is no relation between age and brand loyalty. Greater % of respondent is found to have divided loyal among them.
- g. Most of the respondent are found to have undividedly loyal in case of shampoo. This indicates that, they are conscious in the case of shampoo. Test statistics shows that there is no relation between age and brand loyalty.
- h. In the case of Mineral water greater % of respondent are found to have loyalty. Among them greater % of respondent of age group 20-25 are found loyal. Test statistics indicates that there is no relation between age and brand loyalty.
- i. In the case of toothpaste most of respondents I fall undividedly loyal categories. Most of respond of age group 20-25 and 25-30 are found strongly loyal. Test statistics indicates that there is no relation between are and brand loyalty.
- j. In the case of hair oil most of respondent are found have to undividedly brand loyal. Among them greater % of age group 30 and above, are found more loyal then other group. The test statistics shows that there is no relation between age and brand loyalty.
- k. Under income group 2000 and above greater% of respondent are found to have to undividedly loyal in the case of shop. Test statistics show that there is no relation between income and brand loyalty.
- l. In the case of shampoo greater % respondent of income group are found to have undividedly brand loyal. In this case most of respondent are fall in to undividedly brand loyal. And test statistics show that ther is no relation between income and brand loyalty.
- m. In the case of mineral water most of the respondent is found to have no loyal. But among them greater % of respondent of income group 20000 and above are found undividedly loyal in the case of Mineral water. This indicates that there is no relation between age and brand loyalty.
- n. Undoubtedly, the previous research made related to the brand loyalty is good to some extent. But what has been ascertained that the previous researchers have

analyzed only the responses of the consumers and thus have not embraced the opinions of the distributor's channels. Thus to overcome this gap, the present research has been conducted by analyzing the buying pattern of the consumers and the experience of the distributive channels, such as the opinion of the personnel of the departmental store and the grocers.

CHAPTER -III

RESEARCH METHODOLOGY

3.1 Introduction

Research Methodology is an art of scientific inquiry. In other words, it is systematic product of knowledge. C. K. Kothari defines, “Research methodology is a way to systematically solve the research is done scientifically. In it we study the various styles that are generally adopted by a researcher in studying his research problem along with logic behind them. It is necessary for the researcher to know not only the research methods/ techniques but also the methodology.

Most of the data used in this study are primary in nature. Some secondary data have been also used for the purpose of study. Most of information is collected from the sample sizes for the different professions, age groups, areas and educational background.

3.2 Data Collection Procedure

The questionnaire developed for different aspects according to objectives of the study and marketing complications are applicable to different aspects of marketing practices. Two different sets of questionnaires were prepared. 13 questions were prepared in one set of the questionnaire to be distributed among consumers and 10 questions were prepared in another set of the questionnaire to be distributed among shops. While distributing the set of the questionnaire, the researcher personally visited to the respondents one by one and obtained the same process in gathering information. Few consumers’ form was distributed and collected by personal contact.

During the time in research some shopkeepers were unable to fill the questionnaire. Under this situation researcher filled that questionnaire with the help of their oral answers. This study is mainly based on above mentioned two questionnaires and oral conversation & interview with concerned distributor, wholesalers, retailers and consumers. Besides this the researcher also has conducted field survey as well. The questionnaires were distributed to the consumers and businessman of Kathmandu Municipality for the collection of necessary information.

3.3 Population

The population of the study area is the consumer and the shopkeeper of Kathmandu Metropolitan city respectively.

3.4 Sampling

It is almost impossible to include the total population in the study. So, out of total population only 200 consumers and 110 shops were surveyed.

Even though the sample size is very small in the comparison of the total population, sufficient efforts have been made to make the representative of the whole population.

The formal questionnaire has attached in the appendix column.

3.5 Data Processing and Analysis

All the questionnaires were distributed and collected by the researcher himself. So, there was not any delay in collection of questionnaires, which were distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was found correct in style of filling.

The same responses of the collected questionnaires were put into one place under the respective headings and the total responses were counted. The total responses were presented in one master table with the help of the data of the master table. Necessary adjustments have been made for attaining the objectives of the study.

3.6 Data Presentation

The collected information related with objectives of the researcher is systematically analyzed.

After then the collected data are presented and interpreted in different heading. Data has been presented clearly and vividly either in table, Bar Graph and pie chart according to its nature.

CHAPTER - IV

DATA PRESENTATION AND ANALYSIS

Before going to field two types of questionnaires were prepared for primary data collection and were randomly distribute to the respondents who were different in sex, age, educational status and social status and different in religions aspect so that sample could represent the population must effectively. Some of them were distributed and collected by the personal contact and some were visited in their school and other places.

After collection of the required information was classified and tabulated and presented in the form of various table, bar graph and pie charts, according to the needs and objectives.

4.1 Consumer's View

Out of total distribution of 200 questionnaires only 164 were returned back from the consumer, to the respondents were 82%.

[Note: All % is not calculated after decimal all are in full number].

4.1.1 Age and Occupation of the Consumers

Table 4.1
Age and Occupation of the Consumers

Age Group	15-25 yrs	26-35yrs	36-45yrs	Total
No. of Respondents	100	36	28	164
Percent	61%	22%	17%	100%
Occupation	Students	Services holders	Shopkeepers	
No. of Respondents	94	60	10	164
Percent	57	37	6	100%

Source: Field Survey, 2010

Among 164 respondents 61% (100) are (15-25) yrs, 22% (36) are (26-35) yrs and 17% (28) are (36-45) year's groups. It shows that most of respondents are of 15-25 yrs group. BY occupational wise 94 (57%) are students, 60 (37%) service holders and 10 (6%) are shopkeepers .It shows maximum respondents are students.

4.1.2 Qualification of the Respondents

Table 4.2

Qualification of the Respondents

Studying	S.L.C	Certificate	Degree	Service Holder	Shop Keeper	Total
Respondent	30	20	44	60	10	164
Percent	18%	12%	27%	37%	6%	100%

Source: Field Survey, 2010

Table is showing that all respondents are educated.

4.1.3 Use of Different Brands of Noodles

Table 4.3

Use of Different Brands of Noodles

Brands	Number	Percentage
Sathi	82	50
Mayos	28	17
Rum Pum	22	13
Rara	8	5
Different Brand	24	15
Total	164	100

Source: Field Survey, 2010

Figure 4.1

Use of Different Brands of Noodles



Figure is showing 50% (82) are consuming Sathi, 17% (28) are using Mayos 13% (22) are using Rumpum 5% (8) are using Rara and rest 15% (24) are using different brands . It shows Sathi user group is very high in the comparison of other brands. There are 15% consumers who are using different brands so company should give attention for them.

4.1.4 Actual Users of the Sathi Brand

Table 4.4
Actual Users of the Sathi Brand

Users Type	Number	Percentage
Frequent Users	33	40
Sometimes Users	41	50
Not Users	8	10
Total	82	100

Source: Field Survey, 2010

Figure 4.2
Actual Users of the Sathi Brand

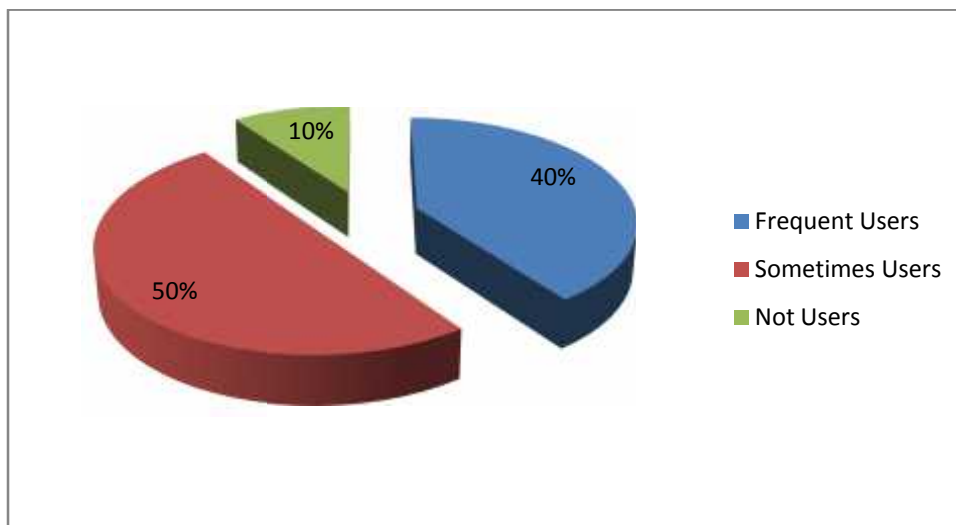


Figure is showing that 40% (33) are using Sathi frequently, 50% (41) are using sometimes and 10% (8) are not using till now. Users of Sathi are in good condition. The company should give attention for sometimes user consumers.

