

Chapter I

Introduction

1.1 Background of the Study

Marketing plays a vital role in the promotion and development of any business. It is the means to carry out the information of any business, product or service up to the consumers or the general public. It is defined as 'the management process through which goods and services move from concept to the customer.'

The present world is the business world. Marketing is most important part of the business. Different techniques of marketing are used to promote the product. Marketing is defined as “a human activity directed at satisfying needs and wants through exchange process” (Kotler, 1998). For a managerial definition marketing is described as “the art of selling”.

There is no argument that the existence and development of any business or industry depends upon the presence of active market management. Marketing is the directing of the flow of goods and services from the producers to consumers in every process. Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user. The production is the prime activity of each and every industry but successful marketing of the product is the means to ultimate goal.

Consumers are the king in marketing; he/she is the division making to buy or not to buy the products or services. Consumers are people in families and other kind of household who buy and use products and services in order to satisfy. The major task of the marketers is to understand the willingness of the consumer. To find out willingness of the consumer, we must learn about their behavior, (Kotler, 1998).

Consumer's behavior indicates the consumer response on any particular brand from and makers and services. Consumers behavior can be defined as the process where the individuals decide whether, what, when, where, how and from whom to purchase goods and services. Consumer behavior reflect the totality of consumer's decision with respect to the acquisition of goods, consumptions, and disposition of goods, services, time and ideas by human decision-making

units. To alert in consumer behavior it is much more important in the under develop countries because it helps to boost up the economic growth of them.

Marketing can be described as a tool for business companies to influence the consumer's perception to the desired direction. The current market situation is characterized by dynamism, growing consumer power, and intense competition. The consumer perception and behavior are changing and therefore need to be constantly monitored and measured.

Advertising is a means of marketing. Advertising of any product carry the information about the marketed goods and services upto the consumers. In the development of the business the belief of the consumers over the goods is important. The production and supply of any business product depends upon the consumers' choice. By means of the advertising when the consumers get the detail about the product, they make their view about the advertised goods. It is the perception of the consumers over the goods. Consumers' perception over the particular product is formed by various means and advertising is one of such means. The consumers' perception over any business product determines their preference to choose the particular product from the similar product.

Oxford Learner's Dictionary defines perception as "a way of seeing, understanding or interpreting something" (fifth ed. 1996). In the context of this study perception is the combination of the understanding, interpreting and forming attitude towards the product. Thus, one's perception of something is the way that he/she think about it or the impression he/she has of it. Perception is the first step of buying behaviour of the consumer. First consumer makes perception upon something. This leads to buying preference. And when buying preference becomes habitual, it becomes buying behaviour.

Consumers evaluate directly attribute by physical cues such as tasty, smell and size. Others use variable such as place of origin, type of distribution channel, price, packaging the manufacturer and among others. Perception plays an important role in life of the consumer. Our environment including business environment is littered with numerous stimuli trying to attract our attention. The quality of consumers' perception depends on the way we process and interpret the stimuli or the information reaching our senses. Perception is the process, by which an individual select, organizes and interpret information inputs to create meaningful picture of the world. When we

interpret a situation or events, we are then in position to respond, (Kotler, 1999). Perception, is a set of process by which an individual becomes aware of and interpret information about the environment, (Agyekum, 2015).

Consumers use different variables to determine the quality of a product. These quality lies in the eyes of the consumers in question. What may be seemed to be of high quality to one consumer may be inferior to another. Even though many consumers use price as an indicator of product quality there are doubts in consumers mind whether there is a relationship between price, value and product quality and further price itself is a strong indicator of product quality in the absence of any information, (Kotler, 2001).

Every business company tries to influence the consumers to choose her product and for that they try different ways to convince the consumers about the quality, durability, accessibility, suitability, rate and various other aspects of the product. Advertising is the proper means to ensure the consumers about the product. Thus, the market position of any product is determined by the consumers choice. And the consumers' choice is determined by the consumers' perception about the particular product.

1.2 Focus of the Study

This study has focused on the factors which affects the buying behavior of consumers with special reference to instant noodles in Kathmandu district. It focuses also the marketing system of Instant Noodles in Kathmandu district. Kathmandu is a very important commercial centre of Nepal. As a capital of Nepal, the population of Kathmandu is very high than other parts. The necessity of the Instant Noodles is increasing day by day due to various reasons. It is preferred because it saves money and time. Today's world is the world of busy. Saving of time is most important in today's world and the world is also the world of economy, saving money is also important in the world. Consumption of instant noodles has been increasing day by day in Nepal due to various reasons.

Instant Noodles are so popular in Nepal that people are having them as snack, lunch and dinner. It is widely available in different brand names in different size, shape, variety and test. Despite the convenience factor involved, only few brands are successful in the market. The reasons for this are price, test, quality and other health related factors.

This study has been conducted in order to identify the related factors which are prominent to develop the buying behavior of consumers for this instant noodles has been taken as the reference of the study.

1.3 Statement of the Problem

The world of business is becoming very competitive. In every product there is high competition. There is very much competition in the business of Instant Noodles in Nepal. Many companies have introduced different brands of Instant Noodles. In this stage every company should understand his/her needs and consumer satisfaction to get success in the market.

Advertisement plays a vital role in the marketing to influence the consumer to buy particular brands. It gives the information about the products and help consumers on their buying decision. Most of Instant Noodles spending more money for the advertisement and sales promotion. Many companies are facing problem of choosing effective media and promotional tools. Every day the taste of consumer is changing. The variables like price, quality, taste etc have been making the market of any instant noodles unpredictable.

This study is made to find the following questions:

- a. How different factors induces the consumers to buy the particular product?
- b. How the factors like advertisement, price , taste, prize, brand, quality, size and place affect the consumers' perception which leads to set the buying pattern of the consumers?

1.4 Objectives of the Study

The basic objective of this study is to find out “The factors which impact on consumer’s perception, attitude and buying behavior with special reference to instant noodles at Kathmandu district.” To achieve this end following specific objectives are formulated:

- a. To identify how the demographic factors affect the consumers' buying behavior.
- b. To identify how the factors like advertisement, price , taste, prize, brand, quality,size and place affect the consumers' buying behavior.

1.5 Significance of the Study

Nepalese market is newly developed; therefore, consumer belief, effectiveness and consumers' preference have to be studied rather than spending huge amount to increase in sales. So, every marketer must study about the desire of consumers as well as their attitude towards the products.

Instant Noodles is a fast-moving consumer item. It has a vast and dynamic market, where innovation takes place continuously, which create stiff competition. Hence, this study helps to know the market potentiality for the companies of instant noodles. It will help cope with the changing market environment to survive with stiff competition. Besides it is helpful to find out its weakness and the remedies to overcome it. It helps to approach the market with full strength and strategies. And above all it is significant to understand the various factors of consumers' buying behavior.

1.6 Limitations of the Study

- a. The study is limited within the Kathmandu District.
- b. Findings have been presented on the basis of the responses provided by respondents.
- c. The data analysis is based on simple statistical technique like Percentage, Pie-chart, graphs and tables.
- d. Only advertisement, price, taste, prize, quality, brand, area, size have been taken as influencing factors.
- e. Only sex, age group, education level, profession and as such are taken as demographic variables.

