

**EFFECTIVENESS OF BRAND PREFERENCE
ON
NOODLES MARKETING
(A CASE STUDY OF ATTARIYA MUNICIPALITY)**

Submitted by:

KAMAL RAJ OJHA

Kailali Multiple Campus

Tribhuvan University, Kailali

Roll No.: 81/067

T.U. Regd. No.: 7-2-327-35-2006

Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In Partial Fulfillment of the Requirements for the
MASTER DEGREE IN BUSINESS STUDIES (MBS)

Kailai, Dhangadi

November, 2014

RECOMMENDATION

This is to certify that the thesis Submitted by

Kamal raj ojha

Entitled

"Effectiveness of brand preference on noodles marketing"

(A case study of Attariya municipality)

Has been prepared as approved by this Department in the prescribed
format of the Faculty of Management. This thesis forward for
examination

.....
Thesis Supervisor

.....
Head
Research Committee

.....
Head
Kailali Multiple Campus

VIVA-VOCE SHEET

We have conducted the viva-voce examination of thesis.

Submitted by

Kamal raj ojha

Entitled

"Effectiveness of brand preference on noodles marketing: A case study of attariya municipality" and found the thesis to be the original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement for Master's Degree in Business Studies (MBS).

Viva-Voce Committee

Head of Research Department.....

Member (Thesis Supervisor)

Member (External Expert)

Member (Head of Department)

Date: 2014 / 11/

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
KAILALI MULTIPLE CAMPUS
KAILALI, NEPAL

DECLARATION

I hereby declare that the work reported in this entitled "Effectiveness of brand preference on Noodles marketing: case study of Attariya municipality " submitted to Kailali Multiple Campus, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (MBS) under the supervision and guidance of Prof.....

.....

KAMAL RAJ OJHA

Researcher

Roll No.:

Kailali Multiple Campus

Date: 2014/11

ACKNOWLEDGEMENTS

This thesis entitled "Effectiveness of brand preference on noodles marketing: A case study of attariya municipality" is an outcome of invaluable suggestion and inspiration given to me by surendra chand, professor and campus chief, kailali multiple campus dhangadhi. He always provides me a warm and able guidance and took keen interest thought the study for which I am deeply indebted to him.

I am extremely thankful to mr.padamkant joshi; lecture of kailali multiple campus dhangadhi. Who has always insisted me to work on this topic his inspiration encouraged me to choose this field of investigation and helped me in all possible ways he could in this work.

I gratefully express my gratitude to my father and mother who initiated me always to study and they provide financial assistance during the study period. I would also like to extend my special thanks mr.govinda subedi program coordinator of IDS Nepal. I can't forget all my friends, relatives for their kind cooperation the preparation phase of this study.

At last but not least. I would like to extend my thanks to staff of my office, staff of wholesaler & respondents of the noodles in attariya municipality. Finally I also want to Mr. Birendra bhattraï who printed the dissertation promptly.

November 2014

Mr. kamal raj ojha

TABLE OF CONTENTS

	Page No.
Recommendation	i
Viva-Voce Sheet	ii
Declaration	iii
Acknowledgement	iv
Table of Contents	v
List of Tables	viii
CHAPTER-I: INTRODUCTION	1
1.1 General background	1
1.2 Background of the study	2
1.3 Profile of selected brands	4
1.3.1 wai wai	4
1.3.2 Mayos	6
1.3.3 Ruchee	7
1.3.4 Preeti	7
1.3.5 Nano	8
1.4 statement of the problem	9
1.5 objective of the study	10
1.6 significance of the study	10
1.7 limitation of the study	12
1.8 organization of the study	12
CHAPTER–II: REVIEW OF LITERATURE	14
2.1 Review of conceptual framework	14
2.1.1 Concept of brand	14
2.1.2 Reasons of branding	16

2.1.3	Reasons of not branding	17
2.1.4	Brand loyalty & branding	17
2.1.5	Type of brand	19
2.1.6	Consumers behaviors and preference of brand	21
2.1.7	Brand preference and purchase intentions	22
2.1.8	Classification of brand preference segment.	23
2.1.9	The function of the brand	24
2.2	Historical background of noodles.	26
2.3.	Popularity of instant noodles	27
2.4	Noodles industry in Nepal	28
2.5	Review of literature related to the study.	31
CHAPTER–III: RESEARCH METHODOLOGY		39
3.1	Introduction	39
3.2	Research Design	39
3.3	Population and sample	40
3.4	Nature and sources of data	40
3.5	Data collection procedure	40
3.6	Data Processing and Analysis Techniques	41
CHAPTER–IV: PRESENTATION AND ANALYSIS OF DATA		42
4.1	profile of respondents	42
4.2	Analysis of buying behavior and brand preference	44
4.2.1	Buying habits and duration of consuming noodles	44
4.2.2	Place and purpose of noodles consumption	45
4.2.3	Nature of decisions for buying brand of noodles	46
4.2.4	Most preferred brand of noodles	46
4.2.5	Age wise preference of noodles	47

4.2.6	Occupational wise brand preference	48
4.2.7	Brand preference and level of education of respondents	49
4.2.8	Reasons of noodles consumption.	50
4.3	Impact of promotional activities on brand preference	50
4.3.1	The best media of advertisement	50
4.3.2	Favorite media of advertisement as per the respondents age	51
4.3.3	Effectiveness of advertisement media	52
4.4	Analysis of alternative choice	57
4.5	Analysis of price sensitivity	59
4.6	Analysis of sales trend of noodles	62
4.6.1	Analysis of wai wai noodles	62
4.6.2	Analysis of mayos noodles	63
4.6.3	Analysis of Ruchi noodles	64
4.6.4	Analysis of Preeti noodles	65
4.6.5	Analysis of Nano noodles	66
4.7	Analysis of market share of noodles	67
CHAPTER–V: SUMMARY, CONCLUSION AND RECOMMENDATIONS		69
5.1	Summary	69
5.2	Conclusions	71
5.3	Recommendations	72
BIBLIOGRAPHY		
APPENDICES		

LIST OF TABLES

	Page No.
Table No. 1.1 : Ingredients of wai wai noodles.	5
Table No. 1.2 : Ingredients of mayos noodles	6
Table No. 1.3 : Ingredients of Ruchi noodles.	7
Table No. 1.4 : Ingredients of Preeti boom noodles.	8
Table No. 1.5 : Ingredients of Nano noodles.	9
Table No. 4.1 : User of noodles age wise.	42
Table No. 4.2 : User of noodles Sex wise.	43
Table No. 4.3 : Proportion of respondents on the basis of education status	43
Table No. 4.4 : User of noodles Occupation wise.	44
Table No. 4.5 : Buying habits and duration of consuming noodles.	44
Table No. 4.6 : Place and purpose of noodles consumption.	45
Table No. 4.7 : Predetermined decisions for buying noodles.	46
Table No. 4.8 : Most preferred brand of noodles.	47
Table No. 4.9 : Brand preference by age.	47
Table No. 4.10 : Noodles consumption and brand preference.	48
Table No. 4.11 : Brand preference by education level.	49
Table No. 4.12 : Reason for noodle consumption.	50
Table No. 4.13 : The best media of Advertisement.	51
Table No. 4.14 : Familiar media of noodle consumption.	51
Table No. 4.15 : Effect of advertising media consumption of noodles.	52
Table No. 4.16 : The most impressive advertised brand of noodles.	53
Table No. 4.17 : Prime factor of brand preference of noodles.	54
Table No. 4.18 : Consumers motivation in promotional activities.	55
Table No. 4.19 : Brand switching in attractive gift\prize program.	55
Table No. 4.20 : Degree of motivation gift\prize program.	56
Table No. 4.21 : Most promotional factors.	56

Table No. 4.22 :	Consumers alternative way.	57
Table No. 4.23 :	Alternative choice of brand.	57
Table No. 4.24 :	Ranking of brand preference.	58
Table No. 4.25 :	Degree of price sensitivity on brand preference.	59
Table No. 4.26 :	Brand evaluation in respect to price.	59
Table No. 4.27 :	Ranking on brand preference in respect to price only.	60
Table No. 4.28 :	Ranking on brand preference in respect to quality.	61
Table No. 4.29 :	Consumers suggestion about noodles improvement .	61
Table No. 4.30 :	Sales trend of wai wai noodles.	62
Table No. 4.31 :	Sales trend of mayos noodles.	63
Table No. 4.32 :	Sales trend of Ruchi noodles.	64
Table No. 4.33 :	Sales trend of Preeti noodles.	65
Table No. 4.34 :	Sales trend of Nano noodles	66
Table No. 4.35 :	Market share of noodles sale.	67

CHAPTER I

INTRODUCTION

1.1 General Background

Marketing is the exchange of activity intended to satisfy human needs and wants. In a business sense, marketing is a system of business actions designed to plan, price, promote and distribute products, service and ideas to markets in order to achieve organizational objectives. Marketing's evolution has gone through three stages. It has been with a production; pass through a sales orientation and now in the marketing orientation. In this third stage a company's efforts are focused on identifying the satisfying customer's needs. More recently the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customer and at the same item fulfill its social responsibilities.

Quality marketing has always been important to consumer as well as marketer; the best measure of quality is customer's satisfaction. In a competitive environment, the ultimate indication of satisfaction is whether or not the customer returns to buy product a second, third or fourth time. However a firm can't afford to gamble that its marketing decision are correct and then wait for repeat purchase to confirm or reject those judgments. Instead, managers realize that satisfaction is determined by how closely experience with a product meet or exceeds a customer's expectation. Therefore marketers must do two things. First of all ensure that all marketing activities, such as the price of the product, the claims made for it in advertising, and the places in which it is sold, contribute to creating reasonable expectations on the part of the customer. Secondly, eliminate variation in customer's experiences in purchasing and consuming the product on the offer's performance in relation to the buyer's expectation. In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations". As this definition makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance falls short of expectations, the customer is satisfied. If the performance exceeds expectations, the expectations, the customer is satisfied or

delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with the brand, not just or rational preference. The result is high customer loyalty and higher volume of sales.

1.2 Background of the study

In every sector competition plays significant role so businessmen are devoting to present their products in the market for the sake of investing sales. Each and every businessman is focusing their products to the consumers based on the preference towards the specific brands. The brand image of any product totally depends upon consumer's choice. So it is important to trace out the preference of specific brands in the market. The effectiveness of brand preference is the vital things to reach the targeted consumers and fulfill their needs and wants, so it is better to know about the brand preference. Noodles have not been long that it has been introduced in Nepal though it is essential ingredient at in foreign countries. When Chinese and Tibetan businessman came from china they introduce noodles in Nepal. After that a few restaurants started to sell noodles. Due to increase in Noodles in 2032 B.S. Noodles are made with a variety of ingredients. Noodles may contain wheat flour, mug, and bean starch. It is high in complex carbohydrates which help starch. It is high in complex carbohydrates which help provide energy. Noodles may be added to soups, boiled and served with a soya sauce, served cold with other ingredients in a salad, stuffed with meat. Cheese or vegetables and then boiled. It may also add MSG (Monosodium Glutamate). As the researcher is studying the effectiveness of brand preference on Noodles marketing in Attariya Area.

The most concerned factor is that brand is not only sufficient factor to survive noodles. Ingredients of noodles may possess that position of four stage of product. If the quality is not maintained for the choice of customer noodles not survives in competitive market. In the started phase Waiwai, Mayos, Rumpum, 2pm, Marry, preeti, Ruchi, Sakalaka boom, J-mee, Golmol, JoJo, Aaha, Rara soon are striving to exist in the competitive market. Among these Waiwai, Mayso, Preeti, Ruchi, Nano

have secured prominent status in the market other brand of noodles decline their existence. In this thesis researcher is going to examine the brand preference of these five noodles.

In Attariya, the market of noodles is prospering because the lifestyle of Attariya city is becoming hectic than before that has direct influence on the food culture. They want instant food service in order to save time. Furthermore, it is easy to consume up for not only to children but also to young and adults as well. As the market for noodles is ever-expanding the manufactures are emerging in a large number to quench customers demand. As a result, there is more competition in noodles industry than ever before. Brand preference as well as, brand loyalty is a part of marketing success. Therefore, every manufacturer is obliged to think about its brand name, quality and consumer's satisfaction to survive in this competitive market. "Brand is a name, term, symbol, mark, design or a combination of them which is intended to identified goods or services of one seller or a group of sellers and the differentiate them those of competitors."

For all types of business, the knowledge of brand preference is must because it is a major and essential part to gear up sales. Every market place the total focuses upon to create best performance toward a particular brand. Effectiveness of brand preference is termed as the best brand prestige in the market _so; all marketing related professionals are trying their best to enhance the brand image in the entire market. Brand preference is a carried out to increase the market share a specific brand, without this preference, the product will not exist in the market. It would be difficult to survive in such a highly competitive market. It would be difficult to survive in such a highly competitive market. Most of the businessmen are segregating maximum percentage of budget to enhance the brand image in the market. Brand preference is a broad meaning adopting a variety marketing techniques. The major purpose of brand preference is to maximize its image and activities also include a technique of introducing a new product, or consolidation the market of the existing products, for example, providing after sells services.

For the purpose of this study the brand preference is defined as those activities which help to maximize the image of brand and help to make the consumers desire more effective. It consists of establishing good understanding between the manufacturer and the consumers. It tries to help them in purchasing more honestly and to maintain customer's satisfaction with the products. Thus brand preference is very necessary in terms of existence in the entire market. The study of brand preference is essential to formulate appropriate policies regarding the four pillars of marketing i.e. product place, price and promotion.

1.3 Profile of Selected Brands

This study is concentrated on WaiWai, Mayos, Preeti, Ruchee and Nano brands of noodles. The profile of selected brand is a below.

1.3.1 WAIWAI

This brand is the leading brand of noodles in the Nepalese noodles market. It is produced by fast food (Nepal) Pvt. Ltd. Chaudhary Udhyog Gaun, in technical collaboration with Thai preserved food factory company Ltd. Thailand. The plant is located at Dumkauli, Nawalparasi District & Sainulalitpur Nepal. It is marketed by Chaudhary Group and also described as "A quality product of Chaudhary's". It posses the quality standard certificate for product, the symbol of N.S. 138, which is certified by Nepalese Government. This brand is non instant seasoned noodles; it is available in vegetarian and non-vegetarian taste such as Hot and Sour, Waiwai quick, mutton flavor chicken flavor (15% extra protein) etc. The consumer cost price is Rs. 15 per packet weighted 85 grams. In this package of Waiwai noodles add the monosodium glutamate (maximum 1%) so the company has not recommended for infants below 12 months. It is best of consume within 9 months from the date of manufacturing.

Table 1.1

Ingredients of WaiWai Noodles

Nutrition Facts*		
Serving Per pack : 1		Amount Per 100gm
Calories : 499.8	Calories from fat : 198	
		%, DV **
Fat	22gm	33.8%
Saturated	10.4 gm	52%
+Trans	0.13 gm	
MUFA	7.6 gm	
PUFA	7.96gm	
Cholesterol	0 gm	
Sodium	1200 gm	50%
Carbohydrate	65.45 gm	21.85%
Fibre	1 gm	3.33%
Sugar	0.5 gm	
Protein	10gm	
Iron	4.7gm	
Vitamin A	200 IU	4%
Vitamin B ₁	0.4 mg	25.45%
Vitamin B ₂	0.3 mg	18.75%
Calcium	100mg	10%
Phosphorus	125mg	12.5%

* Approximate value*

** % DV stand for percent daily values based on 2000 calories diet

Source: General Information on its packaging cover of WaiWai Noodles-2014

The brand name of WaiWai was introduced in Nepal by Chaudhary Group with Thai Collaboration. Before that, only Rara was available in the market as Nepalese noodle, WaiWai appeared with different taste seasoned noodles and established its own image to the noodles over of domestic as well as international market. It has celebrated 30 years and made it the taste of Nepal. The company has export this brand more than 35 countries aboard including Asia, Europe and also America.