4.1.5 Reasons for Preferred Sathi Brand

Table 4.5

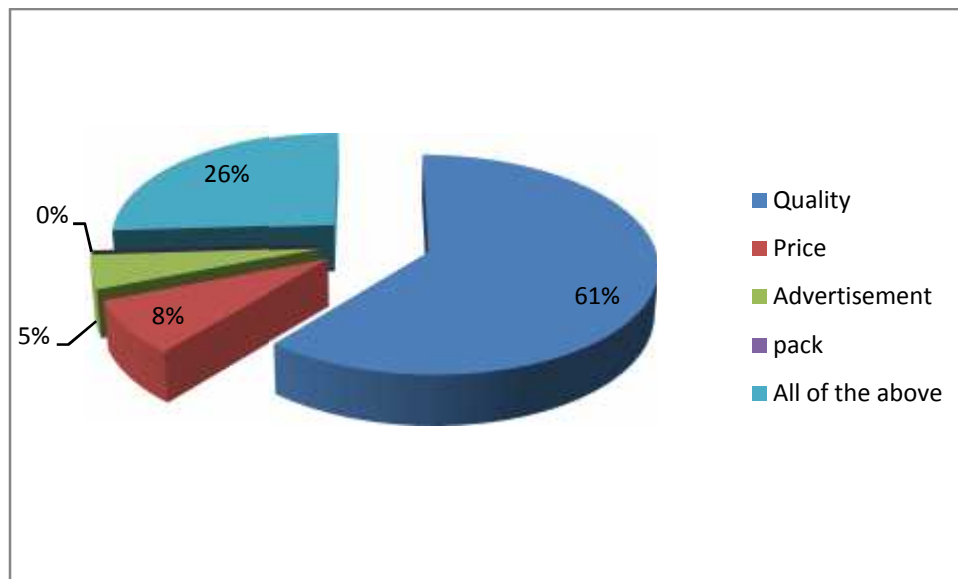
Reasons for Preferred Sathi Brand

Preferred in	Number	Percentage
Quality	50	61
Price	7	8
Advertisement	4	5
pack	0	0
All of the above	21	26
Total	82	100

Source: Field Survey, 2010

Figure 4.3

Reasons for Preferred Sathi Brand



Among the Daily users they preferred Sathi as follows: 61% (50) prefer quality, 8% (7) prefer price, 5% (4) prefer Advertisement, 0% (0) prefer pack and 26% (21) prefer all of above .It shows most of consumers preferred quality at first where no concern with pack, and 26% prefer all of above.

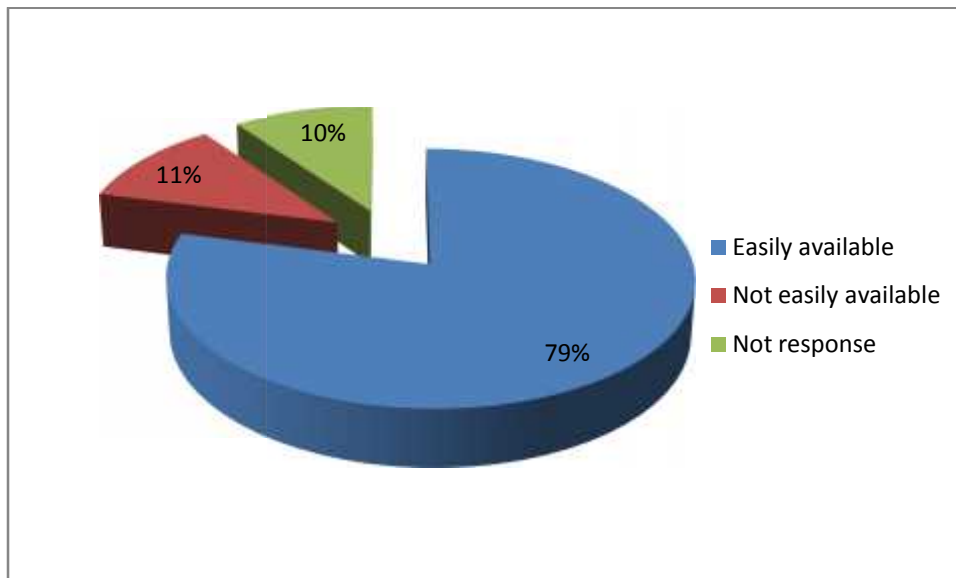
4.1.6 Availability of Sathi Noodles

Table 4.6
Availability of Sathi Noodles

Availability	Number	Percentage
Easily available	65	79
Not easily available	9	11
Not response	8	10
Total	82	100

Source: Field Survey, 2010

Figure 4.4
Availability of Sathi Noodles



In context of availability, 79% (65) respondent were seemed in the favor of easily availability, 11% (9) Respondents response in the against of availability and 10% (8) were keep quiet (no response).

It shows availability of Sathi is strong and very good.

4.1.7 Reasons for not Preferred Sathi Brand

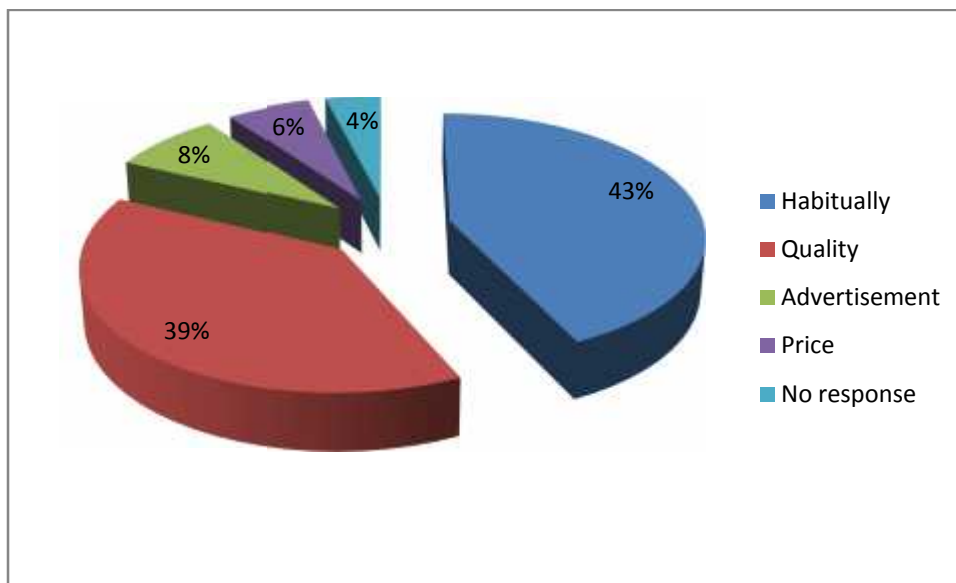
Table 4.7
Reasons for Not Preferred Sathi Brand

Not Preferred in	Number	Percentage
------------------	--------	------------

Habitually	35	43
Quality	32	39
Advertisement	7	8
Price	5	6
No response	3	4
Total	82	100

Source: Field Survey, 2010

Figure 4.5
Reasons for not Preferred Sathi Brand



Among 82 respondents who are sometimes users of Sathi Noodles 43% (35) are habitually faith with another brand from long time ago. 39% (32) are not agree with quality, 8% (7) are attracted from advertisement of another brand, 6% (5) comments on price and not response by 4% (3). So, most of consumer have brand loyalty and gives priority for quality.

4.1.8 Suggestion taken from Sometime Users of Sathi Noodles

Table 4.8

Suggestion taken from Sometime Users of Sathi Noodles

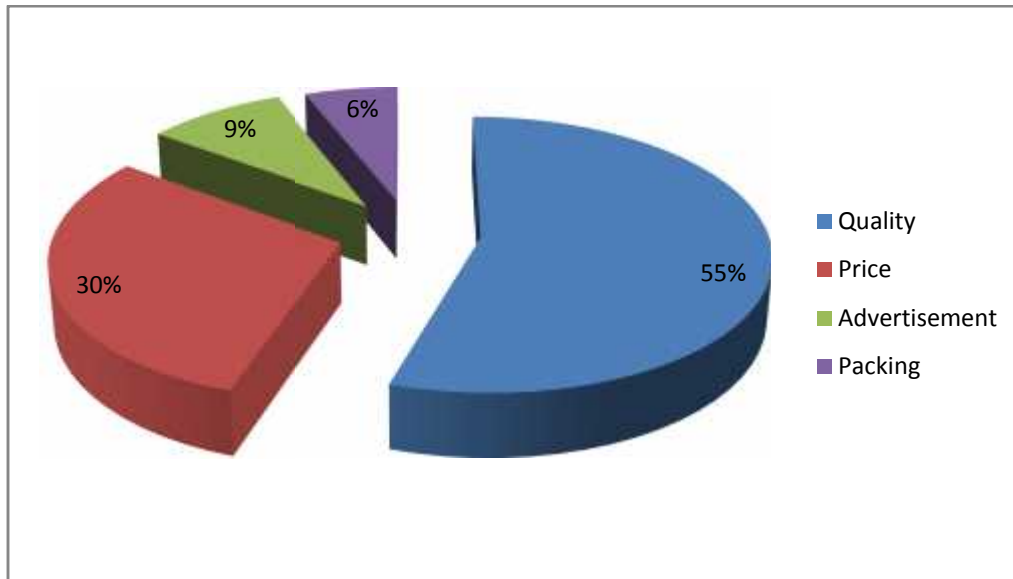
Suggestion in	Number	Percentage
Quality	45	55
Price	25	30

Advertisement	7	9
Packing	5	6
Total	82	100

Source: Field Survey, 2010

Figure 4.6

Suggestion taken from Sometime Users of Sathi Noodles



Bar is showing among 82 Respondents suggestion for Sathi brands 55% (45) for quality, 30% (25) for price, 9% (7) for advertisement and 6% (5) for packing . It shows Sathi should increase their quality and decrease price, so it can attract to the other brands users.