1.7 Organization of the Study

How this study has been organized and in which manner different aspects of the study have been kept in logical framework denotes the organization of the study. This study has been organized into five chapters. And each chapter deals with different subject matter which is presented hereunder.

Chapter- I Introduction

The first chapter sets the background for the study. This is the introductory chapter and has shown the purpose and significance of the study. Besides it has opined the way how the whole study has been completed. This chapter deals with some concepts about the consumer behaviour and how consumer behaviour is developed. This chapter gives a brief picture of what is going to be studied, why the study is important and what the study is going to seek?

Chapter- II Review of Literature

The Review of Literature deals with some related matters of the study. This chapter discusses about the theoretical concepts of consumer behaviour and factors which affect the consumer behaviour. The thesis of the university, different books, journals and other internet materials have been reviewed in the related subject matter.

Chapter – III Research Methodology

The chapter three is related to research methodology. It describes about how the study has been prepared. This chapter describes that by the field survey methodology relevant data have been collected. From the total population of Kathmandu district 150 persons from different background and context have been taken as the sample of the study. Questionnaire have been developed and given to the sample to get the information or data.

Chapter – IV Data Presentation and Analysis

The fourth chapter is about the Data Presentation and Analysis. It deals with the various factors which affect the consumers' perception, attitude and buying behaviour. The variables have been analysed and presented in the table, bargraph, pie chart and as such. The data and information analysed in this chapter is the foundation of the findings of the study.

Chapter – V Summary, Conclusion and Recommendations

The fifth, chapter provides, Summary, conclusion and recommendations. In the summary the present study has been discussed briefly.

Chapter II

Literature Review

This chapter is basically concerned with review of literature relevant to the research topic. The purpose of reviewing of literature is to develop some expertise in one's area, to see what new contribution has been made and to receive some ideas for developing a research design. The previous studies cannot be ignored as they provide the foundation for the present study. This chapter highlights the literature that is available in concerned subject as to researcher's knowledge, research work, and relevant study on this topic, review of journals and articles and review of thesis work performed previously.

Review of literature means reviewing research studies or other relevant propositions in the related area of the study so that all the past studies, their conclusions and deficiencies may be known, and further research can be conducted. The most important reason of literature review is to learn not to collect. It helps to know many things to researcher such as, what research has been done in the subject? What theories have been developed? Methods, approaches used by other researchers, area of agreement or disagreement etc.

To accomplish this study the researcher has gone through the accessible literature, e.g. related books, unpublished thesis, journals, article found in different web sites, newspaper, news article and so on.

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Consumers evaluate directly attribute by physical cues such as tasty, smell and size. Others use variable such as place of origin, type of distribution channel, price, packaging the manufacturer and among others. Perception plays an important role in life of the consumer. Our environment including business environment is littered with numerous stimuli trying to attract our attention.

The quality of consumers' perception depends on the way we process and interpret the stimuli or the information reaching our senses. Perception is the process, by which an individual select, organizes and interpret information inputs to create meaningful picture of the world. When we interpret a situation or events, we are then in position to respond, (Kotler, 1999). Perception is a set of process by which an individual becomes aware of and interpret information about the environment, (Agyekum, 2015). If everyone perceived everything the way, things would be a lot simpler, of course, the reverse is true. Moreover, people often assume that, reality is objective that, we all perceive the same things.

Various and plenty of literature can be found that are trying to explain what marketing and its role in business is and in the formation of the customers' attitude towards the particular product or marketised goods. "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others, (Kotler, 98)."

Similarly, marketing is also defined as the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client, (Mc Carthy, 1982). Marketing is not only the performance of activities, but it is 'the management process through which goods and services move from concept to the customer,' (businessdictionary.com, 2019).

If the different views are analysed, it can be concluded that the prime concern of the marketing is to affect the customers in the formation of the attitude towards the goods. How consumer understand about the particular product and what sort of attitude he forms about the goods helps to make the perception. Advertisement, being a tool of marketing, is very effective means in the formation of the consumers' perception about the advertised goods or product.

The need for educating young generation specially those who are in their adolescence are noticeably increasing, given their regular food eating habits and behaviour, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings (Kazmi, 2012).

Aaker (1982) assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items give the feeling of familiarity especially

in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness. He makes an effort to evaluate influence on the buyer from their close group such as friends, reference groups, family as well as in general the society. The general definition of consumer behavior is that one of the studies a marketer uses to understand a consumer better and forecast on how their behaviours change when coming to buying decisions, (Aaker, 1982).

Ananda (2013) conclude that the mode of purchase of product also effecting buying pattern and so perception of consumer.

Kumar (2014) examined those factors which effect buying decisions making of large number of respondents for different food products. Country, origin, and brand of the product impact effectively and largely. Brand of the product is the most important factor since consumers more attracted toward brand. Income, age and awareness are dependant factors.

Kazmi (2012), stated that brand of processed food is chosen by its quality, taste of the product and price of product. These are the major factor which affects the criteria for food brand selection.

Rees (1992), study he explains those factors which influence consumer choice of food and flavor includes food texture, appearance, taste and quality whereas use of microwave and reduction in traditional cooking are the factors which effect consumer usage of product

Liligeto (2014) describes that consumer perception and usage of any product can be changed due to change in food eating habbits. If income and urbanization increase in among consumers, then the percentage of income spent on consumption Increases. The urban consumer mostly like branded products as compared to rural consumers.

2.1 Review of Related Studies

This study is not the first study about advertising some similarly studies about Advertising had been conducted. The major important studies are:

Shrestha (2012), conducted a research entitled "*The Role of Advertising in Brand Choice and Product Positioning.*" (*With special reference to soft drink and Instant noodles*"with the

following objectives: To analyze the effectiveness of advertising on brand of consumer product. To evaluate the role of advertising in brand choice and product positioning from the consumer perspective. Do consumers give more importance to advertisement making selection decision? Advertising has been established as an important promotional tool both in high involvement and low involvement goods.

- i. Advertising importance to consumers' goods is comparatively weightier than industrial goods.

Thakur (2013), conducted a research entitled "*The Role of advertising in brand loyalty*" (with special reference to soft drink) with the following objectives:

To analyze the effectiveness of advertising on brand loyalty of consumer product. To evaluate the role of advertising for brand loyalty in Nepalese market. Do consumers give more importance to advertising rather than any other promotional tools while making selection decision. Both Coca-cola and Pepsi-cola realize the essence of advertising in the present situation.

Sharma (2014) conducted a research entitled "*Impact of Nepal Television Advertising on Audience*" with the following Objectives: To identify the existing advertising problem lunched by NTV. To identify different sorts of advertisements preferred by audience. To find out the different problems of advertisement faced by NTV. To ascertain different advertisers' groups willing to telecast their advertisement on NTV. Majority of children, young and old age audience prefer musical advertisements where as other prefers good wording one.