1.3.2 MAYOS

The brand name of Mayos is not so new and not familiar among the Nepalese noodles lover with comparison to the WaiWai and Rara brands. It has been produced by Himalayan Sax & Noodles Pvt. Ltd. Its plant is located at Ugratara, Janagal VDC-1, and Kavrepalanchowk District & Kamahariya VDC -6 Rupandehi Nepal. It has produced under technical license to Thai President Food Plc, Thailand; it is an instant seasoned noodle also available in vegetarian and non-vegetarian taste. The main feature of this noodle is MSG free (Monosodium Glutamate free) as our language; it is made without ajinomoto which very good for consumer health. (Veg. noodles). Hence it would befit for consumption by all age group.

Table 1.2
Ingredients of Mayos noodles

NUTRITION FACTS *	
Nutrition facts per 100g	
Calories 459.6	calories from fat : 165.6
	% daily value **
Total fat 18.40g	28.30%
Saturated fat 8.80g	44%
Cholesterol 0mg	0 %
Calcium 18.52gm	4.11%
Iron 2.25mg	9.0%
Total carbohydrate 63.50g	21.16%
Dietary fiber 0.64g	2.56%
Protein 10g	20%
* Approximate value	
** Percent daily values are based on a 2000 calories diet.	

Source: General Information on its packaging cover of Mayos Noodles-2014

Its brand came to the market to compete with WaiWai noodles. Obviously both of these two brand WaiWai and Mayos have many similarities like consumer price (Rs 15 per packet), technology (Thai technology), same weight (85gm), target market (Nepalese consumer), taste (instant seasoned noodle), taste diversification (Veg and Non-veg) same promotional tools and activities etc. Though having such similarities consumers have their own preference. It has got symbol of S.N. 138, quality taste of

Nepalese standard and cooling instructions and general information about this brand has been given in its packaging cover.

1.3.3 PREETI

This brand of noodles is produced by Asian Thai foods Pvt. Ltd. Biratnagar, Nepal, which is an ISO 22000:2005 certified company. This company is also a member of Snack food Association on Virginia USA. Its factory is located in Sonapur, Sunsari district of Nepal.

Table 1.3
Ingredient of Preeti noodles

NUTRITION FACTS *		
Nutrition facts per 100g		
	Calories 456.99	calories from fat : 179.19
		% daily value **
Total fat	19.91g	30.62%
Saturated fat	9.11g	45.57%
Cholesterol	o mg	N.A.
Vitamin A	130.87Iu	2.61%
Calcium	112.51gm	11.24%
Iron	6.65mg	36.97%
Total carbohydrate	59.45g	19.81%
Dietary fiber	0.91Kcl	3.19%
Protein	10g	20%
* Approximate value		
** Percent daily values are based on a 2000 calories diet.		

Source: General Information on its packaging cover of Preeti Noodles-2014

Its consumer price is Rs 15 Pre packet of 85 grams. This noodle contains Monosodium Glutamate which is not fit for consumption by infants below 12 months.

1.3.4 RU-CHEE(X-TRA DUM)

This brand of noodles is available in instant nature in Nepalese market. It has been produced by Himalayan Snax & Noodles Pvt. Ltd. Its plant is located at Ugratara, Janagal VDC-1 and Kavrepalanchowk District & Kamhariya VDC -6 rupandehi, Nepal. It has produced under technical license of Thai President Food Plc, Thailand; it is an instant seasoned noodle also available in vegetarian and non-vegetarian taste.

Table. 1.4
Ingredients of Ruchee noodles

Nutrition facts*	
Nutrition facts per 100g	
Calories: 48.5	calories from fat : 184.5
Total fat	20.5g
Saturated fat	9.8g
Cholesterol	0mg
Calcium	19.71mg
sodium	1.42mg
Iron	1.42mg
total carbohydrate	64g
Dietary fiber	0.71g
Protein	0.71g

*Approximate value

Source: General Information on its packaging cover of Ru-chee Noodles-2014

The company offer consumer price Rs 20 per packet of 85 gram. It contains added GINSENA and CAFFEINE. So it is not recommended for pregnant women, Age below 14, weak hearted people.

1.3.5 NANO

This brand of noodles is made by Jagdamba foods' Pvt. Ltd. Word-4 Siddhartha nagar rupandehi. It has produced under using Japanese technology. The company has lunched nano noodles recently. It contains Added monosodium glutamate (MSG). So it is not recommended for infant below 12 month. The company has offered its consumer price Rs.12 per 70 grams packet. It is best within 9 months from the date of manufacture.

Table 1.5
Ingredients of Nano noodles

NUTRITION FACTS *		
Nutrition facts per 100g		
	Calories 496	calories from fat : 196.2
		% daily value **
Total fat	21.85g	33.60%
Saturated fat	9.6g	48%
MUFA	8.45g	
PUFA	1.92 g	
TFA	0.64g	
Cholesterol	o mg	N.A.
Vitamin A	256Iu	13.2%
Calcium	62.5gm	12.5%
Phosphorus	62.5 gm	7.80%
Iodine	1.85gm	6.6%
Iron	1.65mg	6.6%
Total carbohydrate	65.23g	21.71%
Dietary fiber	0.75Kcl	3%

Source: General Information on its packaging cover of Nano Noodles-2014

According to the company, this product available in two consumer prices one of them is Rs. 12 and weight 70 gm next is Rs. 10.

1.4 Statement of the Problem

Since the last two decades a number of Noodles Company are significantly increased in the country and still is on increasing trend. This development of industrial sector has provided varieties of noodles. Different type of noodles is available in the Nepalese market. At present consumers have much alternative choice to select the brand so the manufactures are facing very tough competition to sell their products? At present the consumption of noodles is increasing tremendously and it is the contribution to the national income. In such situation it is necessary to seek the answer of the following question.

- i. Who are the target consumer consuming noodles and what are their buying motives?
- ii. What is the perception of consumers regarding different brands of noodles?
- iii. What is the choice of consumers regarding different brands of noodles?

- iv. Which is the best media for the noodles advertisement and their impact reflecting brand preference?
- v. What is the impact of brand preference on sales of noodles?

This study has been undertaken to seek the responses of above questions.

1.5 Objective of the study

The basic objective of this research is to study the brand preference of consumers towards different types of noodles and measure its impact on sales. The specific objectives of the study are as below:

- i. To examine the attitude and preference of customers toward different type of noodles available in Nepalese market.
- ii. To explore the role of advertising media in creating brand loyalty and generating sales.
- iii. To analyze the products attributes Pricing factor and promotional techniques of noodles.
- iv. To analyze the sales trend of noodles in the selected area.
- v. To make suggestion to the stakeholders for formulating effective plans and implementing the marketing strategy more effectively.

1.6 Significance of the study

Companies now realize that their brands are an essential asset even though they do not appear on the balance sheet to consider a brand as an asset has important implications for management. The main idea is to capitalize on a few brands. They have to be regularly nourished by new products in order to maintain the market by new products in order them means that it is necessary to concentrate all one's efforts over the long term on a few viable brands to increase their potential and value and still exist in our conscious awareness will soon disappear the future life in the brands of those companies which understand brand and are able to instill their understanding throughout their organization.

Even if a company's culture is internally focused, what the brand stands for reminds us of the competitive priorities and the need for continuous improvement in serving the market by the creation of new products. To understand the brands requires a true brand professional who knows everything about it is able to integrate all of its facts, richness and Dynamism and has an intimate relationship with it. This is even more necessary when there is a high staff turnover and brand managers and constantly changing. It is good to have integrated the corporate culture, but it is better if the brand manager is immersed in the meaning of the brand of which he is in charge. It is not just the marketing managers who have to understand what brands stand for. Everybody, throughout the organization, must consider the brand in a professional light, become an active supporter of it and play an essential part in its functioning. Thus all those who are involved in the production process, in factories, in laboratories, and those who are responsible for the maintenance and growth of these brands, have a part to play, the people involved at the other end of chain. Both nationally and internationally, all the way to the shop floor assistant and the after sales service staffs who have an influence on the brands performance well after the goods are sold, must also be involved. Knowledge of the brand preference helps consumers attitudes towards the brand (i.e. product), and this understanding in turn sheds light on different aspects such as effectiveness of branding policy, advertisement policy, consumer's response to the price and availability of the products, consumers perception of the total image of the manufacturer.

Brand preference is one way of segmenting a market on the basis of brand preference we can segment the market as loyal and non loyal. If the consumer prefers the brand they can be identified as loyal consumer market and if they don't prefer the brand they can be identified as non loyal consumer market. Brand preference gives sellers or marketer's protection from competition and greater control in planning marketing mix.

In conclusion this study will be a milestone for the producer, distributor's consumers and policy makers. This study aims to find out the proper attitude towards the brands and the effects of the proper attitude towards the sales of the product. This study is expected to be useful for researchers interested in the area of brand preference and promotional marketing.

1.7 Limitation of study

This study has taken under partially to fulfillment of requirement of master's degree in business studies. So this study aims of finding out brand preference of noodles in only Attariya municipality city on the basis of brand preference. It has some limitations which are as follows.

- i. This study is limited inside the Attariya Municipality. So it might not represent the overall consumer's view.
- ii. This study is based on only five brands of noodles, such waiwai, mayos, ruche, preeti, Nano.
- iii. Due to the constrain of time and resource this is based on last 5 years.

1.8 Organization of the study

This study has been organized in the five chapters as follows:

Chapter I: Introductions

The first chapter is introductory and contains background of the study, focus of the study, statement of the problem, significance of the study, objectives of the study, limitation of the study and organization of the study.

Chapter II: Review of Literature

The second chapter includes the review of literature. It has two parts one is conceptual review and another is review of related studies.

Chapter III: Research Methodology

The third chapter describes the methodological aspects of the study and it contains research design, nature and source of data collection process, data processing and techniques and method of analysis.

Chapter IV: Presentation and Analysis of data

The fourth chapter is the presentation and analysis of data which is the most crucial chapter of the study. It describes about the presentation, tabulation, coding and analysis of data.

Chapter V: Summary, Conclusion and Recommendations

The last chapter contains summary of the study as well as the major finding and recommendations.

In addition to above chapters, the bibliography, appendix and questionnaire have been presented at the end of the report.

CHAPTER II

REVIEW OF LITERATURE

This chapter highlights on the literature that is available in the topic. While doing research, the previous study cannot be ignored because it provides the foundation of present study. In other words, there has to be continuous research. Review of relevant literature provides the knowledge of the status of the field of research to the researches. According to Howard K. Wolf & pant, "The purpose of literature review is to find out what research studies have been conducted in one's chosen field of study and what remains to be done. It provides the foundation for developing a comprehensive the practical survey also minimized the risk of pursuing the dead-ends in research."

This chapter has been divided into two sections. The first section deals with the conceptual frame work and the second section deals with the review of research works related to this study.

2.1 Review of Conceptual Framework

2.1.1 Concept of the Brand

A world economic interest in brands is a recent phenomenon Indeed, some would argue that for a long their best to convince other that brands are companies more precious assets.

However, even though the argument seemed plausible, most people don't believe it, as it shown by the multiple used to value companies for sale; firm marking small profits were worth very little, according to analysis who made customer good will a profit CEOs and financial directors realized that the value of a brands was a concept distinct from the net income of the company. The perception of added value of a brand was seized by several sectors of activities even though accounting standards were not allowing companies to include brand on their balance sheet. Financial exports auditing firms and bankers offered methods of financially valuing brands and

intangible assets in general of which the brand is the principal components for mass markets consumer goods. (Kaperer, 1997:21)

The word brand is comprehensive; it encompasses other narrower terms. A brand is a name and/ or mark intended to identify the product of one seller or a group of sellers and differentiate the product from competing products. A brand name consists of words, letters and/or numbers that can be vocalized. (Stanton, 1982:308)

Kotler has defined branding as the art and cornerstone of marketing. Branding should suggest something about the product's benefits and product's qualities such as action or color. It should be easy to pronounce, recognize and remember and distinctive and also should not carry poor meaning in other countries and languages. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands. Marketers say, "Branding is the art and cornerstone of the marketing." The American Marketing Association defines a brand as follows:

A brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

In essence, a brand identifies the seller or maker. It can be a name trademark, logo or other symbol. Under the trademark law, the seller is granted exclusive rights to the use of the brand name in perpetuity. Branding differs from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller's promise to deliver a specified set of features, benefits and services consistently to the buyer. The best brand conveys a warranty of quality. But a brand name is an even more complex symbol. It can convey up to six levels of meaning i.e. attributes, benefits, values, culture and personality. They define the brand's essence. (Kotler, 2000:405)

A brand name associated with a quality product is one of the most valuable assets a company has. Most products in the marketplace are branded: that is, they have a name and /or symbol i.e. identified with the product. If we define a brand as meaning i.e. conveys (the core product), the package it is in (the tangible product), and any warranties and services associated with it the augmented product. (Pantano, 1998:25)

A trademark is a brand that is given legal protection because, under the law, it has been appropriated by one seller. Thus, trademark is essentially a legal term. All trademarks are brands and thus include the words, letters, or numbers that can be pronounced. They may also include a pictorial design (brand mark). Some people erroneously believe that the trademark is only the pictorial part of the brand. One method of classifying brand is who own them. Thus, we have producers brand and intermediaries' brands, the latter being owned by retailers or wholesalers (Stanton, 1982:3)

According to the boss (Business organization strategy success) magazine the information about the Brand is as follows.

2.1.2 Reason of Branding

A brand is name, symbol or other distinguishing feature that serve to identify the goods or services of an organization and to set them apart from those of competitors. Most goods and services were unbranded until after the American civil war. Today almost all goods and services are branded. Brand decisions are critical dimension of product management strategy and overall marketing strategy" (panta, 1998:27)

For consumers, brands make it easy to identify goods or services. They aid shoppers in moving quickly through a supermarket, discount house or other retail stores and in making purchase decisions. Brand also help assure consumer that they will get consistent quality when the order.

For sellers, brand can be promoted. They are easily recognized when displayed in a store or included in advertising. Branding reduce price comparisons. Because brands are another factors that needs to be considered in comparing different products branding reduces like hood of purchase decisions based solely on price. The reputation of a brand also influences customers' loyalty among buyers of services all well as business and consumers goods. Finally, branding can differentiate commodities (Stanton, 1982:308)

The brand is not just the heritage of organization. It is the heritage of employee as well. It is part of their identification and background. The corporate brand or even the product brand is for the employee, what, where, and how they fit in society and in the community, and how they related to the things around them. Brand for the employees signify organizational culture, what they stand for, what they built. In fact, the disappearing brand may be the things that kept them and the organization going. In short. The zapped brand and its heritage may be what they acquire was buying, not just the tangible assets and corporate relies (Schultz, 2002:9).

2.1.3 Reason of not Branding

Following two responsibilities come with brand ownership if products are branded:

-) Promoting the brand and,
-) Maintaining a consistent quality of output.

Many firms do not brand their products because they are unable or unwilling to assume these responsibilities.

Some items remain unbranded because they cannot be physically differentiated from other firms product. Nails and raw materials (coal, cotton and wheat) are example of goods for product differentiation, including branding, is generally unknown. The perishable nature of products such as fresh fruits and vegetables tend to discourage branding. However, well-known brands such as River land oranges and bellow apples demonstrate that even agricultural products can be branded successfully. (Stanton, 1984:310)

2.1.4 Brand Loyalty and Switching

If consumers think brand is good in comparison with other available brands in terms of fulfillment needs, wants and other prejudices, then they develop positive attitudes toward a brand and purchase them. If this action is repeatedly happened with specific brand that known brand loyalty. To find out brand loyalty frequently purchasing action of a product class must be required brand loyalty is a great asset of a company which is not expressed in numerical form of the balance sheet (2001:33)

Brand Loyalty should be made on continuous basis. Most of consumers showing brand loyalty indicate toward hidden assets of the manufacturers or sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy (Panta, 1998:124).

As the name implies Brand Switching means consumer habit of consistently shifting from one brand to another. In this sense brand switching is opposite to brand loyalty a brand loyal consumer is attached to a specific brand or a set of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior is very important for complete understanding of brand loyalty behavior. Because who consumers switch brand explain to a great extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behavior. "It is not unusual to switch brands simply because of variety seeking" say Leigh McAlister and Edgar Pessimier (Engel, 1990:31).

Some consumer switch brand because they are satisfied or bored with a product, other because they are more concerned with price than with brand name (Schiffman Kaunk, 1997:270).