4.1.9 Trends of Watching Advertisement of Sathi Noodles

Table 4.9

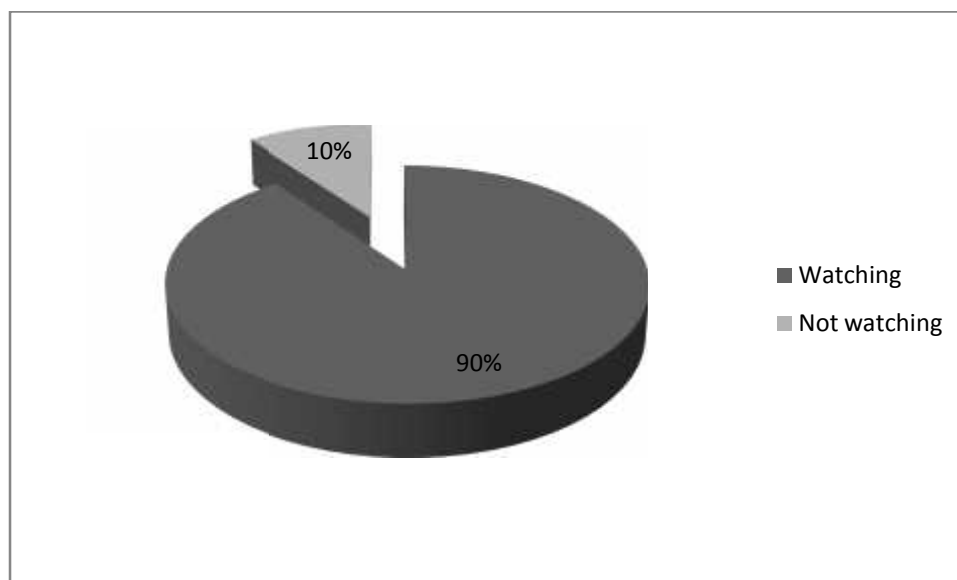
Trends of Watching Advertisement of Sathi Noodles

Trends	Number	Percentage
Watching	74	90
Not watching	8	10
Total	82	100

Source: Field Survey, 2010

Figure 4.7

Trends of Watching Advertisement of Sathi Noodles



90% (74) have watched Sathi advertisement where 10% (8) have not watched Sathi's advertisement.

4.1.10 Having T.V. on Respondent Home

Table 4.10

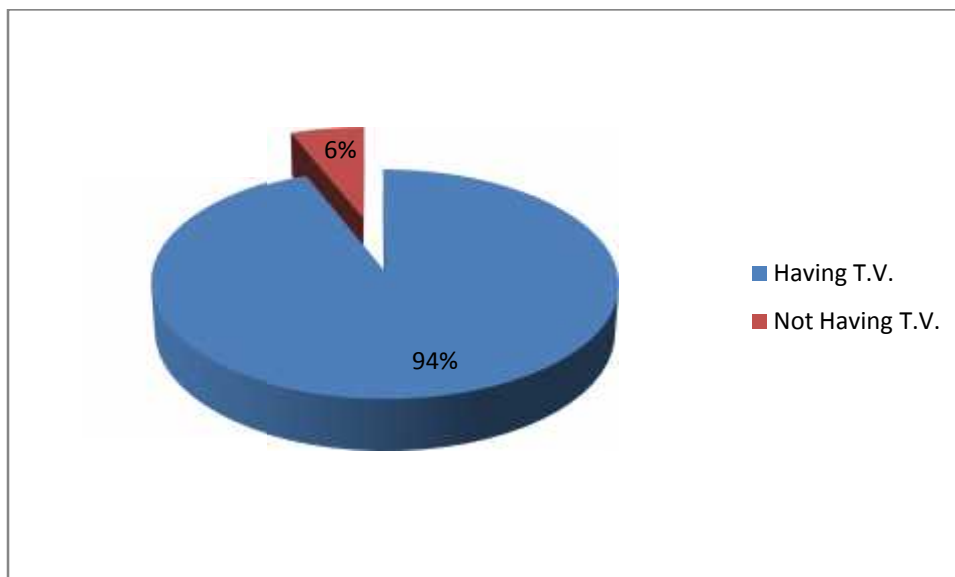
Having T.V. on Respondent Home

Respondent Home	Number	Percentage
Having T.V.	154	94
Not Having T.V.	10	6
Total	164	100

Source: Field Survey, 2010

Figure 4.8

Having T.V. on Respondent Home



Among 164 respondents, 94% (154) have a T.V. at their home and not having T.V. are 6% (10), it shows now a day's most of consumers have a T.V.

4.1.11 Attraction of Advertisement on NTV

Table 4.11

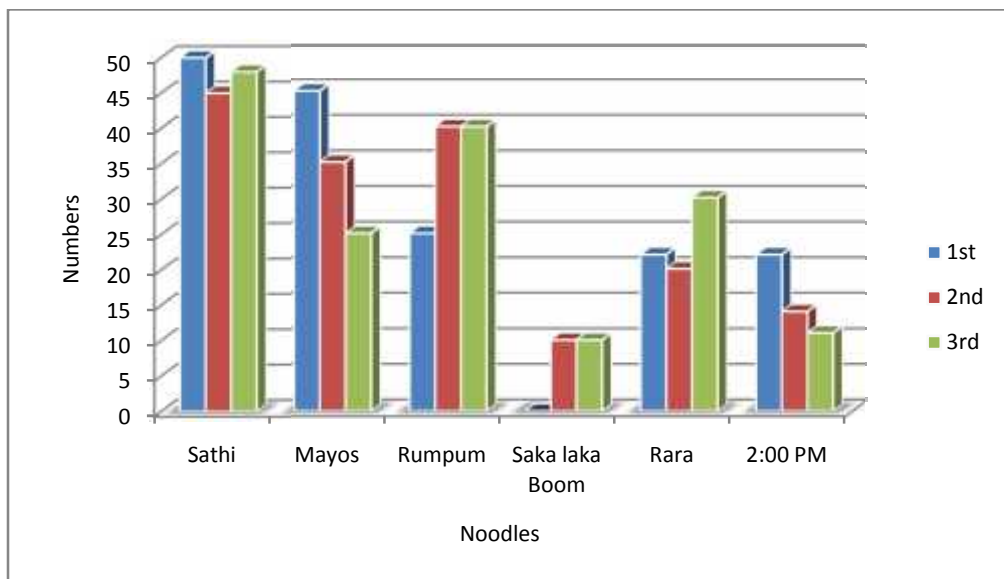
Attraction of Advertisement on NTV

Advertisement of	1 st	2 nd	3 rd	Total
Sathi	50	45	48	143
Mayos	45	35	25	105
Rumpum	25	40	40	105
Saka laka Boom	0	10	10	20
Rara	22	20	30	72
2 pm	22	14	11	47
Total	164	164	164	492

Source: Field Survey, 2010

Figure 4.9

Attraction of Advertisement on NTV



According to respondents percent, 29% (143) are respond for Sathi, 21% (105) for Mayos, 21% (105), for Rumpum, 15% (72) for Rara 10% (47) for 2pm where 4% (20) for Saka Laka Boom. It means Sathi is in first position; mayo sans Rumpum is like same position by respondent view.

From the point view of attraction, Sathi seems in the first position Mayos in second position and Rumpum is in position.