Bhandary (2015), conducted a research entitled A study on "*The Impact of Advertising on Consumers' Attitude*" (with specially reference to Wai Wai noodle at Lalitpur sub-metropolitan city) with the following objectives: To evaluate other role of advertising in changing the consumer's attitude towards Wai Wai noodle. To calculate the consumer market of Wai Wai noodle in the Lalitpur Sub-metropolitan city. To obtain the consumer's attitude of Wai Wai noodle with others. To uplift the consumer's positive attitude towards Wai Wai instant noodle. The advertisement is an important of getting knowledge about the noodles. Advertising is considered as the first source of information.

Baral(2016), conducted a research entitled "*Comparative study on the communication effects of advertising and brand preference.*" (A case study on instant noodles: The Yum Yum and the RARA)with the following objectives:To examine the effectiveness of advertisingTo understand advertising and brand preference.Which is the popular media for advertising What are their strengths and weakness while advertising of instant noodles Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.

2.2 Consumer's Perception of Instant Noodles Advertising

2.2.1 Advertising

First, it will be useful to learn about the concept of advertising, advertisement arise from tow Latin word i.e. "ad" means "toward", and "veto" means "turn". So, meaning of advertisement in to turn people's attention to the specific things. It is an important element in modern marketing process.

Advertising is a form of mass communication where "The source is in direct contact with the receiver and the receiver is always a group or more precisely and aggregation rather that another individual."

The advertisement is defined as "a form of mass communication whereas such message is distributed by marketers through different sources by soughing and acquired by the consumers". It is any promotion of ideal, goods or services by and identified sponsor.

2.2.2 Advertising for Consumer

All advertisements are for consumer. They are sponsored by the manufacturer of the products or the dealer who sells the products. They are usually directed at the ultimate consumer of the product or at the person who will buy product for someone else's use, for example, a magazine advertisement of instant noodles Wai Wai may be aimed at both the purchaser and consumer. A commercial for the baby food like Cerelac on TV is aimed at the purchaser not the consumer of the products.

Advertising is useful not only for any business firms but also for museums, charitable organization and government agencies that direct message to target publics. Advertising are a cost-effective way to disseminate messages, whether to build brand preference for any particular product or to educate to avoid hard drugs.

It can be said that advertising is heart of marketing to be brand leader in market. The role of advertising in FMCG (Fast moving consumer goods) products is very important. It takes vital role in the promotion of FMCG products. Instant noodles are also a FMCG. So that in the formation of consumer's perception and buying behaviour advertisement is very effective means and its significance is very high. Advertising has got vital role to make consumer to accept any particular brand.

In Katmandu district FM and Nepal Television is more reliable than Radio Nepal. And paper advertisement also very popular in Nepal. Most of business organization using FM as an important media for advertising. So, FM studio is increasing day by day. Most people pass their time by hearing FM. So, FM is very important advertising media for every business organization to promote their products. FM is cheap media for advertising. Every business organization if they are small also can afford for advertisement of their products.

Another important media is Television. It is also very important media for advertising. But small organization can't afford TV for advertising. But small organization can't afford TV for advertising. In Katmandu district most of the people used to watch Nepali television Channels. Most of the time people watch Nepali channel in their televisison watching time. Most of the big companies use prime time to telecaste the advertisement. Most of the instant noodles are advertised in the prime time of the television channel.

Paper advertising also very popular in Katmandu Valley. So many papers are published in Katmandu. Kantipur Daily and The Kathmandu Post are more popular than Gorkha Pattra, Samachar Pattra, Rising Nepal, Himalayan Times etc most of business firms prefer Kantipur Daily and Kathmandu Post for paper advertising. Most people read Kantipur Daily for news, after this business Gorkha Patra. Most of government agencies are using instant noodles like wai-wai, Rum-Pum, Mayos etc use Kantipur Daily for paper advertising.

And other important media now a day is Internet. International business firms are using Internet for wave advertising. In Nepal also Internet is very popular for all information. Only few marketers in Nepal insert their web page in Internet. Day by day the importance of Internet is increasing in Nepal.

2.3 Origin, History and Popularity of Instant Noodles

Every day important of instant noodles is increasing. Instant noodles are found all over the world in different variety, shape and size. Billion of people in the world eats instant noodles in different flavor and manufactured in various countries. Mainly instant noodles are very popular in North-East Asia like Korea, China, Singapore, Thailand, Japan etc. Korean used to take highly spiced, Chinese used to take Szechwan flavor, Singaporean used to take spices with seafood flavor, Tai used to take hotly in Tom Yom flavor, and Japanese used to take mild in seafood flavor instant noodles, American prefers to eat meat, mushroom or oriental flavor instant noodles.

Originally instant noodles came form China. Chinese people were known to have eaten noodles as before the HAN dynasty those five thousand years ago. In the late 13th century Marco Polo traveled China and brought noodles back to Italy in the form of pasta and macaroni. In Chinese language noodles are call “lo mein” which means boiled noodles. The Chinese style noodles are popular in Japan. The process for turning the traditional noodles into the new familiar instant packaged noodles, was pioneered by Momofuku Andobegan the company in 1948 with families, producing a Ramen noodles. The first-time maker of instant noodles in huge quantity is Japan in 1958 and spread throughout the world after 1972 when Nissin Food Company brought to the USA. After 1972 Mr. Ando’s new food concept were accepted because of fast convenient in preparation and good taste.

The world is the world of busy. Everybody in the world is busy that they couldn’t get enough time to eat well. Due to constraints, people are attracted to taking well-processed foods, which is easy to cook and consume. In this time in the world introduce new concept foods i.e. instant noodles. So, the popularity of the instant noodles is increasing day by day due to saving of time because instant noodles can be ready in no time. Instant noodles gaining more popularity in the

world that it cannot be replaced by any other fast foods. Everybody in the cities or in any rural area.

2.4 Instant Noodles Industries and Marketing in Nepal

In Nepal's contest the concept of noodles is developed just two decades old. First noodles are introduced by Tibetan refugees in Nepal. They open different restaurant and menu on noodles in the name of chawmin in menu. They teach Nepali to eat noodles.

As a marketing way the concept of noodles in Nepalese market is introduced by Indian company i.e. Nestle India Ltd. They launched Maggi as white instant noodles giving concept of "2-minute noodles" They increase the market and done monopoly business for few years. After some year due to heavy demand of noodles in Nepal, Gandaki Noodles Ltd. Established noodles industries in 1980. They produce noodles in the name of RARA with Japanese technology, Gandaki Noodles Ltd. Is establish as the first company introduce instant noodles in Nepal and done a good business and became brand leader in market. After grand success of Gandaki Noodles Ltd. In instant noodles, in 1984 Chaudhary Group entered in instant noodles market and introduces WAI-WAI as pre-cooked instant noodles (Brown Noodles) that can be eaten directly from the packet. In few time WAI-WAI become a brand leader in the market of instant noodles. After this in the few years many companies introduce different products i.e. yum-yum, min-min, hits, ramba, rum-pum, big mimi, mayos, sathi, gol-mol, u-key, etc and fighting to be a brand leader in Nepal market. Wai-wai, mayosa, rumpum are doing export to India also. WAI-WAI have high share of market both in Nepal and India in the compare of other noodles.