A consumer having been loyal to a brand for long time may switch to other brand because of being dissatisfied or being bored with the brand he has been using for long time. Similarly, if the consumer is more price conscious than brand then even a slight price-cut in the competitive brands may make him mover toward those brands. Consumers have varying degree of loyalty of specified brands, shores and other entities. Buyers can be divided into four groups according to brand loyalty status (Kotler, 2000:269)

- Hard Core Loyal** : **Consumer who buys one brands the entire item.**
- Split Loyal** : **Consumer who is loyal on two or three brands.**
- Shifting Loyal** : **Consumer who shifts form one brand to another.**
- Switchers** : **Consumer who show no loyalty to any brand.**

The propensity of the consumer or the end user to buy the product. It is this favorable attitude and in certain cases the attachment or even loyalty to the brand which is the key to future sales. Brand loyalty may be reduced to minimums as the price difference between the brand and its competitors increase but attachment to the brand does not banish so far, it resist time.

The brand is a focal point for all the positive and negative impression created by the buyer overtime as he comes into contact with the brand's products, distribution channel, personnel and communication. If the brand is strong it benefits from a high degree of loyalty and thus from stability of future sales. A brand is a both memory and the future of its product. Customer loyalty is created by respecting the brand features that initially seduced the buyers if the products slacken off, weaken, or show a lack o investment and thus no longer meet customer expectations. In order to build customer loyalty and capitalize on it, brands must stay true to themselves (Kapferer, 1997:25-53)

2.1.5 Types of Brand

A good brand should possess certain characteristics and such characteristics are through discussed in most advertising, easy to pronounce and able to suggest product benefits without negative conditions. Although branding provides the manufacturers with some insulation from price competition, a firm most still finds out the whether it is worthwhile to brand the product. In general these perquisites should be met (Onkvisit & Shaw, 1997:429)

-) Quality and quantity consistency, not necessarily, not necessarily the best quality or the greatest quantity.
-) The possibility of product differentiation.
-) The possibility of product differentiation.
-) The degree of importance consumer place on product attributes to be differentiated.

According to S.A. Sherlekar, the types of brand are as follows (Sherlekar, 1982:133-34)

A. Individual Brand

Each product has a special and unique brand name. The manufacturer has to promote each individual brand in the market separately. This creates a practical difficulty in promotion. Otherwise it is the best marketing strategies (art or tactics).

B. Family brand

Family is limited to one line of a product, i.e. products which complete the sales cycles. Family brand name can help combines advertising and sales promotion. However, if on member of family brand is rejected by consumers, the prestige of all other products under the family brand may be adversely affected. The manufacturers have to take extra ordinary care to guard against this danger. This method of branding assumes that end used of all products under a family brand are similar and products are not dissimilar. Family brand name enables creation of strong self display. It helps to secure quick popularity. It is preferable to separate brand for each product.

C. Umbrella Brand

We may have for all products the name of the company or the manufacturer. All products such as noodles, television, beer, oil etc. Manufactured by the Chaudhary group will have the quality product of "Chaudhary" as one umbrella brand. Such a device will also obtain low promotion cost and minimize marketing effort. However, a single bad experience in any one of the line of products, a solitary failure, may be very dangerous to the products sold by a particular business house under the umbrella brand.

D. Combination Device

Each product has an individual name but is also has the umbrella brand to indicate the business houses producing the product. Under this method, side by side with the product image, we have the image of organization also. Many companies use this device profitably.

E. Private or Middleman's Brand

Branding can be done by manufactures or distributors such as wholesalers, large retailers etc. It helps small manufactures who have limited resources and who have to rely on the middle men for marketing. It is also used by big

manufacturer. The manufacturers merely produce goods as per specification and requirements of distributors and he need not worry about marketing.

2.1.6 Consumers Behavior and Preference on Brand

Consumer's behavior is a cognitive aspect of an individual and it results from the interaction with things, substance, environments, and persons and so on. This behavior makes a high effect on purchasing decisions in course of analyzing consumer behavior for developing different marketing plans and doing marketing planning, the analyst needs to examine consumer behavior incorporating their tastes and preference liking or disliking attitudes buying patters, buying frequency, buying decision etc. these are influenced by social, cultural, religious and psychological and other various individual factures (Sharma, 1997:25)

Attitude in the buying process plays the major role because consumers evaluate alternative brands beings emotional toward specific object or ideas (Kotler 2000:207)

Consumer's perceptions of various products and their preference for brands within a product category would also intuitively seem to be related to consumer behavior. Since perceptions and preferences are likely to be rather complex, presenting them in several dimension should improve understanding of their relationship to consumer behavior. Although the analytical procedures involved here are quite complex, managerial interpretation of the result often proves useful (Murphey, 1987:207)

Hence, marketers need for finding out favorable or unfavorable attitudes of customers about their product or service and try to change the attitude to be compatible with product and determine what the consumer's attitudes are to change the products. (Stanton, 1994:302)

Attribute bundles that the consumers perceives to involve somewhat higher level of risk, but for which he or she expect to exert only limited time or monetary effort, are called preference products. The difference, then, between, convenience products and preference products is largely one of the risk not of effort. The point about preference products is that the expected product satisfaction from alternative choice is relatively.

Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus, the marketer can develop a preference for and perhaps loyalty to, this type of product usually through advertising. Toothpaste marketers, soft drink marketers, and airlines build customer preference for a known and trusted brand. (Murphy, 1987:232)

2.1.7 Brand Preference and Purchase Intention

How does the consumer process competitive brand information and make a final value judgment? The consumer arrives at attitudes (judgment, preference) toward the various brands through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brands. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consumer's motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person is to the consumer, the more the consumer will adjust his or her purchase intention. (Kotler, 2000:180-182) The converse is also true. A buyer's preference for a brand will increase if someone he or she respects favors the same brand strongly. The second factor is an unanticipated situational factor that may erupt to change the purchase intention. According to the Mason and Ezel, the stages of consumer decision making process for the purchase shown in the hierarchy of effects model are awareness, knowledge, linking, preference, conviction and purchase.

Awareness: The ability of the consumer to recall a brand name either with or without prompting.

Knowledge: The ability of consumer to describe the importance attribute of a product or service.

Linkage: The attitude of the consumer toward a product or services.

Preference: The degree to which a consumer feels more positive about a product or service relative to other offering.

Conviction: The likelihood that the consumer will purchase the product or services.

Purchase: The acquisitions of a product or services. Preference and purchase intention are not completely reliable prediction of purchase behavior.

2.1.8 Classification of Brand Preference Segment.

The brand preference is very vital in reaching the target consumers to fulfill their needs and wants. So it would be better to know the different pattern of preference which presented by Philip Kotler. In the marketing, preference can be classified in different preference segments (Kotler, 2000:261-62)

Homogeneous Preference

A market where all consumer having a roughly the same preference is homogeneous preference. The market shows no natural segments. We would predict that existing brand would be similar and cluster around the middle or the scale in both sweetness and creaminess.

Diffused preference

Consumer preference may be scattered throughout the space indicating that consumer vary guilty in their preference. The first brand in the center minimizes the sum total of consumer dissatisfaction. A second competitor could locate next to the first brand and fight for market share or, it could locate in a corner to attack a customer group that was not satisfied with the center brand. If several brands are in the market they are likely to position throughout the space and show real difference to match consumer preference differences.

Clustered Preference

The market might reveal distinct preference clusters, called natural market segments. The first firm in the market has three options. It might position in the center hoping to

appeal to all groups. It might position in the largest market segments. If the firm is developed, only one competitor would enter and introduce brands in the other segments.

Competition in every sector is increasing tremendously so it would be far better to know the proper consumer preference which shall overcome all the marketing related problems and assist to enhance the brand preference in the mass majority of population. Brand preference, a very important marketing variable, is becoming very popular among all manufactures. The market share of particular brand totally depends upon the shoulder of a brand preference, so the brand preference is the crucial element to upgrade the sales in the entire market. All the businessmen are using various tools and techniques to enhance the brand preference for the specific brand. In Nepal, very few companies are adopting such tools and techniques i.e. Bagpiper and McDowell, San Miguel and Tuborg, Yak and Shikher etc. could be thane as example.

Brand preference is very important to attract the consumer towards the product in a highly competitive market.

2.1.9 The Functions of the Brand

The brand is a sign whose is to disclose the hidden qualities of the products which are inaccessible to contact (Sight, touch, hearing, smell) and possibility those which are accessible through experience but where the consumer doesn't want to take the risk of trying the product. Lastly, a brand, when it is well known, adds an aura of make-believe when it is consumed (Kapferer, 1997:28). The informational role of the brand covers a very specific area which varies according to the product or services the consumption situation and the individual. Thus a brand is not always useful. On the other hand a brand becomes necessary once the consumer loses his traditional references points (Panta, 2002: 32)

Brand provides not only a source of information (thus revealing its values) but performs certain other functions which justify its attractiveness and its monetary returns (higher price) when it is valued by buyers. What are these functions? How does a brand create value in the eyes of consumer? The eight functions of the brand

(Kapferer, 1997:30) are presented below. The first two are chemical and the essence of the brand: that is to function as recognized symbols in order facilitate choice and gain time. The following three functions reduce the perceived risk. The last three functions have a more pleasurable side to them. Ethics show that buyers are expecting more and more responsible behavior from their brands.

Function:	Consumer Benefit
Identification:	To be clearly seen, to make sense of the often to quickly identify the Sought after products
Practicality:	To allow saving of time and energy through identical repurchasing and Loyalty.
Guarantee:	To be sure of finding the same quality no matter where or when you buy the product or services
Optimization:	To be sure of buying the best product in its particular purpose.
Characterization:	To have conformation of yourself image or the image that you Present to others.
Continuity:	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic:	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical:	Satisfaction linked to the responsible behavior of its relationship with society (ecology, employment, citizenship, advertising which doesn't shock)

The usefulness of these functions depends on the product category. There is less need for reference point or risk reducers when the product is transparent (i.e. its inner qualities are accessible through contact). These functions are neither laws nor dues,

nor are they automatic; they must be defended at all times. Only a few brands are successful in each market thanks to their supporting investment in quality, R & D productively, communication and research in order to better understand foreseeable changes in demand. A priori nothing confines these functions to producers' brands. Moreover, several producers' brand doesn't perform these functions.

2.2 Historical Background of Noodles

At first, noodles came from China in the name of Chawmein or "Chau Chau" and from Italy in name of Saghetti. Similarly it is pronounced as Featuching and Cut Macroni by Italian. Thus, it is considered as of Mongolian origin. China and Italy started to use this food as their main meal. In different name and they prepared it in different varieties. Its shape, quality and preparation techniques are differ in each country. After introducing of noodles in China in 17th century gradually it was introduced in Burma, Japan, Thailand and South Asian country. Possibilities of immediate consumption are the main cause of development in noodles. Japan chimed the noodles made of buck wheat as Suba. In Japan, This food becomes popular in western countries especially in Frances, Italy and England, as one of the best foods. There are 50 to 60 varieties of noodles (instant noodles) in Japan. More than 200 industries are producing more than 11 lakh of noodles is single shift per day. These products are exported in most of the countries of the world. The development of instant noodles started only around 1952 A.D. with Japanese technology. In the history of instant noodles there is a parable about it "Fashion" from Paris "Jazz" from American and instant noodle from Japan, Origin of noodles in Nepal is very new. Before 2017B.S. Nepali peoples those who went abroad used it in foreign countries. When Chinese and Tibetan businessmen came from china they introduced noodles in Nepal. After that a few restaurants started to sell noodles. Due to increase in interest in noodles national trading limited imported 1st lot of equipment of plain noodles in 2032B.S. In the context of Nepal, people consume noodles by pronouncing "Chau Chau". Before two decades there were only plain noodles called Sinkee chau chau in the market. Though Gandaki Noodles Company was established at 2029 B.S. in small scale cottage industry, the production activities were started at 2035.

There was not any industry to product noodles in instant nature before Gandaki Noodles Company produced it. People consume it generally in Chinese style because noodles were introduced here by Chinese people (Basnet, 2000:30)

At present some people make noodles in their home for self use. Different factories use different materials to make it but in general noodles in made wheat flour, egg, breaking powder, salt, herbs, etc. there are some vegetarian noodles is also producing/ a varieties in noodles in our country Nepal. There is a cut throat competition among the different noodles. Nepal Thai foods (CG foods) has firstly produced WaiWai and then GolMol, Sathi, Wai Wai, Mimi, Big Mimi, WaiWai premium, Mama 100, waiwai quick with chicken pizza, waiwai chicken tanduri, waiwai mutton (white noodles with 2 seasoning, inside) etc. Recently, it has launched Wai Wai (Sarbaun sampanna 20% extra protein). Himalayan snacks and noodles has firstly produced Mayos which means mine as well as yours and then it started to launch Lekali, Hurrey, mYes papa, Ruchee, Sakalaka boom (especially for kids) etc. We still find Rara of Gandaki noodles in the market. Pokhara noodles Pvt. Ltd. has launched Rambha, Jojo and City noodles. An Asian Thai food Pvt. Ltd. has produced Rambha, Jojo and City noodles. Asian Thai foods Pvt. Ltd. has produced Rumpum, Ru-chee, Lot pot, 2pm, and phataphat etc. Kanchanjanga process food has launched U-key. Everest noodles have launched Ayah, Aaha 50/50. General food industries have lauched Yum yum. We also find hits, femee, Khaja, Rodhi, Mama Noodles of different noodles company. Multfoods industries have launched Min min, Min min khaja, etc. Recently Himshree Food Pvt. Ltd has launched Phewa noodles. Multi food industries have launched Marry instant noodles which are made without Ajino, Moto. We have also seen a new noodle in our market i.e. J-mee instant noodles, Leader instant Noodles etc. Certainly we will see the different noodles in future.

2.3 Popularity of Instant Noodles

Along with the development of human civilization man's life style has been changing over the centuries. The more people become civilized, the more change is observed in their lifestyle. People are becoming so busy that they could not get enough time to eat well. Due to the time constraints, people are attracted to taking well-processed foods,

which is easy to cook and consume. Though it is a matter of debate whether intake of well-processed food is good or bad for health, people are consuming highly processed food as a sign of human civilization. Whatsoever is the debate, the processed food has a deep-rooted influence in today's world, and nobody can imagine carrying out the busy life without the processed and instant food. Instant noodles are gaining more popularity in the world that is cannot be replaced by any other foods. From rural areas to big cities; everybody has been helping people to save time are in the rural area it has become fashion and status symbol to consume such food.

Therefore it has been extending its roots from city to the rural and crating it wider and wider market every day.

2.4 Noodles Industry in Nepal

In Nepal's context origin of noodles is just two decades old. Before 2017 B.S. the people who went aboard ate noodles down in Nepal stated opening restaurant-having chowmein in menu. Nepalese people turned to bat noodles from them. The concept of instant noodles in the Nepalese market was first introduced by an Indian company: Nestle India Ltd. They introduce Maggy instant noodles with concept of "2 minute noodles". For a few years it enjoyed the monopoly in the Nepalese market. Due to the heavy demand of noodles in Nepal, the National Trading Limited imported the first lot of equipment for manufacturing plain noodles in 2032B.S. In the early 1980s' Gandaki Noodle Ltd. Started to produce instant packed noodles with RARA brand with Japanese technology. Thus, Gandaki Noodles Ltd in the pioneer company in Nepal that produced instant noodles. This concept clicked in the market and within a short period of time, RARA was big hit in the Nepalese market. After Gandaki noodles Ltd. Chaudhary group entered in the noodles market. They introduced WaiWai as pre-cooked instant that can be eaten noodles directly from the packet. The technology was in collaboration with Thai preserved Foods and first of its own in the country. The concept has become highly successful, and Waiwai has become the market leader in per-cooked noodles segment. Within a few years, may other company or brands like MinMin, YumYum, Mayos, GolMol, Rumpum, Jo Jo, Marry, 2PM, Sakalaka Boom, Ruchee, J-mee, Laibari lai etc, in the market in Nepal.