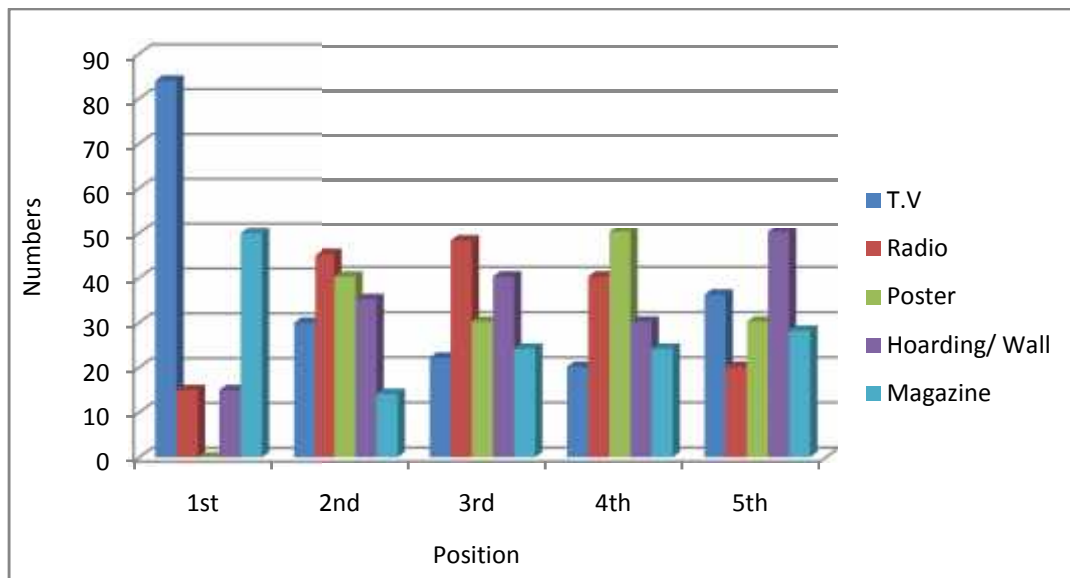
4.1.12 Effective Advertisement from Different Media

Table 4.12
Effective Advertisement from Different Media

Advertisement on	1 st	2 nd	3 rd	4 th	5 th
T.V	84	30	22	20	36
Radio	15	45	48	40	20
Poster	0	40	30	50	30
Hoarding/ Wall	15	35	40	30	50
Magazine	50	14	24	24	28
Total	164	164	164	164	164

Source: Field Survey, 2010

Figure 4.10
Effective Advertisement from Different Media



In this data, we request to ranking 1st-5th position of effective adv. From different media the result is showing in graphs. Out of 164 Respondent for T.V.51% (84) is ranked in 1st position, for radio 27% (45) is ranked in 2nd position, for radio again 29% (48) ranked 3rd position, for Poser 30% (50) is ranked 4th position and lastly 30% (50) is ranked for hoarding board and wall in 5th position. It shows that T.V. is the highly effective media where another media are respectively.

4.2 Shopkeeper View

Researcher has visited randomly 110 shops at Kathmandu. Respondent shops were 91% (100). Some shopkeepers filled up questionnaires on their own way and some requested researcher to fill up questionnaire on their behalf giving the oral answer.

4.2.1 Types of Shop

Table 4.13
Types of Shop

Kinds	Quantity	Percent
General Store(Kirana)	50	50
Cold Store	18	18
Departmental Store	16	16
Wholesale	14	14
Company's Distributor	2	2
Total	100	100

Source: Field Survey, 2010

Table is showing most of the research is focused is general store because most of shops available in the market are general stores and there are only two distributors from company side which supply Sathi through his limited number of wholesalers.

Figure 4.11
Types of Shop

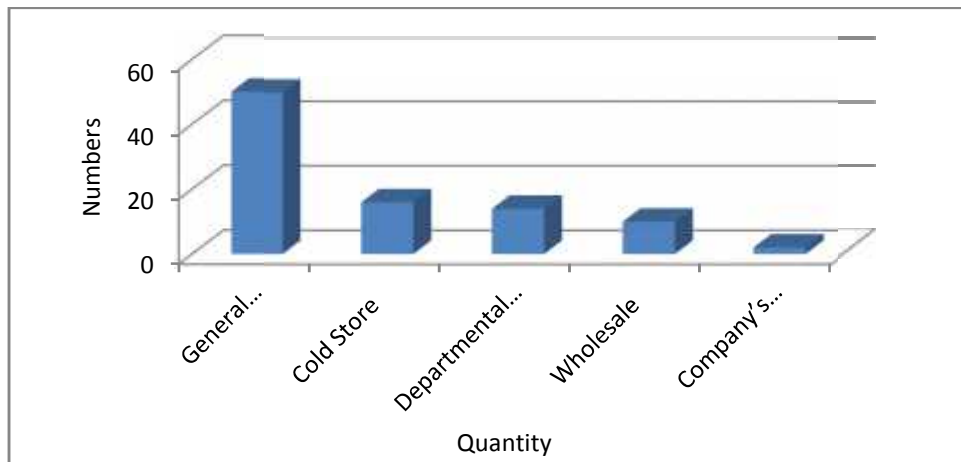


Table is showing of the researcher is focused in general store because most of shops available in the market are general stores and there are only two distributor from company side which supply Sathi through his limited number of wholesalers.

4.2.2 Stock- Wise Situation of Noodles

Table 4.14

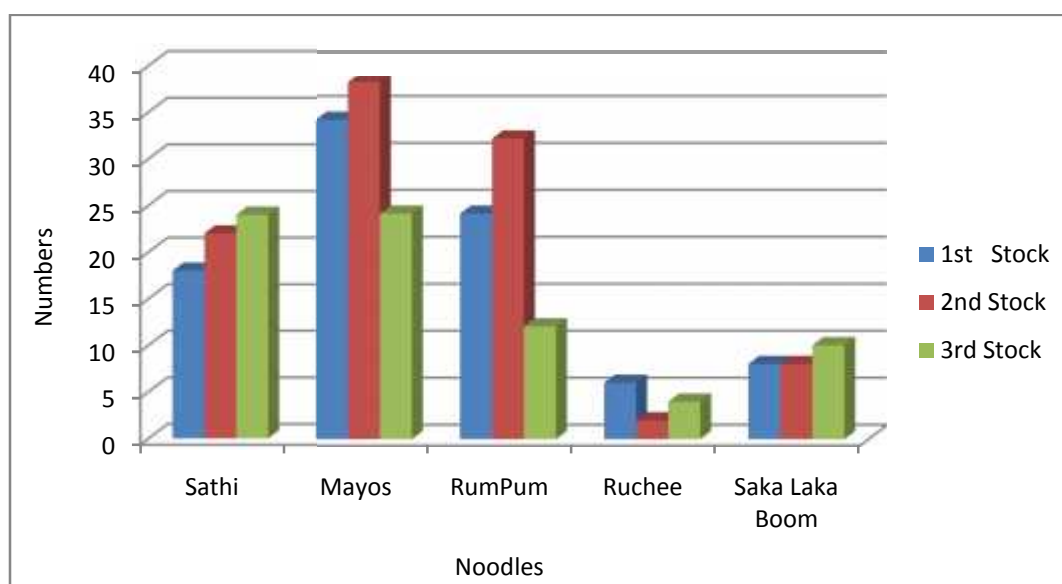
Stock – Wise Situation of Noodles

Noodles	1st Stock	2nd Stock	3rd Stock	Total
Sathi	18	22	34	74
Mayos	34	38	26	98
RumPum	24	32	20	76
Ruchee	10	2	8	20
Saka Laka Boom	14	6	12	32
Total	100	100	100	300

Source: Field Survey, 2010

Figure 4.12

Stock – Wise Situation of Noodles



The above bar is showing that stock wise 33% (98) shops have Mayos, 25% (76) have Rumpum, 24% (74) have Sathi 11% (32) have Saka Laka Boom and 7% (20) have the stock of Ruchee in their shop.

4.2.3 Sale-Wise Situation of Noodles

Table 4.15

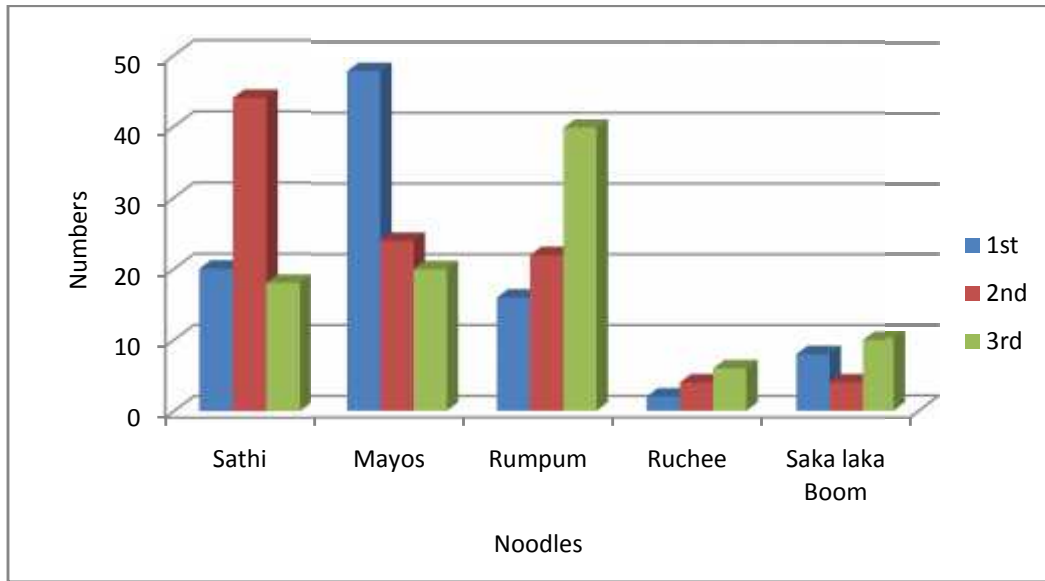
Sale –Wise Situation of Noodles

Noodles	1 st	2 nd	3 rd	Total
Sathi	20	44	18	82
Mayos	48	24	20	92
Rumpum	16	22	40	78
Ruchee	4	4	8	16
Saka laka Boom	12	6	14	32
Total	100	100	100	300

Source: Field Survey, 2010

Figure 4.13

Sale –Wise Situation of Noodles



Among 100 Respondent 31% (92) are selling Mayos, 27% (82) are selling Sathi, 26% (78) are selling Rumpum, 11% (32) are selling Saka Laka Boom and 5% (16) are selling Ruchee. Sales-wise it seems that Sathi is in 2nd position but Rumpum sales are growing well. In comparison with the top brand, Saka Laka Boom and Ruchee are in a very low position.