The total size for noodles is expected to be above Rs. 1400 million in Nepal. Total sales of instant noodles in Nepal in quantity are expected about 4.18 million cases. Every Year the market of Instant Noodles growing by 10% to 15%. Every Company is searching new market for the Instant Noodles. It means they are growing the consumer of Instant Noodles day by day. Instant noodles can be divided into two groups, they are as follows:

2.5 Advertising and Brand Choice

Advertising is the business of drawing public attention to goods and services, and is performed through a variety of media. It is an important part of an overall promotional strategy used by business to sell their product. Advertising has developed as technology has advanced. From the original world of mouth and town criers of times past, to the virtual advertising possible through the use of computers, advertising has been common in most societies. Advertising also benefits the individual consumer, providing information regarding products prior to purchase, as well as publicizing prices. (<http://www.newworldencyclopedia.org/entry/Advertising>)

Practitioners and marketing experts believe that advertising has an influence on consumers, both in enhancing the recognition, improve preferences, encourage interest to try and then realize that interest into an action, as well as build relationships between users with the brand used. However, such beliefs are not supported by empirical facts, so that the new players who want to advertise their products find it very difficult to decide between using advertising as a communication tool to consumers or not. Similarly, players who are used to advertise do not have a clear calculation on investment that has been done through advertising. Doubts and obscurity arise because of the cost needed for ad are not little. These conditions are demanding strong accountability and a more mature calculation, given the current media fragmentation occurs so strong that advertising budget is more expensive per unit viewers, (Subroto and Samidi, 2018).

It has indicated few things, namely (a) the difference between the brand selection decisions before and after the ad serving, (b) the impact of attitude (which is owned by the consumer before the ad) towards the changes in consumer decisions in the selection of the brand. This serves as a good guidance for marketing managers to make decisions based on continuously understanding consumer attitudes. In addition, it is very important for marketers to understand continuously on consumer attitudes towards consumer's brand preferences such as the type of consumer's brand information, the ability of consumer groups in information processing, and the consumer's motivation to process that information. Furthermore, the present study contributes to the theoretical aspect on which ad will be able to change or improve consumer preferences in decision making towards brand choice which was initially decided not to buy then buy. Thus, the

advertisement can provide a yield on consumer attitude in deciding brand choice. The magnitude of the yield depends on the attitude held by the consumer before ad serving, which lower the consumer attitudes toward the brand, the greater the change of brand selection decisions happen, and consumers' ability to process information. By performing a generalization, it can be said that advertising is a process of information transfer (from the owner of the brand to target market), whose influence will be determined by the quantity of information held by the recipient and the recipient's ability to process the available information, (Subroto and Samidi, 2018) .

Most of the advertising campaigns are designed to influence consumer to buy a brand. A name, term, sign, symbol or design or a combination of them, which is intended to identify the goods or services to one seller or group of sellers and to differentiate them from those of competitors. The consumers' likes, preference, attitude, opinions etc. have been respected in the production programmers of producers. Every producer must take in the account these individual requirements of consumers, while producing the goods and services and advertising the same for successful selling. The audiences' predispositions, their attitudes, beliefs, motives, and value are largely determined by the media. The consumers select the product which they see or watch in advertisement.

2.6 Brand Loyalty of Consumer

If consumers think a brand is good in comparison with others 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 a specific brand that is known brand loyalty. To find out the 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.

Brand loyalty is the positive association consumers attach to a particular product, demonstrated by their repeat purchases of it even when given choices of competing alternatives. To marketing professionals, getting and maintaining brand loyalty for an established product are the ultimate achievements. Most established brand name products exist in a highly competitive market overwhelmed with new and old competing products, many of them barely distinguishable. Loyal

customers are the ones who will purchase a brand regardless of convenience or price. They have found a product that meets their needs. They aren't interested in experimenting with another brand. Companies employ many tactics to create and keep that brand loyalty. Marketing departments follow consumer buying trends closely and work to build relationships with their customers through active customer service. They spend their advertising budgets on messages targeted at the segment of the market that includes their loyal customers and like-minded people who could become loyal customers. (<https://www.investopedia.com/terms/b/brand-loyalty.asp>)

Brand Loyalty should be achieved on continuous basis for the success of any product. Consumer trends are the habits and behaviors exhibited by consumers regularly and over time. Some trends are static, but most evolve over time. Companies collect and analyze data on customer spending habits to better understand how to market their product. Marketers track changes in trends and create a corresponding marketing campaign to help the company acquire and keep the brand's loyal customers.

2.7. Marketing

The concepts of markets bring us full circle to the concept of marketing. Marketing means human activity taking place in relation to markets. Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants.

Marketing deals with customers. Marketing activities are part of everyday life. This is the age of marketing. All types of organizations need marketing to achieve their objectives. Marketing has gained a great deal of importance for the success of modern organizations.

To general public, marketing is selling products and services. However, selling represents only part of marketing. Marketing consists of creating, promoting and delivering products to satisfy customer needs. It creates value for customers. It delivers satisfaction to customers.

Marketing is demand management. It stimulates demand for products and services. It helps organizations to understand what their customers need and want. It also helps to decide what products and services should be offered to satisfy their needs and wants.

Marketing is concerned not only with attracting customers but also with retaining customers. Value attracts customers. Satisfaction retains customers. It is carried on long after the customer has bought the product and service. It aims to develop long term relationships to keep the customers satisfied.

The main motto of the marketing is increasing market share through customer satisfaction. As more the customer satisfaction the more will be the market share. Customer satisfaction act as the backbone for the business organization.

2.8 Marketing Strategy

Marketing strategy is both unique and common. That might sound like a contradiction of terms, but it is not. The term "Strategy" is widely used to describe a seemingly endless number of marketing activities. Today, everything in marketing seems to be "Strategic". There is strategic pricing, strategic marketing entry, strategic advertising, and may be even strategic strategy. The glut of competition has focused more attention on performing the traditional marketing actions strategically with an eye towards beating the traditional marketing actions strategically with an eye towards beating the competition. In that sense, marketing strategy is commonplace. In recent years it seems to have been appended to nearly every marketing action.

Marketing strategy is also unique. There is not one unified definition upon which marketers agree. Marketing strategy is a commonly used term, but no one is sure what it means. A strategic sector is one in which you can obtain a competitive advantage, exploit strategic sectors are the key to strategy because each sector's frame of reference is competition. The largest competitor in an industry can be unprofitable if the individual strategic sectors are dominated by smaller competitors. Boyd and Larreche (1978) had found in the history of marketing strategy that tremendous confusion over just what strategy is. The term "strategy" as used in marketing, has been applied to at least three types of issues, each at a different level of aggregation.

At the macro level, there are marketing strategies, which focus on manipulations of the marketing mix variables; product, price, place, and promotion. According to that definition setting a strategy for a product consists of selection a price for a product, designing an

advertising campaign, and then deciding on a plan of distribution. Finally, there are product market entry strategies, which include strategies that look at specific marketing decisions strategies that call for a firm to built markets share harvest profit and share of defined share from competitors. Another widely used definition of strategy in marketing emphasized the broader perspective of strategy in management. That definition views strategic market planning as four steps.