According to the boss Magazine the information about the noodle is as follow:

The Noodle Riddle

Noodles have become necessity items of Nepali consumer shopping list. Although homemade noodles have been long there, it was only in 1984 that a major brand came in to the picture. It was virtually a monopoly market for the noodles leader-WaiWai, with an 80 percent of market share while other brands formulated. The rest of the noodle of the noodle market until year 2000 when two other brands from different companies were launched-Rumpum and Mayos, Ever since, there has been a mushrooming of various noodle brands. With more than 35 brands in the market hot plate, the industry is still growing.

In 2000 the industry worth was at Rs. 1250 million. Today the market has grown to approximately Rs 3200 million Rara has remained a flavored brand in the white noodle category with Lekaly in hot pursuit of the number one slot. However, consumer reference has seen a definite shift to the brown variety, in which more than a dozen brands are available at different prices. The white noodle commands its presence in the hills and mountains, while the brawn noodles Lake Center stage in the urban and semi urban centers. Another category within the brown noodle is the urban and semi urban centers. Another category within the brown noodle is the snack variety, which is low priced and targeted at school going children, a segment that is gathering pace.

With only a handful of players in the market, the 80s, and 90s saw an aggressive marketing effort by WaiWai to builds its brand. Consumer awareness on instant was very low and WaiWai seize this opportunity and explored and expanded its brand going on to become a household name. The brand recognition was to strong that today instant noodles are almost synonymous with WaiWai.

Innovation and Differentiation of noodles

No such unique development has been made in the product quality so far. Although it might be said that few of products came with unique different imitations. For

example, adding of vegetable cubes flavored seasonings and different foil packing techniques. There are huge number of brands within each company introducing different categories-snake noodles, white noodles, instant and some just with a different categories-snake noodles, white noodles, instant and some just with a different seasoning for taste, to capture sales from other companies and also to develop is a quest of producing a different noodle brand but only a handful has succeeded. Differentiation is created in terms of marketing inputs only. The positioning of brands varies from each other. While Mayos position it self as family noodle, waiwai is a noodle for all sakalaka boom for kids and so on similarly the communication is different in terms of positioning only, but as for as communication is concerned it is the only the consumer promotion that has taken the largest share of focus with none given to the brand.

Strategic Focus of Noodles

Unlike it was till 1999 when the push strategy was working for Wai Wai, now it is the pull strategy for the noodle industry as a whole. The stage from push to pull was not an overnight result. The trade schemes were offered to distributors and wholesaler to push the product and make consumers buy. Since the entry of Rumpus and Mayos in year 2000 the industry has started moving towards brand building process. This was when the marketing strategy shifted gears towards the pull strategy. A major reason behind this was that push strategy doesn't work for a long time and the second reason was the new entrants in the market. John W.gardner defines strategy as "we are continually faced with a series of great opportunities brilliantly disguised as in soluble problem." As the market leader WaiWai as an established brand was strong so the new entrants focused on promotional activities to create sales volume and brand awareness. Promotional activities are not restricted to advertisement and trade only; the driving factor here is the consumer schemes. With every noodle packet placed on the retail shelf a consumer hopes to win. This millennium brought consumers more value of whatever they were paying before. Before this it was only couple of imported brands from India and Thailand that used to offer bowls of spoons as add on value to the product. Domestic brand played the game with exchange offers-so many wrappers gets you a free gift, etc. The year 2000 was the new entrants Rumpum launching the

first ever scheme launched by any domestic product the "The Bingo Haryana", closely followed by market leader WaiWai with "Mauka ma chauka", "diamond set", "aaja ko arjun ko" with both the noodles drawing higher sales. Mayos also dived into the pool with "say ma say uphar", "mayos super challenge". Since then none of the companies has dared to take off the schemes from the noodles. Offers worth millions have been placed in packets worth Rs Five to any premium priced brand since then till date. Successful amongst them were. "Bingo hungama", by Rumpum, "Mayos diamond offer", "Rumpum most wanted", "hami sabai snack noodles and last but not least" 2pm jackpot. The preeti noodle came up with a slogan "kahi aba bhoko narahosh" .the ruche snacks,"kahi chha bhane ddekha aafno power."Nano in summary total needed value present in nano noodles .national football player –Rabin shrestha, nano noodle is ideally packed with a punch of taste nutrition and fun "bhupesh sanya- national karate champion. The common factor almost all the offer talk about the monetary value of the commodities given.

A consumer has so many options to choose from. I want a diamond set or diamond necklace, I have a choice. The market is getting cluttered with the cluttered with the number of schemes and so is the consumer's mind = set where it has to remember so many communications taking place in its surrounding even when buying a noodle packet. But will such a scheme driven market continue? It remains to be seen. Exploring the motivation behind a consumer's purchase decision can give useful insights. But the motivation behind a consumer's purchase decision can give useful insights. But the schemes will prevail otherwise you risk a drop in your sales Competition now is focused on who introduces an offer that will click immediately, what value assertion to the packet of noodle and worth how much?

2.5 Review of Literature related to the Study

A dissertation title "A study on brand loyalty" carried out by Mr. Yogesh Pant in 1993 was aimed to full fill the following objectives:

-) To examine brand awareness of the Nepalese consumer.
-) To find out whether Nepalese consumer are brand loyal, i.e. what percentage of Nepalese consumer are brand-loyal?

-) To identify the correlates of brand loyalty.
-) To recommend measured helpful or important for developing marketing strategies and for conducting further researches on brand loyalty.

The major finding of studies is:

-) In each of products selected for this study at least 65 percent consumers are found to have knowledge of almost all alternative brands available in the market. Thus, brand awareness of the Nepalese consumers is found to be high.
-) A positive association is found between consumers' income and brand loyalty in all the products included in this study except shaving blade. In shaving blade, however, no association is seen between income and brand loyalty.
-) Brand loyalty has positive association with store loyalty. In all the products except soft drink it is found that out of the total respondents showing high degree of store loyalty, at least 85% respondents are found to have a relationship with store loyalty.
-) There is no association between number of brands available and brand loyalty. It is found that increase or decrease in number of brands available does not increase or decrease the number of brand-loyal consumers.
-) Majority of the Nepalese consumers are found loyal. The following table reveals the whole finding on brand loyalty of the Nepalese consumer.
-) Studies on brand loyalty should be made on a continuous basis. Most of the consumers showing brand loyalty indicate toward hidden assets of the manufacturers or seller. They should have knowledge of this valuable asset. It will give them an effective guideline for developing successful marketing strategies.

A dissertation titled "A comparative study on communication effects on advertising and brand preference: A case of instant noodles YUM YUM", conducted by L.P. Baral in 1996, has focused on the relation between advertising and brand preference. The main objectives of the study were as follows:

-) To examine the effectiveness of advertising of RARA and YUMYUM noodles.
-) To examine the popular media of advertising.
-) To find out the strengths and weakness of advertisement of instant noodles.

The Major findings of the study are:

-) There is no significant different between RARA and YUMYUM noodles with regard to the quality of advertisement.
-) Company should measure the effectiveness of expenditure which, is spent on advertising and other promotional tools.
-) The advertising expenditure for the RARA and volume of sales are almost constant but YUMYUM noodle's advertising expenditure is decreasing every year but sales are increasing every year.
-) Most of the consumers are informed of the brand by advertisement and there is high association between the qualities of advertisement.
-) Radio TV and Newspapers are the major media for instant noodles.

A Study conducted by Rajendra Geri about the communication effects of advertising and preferences of instant noodles, the RARA and MAGGI, The objective of the study was to analyze the popular media of advertisement, advertising appeal and relation between brand preference and advertisement qualities of instant noodles.

Major findings of the study are as follows:

-) Most of the educated people of Kathmandu are aware of both brands (Rara and Maggy of instant noodles because of their advertisements.
-) Most of the uneducated people of Kathmandu could not say anything about the advertisements.
-) Of all the advertising media available in Nepal, the Radio has proved itself a leading one to create awareness in customers about the advertised products, especially edible goods like instant noodles. After the film come or orderly.
-) Advertisement qualities of instant noodles have made no change in brand preference.

A study conducted by N.B. Basnet on "A study on market potentiality of Gandaki Noodles in Katmandu Valley" has the following objectives:

-) To analyze the market structure of Gandaki Noodles Industry.
-) To focus on the consumption of noodles in Kathmandu valley.
-) To assist Gandaki noodles in designing effective marketing system.
-) To predict the future of the Gandaki noodles industry.
-) To find out the sale volume of Gandaki Noodles Industry.

The major findings of the study are:

-) In terms of qualitative product it has good reputation in market and most of the consumers are of the opinion that the price of Gandaki Noodles is reasonable so majority of consumers are satisfied with the Gandaki Noodles Industry.
-) Gandaki Noodles Company have limited package and variety but the consumer demand wide options.
-) Channel members are not satisfied with existing commission, premium, and gift.
-) Company doesn't have effective established channel to collect the information from the distributors, retailers, dealers.

A dissertation title "A study in market situation of Instant Noodle Yum Yum" (A case study in Narayangarh) conducted by Anup Kumar Shrestha in 1998 has the following objectives: -

-) To test the market of YumYum in Narayangarh.
-) To obtain and analyze the information on the sales of different kinds of instant noodles in Narayangarh.
-) To obtain the consumer opinion on price, quality and test of different brands.
-) To compare the position of "Yum Yum" instant noodles with other brands.
-) To assess the average percentage of consumer's loyalty over several brands.
-) To suggest the company of 'yum yum' of overall marketing activities for better distribution.

On the basis of the field survey and subsequent analysis, the study has found following facts: - All wholesalers are under the distributorship of Chitwan Supplier the single distributor of Yum Yum in Narayangarh. Wholesalers prefer the brands of noodles on the basis of sales volume. On the basis of sales volume Wai Wai stands at the top and Yum Yum stands in second. Few wholesalers have expressed the view that some retailers' complain over the price of Rara, Wai Wai and Ilits and on the taste of Yum Yum. After introduction of Yum Yum in the market, 90% of wholesalers expressed that it is satisfactory and rest of the wholesaler expressed that the quality is not satisfactory and rest of the wholesaler expressed that the quality is not satisfactory regarding the distribution of different brands by their quality, Wai Wai is the base quality noodle and Yum Yum was in second position. Out of 100 percent 65% use noodle as. Tiffin and rest 35% respondents use it as both Tiffin and dinner.

This study concluded that the list of instant noodle has become a general consumption phenomenon in Narayangarh. There are various brands of instant noodles available in the in the market and market of noodles has turned to be competitive in recent years. The company does not have effective & reliable channel to collect information from measure to increases the volume of sales in the market. The company should increase the incentive to the wholesalers/ distributors so as to motivate and encourage them to their transactions on Yum Yum. The company should diversity its market by penetrating in to potential rural areas. It should establish efficient distribution networks and provide reasonable amount of commission at each level.

A dissertation title "Market situation of instant noodles" (A case study in Pokhara valley) conducted by Bhagabati Parajuli in 2002 has following objectives:

-) To know the demand and supply in instant noodles, in the market of Pokhara valley.
-) To examine the potential consumers of instant noodles in Pokhara valley.
-) To obtain the consumers opinion on price, quality and taste of instant noodles.
-) To examine the popular media of advertisement for the instant noodles.

Major finding of this study are: -

-)] Demand of instant noodles is highly increasing in Pokhara valley.
-)] Regarding instant noodles, only 100 consumer of Pokhara.
-)] Consumers give more preference to the taste and less preference to the brand and quality.
-)] Most of the consumers who consumed the instant noodles are under 20 years of age.
-)] Most of the student has been using instant noodles as Tiffin in comparison to other professional area.
-)] The advertisement of the waiwai of Nepal television in mush more attractive than that of RaRa.
-)] Most of the respondents think that the quality of instant noodles in of moderate quality with reasonable price. Instant noodles have been taken as hygienic food compared with different taste of fast food.

A dissertation title "Advertising policy of Himalayan Snax and noodles Pvt. Ltd. and fast foods Nepal Pvt. Ltd: A comparative study", conducted by Niraj Pratap KC in 2005 has following objectives:-

-)] To evaluate the present trend of Mayos and WaiWai
-)] To suggest steps, for advertising to play its role effectively.
-)] To evaluate the effects of the advertisement of both products on the customer.

Major finding of the study are: -

-)] Advertisement is the main source of information regarding instant noodles.
-)] Waiwai is more popular that Mayos instant noodles.
-)] Television advertisement in more popular advertisement regarding instant noodles. Newspaper/magazine advertisement holds the second position regarding popularity. Hoarding board advertisement is also getting popular.
-)] Instant noodles are very popular in Kathmandu valley. Wai Wai and Mayos are more popular than any other instant noodles so neck to neck competition is between WaiWai and Mayos only.

- J Price, quality and advertising are consumer preference in instant noodles.
- J Most of the consumers believe in advertisement
- J nt. The role of advertisement in changing consumption behavior is found to be very effective.
- J Changeable adverting is liked by all age's consumer. They are satisfied with the changing advertisement of WaiWai and Mayos.

A dissertation titled "The impact of advertising on consumer's attitude"(with special reference to wai wai noodle at lalitpur sub-metropolitan city). conducted by prakash bhandari in 2003.

Major findings of the study are as follows:

- J The advertisement is an important for getting knowledge about the noodles advertising is considered as the first sources of information.
- J The wai wai noodle is preferred most of consumers due to its quality, packaging and other aspects.
- J Most of consumers used three packets of noodles in a day in family group it means people are fascinated with quick made noodles.
- J Frequency modulation (FM) is the best information coverage to the consumers about the noodles
- J Advertising of waiwai noodle is found better satisfied than other noodles.
- J Advertising believability is found satisfactory of various brands of noodles.
- J Most of noodles price is high.
- J Packaging save products, so it must be better and packaging of waiwai noodle is comparatively good than other.
- J The quality (taste, performance) of waiwai is very good than other noodles.
- J The most of consumers preferred the gift and coupons of promotional techniques.
- J The satisfaction of waiwai noodle is very good.

A research paper conducted by subrata Ray in 2012.

(Lecture, department of management, university of north Bangal)

A study of consumer acceptability for noodles in siliguri market

Abstract of this research paper

For a last 2000 years the noodles have been a staple food in many parts of the world. The knowledge of early noodles came into being from the records which appeared in books written between A.D.25 and 220 during china's east han dynasty. However ,there are other theories which suggest that arbs where first to introduce noodles in Italy hence forth it has its origin in the middle East. After the modern day appearance of noodles which is being dominated by brands, the spread and consumption of noodles is growing day in and day out. The noodles market growing at 20% annually in India. North bangal is no exception to those trends. Here in this study. The reason for selecting this place can be summed up by understanding the fact that siliguri has a cosmopolitan culture in its backdrop. The research methodology to be used is an empirical study which is tentatively planned for a definite sample size. The result shows that a little aggressive marketing push ups for noodles by the branding companies can make steady headway for them to bring in noodles into the plates of the siliguri citizens to a large extent and can replace the other snacks too. (Volume no.1 issue no. 9)

And second

Instant noodles: market research report (1 march 2012), Market publishers

This report analyze the worldwide markets for instant noodles in million packs.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe , asia pacific, latin America and middle east/African market independently.

Annual estimates and forecast are provided for the period through 2017.

Also a six-years historic analysis is provided for these markets.

The report profile 179 companies including many key and niche players such as acecook. Vietnam co.,ltd., ajinomoto co.,inc. among food limited, blue dragon ,CJ corporation, hebei hualong food group co.,ltd.,HJ Heinz co., ltd., kohlico.groupe ,mamee –double decker(M) bernad nestle India ltd. New dragon asia corp. Nissan food products co.,ltd., nong shim co., ltd.,PT indofood sukses makmur TBK, samyang food co., ltd., sco- fro food ltd. Tat hui foods.ptc .ltd., thai president food public company ltd., and unl-president enterprises.corp.

CHAPTER – III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a way to solve the problems. Market research specifies information required to address there issue, designs the method of collecting information; manages and implements and data collection process; analyze the results and communicate the finding and their implications.