4.2.4 Payment Status of Sathi Noodles

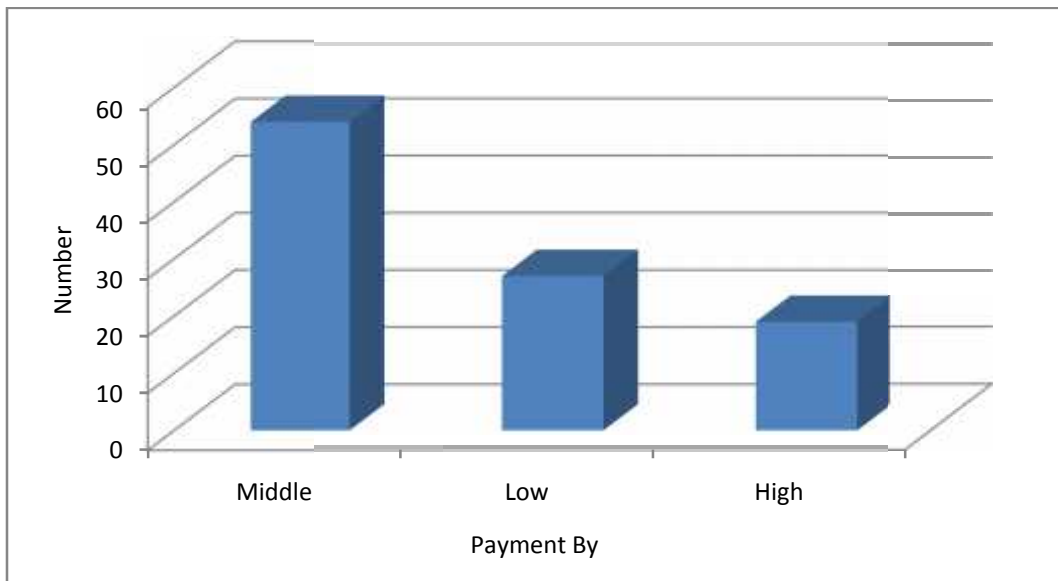
Table 4.16

Payment Status of Sathi Noodles

Payment By	Number	Percentage
Middle	54	54
Low	27	27
High	19	19
Total	100	100

Source: Field Survey, 2010

Figure 4.14
Payment Status of Sathi Noodles



The column chart is showing that payments status of Sathi is middle, which is 54%. Where 27%, are feeling its payments is loose and 19%, are feeling that its payment is hard.

More over the researcher has done survey about payment Vs sales growth asking questions weather the introduction of additional low payment will increase the sales volume. The answers were as follows (Shown in the table).

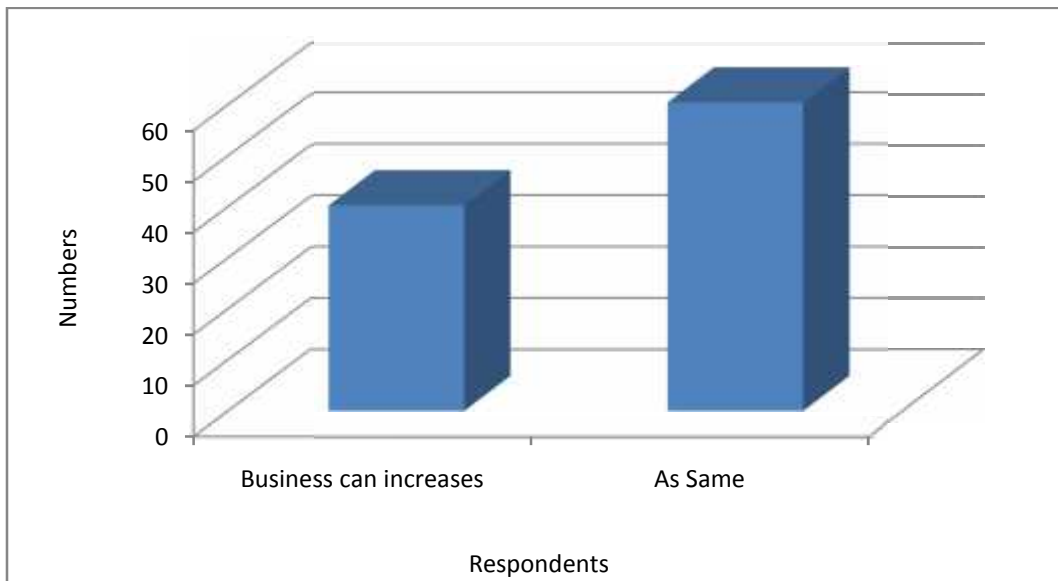
4.2.5 Payment Vs. Sales Growth

Table 4.17
Payments Vs Sales Growth

	No. of Respondent	Percent
Business can increases	40	40
As Same	60	60
Total	100	100

Source: Field Survey, 2010

Figure 4.15
Payment Vs Sales Growth



Most of shops i.e. 60% are purchasing noodles even Sathi by cash and hold the view that they are selling the maximum packets of noodles, additional facility of credit will not help in increasing sales. On the other hand there are 40% (40) shops who believe that they will certainly increase the sales if additional facility of credit is provided to them.

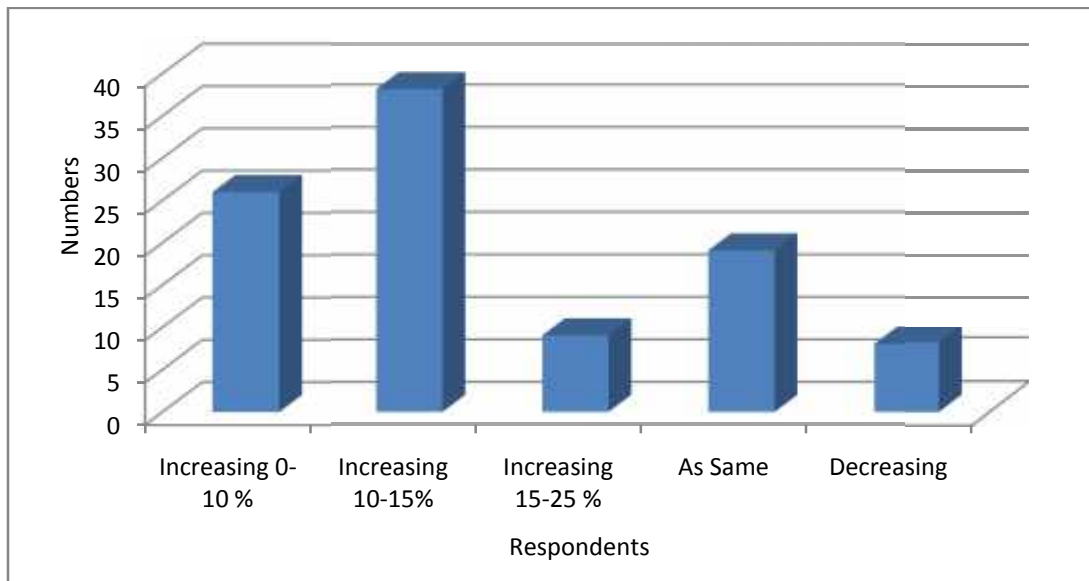
4.2.6 Increasing of Noodles Markets

Table 4.18
Increasing of Noodles Markets

Condition	Respondent	Percent
Increasing 0-10 %	26	26
Increasing 10-15%	38	38
Increasing 15-25 %	9	9
As Same	19	19
Decreasing	8	8
Total	100	100

Source: Field Survey, 2010

Figure 4.16
Increasing of Noodles Markets



The above mentioned table reveals the following facts. Out of the 100 respondent 26% (26) shops, 38% (38) shops and 9% (9) shops are of the opinion that annually the noodles market is increasing by 0 to 10%, 10 to 15% and 15 to 25% respectively. On the other hand 19% (19) hold the view that there is no increase in sales volume and it is the same as it was before. The experiences of 8% (8) shops are quite different and they believe that the sales volume of noodles is decreasing while compares with the past achievements.