-) Defining the business
-) Setting a mission
-) Selecting functional plans for marketing, production, and other areas and
-) Budgeting for those plans, in that sense, marketing strategy is more akin to corporate strategy."

Strategic marketing is a major component of the strategic planning. Its main objective is to establish the product market scope of a business. Strategic and marketing is the method that concentrates on the market to serve, the competition to be tackled and the timing of market entry/exit and related moves. Formally, strategic marketing deals with the following question:

-) Where to complete?
-) How to complete?
-) When to complete?

Strategic marketing helps to define the market in entering and competing. That may be either an entire market or one or more segments of the entire market. Strategic marketing provides inputs or techniques for solving customer need. That technique may be either an introduction of a new product of existing product with improvements. Similarly, strategic marketing tries to identify an appropriate time for entering to the market defined. The appropriate time to enter the market may be the first in the market or wait until primary demand is established.

2.9 Consumer Behaviour

Any person engaged in the consumption process is a consumer. Consumers are the individuals who buy for personal consumption or to meet the collective needs of the family and households needs. Consumer behavior means how individuals make decisions to spend their available resources like time, money, effort on consumption of different products and services. It includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. Consumer behavior is the actions a person takes in purchasing and using products and services, including the mental and social processes that precede and follow these actions. Consumer behaviour is a vast and complex subject. Understanding consumer behaviour and “knowing consumers’ are not that simple. It is almost impossible to predict with accuracy, how consumers will behave in a given situation. The efforts of all marketers are to influence the behaviour of consumers in a desired manner. The success or failure in this pursuit determines the difference between success and failure of marketing efforts or even the business itself, (Jisana, 2014).

Consumer usage and buying of any product largely depend upon their perception about the product. Perception develops through how effectively product has been marketed. These days firms are putting their best efforts in marketing in order to get customer attention and positive impression on are various ways of preparing them. consumer perception and frequency of usage basically come from consumer behavior, (Kazmi, 2012).

The purpose of the present study is to provide an over view of existing research work about consumer behavior and perception about instant noodles. Consumer behavior is the study of why, when, and how. Consumer behavior is that rational behavior that consumer shows toward products while buying. Consumer behavior is the mixture of psychological, social, economical, and social anthropological situations and environment. Perception is how human recognize and interpret stimuli. Consumers’ perception of quality is measured a essential determinant of product choice. In other words perception is the first impression that individual draw and on the basis of it select, and interpret information to form a meaningful picture of the world. That’s why it is believed that consumer perception influence customer level of satisfaction and so their buying and usage decisions, (Kazmi, 2012).

2.9.1 Factors Influencing Consumer Behaviour (Jisana, 2014).

Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics.

I. Cultural factors

Culture: Culture is the set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions. Basically, culture is the part of every society and is the important cause of individual wants and behavior.

Subculture: Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc.

Social class: Social class refers to the hierarchical arrangement of the society into various divisions, each of which signifies social status or standing. Social class is an important determinant of consumer behavior as it affects consumption patterns, lifestyle, media patterns, activities and interests of consumers.

II. Social factors

Social factors also impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status.

Reference Groups: persons reference group are those groups that have a direct or indirect influence on the person's attitudes or behavior. Individuals use these groups as reference points for learning attitudes, beliefs and behavior, and adapt these in their life. Family and close friends are considered to be primary reference groups in an individual's life due to their frequency of interaction with the individual and primacy of these significant others in an individual's life. Schoolmates, neighborhood, colleagues, other acquaintances are a part of the secondary reference groups of an individual.

Family: Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.

Roles and Status: Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. The social role and status profoundly influences the consumer behavior and his purchasing decisions.

III. Personal Factors

Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality and self concept.

Age: Age and life-cycle have potential impact on the consumer buying behavior. Consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such as childhood, bachelorhood, newly married couple, parenthood etc. which help marketers to develop appropriate products for each stage.

Occupation: The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

Economic Situation: Consumer's economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

Lifestyle: Lifestyle of customers is another important factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

Personality: Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc which can be useful to determine the consumer behavior for particular product or service.

IV. Psychological factors

There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes.

Motivation: The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing.

Perception: Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. What an individual thinks about a particular product or service is his/her perception towards the same. Individuals with the same needs might not purchase similar products due to difference in perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention.

Attitudes: Customer possesses specific beliefs and attitudes towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior, therefore, marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

2.10 Consumer Behavior Models

How consumers behave towards a particular product, set the consumer behaviour model. In different situation and context, same consumers behave differently and consumers of different background automatically behave in different way. Some may be affected by economic factors and others may be affected by other factors such as social, psychological, sociological and so on. In the same line different models of consumer behaviour have been developed. And different models explain the consumer behaviour in different way on the basis of their underlying philosophy. Few major models are reviewed here.

2.10.1 Economics Model

Under economic Model, it is assumed that man is a rational being who will evaluate all the alternatives in terms of cost and value received and selects the products/service which gives them maximum satisfaction (utility). Economic model of consumer behavior is one-dimensional. This means that buying decisions of a person are governed by the concept of utility, (Jisana, T.K., 2014).

The principles of Economic Models are:

- a. Lesser the price of the products more will be the quantity Purchased.
- b. Lesser the price of the substitute products, lesser will be the quantity of the original product bought (Substitution Effect).
- c. More the purchasing power, more will be the quantity purchased (Income Effect)

2.10.2 Input, Process and Output Model

This is a simple model of consumer behaviour, in which the input for the customer is the firm's marketing effort (the product, price, promotion and place) and the social environment. The social environment consists of the family, reference groups, culture, social class, etc. which influences the decision-making process. Both these factors together constitute the input in the mind of the consumer.

The consumer gets the input from the marketing effort of the firm (4 Ps) and the other stimuli. This input is processed in the mind (Black Box), which constitutes the characteristics of the buyer and the process of decision-making. Once the buyer has decided to buy then, he responds in terms of his choice of product, brand, dealer, timing and amount, (<https://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html>).

2.10.3 Psychological Models (Jisana, T.K., 2014)

In psychological model mainly focuses on motivation. Motivation may be said the driving force for human behavior which in turn, is guided by cognition and learning as well as group and cultural influences.

Motivation is the mental phenomenon. When a person perceives a stimulus, he/she may or may not respond to such a stimulus.

Human beings give first preference to satisfying the basic needs and then seek out ways to satisfy their next higher-level needs. Maslow is of the opinion that there is a hierarchy of human needs differing strength,

- a. Physiological needs: These are the basic needs of food, water and shelter.
- b. Safety needs: This is the need felt for being free of physical danger or self-preservation. For example: LIC has got various insurance policies on the fear of death, health, accident, theft, house and loans and real estate etc.
- c. Social needs: Men are social beings, he feeds the need to belong and be accepted by various groups in the society. For example: Advertising of Baby Food like Cerelac, Lactogen and chocolate for children convey the feeling of love and affection

- d. Esteem needs: These needs are concerned with self respect, self confidence, a feeling of personal worth.
- e. Self-actualization needs: This refers to the development of intrinsic capabilities which lead People to look out got opportunities to utilize their potential, to become everything that one can become.