The market research society(MRS),in the uk defines market research as ,"the collection and analysis of data from a sample or census of individual or organization relation to their characteristics, behavior, attitudes, opinions or possessions, it includes all form of market opinion and social research such as consumer and industrial survey. Psychological investigations qualitative interviews and group discussions, observational, ethnographic and panel studies. (MRS2010), page no. 120

The objective of this study is to examine the brand preference of instant noodles in Dhangadhi Municipality. Besides these basic objective of this study has also aimed at identifying the factors associated with preference and examine the brand loyalty of the Nepalese consumers. Studying brand preference is very much necessary to keep face with the increasing competition in the market. In the most competitive modern business world, research on consumer behavior is considerate most essential activity to be carried on a successful marketer. In this study the necessary and relevant data been collected from the sample consumer. To achieve this objective the study follows a research methodology, which has been described as the following.

3.2 Research Design

A plan of study or blue print for study hat presents a series of guide posts to enable the researcher to progress in the right direction in order to achieve the goal is called a research design or strategy.

This study is based on a survey research design. A limited scale survey has been conducted among the consumers of instant noodles in Attariya. A set of questionnaire have been administered in order to gather data and other information relating to the research questions adopted for this study.

3.3 Population and Sample

As the total population of noodles users of presently available brands is hard to find in number, the study takes the population as the total consumer of noodles in Attariya area. This study has included 80 consumers of instant noodles based in Attariya Area, though the sample size is very small in comparison to the total population. The data comprise consumers from the different professions age group educational backgrounds and sex.

3.4 Nature and Sources of Data

This study is based on primary sources of data collected directly from the respondents. The respondents for this study are consumers of instant noodles in Attariya area. More information has been collected with the help of questionnaires and oral conversation with concerned distributors and consumers. The questionnaires were distributed to the consumers of Attariya for collecting necessary information. The size of sample and respondent are 120 consumers who were given the questionnaires. Out of the 120 questionnaires 80 responses were received. Apart from the data collected through the questionnaires some relevant data are collected from the packet of instant noodle itself. The questionnaires used in this study are presented in the appendix.

3.5 Data Collection Procedures

A set of structured questionnaire was developed for the purpose of collecting data from the consumers. The questionnaires were distributed through personal contact in which are respondents were distributed to fill up the questionnaires. The researcher personally visited to take interview of the consumers who were chosen from different socio-economic background. In the process of collecting data the researchers was also

in touch with the responsible officers of companies selling Wai Wai, Mayos Preeti, Ruchee and Nano Products.

3.6 Data Processing and Analysis

The raw data collected through the questionnaires have been manually processed and presented in the form of tables once the data are arranged sequentially, simple statistical tools are used for analysis. The processed data have also been presented in graph, bar diagram and pie-chart.

CHAPTER – IV

ANALYSIS AND INTERPRETATION OF DATA

The previous chapter incorporated introduction of the study, review of literature and the research methodology employed in the study respectively. The chapter deals with the analysis and interpretation of data. The data and information collected from the respondents are presented, analyzed and interpreted in this chapter for attaining the stated objective of the study.

4.1 Profile of Respondents

For the purpose of the study, the responses from 80 respondents have been obtained. Respondent are classified on the basis of age, sex, education and occupation. The number of respondent on the basis of age are presented in table 4.1

Table 4.1

User of Noodles: Age wise

Age	No of respondent	Percentage (%)
Less than 15 years	42	52.50
Between 15-30 years	25	31.25
More then 30	13	16.25
Total	80	100.00

As shown in Table 4.1 among the sample selected for the study 52.50% of consumer of noodles lies in less than 15 years age group, 31.25 lies in the 15-30 age groups and 16.25% lies in the 30 and above age group. From this table it can be concluded that users of noodles can be found across the different age group.

The number of respondent as per sex has been presented in table 4.2

Table 4.2

Users of noodles: Sex wise

Sex	No of respondent	Percentage (%)
Male	50	62.5
Female	30	37.5
Total	80	100.00

As shown in Table 4.1 among the sample selected for the study 62.50% male that is 50 respondents out of 80 respondents. And 37.5% female consumers that is 30 respondent out of 80 instant noodle consumer.

The properties of respondents on the basis of educational status has been debited in table 4.3

Table 4.3

Proportion of respondent on the basis of education status

Education	No of respondent	Percentage (%)
Literate only	17	21.25
SLC	29	36.25
Graduate	23	28.75
Post graduate	11	13.75
Total	80	100.00

As presented in Table 4.3, the sample included 21.25% are of literate only, 36.25% are of SLC, 28.75% are of graduate and rest 13.75% are of post graduate in education. Similarly occupational status of respondents has been presented in table 4.4

Table 4.4

User of noodles: Occupation Wise

Occupation	No of respondent	Percentage (%)
Student	42	52.50
Job holder	20	25.00
Businessman	18	22.50
Total	80	100.00

As shown in table 4.4 according to the occupational background 52.50% are the students, 25% are the job holder and 22.5% are the businessman.

4.2 Analysis of Buying Behavior and Brand preference

The buying behavior and brand preference of costumers have been analyzed in terms of: (i) buying habit and duration of consumption. (ii) Place and purpose of consumption.

4.2.1 Buying Habit and Duration of consuming Noodles

Tables 4.5 highlight the buying habits and duration of consuming noodles.

Table 4.5

Buying habits and duration of consuming noodles

Habits	Very Frequently		Frequently		Occasionally		Rarely		Total	
	No	%	No	%	No	%	No	%	No	%
Duration										
Recently	0	0.00	0	0.00	6	40.00	1	14.29	7	8.75
Since a yrs	1	4.35	0	0.00	1	6.67	0	0.00	2	2.50
Since 2 yrs	2	8.70	3	8.57	1	6.67	0	0.00	6	7.50
Since 3 yrs	6	26.08	12	34.28	1	6.67	2	28.57	21	26.25
More than 3 yrs	14	60.87	20	57.15	6	40.00	4	57.14	44	55.00
Total	23	100	35	100	15	100	7	100	80	100

Source: Primary data from the questionnaire

Table 4.5 depicts the consumer buying habits and duration (current) of consuming noodles. The data has shown the habits of noodles consumption who consume the noodles 28.75% (23 respondent) consume very frequently, 43.75% (35 respondents) frequently, 18.75% (15 respondents) occasionally and 8.75 (7 respondents) rarely consume the noodles.

The same table shows the duration (current) of noodles consumption which is as follows: 8.75% recently, 2.50% since a year, 7.50% since 2 year, 26.25% since 3 years and 55% more than 3 years. It shows that a large number of consumer are consuming noodles since 3 years or more.

It is clearly found that the most of noodles consumers have been consuming noodles. Frequently (28.75%) as well as from more than 3 years(55%) out of 80 respondents.

4.2.2 Place and Purpose of Noodles Consumption

Table 4.5 provides the data related with the place of consumption and the purpose of consumption of Noodles.

Table 4.6

Place and Purpose of Noodles Consumption

Place	Home		School/ Collage		Restaurant		Travel/ Journey		Other		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Male	0	0.00	0	0	1	4.55	0	0.00	0	0.00	1	1.25
Breakfast	3	15.00	0	0	10	45.45	2	12.5 0	1	25.0 0	16	20.0 0
Snacks	16	80.00	18	100	7	31.82	12	75.0 0	2	50.0 0	55	68.7 5
Dinner	1	5.00	0	0	4	18.18	1	6.25	1	25.0 0	7	8.75
Other	0	0	0	0	0	0.00	1	6.25	0	0.00	1	1.25
Total	20	100	18	100	22	100	16	100	4	100	80	100

Source: Primary data from questionnaires

Table 4.6 is related to the place and purpose of noodles consumption regarding the place; the consumers consume the noodles in this way: home 25.00%, school/college 22.5%, restaurant 27.50%, travel/journey 20% and others 5%.

It also shows the purpose behind consuming noodles which is meal 1.25% breakfast 20%, snacks 68.75%, dinner 8.75% and others 1.25%. The data has clearly shown that the large percentage of noodles consumer consume it as snacks which is 68.75%. In regard of place of consumption, large percentage of consumers prefers to consume noodles in the restaurant which is 27.50% out of 22, respondents.

4.2.3 Nature of Decisions for Buying Brand of Noodles

Table 4.7 is related with the consumer's nature of decisions for buying specific brand of noodles while buying noodles.

Table 4.7

Pre-determined Decisions for Buying Noodles

S.N.	Option	No. of Respondents	% of respondent
1	Pre-determined decision	55	68.75
2	Sudden decision	25	31.25
	Total	80	100

Source: Primary data from questionnaire,

As shown in this table 68.75% (55 respondents) of consumers have already decided which brand to buy and 31.25% (25 respondents) consumers' makes buying decision suddenly. It shows a high degree of brand loyalty in noodles.

4.2.4 Most Preferred Brand of Noodles.

The ranking of noodles on the basis of preference of respondents has been presented in table 4.8

Table no. 4.8

Most Preferred Brand of Noodles

S.N.	Name of Brand	Number of Respondent	% of respondent
1	WaiWai	27	33.75
2	Mayos	20	25.00
3	Preeti	16	20.00
4	Ru-chee	9	11.25
5	Nano	6	7.50
6	Others	2	2.50
	Total	80	100

Source: Primary data from questionnaire.

Table 4.8 depicts the comparative figure of brand preference between different brands among them WaiWai is preferred by 33.75% (27 respondent), Mayos by 25% (20 respondents), Preeti by 20% (16 respondents), Ru-chee by 11.25% (9 respondents), Nano 7.50% (6 respondents) and other brand by 2.50% out of the 80 respondents.

4.2.5 Age wise preference of Noodles.

Table 4.9 presents the information regarding the preference of noodles by respondents of different age.

Table 4.9

Brand Preference by age

Age/Brand	Below 15 yrs		15-30		Above 30 yrs		Total	
	No	%	No	%	No	%	No	%
WaiWai	26	61.90	5	20.00	5	38.46	36	45.00
Mayos	5	11.91	10	40.00	4	30.77	19	23.75
Preeti	5	11.91	4	16.00	1	7.69	10	12.5
Ru-chee	3	7.14	4	16.00	0	0.00	7	8.75
Nano	2	4.76	2	8.00	3	23.08	7	8.75
Other	1	2.38	0	0.00	0	0.00	1	1.25
Total	42	100	25	100	13	100	80	100

Source: Primary data from questionnaire.

Table 4.9 depicts the brand preference of the noodle consumers of different age groups. The brand WaiWai is most preferred one among the age group of less than 15 yrs. This is 61.90% out of 42 respondents and 32.5% out of 80 respondents. However, in the age of 15-30 yrs, Mayos has more popularity than Wai Wai indicating that Mayos is the most popular brand in the active group segment which is 12.50% of the total population and 40% of 25 respondents. Likewise Preeti has also liked by below 15 yrs age group by 11.91% and Ru-chee has the 4th position in the same age group. 2pm and Ru-chee are equally liked by the age group of 15-30 yrs, that is 16% of 25 respondents. The age group of above 30 yrs did not like the Ru-chee. But they like the Marry by 23.08% out of 13 respondents. The table also depicts those 2.38% respondents who like other brand of noodles in the age group of below 15 yrs.

Above data has clearly indicated that Wai Wai brand is the most preferred in the age group of below 15 yrs by 32.50% out of 80 respondents. In the same group, Mayos and 2pm brands are equally preferred.

4.2.6 Occupational wise Brand preference.

The ratio of respondents opting noodles on occupational wise has been presented in table 4.10

Table no. 4.10

Noodles Consumption and Brand Preference as per occupation

Profession/Brand	Students		Job Holders		Businessman		Total	
	No	%	No	%	No	%	No	%
WaiWai	20	47.63	5	25.00	7	38.90	32	40.00
Mayos	10	23.81	8	40.00	6	33.33	24	30.00
Preeti	2	4.76	4	20.00	2	11.11	8	10.00
Ru-chee	6	14.28	2	10.00	1	5.55	9	11.25
Nano	1	2.38	1	5.00	2	11.11	4	5.00
Other	3	7.14	0	0.00	0	0.00	3	3.75
Total	42	100	20	100	18	100	80	100

Source: Primary data from questionnaire.

Table 4.10 depicts with noodles consumption and brand preference by profession. The data has revealed that a large number of consumers are found to prefer the WaiWai which is 40% of total respondents. Similarly, Mayos is in 2nd position that is 30% of total respondent, Nano is least preferred and Ru-chee & Preeti are in 3rd & 4th position respectively. The table also depicts that, most of student prefer the WaiWai brand that is 47.63% of total number of Student. It is also revealed by data that 7.14% student prefer the other brands. Most of job holder prefers the Mayos brand that is 10% of total respondent and 40% of total job holder respondents. More business prefers the Marry bran in compression with student and job.

4.2.7 Brand Preference and level of Education of Respondents.

The level of education of respondents and their buying preference has been presented in table 4.11

Table 4.11

Brand preference by educational level

Education level/Brand	Literate only		S.L.C.		Graduate		Post Graduate		Total	
	No	%	No	%	No	%	No	%	No	%
WaiWai	7	41.19	10	34.48	7	30.43	5	45.45	29	36.25
Mayos	3	17.65	13	44.83	9	39.14	3	27.28	28	35.00
Preeti	2	11.76	2	6.90	4	17.39	1	9.09	9	11.25
Ru-chee	2	11.76	3	10.34	1	4.35	1	9.09	7	8.75
Nano	2	11.76	1	3.45	1	4.35	0	0.00	4	5.00
Other	1	5.88	0	0.00	1	4.35	1	9.09	3	3.75
Total	17	100	29	100	23	100	11	100	80	100

Source: Primary data from questionnaire

Table 4.11 depicts the brand preference by educational level. The data has shown that large number of noodles consumer are found in S.L.C. level, who preferred brand Mayos by 44.83%, followed by WaiWai by 34.48% Ruchee by 10.34% out of 29 respondent. In literate category Wai wai brand is more preferred that is 41.19% of 17 respondents and Mayos followed by it. Similarly in post graduate category is same with literate category.

Table 4.10 also depicts that most of respondents prefer to WaiWai 36.25% of total respondents and Mayos brand is in 2nd position that is 35% of total respondents. Nano is least preferred (5%) and Preeti and Ru-chee are in 3rd & 4th position respectively. It is also shown by data that 3.75% of total respondents prefer the other brands.

4.2.8 Reason for Noodle Consumption

Table 4.12 provides the information regarding the reason of buying a particular type of Noodles.

Table 4.12

Reason for noodle Consumption

S.No.	Reasons	No. Respondents	% of Respondents
1	Easy to Consume	23	28.75
2	To get rid from hunger	17	21.25
3	Easily Available	19	23.75
4	Time Saving	21	26.25
	Total	80	100

Source: Primary data from questionnaire.

Table 4.12 presents the reason for noodles consumption. The data clearly indicates that easy to consume is the main reason for consuming noodles by 28.75%, time saving by 26.25%, easily available by 23.75% and get to rid from hunger by 21.25% out of 80 respondents.

4.3 Impact of Promotional Activities on Brand Preference

The impact of different advertising media such as Television, Radio etc has been analyzed as bellow.

4.3.1 The Best Media of Advertisement.

On the basis of option of respondents, the most effective method of advertisement is through Television and second is Radio. Such information are presented in table 4.13.

Table 4.13

The Best Media of Advertisement According to the consumer's Opinions

S.No.	Media	No. Respondents	% of Respondents
1	T.V.	39	48.75
2	Radio	26	32.50
3	Hoarding Board	5	6.25
4	Magazine / Paper	9	11.25
5	Other	1	1.25
	Total	80	100.00

Source: Primary Data From questionnaire.

The Table 4.13 is related with consumers' opinion about the best media of noodles advertisement that is the best media. T.V. opined by 48.75%, Radio by 32.50%, Hoarding board by 6.25%, Magazine / paper by 11.25% and other by 12.5% out of the 80 respondents.

4.3.2 Favorite media of advertisement as per the respondent's age.

The respondent's response toward favorite media of advertisement as per the respondent's age has been resented in table 4.14.

Table 4.14

Familiar Media of Noodles Advertisement by Age Groups

Age/Media	Below 15 yrs		15-30		Above 30 yrs		Total	
	No	%	No	%	No	%	No	%
T.V.	23	54.76	13	52.00	3	23.08	39	48.75
Radio	17	40.48	10	40.00	2	15.37	29	36.25
Hoarding board	2	4.76	2	8.00	3	23.08	7	8.75
Magazine / Paper	0	0.00	0	0.00	4	30.77	4	5.00
Others	0	0.00	0	0.00	1	7.70	1	1.25
Total	42	100	25	100	13	100	80	100

Source: Primary data from questionnaire.