4.2.7 Trends of Consumer Taking Brands Name

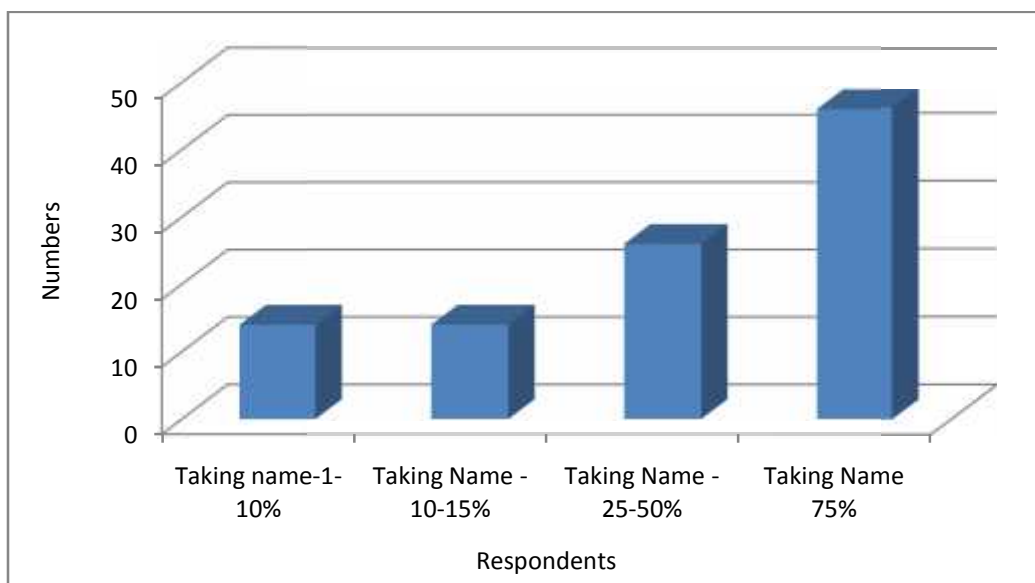
Table 4.19
Trends of Consumer Taking Brands Name

Condition	Respondent	Percentage (%)
Taking name-1-10%	14	14
Taking Name -10-15%	14	14
Taking Name -25-50%	26	26
Taking Name 75%	46	46
Total	100	100

Source: Field Survey, 2010

Figure 4.17

Trends of Consumer Taking Brands Name



It is evident from the table mentioned above that the brand name of noodles is quite familiar with different type of consumers. They enter the shop and frankly ask for their respective brand. Out of 100 respondents 46% (46) shopkeepers have frank opinion that more than 50% consumers have their own brand loyalty. It seems that the brand loyalty is very high.

4.2.8 Trends of Suggestion to Consumer

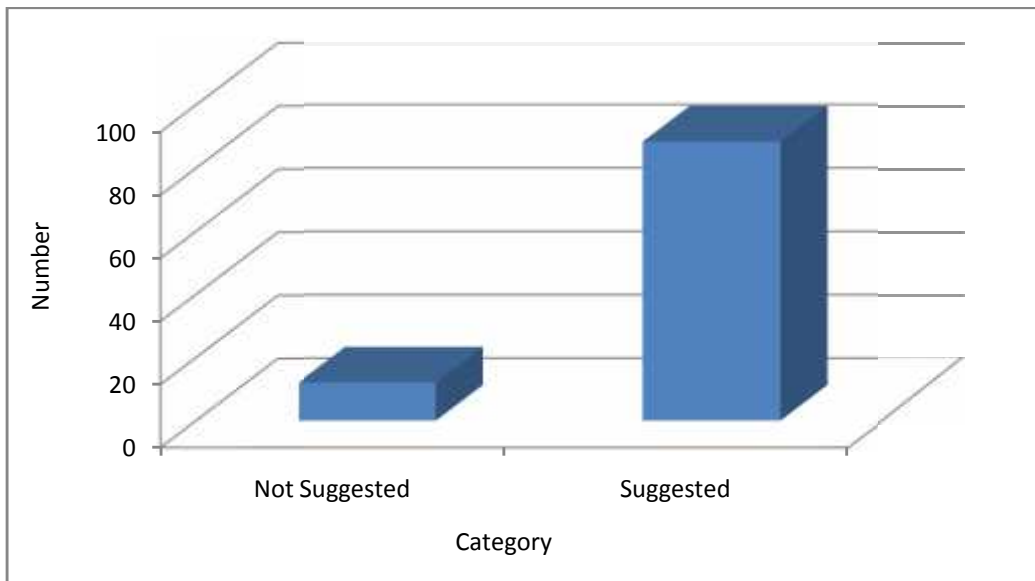
Table 4.20

Trends of Suggestion to Consumer

Category	Number	Percentage
Not Suggested	12	12
Suggested	88	88
Total	100	100

Source: Field Survey, 2010

Figure 4.18
Trends of Suggestion to Consumer



Do Shopkeeper suggest carrying brand, if consumer does not have their own brand? Yes! Among 100 Respondent, 88% respondents (88) shops suggest to another brand where only 12% respondent (12) shops don't give any suggestion to consumers for alternate brand.

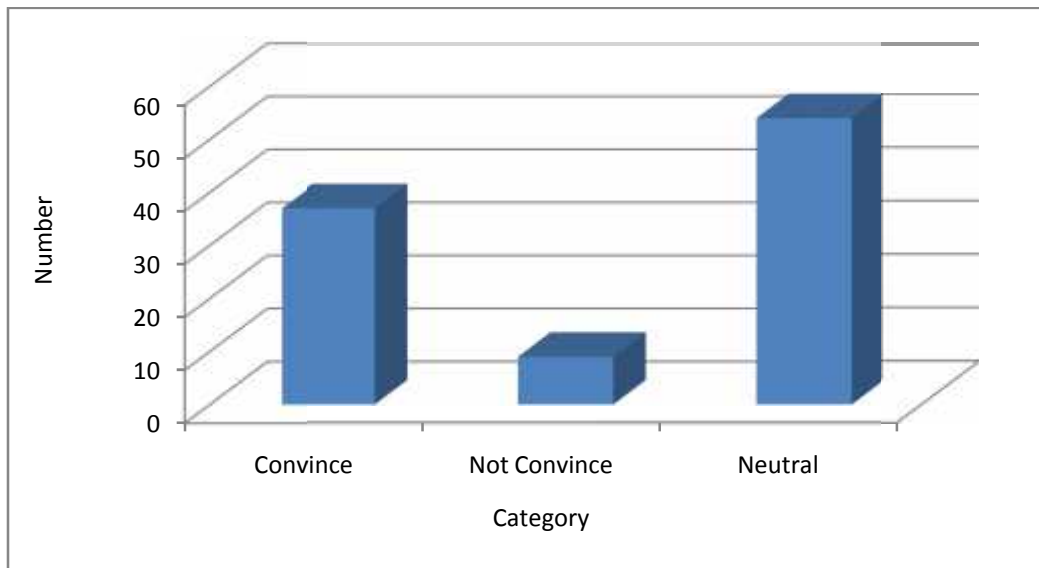
4.2.9 Convincing Capacity of Shopkeeper

Table 4.21
Convincing Capacity of Shopkeeper

Category	Number	Percentage
Convince	37	37
Not Convince	9	9
Neutral	54	54
Total	100	100

Source: Field Survey, 2010

Figure 4.19
Convincing Capacity of Shopkeeper



Sometimes a consumer may not be in a position to acquire his loyal brand in a shop due to some unavoidable reason. Under such circumstances the convincing capacity of shopkeepers is of immense value because he is the man who can influence the buyer to buy some other competitive brands. It is quite natural that he will try to say an alternate brand that will give him much more profit. The bar diagram shown above clearly indicates that 9% shopkeepers (9) shops don't have any capacity to convince the consumers to have an alternate brand while 54% shopkeepers (54) shops are neutral and so are shy in suggesting for a competitive brand. There are only 37% shopkeepers (37) shops take active parts in convincing the consumers for purchasing a competitive brand. The role of such shop keepers is very much helpful to increase the sale of the particular brand.

4.3 Major Findings

On the basis of the Field Survey and Subsequently Analysis, the Study Reveals

-) The “Gupta Distributors and Joshi Distributors are company’s Authorized dealer in Kathmandu”.
-) Distributors themselves go in the market to give the service for concerned. Most of retailer purchases ‘Sathi by dealers.
-) Although some retailers comment that the price is less in wholesale comparison to distributors.
-) Stock –Wise ‘Sathi’ is in Third Position

-) Sale –wise ‘Sathi’ is in second position.
-) Payment is not very strong of Sathi 54% (54) shopkeepers say its payment in middle.
-) Most retailers purchase Noodles even 'Sathi' in case. If given credit facilities they have no confidence to increase sales (60% (60) retailers.
-) According to shopkeeper Noodles market is increasing 10 to 25% yearly. Although 19% say that its market is same like previous.
-) Most of consumers are coming to purchase Noodles by taking the brand's name. If consumers could not find their own brand shopkeepers suggest carrying another brand. Rate of suggestion is 88%.
-) 37% consumers are convinced by the shopkeeper suggestion.
-) 50% consumers are using ‘Sathi’.
-) Frequent of consumers are preferred Sathi are 40%.
-) Most of consumers are preferred Sathi due to the case of quality.
-) Where 43% are not using ‘Sathi’ because they are not habituate (in buying Sathi) and 39% are not satisfied with the quality.
-) Quality and price are important factors because 55% of the consumers suggest to increased quality and 30% suggest decreasing price.
-) Availability of ‘Sathi ’is quite well because 79% consumer can easily get it.
-) 90% consumers are aware with ‘Sathi advertisements. Most of consumers have T.V. Sathi, and Rumpum are respectively attractive ads. On N T V. Most effective media is for advertisement is T.V. where Radio, Poster, Magazine are also effective.