2.10.4 The sociological Model

The sociological model primarily considers the idea that a consumer's buying pattern is based on his role and influence in the society. A consumer's behaviour may also be influenced by the people she associates with and the culture that her society exhibits. For instance, a manager and an employee may have different buying behaviours given their respective roles in the company they work for, but if they in the same community or attend the same church, they may buy products from the same company or brand, (Jisana, T.K., 2014).

According to this model the individual buyer is a part of the institution called society. Since he is living a society, he gets influenced by it and in turns also influences it in its path of development. Intimate groups comprising of family, friend and close collages exercise a strong on the life style and the buying behavior of an individual member.

2.10.5 Howard Sheth Model

Howard Sheth Model is one of models that represent consumer behavior on the market. It attempts to explain the rationality of choice of the product by the consumer under conditions of incomplete information and reduced processing capability. It analyses the external symptoms of behavior, reactions and thought processes that cannot be subject to direct observation.

This model is based on the assumption that the consumer behaves rationally during purchase, process is repeatable and is result of incentives which have their source in the environment. It consists of four main groups of variables :

I) Input Variable:

- a) Physical brand characteristics (Significative Stimuli).
- b) Verbal or visual product characteristics (Symbolic Stimuli)
- c) Consumer's social environment (Family reference groups, Social class.)

II) Perceptual and learning construct

Outputs, either maybe purchase behavior or anything like motive, attention, intention, attitude, brand comprehension.

III) Exogenous variable

- a) Social and organizational setting.
- b) Social class
- c) Purchasing power/financial status

IV) Hypothetical Constructs

This includes the psychological variables influencing consumer behaviour during the decision making process. It is regarded by the authors as abstract, not defined and not intended directly, ([https://ceopedia.org/index.php/Howard Sheth model of consumer behaviour](https://ceopedia.org/index.php/Howard_Sheth_model_of_consumer_behaviour)).

2.10.6 Nicosia Model

This model was developed by Francesco Nicosia in 1966. He is an expert in consumer motivation and behavior. This model tries to explain buyer behavior by establishing a link between organization and its (Prospective) consumers. The model suggests that messages from the firm first influences the predisposition of the consumer towards the product or service. Based on the situation, the consumer will have a certain attitude towards the product. This may result in a search for the product or an evaluation of the product attributes by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product otherwise the reverse may occur (Jisana, T. k., 2014).

2.10.7 Webster and Wind Model

This is complex model developed attempt the multifaceted nature of organization buyer behavior. This model refers to the environmental, organization interpersonal and individual buying determinants which influences the organizational buyers. These determinants influence both individual and group decision making processes and consequently the final buying decision (Jisana, T. k., 2014).

2.11 Research Gap

This research is particularly focused in investigating different factors which impacts in the formation of buying behavior towards a particular product. To find out the same this study has taken the instant noodles as the area of inquiry. Some of researches have been made on the area of consumers' buying pattern, marketing techniques and the direct impact of advertising upon the sale of the product. Academic researches as thesis of master degree have been reviewed by the researcher. Those are focused on the consumers' attitude, communication effects of advertising, buying behavior, marketing techniques and so on. Very less studies have been found in the area of consumer perception and buying behavior. As it is known that instant noodles are very popular in Nepal, consumers' perception and buying behavior play the vital role in its market occupation. So that this research study is tending to find out what are the factors that affect consumer perception and buying behavior in choosing their goods or services.

Various researches have been made regarding the marketing strategies, effectiveness of the advertisement and other various factors of the business and marketing. Very few researches have been conducted regarding buying behavior of the consumers. And almost no any research has been conducted on the factors which affects the consumer's perception and buying behavior buying instant noodles, as area of study. This research study has tried to fulfill this gap with reference to instant noodles.

Variables denotes the factors which affects on the consumer's perceptions. Variables can be from the age, education level, residence area, accessability of the product to the price of the product, its packaging, attractiveness and many more. All these factors directly or indirectly impacts upon the popularity or the market occupancy of the product. Study has not been made analysing the different variables which impact upon the sells of the instant noodle. So that this study will try to meet the gap regarding the variables.

Besides no study has been conducted by taking the information through field survey by the consumers to identify the factors affecting buying behavior in the Kathmandu district. This study has taken the information from the field survey for the validity and accuracy of the findings.

Chapter- III

Research Methodology

3.1 Introduction

Research methodology is a way to systematically solve the research problem. The main theme of this study is to identify the factors which plays the prominent role to set the consumer's buying behavior. The study has also aimed to identifying the consumer perception on quality, price, taste, scheme and other relevant aspects which helps to form buying behavior. The data have been collected from the sample of the consumers. The source of information for this study is both primary and secondary data. Primary data has been collected from direct questionnaire to the consumers. And secondary data has been collected from journals, book, local news paper, daily news paper, television, radio and the publications of various noodles companies. The study is mainly based on primary sources of information. Consumers are the main sources of primary information in this study. To achieve the objective of this study, the study follows a research methodology which is briefly described as below:

3.2 Research Design

The main aim of this study is to reveal how different factors along with advertisement affect in formulation of the point of view of the consumers upon the particular good, service or business. This study tries to measure the same in relation to the different types of instant noodles. The present study is descriptive in nature. Descriptive study has been appropriate for the research which is based on the responses of the respondents. The total number of respondents have been taken as the population and the findings of the study are generalised in terms of consumers of the instant noodles. Therefore descriptive research design has been used in this study. Because the analysis and the making inference has been be based on the data collected from different places by the field survey method. The collected data and information from the survey are tabulated and analyzed according to the need of the study to obtain the objectives.

3.3 Nature and Sources of Data

The data used in this study are mainly primary in nature. Secondary source are also used. The consumers of Kathmandu are the main sources of primary data. The primary data have been

collected by field survey with the help of questionnaires given to the randomly selected consumers. Thus, all the data required for the study are collected directly from the buyers of the products.

Publications of different noodles companies, local news papers, magazines, publications, various books, bulletins, journals, unpublished research studies etc. are the sources of secondary data.

3.4 Sampling Method

Consumers of Instant noodles of Kathmandu district are considered the population of this study. It consists of all the consumers in Kathmandu district. The respondents represent the resident of Kathmandu. From the population a sample of only 150 consumers are taken for this study. Sample has been taken from convenient sampling method. To collect the primary data, 150 buyers, have been surveyed for this study. Among them 100 are male and 50 are female including students and children. However, this study has taken the consumers of different age groups and of different sectors who are exposed to different varieties of instant noodles.

3.5 Data Collection Procedure

The data have been collected through the field survey of Kathmandu. The respondents were identified and served with a set of questionnaire. The questionnaire contains only objective questions. The respondents are from different academic background which is from literate to graduate. The respondents from the different sectors have been selected on random basis. A set of questionnaire served to them. The respondents are selected from the place of Kathmandu. Besides this, the researcher has personally observed the buying activities of the people in some public and shopping place of Kathmandu.