As shown in Table 4.14 , the most familiar media of advertisement is T.V. by 48.75%, followed by radio (36.25%), hoarding board, magazine/paper and other by 8.75%, 5% and 1.25% respectively.

Above data has also obviously shown that highly familiar media is T.V. (54.767%) followed by Radio (40.48%) out of 42 respondents with the age group of below 15 yrs.

In the same trend highly familiar media is T.V. (52%) followed by Radio (40%) with the age group between 15-30 yrs. With the same group, 8% is familiar with the hoarding board and no respondent is familiar with the magazine/paper and other media.

Highly familiar is magazine/paper (30.77%), followed by hoarding board and T.V. (23.08%) with the age group of above 30 yrs. Radio is familiar with 15.37% Negligible respondents were found familiar with other media (7.70%).

4.3.3 Effectiveness of Advertisement Media

Table 4.15, 4.16 discloses the effectiveness of advertisement media

Table 4.15

Effective of Advertising media upon consumption of Noodles.

S.No.	Option	No. Respondents	% of Respondents
1	Very high	13	16.25
2	High	32	40.00
3	Moderate	19	23.75
4	Low	9	11.25
5	Vary low	6	7.5
6	Poor	1	1.25
	Total	80	100.00

Source: Primary data from questionnaire. Figure 4.5

Effectiveness of Advertising Media upon Consumption of Table 4.15 presents the effectiveness of advertisement media upon consumption of noodles. The data has

show high effectiveness by 40%, moderate by 23.75%, very high by 16.25%, low by 11.25%, very low by 7.5% had poor by 1.25%. It shows that advertising effects have been generally effective.

Table no. 4.16

The most impressive advertised brand of Noodles by age.

Age/Brand	Below 15 yrs		15-30		Above 30 yrs		Total	
	No	%	No	%	No	%	No	%
WaiWai	9	21.43	12	48.00	7	53.85	28	35.00
Mayos	18	42.86	10	40.00	3	23.08	31	38.75
Preeti	0	0.00	1	4.00	2	15.38	3	3.75
Ru-chee	12	28.57	2	8.00	0	0.00	14	17.50
Other	3	7.14	0	0.00	1	7.69	4	5.00
Total	42	100	25	100	13	100	80	100

Source: Primary data from questionnaire.

Table 4.16 depicts impressiveness of advertisement of different brands of noodles in different age groups. The data has shown the brand Mayos is highly impressive as rated by 38.75%, followed by WaiWai by 35% Ru-chee is moderate impressive by 17.50%. The Marry and Preeti are least impressive as rated by 5% and 3.75% respectively out of 80 respondents.

With below 15 yrs age groups, the brand Mayos is the most impressive (42.86%) out of 42 respondents, followed by Ru-chee (28.57%), Waiwai (21.43%) and Nano (7.14%) is the least impressive. No impressiveness had been revealed of Preeti. With 15-30 yrs group, the WaiWai is the most impressive (48%) out of 25 respondents followed by Mayos (40%), Ru-chee (8%), and Preeti (4%) is the least impressive. No impressive has been revealed of marry brand.

With above 30 yrs age group, the brand Waiwai is the most impressive (53.85) out of 13 respondents, followed by Mayos (23.08%), Preeti (15%) and Nano (7.69%) is the least impressive. No impressive has been revealed of Ru-chee brand.

Table 4.17

Prime Factor on Brand Preference of Noodles Advertisement by Age

Age/Preference Factor	Below 15 yrs		15-30		Above 30 yrs		Total	
	No	%	No	%	No	%	No	%
Information	0	0.00	3	12.00	2	15.38	5	6.25
Entertainment	19	45.24	7	28.00	3	23.09	29	36.25
Attractiveness	23	54.76	13	52.00	6	46.15	42	52.50
Just for Notice	0	0.00	2	8.00	2	15.38	4	5.00
Total	42	100	25	100	13	100	80	100

Source: Primary Data from questionnaire

Table 4.17 depict the prime factor on preference brand of noodles advertisement in different age group. The large numbers of respondents are found in attractiveness factor (52.50%) whereas entertainment (36.25%), followed by information (6.25%) and the least respondents (5.0%) are found in just for notice of noodles advertisement out of 80 respondents.

In below 15yrs age group, a large numbers of respondents are found in attractiveness factor (54.75%) followed by entertainment (45.24%). The rest factors do not have any role in age group out of 42 respondents.

In 15-30 yrs age group, a large numbers of respondents are found in attractiveness factor (52%) whereas entertainment (28%), followed by information (12%) and the least number of respondents (8%) is found in just for notice of noodles advertisement out 120 respondents.

In above 30 yrs group, a large numbers of respondents is found in attractiveness factor (46.15%) whereas entertainment (23.09%), Followed by information and just notice by (15.38%) respectively out of 13 respondents.

Table 4.18

Consumer's Motivation in promotional Activities.

S.No.	Activities	No. Respondents	% of Respondents
1	Advertisement	28	35.00
2	Sponsorship	25	31.25
3	Gift /prize	16	20.00
4	Any other	11	13.75
	Total	80	100

Source: Primary data from questionnaire

Table 4.18 is related with consumer's motivation in promotional activities. The data shows motivation in promotional activities that is advertisement by 35%, Sponsorship by 31.25%, and gift/prize by 20% and other activities by 13.75% out of 80 respondents of noodles consumer

In the same table, it is clearly found that the key motivational activities are advertisement and sponsorship. And, rests of the activities are least important to the noodles consumers' point of view.

Table 4.19

Brand switching in Attractive Gift/Prize Program

S.No.	Option	No. Respondents	% of Respondents
1	Yes	45	56.25
2	No	35	43.75
	Total	80	100

Source: Primary data from questionnaire

The above table 4.19 shows that the brand switching activities in attractive gift/prize program which offered by another brand. It has been found that 56.25% respondents switched to another brand because of another brand's attractive gift/prize program and 43.75% didn't switch to another brand in that condition out of 120 respondents.

Table 4.20

Degree of Motivation in Gift/Prize Program

S.No.	Degree of Motivation	No. Respondents	% of Respondents
1	Very High	25	31.25
2	High	28	35.00
3	Moderate	20	25.00
4	Low	4	5.00
5	Very Low	2	2.50
6	Poor	1	1.25
	Total	80	100

Source: Primary data from questionnaire

Table 4.20 is concerned with the consumers' motivation degree in gift/prize program. The data shows that the large percentage of respondents were found high degree motivation in gift /prize program by 35% , very high by 31.25% moderate by 25%, low by 5%, very low by 2.5% and poor by 1.67% out of 80 respondents of noodles consumers.

In the same table , it is clearly found that large percentage of noodles consumers have highly motivation degree in gift/prize program out of 80 respondents in noodles consumption.

Table 4.21

Most effective promotional factors

S.No.	Promotional factors	No. Respondents	% of Respondents
1	Cash Prizes	8	10.00
2	Free Noodles	9	11.25
3	Lucky Draw coupons	19	23.75
4	Bumper prize	21	26.25
5	Career related	3	3.75
6	Lottery program	20	25.00
7	Other	0	0.00
	Total	80	100

Source: Primary data from questionnaire

As shown in Table no 4.21 the most effective promotional factor bumper prizes has been found by 26.25%, followed by lottery program by 25.00% lucky draw coupon by 23.75%, free noodles by 11.25% , cash prize by 10% and least respondents were found in career related factor which is 3.75%, none is found in other factor out of 80 respondents.

4.4 Analysis of Alternative choice

Table 4.22, 4.23 and 4.24 provides the information regarding the alternative choice of consumers.

Table 4.22

Consumers' Alternative way if their Favorite Brand is not available in the Market.

S.No.	Option	No. Respondents	% of Respondents
1	Wait for the preferred brand	11	13.75
2	Buy and alternate one	27	33.75
3	Buy the second preferred	42	52.50
	Total	80	100

Source: Primary data from questionnaire.

Table 4.22 presents the consumers alternative way it their favorite brand is not available in the market. It has clearly shown that 52.50% consumers will buy the second preferred brand. 33.75% will buy and alternate one and 13.75% will wait for the preferred brand in case of unavailability of their favorite brand.

Table 4.23

Alternative Choice of Brand if favorite brand is not available

S.No.	Alternative choice of brand	No. Respondents	% of Respondents
1	Waiwai	22	27.50
2	Mayos	32	40.00
3	Preeti	7	8.75
4	Ru-chee	12	8.75
5	Nano	4	5.00
6	Other	3	3.75
	Table	80	100.00

Table 4.23 is related to alternative choice of brand if favorite brand is not available in the market. As shown in table, most respondent have been found in the alternative choice of brand as Mayos by 40% whereas WaiWai 27.50%, Ru-chee by 15%, Preeti by 8.75% , Nano by 5% and other brands by 3.75%.

Table 4.24

Ranking of Brand preference

Rank/Brand	1 st		2 nd		3 rd total	
	No	%	No	%	No	%
WaiWai	31	38.75	23	28.75	7	8.75
Mayos	28	35.00	30	37.50	9	11.25
Preeti	10	12.50	8	10.00	16	20.00
Ru-chee	7	8.75	12	15.00	28	35.00
Nano	3	3.75	6	7.50	20	25.00
Other	1	1.25	1	1.25	0	0.00
Total	80	100	80	100	80	100

Source: Primary Data From the questionnaire.

Table 4.24 discloses the ranking by consumer on brand preference. The data has shown 1st ranking on Wai Wai brand by 38.75%, 2nd ranking on Mayos brand by 37.50%, 3rd ranking on Ru-chee 35%.

Under 1st ranking category Waiwai brand occupies 38.75%, followed by Mayos brand by 35.00%, 2nd place in third position with 15.00% and the rest of the brands are insignificant under this category.

Under 2nd ranking category Mayos Brand occupies 37.50%, Followed by Waiwai brand by 28.75%, Ru-chee place in third position with 15.00% and the rest of the brands are insignificants under this category.

Under 3rd ranking category, Ru-chee occupies 35%, followed by Nano brand by 25%, 2nd place in third position with 20% and the rest of the brands are insignificant under this category.

4.5 Analysis of price sensitivity

Table 4.25, 4.26, 4.27, 4.28 and 4.29 provides the data related with the price factor and its impact on brand preference.

Table 4.25

Degree of Price Sensitivity on Brand Preference

S.No.	Option	No. Respondents	% of Respondents
1	Very high	14	17.50
2	High	19	23.75
3	Moderate	21	26.25
4	Low	19	23.75
5	Very low	7	8.75
6	Poor	0	0.00
	Total	80	100.00

Source: Primary data from questionnaire.

Table 4.25 is related with degree of price sensitivity on brand preference. It has clearly found that large percentage of respondents were found in moderate degree of price sensitivity by 26.25%, high sensitivity and low sensitivity by 23.75% equally, very high by 17.50%, very low by 8.75%. Nothing is found in poor sensitivity out of 80 respondents.

Table 4.26

Brand Evaluation in Respect to price

Evaluation/Brand	Cheap		Reasonable		Expensive		Total
	No	%	No	%	No	%	
WaiWai	3	3.75	31	38.75	46	57.50	80
Mayos	2	2.50	34	42.50	44	55.00	80
Preeti	55	68.75	20	25.00	5	6.25	80
Ru-chee	21	26.25	40	50.00	19	23.75	80
Nano	23	28.75	35	43.75	22	27.50	80

Source: Primary data from questionnaire.

Table no 4.26 shows the evaluation price of noodle that most of consumers found the brand 2pm as cheap price by 68.75%, followed by Marry 28.75%. The reasonable brand have been found Ru-chee by 50% followed by Nano by 43.75% and those brands WaiWai and Mayos and found expensive by 57.50% and 55% respectively out of 80 respondents.

It has clearly shown that 2pm brand is cheap in price those other brands.

Table 4.27

Ranking on Brand Preference in Respect to Price Only

Rank/Brand	1 st		2 nd		3 rd	
	No	%	No	%	No	%
WaiWai	3	3.75	0	0.00	5	6.25
Mayos	4	5.00	4	5.00	9	11.25
Preeti	38	47.50	11	13.75	10	12.50
Ru-chee	15	18.75	31	38.75	18	22.50
Nano	8	10.00	21	26.25	30	37.50
Other	12	15.00	13	16.25	8	10.00
Total	80	100	80	100	80	100

Source: Primary data from questionnaire.

Table 4.27 discloses ranking on brand preference in respect to price only. The data shows 1st ranked brand is Preeti by 47.50%, 2nd as Ru-chee by 38.75%, 3rd Nano by 37.50%.

Under 1st ranking category, Preeti brand occupies 47.50%, followed by Ru-chee brand by 18.75%, other brand places in third position with 15.00% and the rest of the brands are insignificant under this category.

Under 2nd ranking, Ru-chee bran occupies 38.75%, followed by Nano brand by 26.25%, other brand places in third position with 16.25% and the rest of the brands are insignificant under this category.

Under 3rd ranking, Nano brand occupies 37.50%, followed by Ru-chee boom 22.50% Preeti brand place in third position with 12.50% and the rest of the brands are preeti insignificant under this category.

Table 4.28

Ranking on Brand Preference in Respect to Quality Only

Rank/Brand	1 st		2 nd		3 rd total	
	No	%	No	%	No	%
WaiWai	23	28.75	19	23.75	19	23.75
Mayos	22	27.50	20	25.00	23	28.75
Preeti	20	25.00	26	32.00	7	8.75
Ru-chee	4	5.00	5	6.25	15	18.75
Nano	3	3.75	3	3.75	6	7.50
Other	8	10.00	7	8.75	10	12.50
Total	80	100	80	100	80	100

Source: Primary data from questionnaire

Table 4.28 indicates the ranking on brand preference in respects to quality only the brand WaiWai is ranked on first by 28.75%, followed by Mayos by 27.50%, Second ranked on 2nd by 32.50% and third ranked on Mayos by 28.75% which is followed by WaiWai with 23.75%.

Table 4.29

Consumers Suggesting About Noodles Improvement

S.No.	Suggestion	No. Respondents	% of Respondents
1	Improve the quality	27	33.75
2	Reduce the price	25	31.25
3	More promotional activities	17	21.25
4	Fascinating advertisement	11	13.75
	Total	80	100

Source: Primary data from questionnaire

Table 4.29 presents the consumers suggestion about noodles improvement. A large number of respondents have been found in quality improvements by 33.75%. In the

same way, reduces the price by 31.25% more promotional activities by 21.25% and less respondents are found in fascinating advertisement by 13.75% out of 80 respondents are noodles consumers.

4.6 Analysis of Sales Trend of Noodles

The basic objective of the study is to measure the effectiveness of brand preference on the marketing of Noodles. Having the analysis of brand preference and promotional activities, this final section of this chapter analyses the impact of brand preference on the sales status and includes:

4.6.1 Sales trend of wai wai noodles

4.6.2 Sales trend of Mayos Noodles

4.6.3 Sales trend of Ru-chee Noodles

4.6.4 Sales trend of Preeti

4.6.5 Sales trend of Nano

4.6.1 Sales trend of waiwai noodles

The sales trends of waiwai noodles during the last 5 years have been presented in Table 4.30:

Table 4.30

Sales Trend of waiwai noodles

S.No.	Year	Sales (Rs.000)	Growth Rate (%)
1	2066/067	1650	7.98
2	2067/068	1518	8.00
3	2068/069	1560	2.77
4	2069/070	1407	9.81
5	2070/071	1512	7.46
	Total	7647	0.40
	Average	1529	0.08

Source: Field survey report. Note: The sales of 65/66 was Rs. 1528,000

Figure 4.1 Sales trend of waiwai noodles

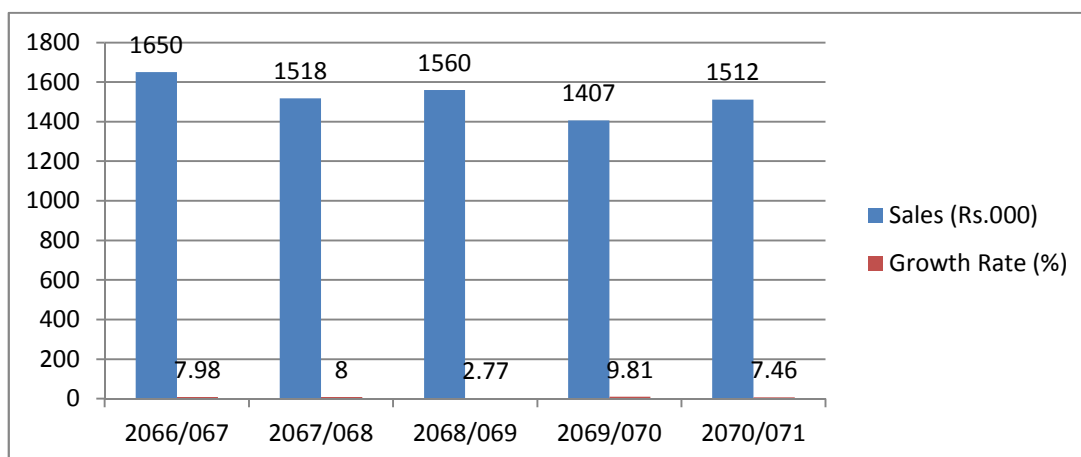


Table 4.30 depicts the selling trend of waiwai noodles (chau chau). The total growth rate of waiwai is 0.40% for five years and average growth rate is 0.08%. In 2066/067 the selling growth rate is 98% but in 2067/068 it is decreased by 8%. It is shown that in fiscal year 068/069 it is increased by 2.77% and decreased in 69/70 by 9.81% and in last fiscal year it is increased by 7.46%. On the basis of this table it can be say that the selling turnover of waiwai noodles is very fluctuate.