CHAPTER –V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Marketing has gained the new dimension in the recent years and passed through different stages to reach present stage of marketing concept which aims at maximizing social welfare through delivering goods and services that are produced to satisfy social wants and produced according to consumer preferences.

The topic of this research “Market situation of Brand Sathi Kathmandu Valley” was very vast for which researcher himself visited Kathmandu Valley. Before going to field the specific objectives of the study were set and two types of questionnaire were developed to suit the objective. Out of these two questionnaires one is for the purpose of consumer’s reaction whereas another at being aware of shopkeepers reaction towards Sathi brand separately. Especially marketing has 4ps (product, Promotion, price and Place) and this study is conducted on these 4ps activities of chaudhary Group for Sathi brand.

It was not possible to visit more consumer and shopkeeper due to many limitations. So, randomly questionnaires were distributed and collected .Among consumer 82% has response and among shopkeepers 91% have response for questionnaire. Most of consumers are students covering an age group of 15-25 years who are either from school or campus. Others are service holders from office. By the study of the market situation of Sathi it has been seen that:

1. By sales position ‘Sathi’ is in second position and Rumpum also aggressively coming behind it.
2. Consumers are brand loyal, most of consumers suggest to decrease or not to increase the price of Sathi and maintaining the best quality.
3. According to consumer Sathi’s Advertisement is very effective on T.V. and most of them watch the advertisement.
4. Distribution channel of Sathi is very much effective.
5. In Kathmandu 2pm, Rara , Ruchee, Saka Laka Boom, Mama are also available brands but are top most brands are Mayos, Sathi & Rum Pum respectively.
6. Overall CG has a good market situation in Kathmandu.

5.2 Conclusion

➤ On the Basis of the Field Survey and Subsequently Analysis, the Conclusions are:

-) The “Gupta Distributors and Joshi Distributors are company’s Authorized dealer in Kathmandu”.
-) Distributors themselves go in the market to give the service for concerned. Most of retailer purchases ‘Sathi by dealers.
-) Although some retailers comment that the price is less in wholesale comparison to distributors.
-) Payment is not very strong of ‘Sathii’ 54% (54) shopkeepers say its payment in middle.
-) Most retailers purchase Noodles even ‘Sathi’ in case. If given credit facilities they have no confidence to increase sales 60% (60) retailers.
-) According to shopkeeper Noodles market is increasing 10 to 25% yearly. Although 19% say that its market is same like previous.
-) Most of consumers are coming to purchase Noodles by taking the brand’s name. If consumers could not found their own brand shopkeepers suggest carrying another brand. Rate of suggestion is 88%.
-) Frequent of consumers are preferred Sathi are 40%.
-) Most of consumers are preferred Sathi due to the case of quality.
-) Where 43% are not using ‘Sathi’ because they are not habituate (in buying Sathi) and 39% are not satisfied with the quality.
-) Quality and price are important factors because 55% of the consumers suggest to increased quality and 30% suggest decreasing price.
-) Availability of ‘Sathi’ is quite well because 79% consumer can easily get it.
-) 90% consumers are aware with ‘Sathi’ advertisements. Most of consumers have T.V. Sathi, and Rumpum are respectively attractive ads. On NTV. Most effective media is for advertisement is T.V. where Radio, Poster, Magazine are also effective.

5.3 Recommendations

Suggestion from Consumer Side

-) Increase the quality and decrease the price is the most common suggestion for Sathi Company.
-) Make attractive pack and giving attention in promotion.

-) Should increase the quality and make less oily.
-) Offer / scheme for consumers.
-) Do not give priority only for ads. Give priority for health.

Suggestion from Shopkeeper Side

-) Some shopkeeper is unhappy with agent and wants to substitute.
-) Retailers comment that they are not getting bonus/discount/scheme etc.
-) The product quality should be improved.
-) Retailers are middlemen between company and last user, so company should provide benefit to their retailer by giving different scheme/bonus.
-) If scheme/bonus is coming in near future it should be inform timely.
-) Retailing system should be made more effective.
-) Credit facilities should be provided.

Suggestion given by the Researcher

-) If possible price should be decrease and quality should be improved.
-) Offer different bonus/prize/scheme for targeting consumers and retailers to boost up the sales of Sathi.
-) Continue advertising by using different media.
-) In backward area retailer plays vital role to sell product so give priority for those retailers.

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QUESTIONNAIRE

(For Consumer Purpose)

1. What brand of Noodles do you use?

- a) Used Brand.....
- b) Don't use any Brand

2. Have you used Sathi Noodles?

- a) Always
- b) Some Times
- c) Have not use

3. If used always reasons for using it?

- a) Proper Price
- b) Attractive Packing
- c) Good Quality
- d) Due to Advertisement
- e) All mentioned above

4. Suggestion to make Sathi Noodle more improved if any?

.....

5. Is Sathi Brand easily available in any shop?

- a) Easily available
- b) Have to as in two or three shops.

6. If you don't Prefer Sathi, why?

- a) Habituated in another brand
- b) Due to more price
- c) Due to lower quality
- d) Other brand's attractive advertisement

7. What factors should be improved so that you could use Sathi brand?

- a) Advertisement
- b) Price
- b) Quality
- d) Packing
- e) others

8. Have you gone through the Advertisement of Sathi?

Yes []

No []

9. If you have gone through the Advertisement of Sathi, what was its mode?

- a. T.V. b. Poster c. Radio d. Hoarding Boards & Wall
b. Newspapers

10. What mode of Advertisement do you feel will be effective for Sathi Brands?

- a T.V. b. Poster c. Radio d. Hoarding Boards & Wall
c. Newspapers

11. Do you have T.V. in your home?

Yes []

No []

12. Have you seen the advertisement of Sathi Brand in NTV?

Yes []

No []

13. What do you think the most effective advertisement that NTV is producing about the different brand of noodles?

a.....

b.....

c.....

Thank You!

(For Shopkeeper Purpose)

1. How many brands of Noodles do you sell from your shop?

Sathi [] Mayos []
RaRa [] Ruchee []
Rumpum [] All Mentioned []

2. Rate of these brands on the basis of your daily sales figure (1,2,3,4 No).

Sathi [] Mayos []
RaRa [] Ruchee []
Rumpum []

3. What brand you prefer to sell most, if a consumer is not loyal to any particular brand?

Sathi [] Mayos []
RaRa [] Ruchee []
Rumpum []

4. What are the reasons for your preference to sell those particular brands?

Door to Door Supply [] More Commission []
Shemes []

5. Have you any kind of credit facilitates in the case of Sathi brand?

Yes [] No []

6. Mention the Stock Position of the different brands in your shop?

Sathi [] Mayos []
RaRa [] Ruchee []
Rumpum []

7. What types of Consumers Comes to your shop for buying Sathi Brand?

High Level [] Medium Level []
Low Level []

8. What is the payment Status of Sathi Brand?

High Level [] Medium Level[]
Low Level []