3.6 Data Processing, Tabulation and Analysis

The data are collected thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. The tabulated data have been analyzed and interpreted using simple linear regression model, percentage, index figure and also preserved in graph. Different tool like graphs, bar diagrams and pie chart have been used to make the information easy and

understandable. And other relevant data are collected from the different instant noodles companies, news paper, magazine, other published and unpublished materials etc.

3.7 Analysis of Variables

There are various factors that can affecting the consumer perception when making buying decision on a product. This study would extract some results which will be helpful to determine consumer response to any new product. Factors which could affect consumer perception. Variables which plays an important role in consumer's buying pattern. Customer behavior analysis, in different situations in different resources on hand How all variables are link with each other. Motivating and demotivating factors and variables identified and their impact on customer psychology.

Aaker (2000) assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items give the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness. Nandagopal and Chinnaiyan (2003) conclude that the mode of purchase of product also effecting buying pattern and so perception of consumer. The most important factors which effect consumer perception are: accessibility, availability, quality, regular supply of product and so on.

Consumer personality variables can be defined as personality temperaments that consumers seek to fulfill or satisfy one-self (Elliot et al., 2000; Henry, 2005; 2006) – such as occupation, education level, areas of residence, status.

Peer influence is commonly defined as the extent to which peers exert influence on the attitudes, thoughts, and actions of an individual (Bristol and Mangleburg, 2005). There will be some of the people will affect the perception of the customer when they decide to buy a product.

Price is regularly taken as a leading factoring guiding choice when it comes to making a buy decision. Price normally has constantly been a determinant factor on consumers' brand choice when choosing a product or service. It is understood that when a consumer is facing a buying

decision for product purchase then he/she is so much concern about the prices of the product and observe prices keenly.

The Variables will be analysed with the response of the respondents and presented in tabulations and diagrams.

3.8 Tools for Analysis

To study the impact of the advertising upon the consumer's perception, data has been collected by field survey. For that questions are developed, which are listed in apendix, and response has been collected from the respondents. The collected data has been analysed by the following tools.

Tabulation : the data has been presented and analysed by tabulation. The data of the table has been explained in words as well to make it easy to understand.

Bar Diagram : After the tabulation, the findings of the data has also been displayed by ba diagram. The presentation of the bar diagram makes the fact and findings easy to understand for the reader. The explanation through bar diagram makes effective, catchy and carries more information through less words.

Pie Chart : pie chart has also been used to show the fact and findings.

Chapter- IV
Data Presentation and Analysis

In this chapter the data and information derived from the consumers are presented and analyzed according to objective of the study. The survey has included 150 consumers.

4.1 Analysis of Consumers Survey

Consumer Profile:- In this chapter 150 consumer are taken as a respondent

4.1.1 Instant Noodles Users (Sex Wise Classification)

The researcher has studied use of instant noodles by both male and female. The result of responses has been shown in table 4.1. The interpretation and analysis with inference have been mentioned in the table.

Table 4.1
Instant Noodles Users (Sex Wise Classification)

Sex	No of Users	Percentage
Male	100	66.67%
Female	50	33.33%
Total	150	100%

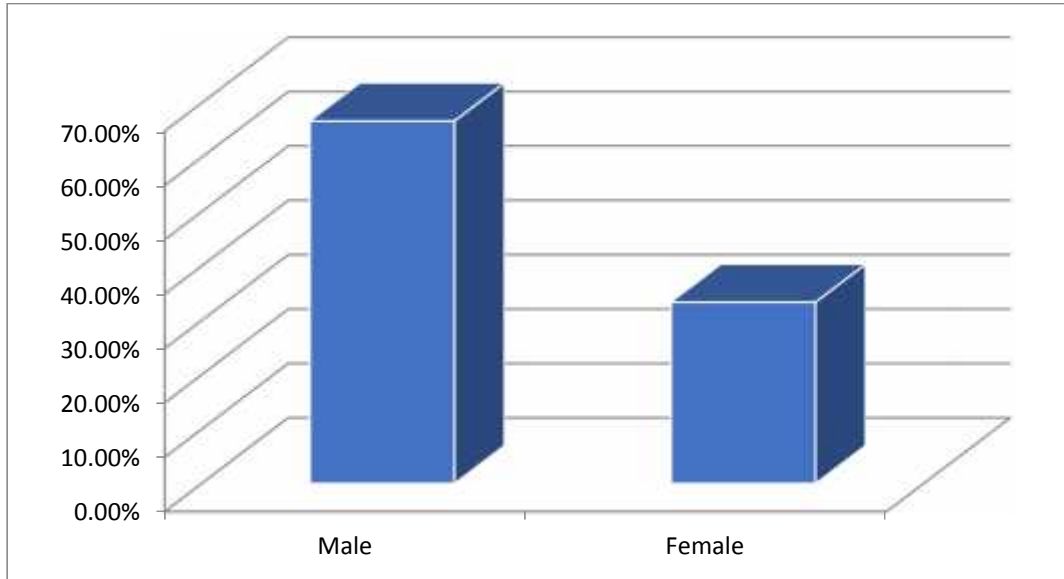
Source: Field Survey.

In the table no 4.1 out of total respondents, 66.67% are male consumers and 33.33% consumers are female who use instant noodles in Kathmandu district.

From the analysis inference can be drawn that most of the consumers are male.

The same data can also be presented in graphic form as under

Figure 4.1
Instant Noodles Users (Sex Wise Classification)



4.1.2 Instant Noodles User (Age Wise Classification)

The researcher has studied use of instant noodles from different age group. The result of responses has been shown in table 4.2. The interpretation and analysis with inference have been mentioned in the table below.

Table 4.2
Instant Noodles User (Age Wise Classification)

Age	No of Respondents	Percentage
Below 20	65	43.33%
20 to 35	55	36.67%
Above 35	30	20%
Total	150	100%

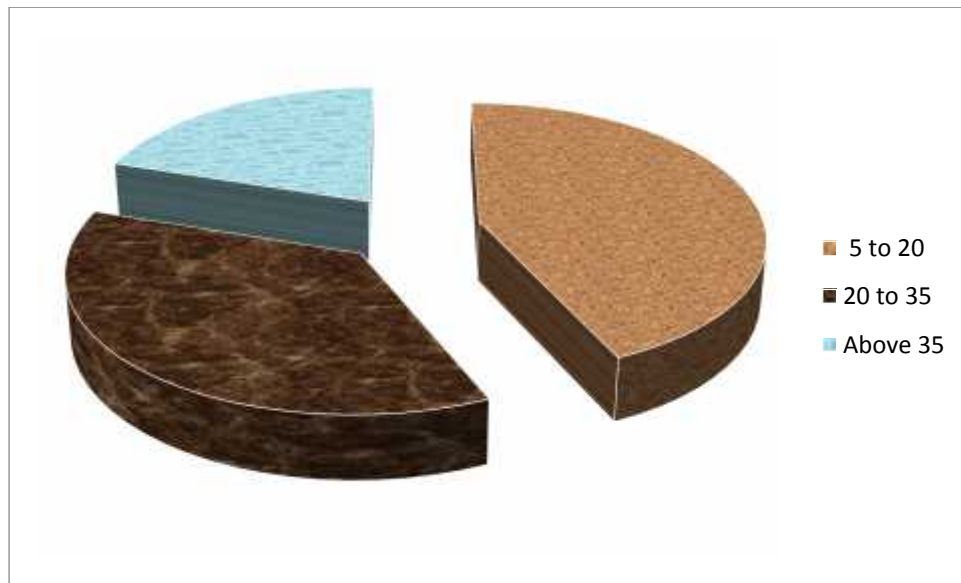
Source: Field Survey.