4.6.2 Sales Trend of Mayos Noodles

The sales trends of Mayos noodles during the last 5 years have been presented in Table 4.31:

Table 4.31

Sales Trend of Mayos Noodles

S.No.	Year	Sales (Rs.000)	Growth Rate (%)
1	2066/067	383.3	21.20
2	2067/068	506.5	32.07
3	2068/069	479.0	5.43
4	2069/070	566.5	18.27
5	2070/071	630.0	11.21
	Total	2565.5	77.32
	Average	513.10	15.46

Source: Field survey report Note: The sales of 20 65/066 was Rs 316,000

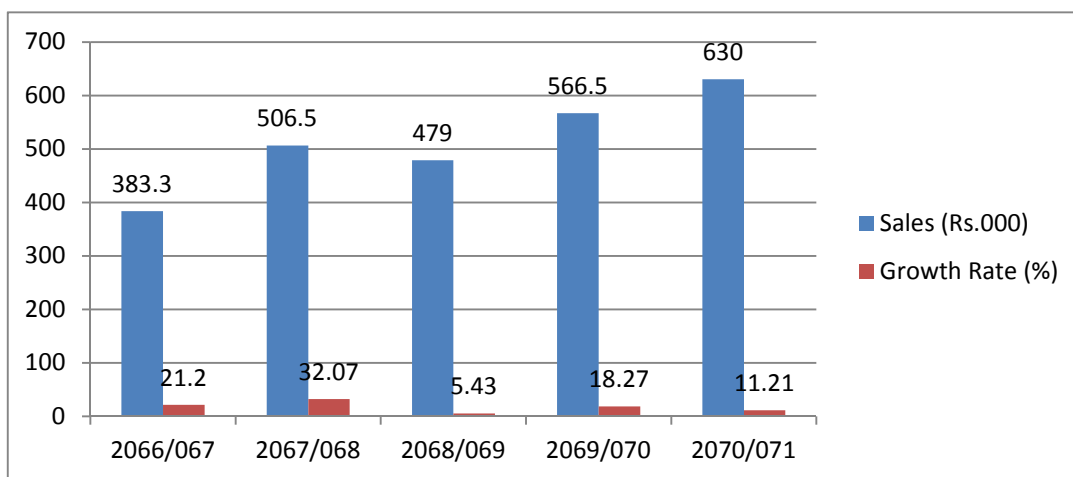


Table 4.31 depicts the selling trend of Mayos noodles (Chau Chau). The total growth rate of Mayos Noodles is 77.32% for five years and average growth rate is 15.46%. In 2066/067 the selling growth rate is 21.20% but in 67/68 it is increased by 32.07%. It is shown that in fiscal year 068/069 it is decreased by 5.43% and increased in 069/070 by 18.27% and in last fiscal year it is increased by 11.21%. On the basis of this table it can be say that the growth rate of Mayos noodles high then waiwai noodle.

4.6.3 Sales Trend of Ruchee Noodles

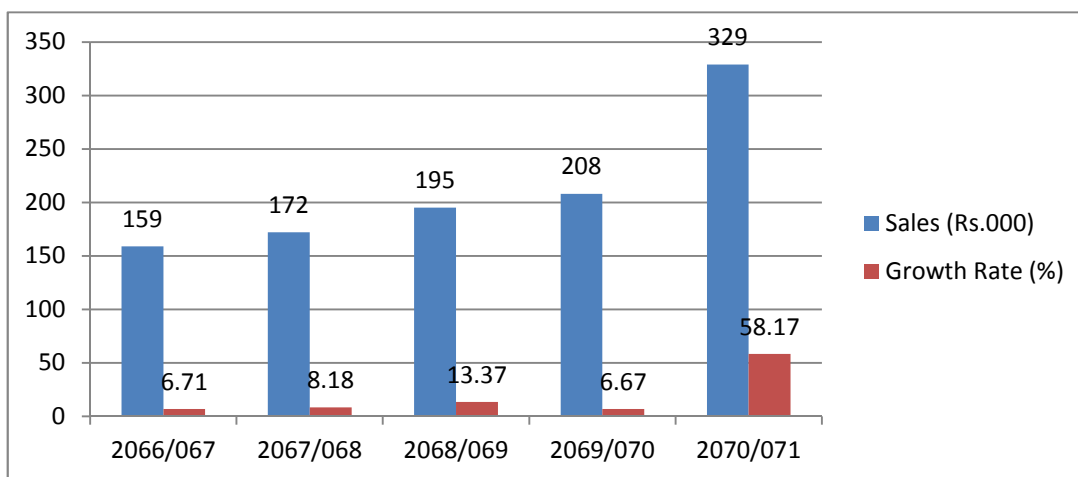
The sales trends of Ruchee Noodles during the last 5 years have been presented in Table 4.31:

Table 4.32

6.1.3 Sales trend of Ruchee noodles

S.No.	Year	Sales (Rs.000)	Growth Rate (%)
1	2066/067	159	6.71
2	2067/068	172	8.18
3	2068/069	195	13.37
4	2069/070	208	6.67
5	2070/071	329	58.17
	Total	1063	93.10
	Average	212.60	18.62

Source: Field survey report Note: The sales of 2065/066 was Rs. 149,000



As shown in table no 4.32 the growing rate of this noodle is in increase trend. The total growth rate is 93.10 and average rate is 18.62%. This noodle is produced by Himalayan food plc. As an alternate product of Mayos noodle, it is cheap product of that company.

4.6.4 Sales Trend of Preeti Noodles

The sales trends of Preeti noodles during the last 5 years has been presented in Table 4.33:

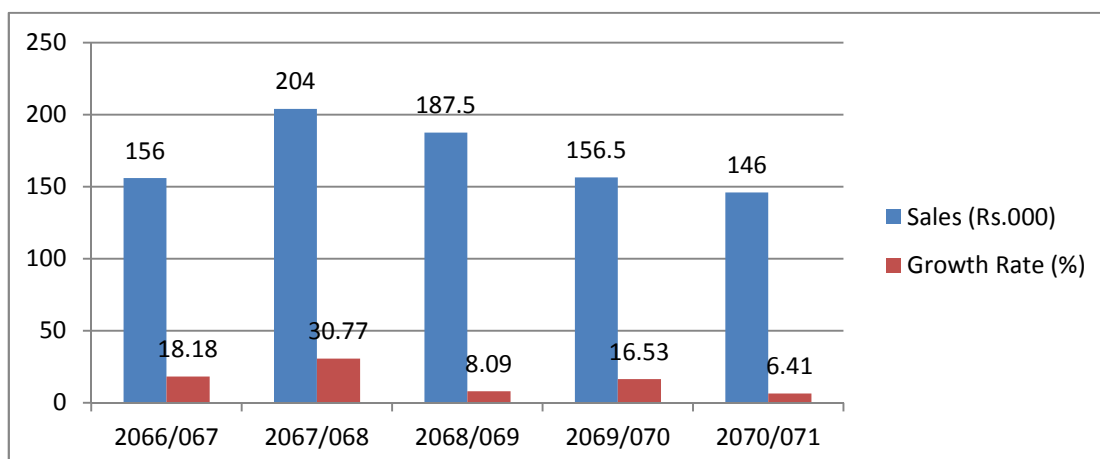
Table 4.33

Sales Trend of Preeti noodles

S.No.	Year	Sales (Rs.000)	Growth Rate (%)
1	2066/067	156.00	18.18
2	2067/068	204.0	30.77
3	2068/069	187.5	8.09
4	2069/070	156.5	16.53
5	2070/071	146.0	6.41
	Total	850.0	17.92
	Average	170.0	3.58

Source: Field survey report. Note: The sales of 2065/066 was Rs 132,000.

Figure 4.4 sales trend of Preeti noodles



As shown in table no 4.33 the growth rate of preeti is in increasing trend in initially of two years but after 2 years it is in decreasing trend. Because of going to sales decrease the company (Asian Thai foods Pvt. Ltd). Develops the Phata phat noodles as cheap noodles in same quality with low quantity and price. The total growth rate of these noodles for 5 years is 17.92 and average growth rate is 3.58%.

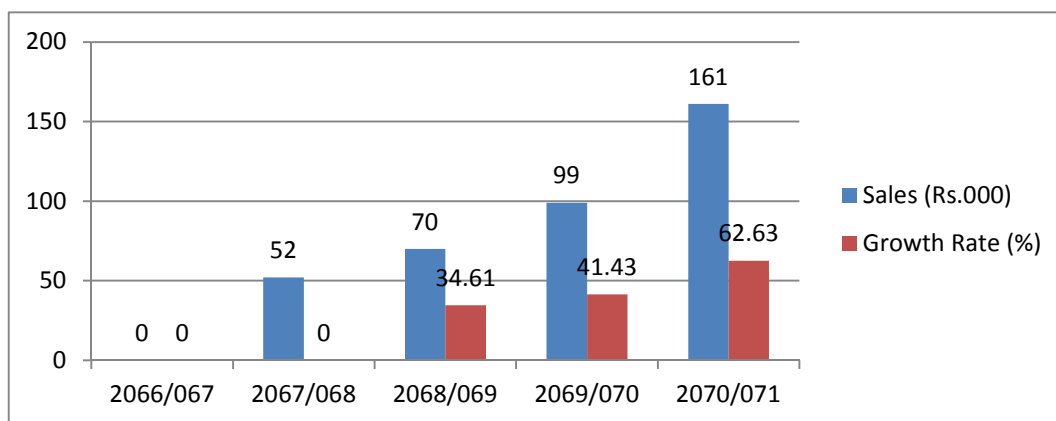
4.6.5 Sales Trend of Nano Noodles

The sales trends of Nano Noodles during the last 5 years has been presented in Table 4.34:

Table 4.34

Sales Trend of Nano Noodles

S.No.	Year	Sales (Rs.000)	Growth Rate (%)
1	2066/067	-	-
2	2067/068	52	-
3	2068/069	70	34.61
4	2069/070	99	41.43
5	2070/071	161	62.63
	Total	382	138.67
	Average	95.50	34.67



As shown in table no 4.34 the total growth rate of marry noodle is 138.67 and average growth rate for 4 year is 34.67%. It is newly introduced in market by Jagdamba food industries Pvt. Ltd. So it is not much more familiar in Attariya region.

4.7 Analysis of market share of noodles

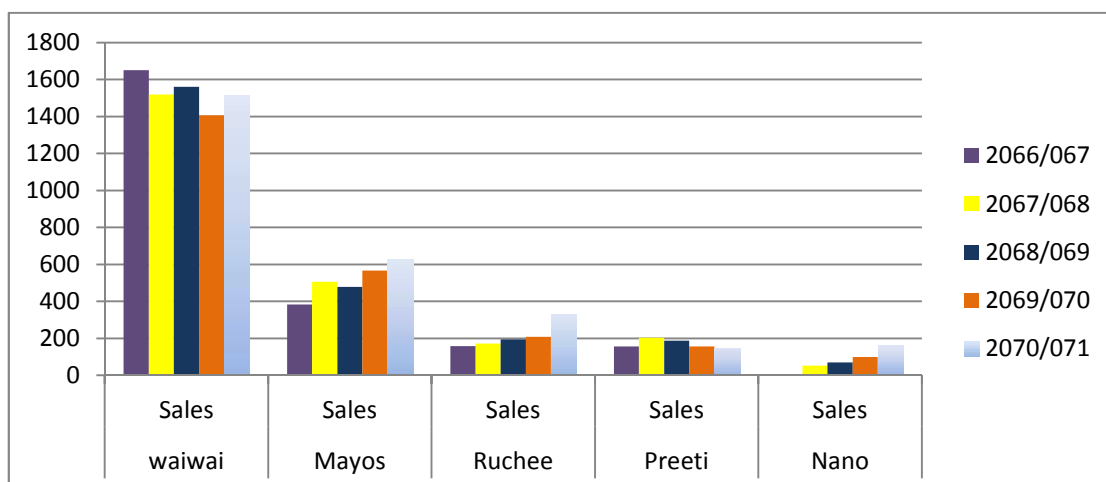
The market share of different brand of noodles has been computed and presented in table 4.35

Table 4.35

Market share of Noodles Sales Rs in, 000

year	waiwai		Mayos		Ruchee		Preeti		Nano		Total	
	Sales	%	Sales	%	Sales	%	Sales	%	Sales	%	Sales	%
2066/067	1650	70.26	383.5	16.33	159	6.77	156.0	6.64	-	0.00	2348.5	100
2067/068	1518	61.90	506.5	20.65	172	7.01	204.0	8.32	52	2.12	2452.5	100
2068/069	1560	62.61	479.0	19.22	195	7.83	187.5	7.53	70	2.90	2491.5	100
2069/070	1407	57.73	566.5	23.25	208	8.54	156.5	6.42	99	4.06	2437.0	100
2070/071	1512	54.43	630.0	22.68	329	11.84	146.0	5.26	161	5.80	2778.0	100
Total	7647	61.14	2565.5	20.51	1063	8.50	850.0	6.80	382	3.05	12507.5	100

4.6 Market shares of different noodles in Attariya municipality



Source : Field survey report

As Shown in table no 4.35 wai wai noodles have a high market share but it is in fluctuating trend. In 2066/067 the market of waiwai was 70.26% but it was decreased in 067/068 to 61.90%. In fiscal year 068/069 it is increase to 62.61% and decreased in 069/070 to 57.73% the market share of waiwai in current fiscal year is 54.43%. By analyzing the above table it can be say that the market share of waiwai in decreasing trend. it is clearly found that Mayos have much fluctuating trend for noodles market share. In fiscal year 067/068 the market share was 16.33%, in 067/068 it is increased to 20.65% but it reduced to 19.22% in 068/069 and increased in 063/064 to 23.25%. In last fiscal year it is decreased to 22.68%.

The market share of Ruchee is in increased trend. This noodle is alternate noodles of Himalayan food industries PVt .Ltd. It is introduced, due to same table, it is clearly found that the trend of preeti noodles is also fluctuate, so that Asian Thai food industry has introduced the Phata phat

nano is newly introduced product. The trend of market share of this noodle is in increasing rate.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The noodle industries and its markets are rapidly growing in Nepal. Competition is being tough along with this opportunity. Understanding brand preferences is a very effective measure to increase the competitive strength of manufactures and sellers.

All the Nepalese noodles produced and distributed in Nepal is taken as population for the purposes of the study. A sample of 80 consumers is taken out from the population on the basis of judgmental sampling. Structured questionnaires were provided to 120 regular consumers of noodles and responses were obtained from 80 respondents.