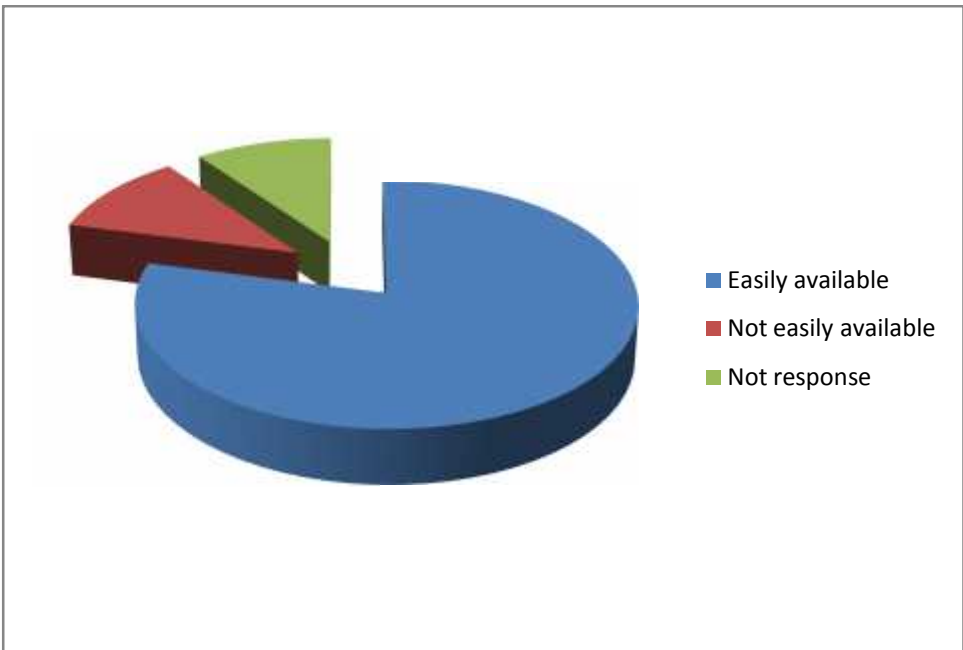
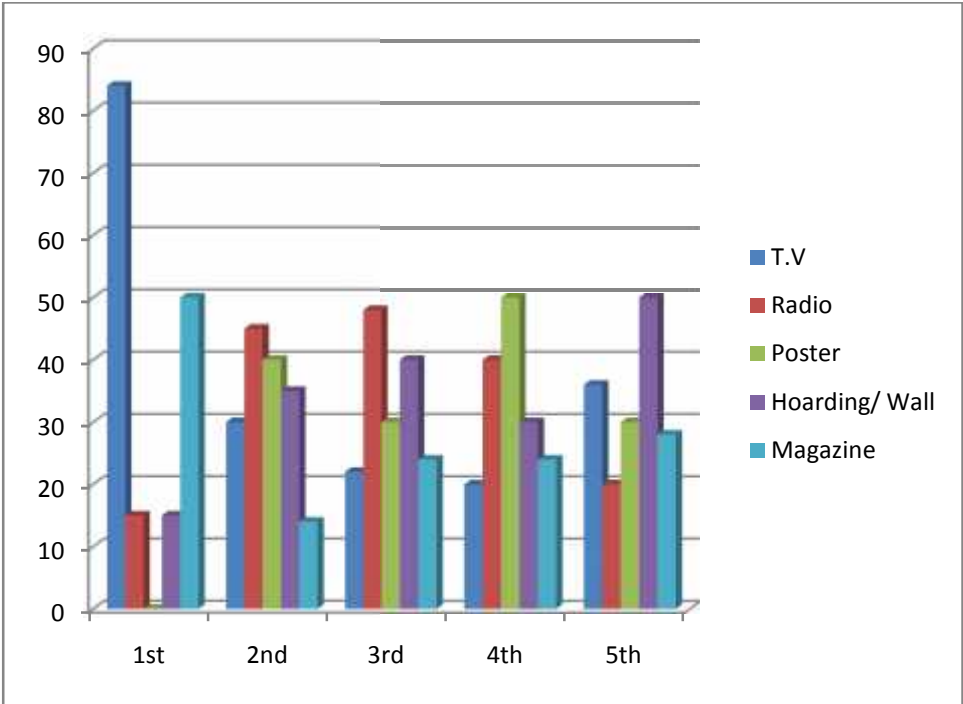
9. How many consumers come to your shop to buy Noodles by using brand name?

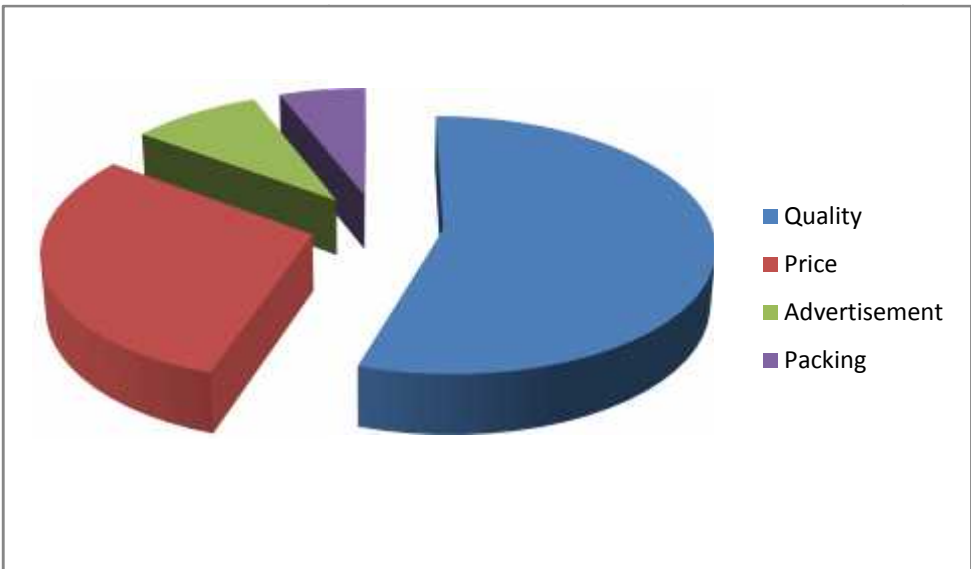
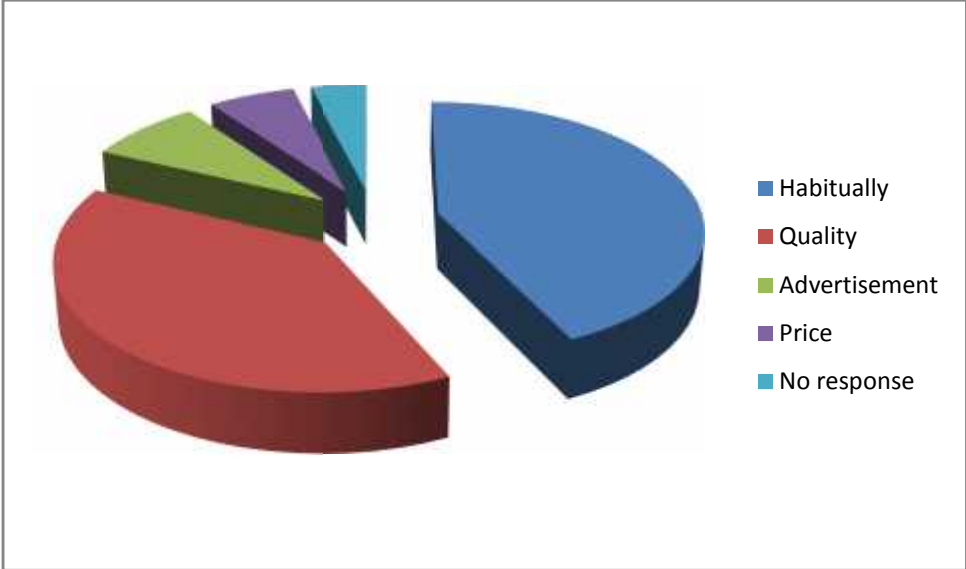
1-10% [] 10-15% []
25-50% [] 75% []

10. What are the trends in the noodles sales of your shop?

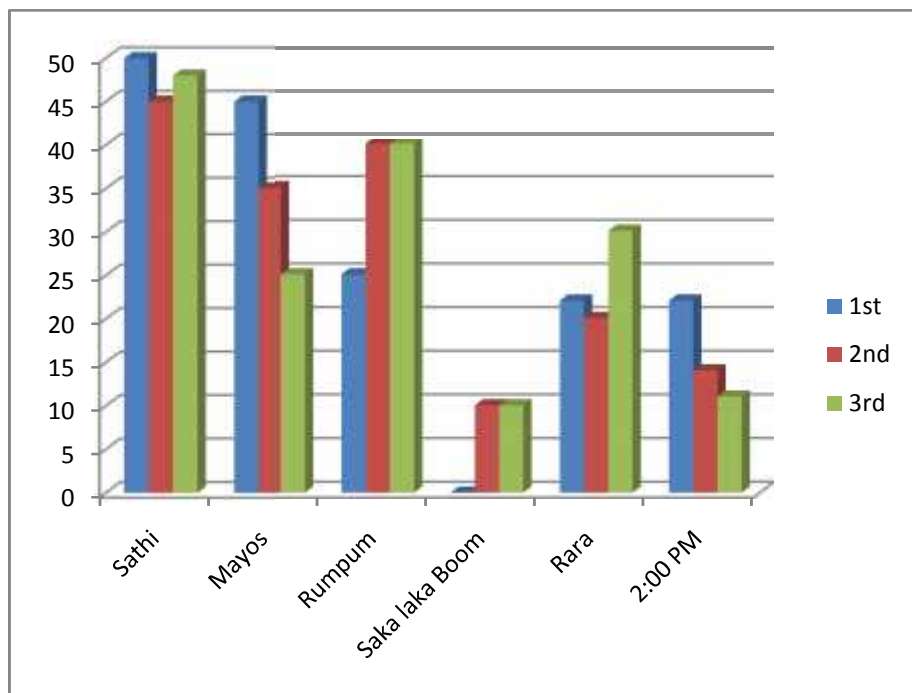
- Increase 1-10%
- Increase 10-15%
- Increase 15-25%
- No charge at all
- Decreasing

Thank You!





Trends	Percentage
Watching	90%
Not watching	10%



Advertisemen t of	1st	2nd	3rd
Sathi	50	45	48
Mayos	45	35	25
Rumpum	25	40	40
Saka laka Boom	0	10	10
Rara	22	20	30
2:00 PM	22	14	11

Advertisemen t on	1st	2nd	3rd	4th	5th
T.V	84	30	22	20	36
Radio	15	45	48	40	20
Poster	0	40	30	50	30
Hoarding/ Wall	15	35	40	30	50
Magazine	50	14	24	24	28