The researcher has analyzed the information from primary sources by using the statistical tools made on effectiveness of brand preference study of instant noodles in Attariya Municipality. Through brand preference study of instant noodles in Attariya, remained very tough study even then the researcher tried to trace out the problems faced by the concerned authority. The study was taken up as a challenge after knowing the problem facing by the concerned authorities regarding the brand preference of noodles. As pre the study, this is an obviously a different and complex study which has not been done before. The brand waiwai has been found to have a better brand image than its rival brands. Waiwai and Mayos have equally as better brand image than its rival brands with age group, Professionally, and with educational background but the trend of sales growth rate is found fluctuate of both brand. Waiwai and Mayos have equally as well as most impressing advertisement campaign rather than other brands. It shows that impressive advertisement will help to establish the noodles advertisement, the best and familiar media has been found in the television media and the radio as second, rest of media were found least familiar.

A large number of noodles consumers were found to be below 30 years old who are students by profession, generally S.L.C. level students, and they have been consuming noodles frequently and very frequently.

In this study a very high number of noodles consumers were found in snacks purpose where as breakfast purpose is moderate and very low purpose in male and other purpose for noodles consumption. The significant places of noodles consumption have found in restaurant. It has been found that the reason behind consuming noodles is its easiness to consume.

A majority of consumers favor / desire second-preferred brand if their favorite brand is not available in the market. And, in such case, Mayos is popular as second preferred brand. The ranking of brand preference also shows that the brand WaiWai and Mayos stand respective in terms of favorite brands. In the other hand, if we base the choice of brand in regard of price sensitive is moderate. While taking taste and quality of purchase Preeti whose price sensitivity is moderate. While taking taste and quality of noodles. Remaining brands, such as Ru-chee, Nano, Preeti are remained in lower rank. And their consumers belong to the age group of below 30 and student profession. While analyzing a terms of education level of consumers, it is found that waiwai is preferred by post graduate and literate, Mayos by graduate and S.L.C. level students and the remaining brands Rara is found to be like most by post-graduate consumers. Besides, Ru-chee and Nano are found to be much preferred by S.L.C. and literate level of consumers.

The study prevails that importance of promotion cannot be denied in today's situation. Promotional activities and advertising plays a pivotal role in building brand preference in the market. In this study it has been found that 56.25% of consumers are ready for brand switching for attractive gift/prize program which is offered by rival brands.

It is also found by analyzing the sales trend of Noodles that there is brand switching for attractive gift/prize. Due to attractive gift/prize of their rival brand the sales growth rate of waiwai, and preeti is fluctuation.

5.2 Conclusion

The conclusion of the study is as below.

- The reason for noodles consumption has been found easy to consume which is 28.75% out of 80 respondents.
- The most preferred brand of noodles is waiwai 33.75% mayos by as second by 25%, Nano is least preferred by 7.5% and Ruchi and preeti are moderate prefere
- The purpose of massive consumption of noodle is snacks and the favorite place of consumption is restrurant.
- Most of the consumers are sonsuming noodles frequently and from more than 3 years.
- Most of the noodles consumers are found in the ago group of 15.-30 yrs ond and most of them prefere the brand mayos. Rest consumers are found to be 15 yrs. and above 30 yrs old who preferred waiwai brand in this segment.
- It has been found that if favorite brand is not available is the market 52.50% consumers will buy the second preferred brand.
- Most of the respondents seek the brand mayos as an attentive once by 40% if their favorite brand is unavailable in the market.
- 40% of the respondents are found in high effective ness of advertising media upm consumption of noodles.
- large number of consumer opined that the t.v. is the best media for noodles for advertisement which is 48.75%
- It is found that mayos is most impressive with the age group of below 30 years old and the brand waiwai is impressive with the below 15 years age group.
- It has been found that the sales turnover of noodles is dependent upon their extensive advertisement. Even to survive and sustain in the market advertisement is necessary.
- Moderate degree of price sensitivity has been found in brand preference by 26.25%

- Producer of noodles should improve the quality of product. A large no of respondent suggested about the quality improvement by 33.75% out of so respondents.
- 56.25% of 80 respondents show the brand switching tendency in attractive gift / prize program.
- It is found that the sales growth rate of waiwai mayos and preeti is decreasing but the trend of selling growth rate of Ruchi and Nano is increasing tend due to prize.
- Advertisement is the key motivation activities in promotion of noodles.
- Bumper prize is the most effective promotion of factor in noodles promotion.
- In the year of 2065/61 the market share of waiwai was 70.26% followed by 16.33% of mayos and 6.67% of Ruchi but the trend changed in the subsequent years. In 2069/70 the market share of waiwai declined 61.14% where as the share of mayos increased to 20.51%.

5.3 Recommendation

On the basis of the finding of study. It is desirable to draw some recommendations for the manufacturers of noodles in the country. These following recommendations may prove to be fruit full for them in increasing their market share achieving their goals and objectives.

- i. Taste and quality are major factors for brand preference to noodles lovers so noodles manufacturers should improve their quality along with the taste of noodles to meet the present competition with rival brands.
- ii. The study shows that most of the noodles consumers were found to be below 30 yrs. So, noodles markets should develop their marketing strategies. In this aspect with the attractive bumper prize program to expand the sales volume and capture the larger portion of markets share.
- iii. Regarding the advertisement of below 30 yrs old consumers of noodles, T.V. and radio are found to be effective media so it is clearly recommended that for the Advertisement which is aims to above 30 yrs old consumers the marketers should focus on print/ magazine paper media. So policing marker of marketing

strategy use the T.V. and radio as a media of below 30 yrs age group market segment but print / magazine media should use for old age group market segment.

- iv. As considering the consumption purpose of noodles the study recommends that the manufactures should expand then shacks varieties of noodles rather than meal and breakfast to capture the market shave.
- v. The popular size of noodles which is 70-85 gm can't be denied by noodles manufactures. So the study undoubtedly recommends that all marketing strategies and promotional campaigns should be continued on this track rather than higher or lower size of noodles.
- vi. The promotions of activities can't be avoided by noodles marketers so, it is recommended that the more attractive bumper prize program should be applied to protect brand switching as well to increase the sales volume of noodles.
- vii. Finding has provided that the advertising and promotional activities have always positive impaction both product and company solves noodles manufactures should have to develop the fascinating advertising as well as effective promotion campaigns.

BIBLIOGRAPHY

Books

- Agrawal, Govinda Ram (2061), Marketing Management in Nepal, M.K. Publisher, Kathmandu.
- Black Well, Pauj W. Miniard (1990), Consumer Behavior, The Dryden Press, and New York.
- Boyd, H.W., West fall R. and Stasch S.F. (1990), Market of Research: Text & Cases, New Delhi.
- Engle F. James and Blackwell D. Regin (1978), Consumers Marketing, Dryden Press New York.
- Joshi, P.R. (2003), Research methodology, Budda Academic Publishers, Kathmandu.
- Kapferer, Jean-Noel (1997), Strategic Brand Management, Kogan Press.
- Koirala, K.D. (2005), Marketing Management, MK Publisher, Kathmandu.
- Kotler, Philip (2000), Marketing Management, Prentice-Hall of India.
- Paul Bains, Chris fill, Kelly page –Marketing oxford university press (2nd edition)
- Murphy, John M. (2005), Marketing Management, Mc-Grew Hill, New York.
- Mishra, M.N. (1993), International Marketing Management, Oxford press, Bombay.
- Onkvisit, Sak and Shaw John J. (1997) International Marketing, Prentice Hall of India.
- Sciffman, Leone and Leslie Lazar Kanuk (1992), Consumer Behavior, Prentice Hall of India.
- Shrestha, Shyam K. (2005), Interntional Marketing Decision, Buddha Academic Publishers, Kathmandu.

Sherlekar, S.A. (1996), Modern Marketing, Himalayan Publishing House, Bombay.

Stanton, William J. Michael J. Etzel, Bruce J. Walker (1994), Fundamental of Marketing, Mc-Graw-Hill of New York.

Wolf, H.W. and Pant, P.R. (2005), Social Science Research and Thesis Writing, Budda Academic Publishers, Kathmandu.

Unpublished Thesis

Haral, L.P. (1996), a case of instant noodles, An unpublished master degree thesis, MBA, TU.

Basnet, N.B. (1986), A study on Market potentiality of Gandaki Noodles in Kathmandu Valeey, An unpublished master degree thesis, MBA, TU.

Giri, Rajendra (1998), Communication effects of advertising and preference of instant noodles RARA and WAIWAI, An unpublished master degree thesis, MBA, TU.

KC, Niraj Pratab (2005), Advertising policy of Himalayan snacks & noodles Pvt. Ltd. & Fast Food Nepal Pvt. Ltd. A comparative Study, An unpublished master degree thesis, MBS, TU.

Panta, Yogesh (1993), A study on Brand Loyalty, An unpublished master degree thesis, MBA, TU.

Parajuli, Bhagabati (2002), Market situation of instant noodles (A case study pokhara valley), An unpublshed master degree thesis, MAB, TU.

Shrestha, Anup K. (1998), A study on market situation of instant noodles YUMYUM, an unpublished master degree thesis, MBA, TU.

Bhandari, prakash ,The impact of advertising on consumer's attitude(With special reference to waiwai noodle at lalitpur sub metropolitan city) MBS, T.U.

Research reports

Instant noodles: Market research report (1 march2012), Market publishers.

A study of consumer acceptability for noodles in siliguri market (2012) – subrata Ray

Lecture, Department of management, University of north Bangal.

Articles

Agrawal Neha, The noodles Ridle, Boss Magazine Oct-Nov 2004, Vol.2 Issue 7, Page 82-83.

Rizal Charu, The Brand Identity, Boss Magazine Jul-Aug, 2003, Vol-I Issue 4 page 15-17.

Appendix

Questionnaires

I am Kamal raj ojha, MBS student of Kailali Multipal Campus Dhangadhi. This is a research study on Effectiveness of Brand Preference on Noodles Marketing. So, I request you to co-operate me by filling up this questionnaire. The more accurately and cleanly you fill up this questionnaire, the more accurate and meaningful my study will be. A brand is a name, term, sign or symbol, or a combination of them which you use to differentiate the product of one product from that of the others If there is anything about which you are not clear please feel free to clarify it with the researcher.

Let me assure you that your opinions will be kept secure within this research and will not be released to any other party. Your co-operation in this regard will be highly appreciated.

Please tick (✓) mark the correct answer.

1. Do you consumer the noodles (Chau Chau)?
Yes (.....) No (.....)
2. If yes, how often?
 - a. very frequently (.....)
 - b. Frequently (.....)
 - c. Occasionally (.....)
 - d. Rarely (.....)
3. Since when have you started consuming noodles (Chau Chau)?
 - a. Recently (.....)
 - b. Since a year (.....)
 - c. Since 2 years (.....)
 - d. Since 3 years
 - e. Since more than 3 years (.....)
4. In general, Where do you like to enjoy the noodles?
 - a. Home (.....)
 - b. School/ College (.....)
 - c. Restaurant ((.....)
 - d. Travel / Journey (.....)
 - e. Others (.....)
5. For what purpose do you consume noodles?
 - a. Meal (.....)
 - b. Breakfast (.....)
 - c. Snacks (.....)
 - D. Dinner (.....)
 - e. Other (.....)

6. 4. Generally how many packets of noodles do you buy in a single lot?
- a. One (.....) b. Two (.....)
- c. Three (.....) d. More than three (.....)
7. Which size of noodles do you like to buy?
- a. Below 50gms (.....) b. 50-75gms (.....)
- c. 75-100gms (.....) d. above 100gms (.....)
8. Do you decide before about the brands of noodles which you are going to buy before going to the shop?
- yes (.....) no (.....)
9. Which brand of noodles do you prefer more?
- a. WaiWai (.....) b. Preeti (.....) c. Mayos
- d. Ruchee (.....) e. Nono f. Others (.....)
10. Why do you like or consume the noodles?
- a. Easy to consumer (.....) b. To get ride from hunger (.....)
- c. Easy available (.....) d. Time saving (.....)
11. Have you heard / seen advertisement of noodles?
- a. yes (.....) b. no (.....)
12. If yes, in which media have you found more about it?
- a. Television (.....) b. Radio (.....) c. Hoarding board (.....)
- d. Magazine / Paper (.....) e. others (.....)
13. In your opinion which one is the best media for noodles advertisement?
- a. Television (.....) b. Radio (.....) c. Hoarding board (.....)
- d. Magazine / Paper (.....) e. others (.....)
14. In you view what is the effectiveness of media advertisement upon consumption of noodles?
- a. Very high (.....) b. High (.....) c. Moderate (.....)
- d. Low (.....) e. Very low (.....) f. Poor (.....)
15. Which noodles advertisement do you find more impressive?
- a. WaiWai (.....) b. Mayos (.....) c. Preeti (.....)
- d. Ru-chee (.....) e. Nano (.....) f. Others (.....)
16. How do you perceive the advertisement of noodles?
- a. Information (.....) b. Entertainment (.....)
- c. Attractive (.....) d. Just for Notice (.....)

17. What do you feel when you hear /see the advertisement?
- a. A packet of noodles (.....) b. Convenience (.....)
 c. Prestigious (.....) d. Hunger (.....)
18. What would you do if your preferred brand of noodles were not available in the market?
- a. Wait for the prefer brand (.....) b. Buy and available one (.....)
 c. Buy the second preferred one (.....)
19. Which is the alternative choice if your favorite brand is not available?
- a. wai Wai (.....) b. Mayos (.....) c. Preeti (.....)
 d. Ruchee (.....) d. Nano (.....) d. Others (.....)
20. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best 6 for the least one.
- a. wai Wai (.....) b. Mayos (.....) c. Preeti (.....)
 d. Ruchee (.....) d. Nano (.....) d. Others (.....)
21. What degree of price sensitivity do you have in your brand preference?
- a. Very High (.....) b. High (.....) c. Moderate (.....)
 d. Low (.....) e. Very low (.....) f. Poor (.....)
22. How do you evaluate these brands in respect to price?

Brand Name	Expensive	Cheap	Reasonable
Waiwai
Mayos
Preeti
Ruchee
Nano

23. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best 6 for the least one considering the cost of noodles.
- a. wai Wai (.....) b. Mayos (.....) c. Preeti (.....)
 d. Ruchee (.....) d. Nano (.....) d. Others (.....)
24. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best 6 for the least one considering the quality of noodles.
- a. wai Wai (.....) b. Mayos (.....) c. Preeti (.....)
 d. Ruchee (.....) d. Nano (.....) d. Others (.....)

25. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best 6 for the least one considering the taste of noodles.
- a. wai Wai (.....) b. Mayos (.....) c. Preeti (.....)
 d. Ruchee (.....) d. Nano (.....) d. Others (.....)
26. What do you suggest the noodles company should do to improve noodles?
- a. Improve the quality (.....) b. Reduce the price (.....)
 c. More promotional activities (.....) d. Any other (.....)
27. which promotional activities do you think that motive you more for noodles (Chau Chau)?
- a. Advertisement (.....) b. Sponsorship (.....)
 c. Gift (.....) d. Any other (.....)
28. If a new brand is offered with more attractive gift / prizes, would you switched from the favourite brand?
- Yes (.....) No (.....)
29. Are you motivated by that during the period of promotional (gift/prize) program?
- Yes (.....) No (.....)
30. Which one is the most effective promotional factor that influences you?
- a. Cash Prizes (.....) b. Free Noodles (.....) c. Lucky Draw Coupon
 d. Bumper Prize (.....) e. Lottery Program (.....) f. Career related (.....)
31. To what extent are you motivated by gift/ prizes program?
- a. Very high (.....) b. High (.....) c. Moderate (.....)
 d. Low (.....) e. Very low f. Poor (.....)
32. Evaluate the effectiveness of promotional activities of these Noodles.

Brand Name	Highly effective	Effective	Moderate	Less effective
Waiwai
Mayos
Preeti
Ruchee
Nano

33. Please fill up to the following demographic profile:

Name:- **Address:-**

Age :- below 15 years 15-30 years

30 and above

Profession : Student Jobholder

Businessman Other

Marital Status : - Married Unmarried

Education : - Illiterate Literate

SLC & Above Graduate & above

Monthly Income : - below 5000 5000 – 10000

10000 – 20000 over 20000.....

Family system : - joined Nuclear

Date :-