From the table 4.2 it can be analyzed that people of different age group have different ratio of the taking of instant noodles. Here the age group of below 20 are 43.33%, 20-35 are 36.67% and above 35 years are 20 %.

From the analysis, it can be inferred that most of the consumers are children and adult teenager. Then after consumers of the age group of 20 to 35 years, takes the instant noodles and then above 35 years of people takes the same.

The same data can also be presented in figure form as below:

Figure 4.2
Instant Noodles User (Age Wise Classification)



4.1.3 Consumption rate of Instant Noodles

The table 4.3 shows the consumption pattern of the instant noodles. People of different context takes the instant noodles with different pattern. Some takes regularly, some takes frequently and some occasionally.

Table 4.3
Consumption pattern of the Instant Noodles

	No of respondant	percentage
Regularly	75	50%
Frequently	60	40%
Occasionally	15	10%

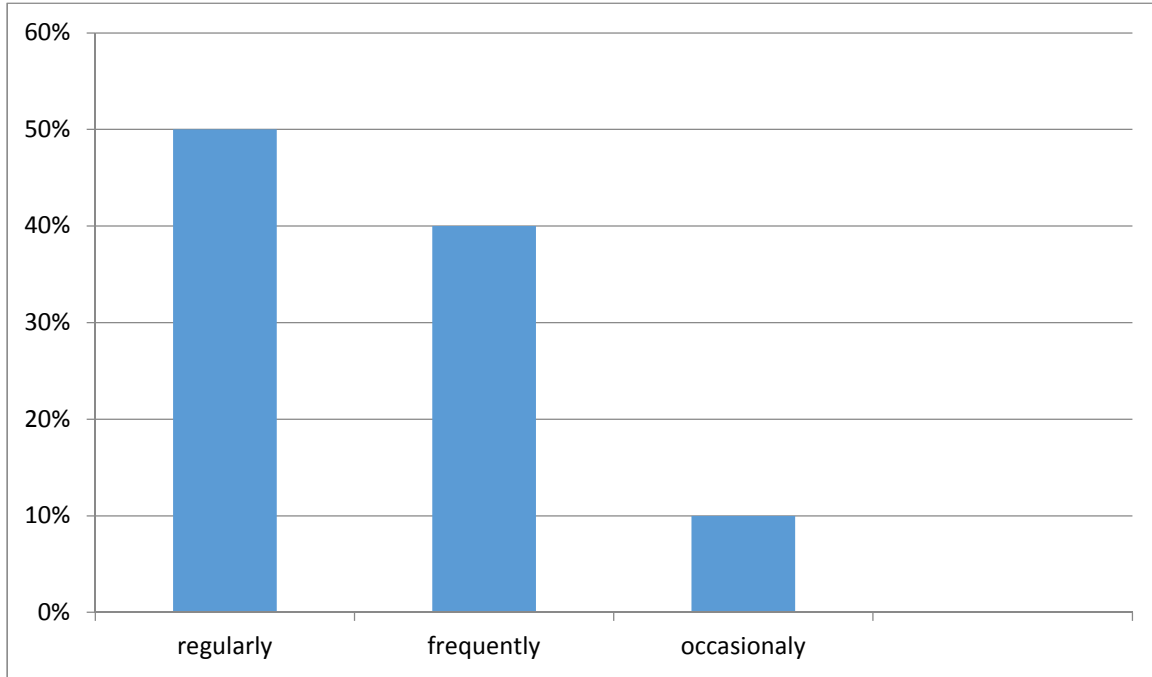
Sourcce : Field Survey

Analysing the table, it seems that 50% people take the instant noodles regularly, 40% people take frequently and 10% take occasionally.

The same data can also be presented in figure form as below:

Figure 4.3

Consumption pattern of the Instant Noodles



The figure shows that out of 150 respondents, 75 persons have been taking the instant noodles regularly, 60 have been taking frequently and 15 people have been taking occasionally.

4.1.4 Instant Noodles (Profession Wise Classification)

The researcher has studied use of instant noodles from consumers having different professions. The result of responses has been shown in table 4.4. The interpretation and analysis with inference have been mentioned in the table.

Table 4.4

Instant Noodles (Profession Wise Classification)

Profession	No. of Respondent	Percentage
Student	75	50 %
Service	40	26.6 %
Business person	25	16.67 %
Others	10	6.66 %
Total	150	100 %

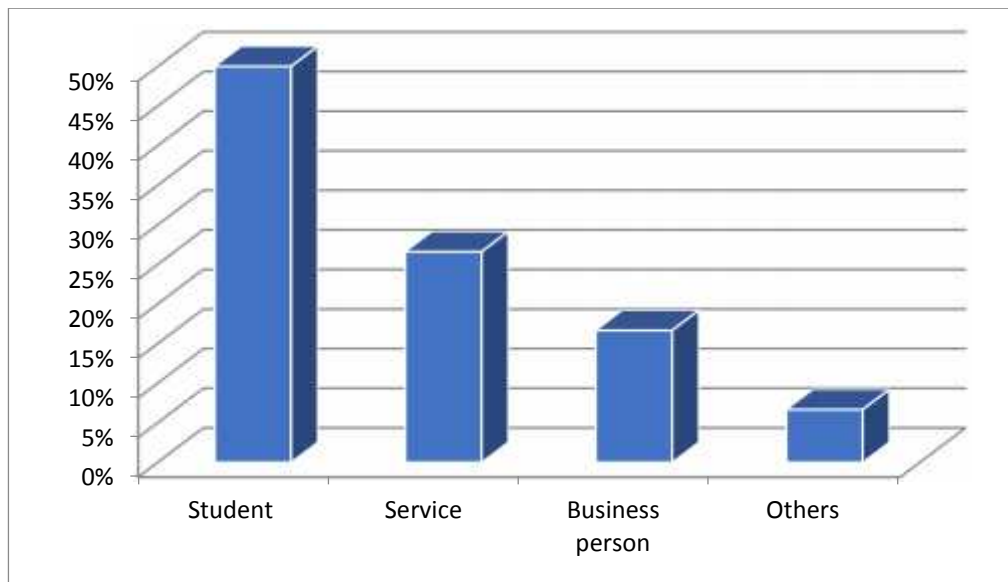
Source: Field Survey

From the table it can be analyzed that 50% of the consumers of Instant Noodles included in the survey are students, 26.67% are Service holders, 16.67% are Business persons and 6.66% are others, such as housewives.

From the analysis it can be inferred that most of the consumers of Instant Noodles are student, then after service holders, business persons and others.

The same data have been presented in graphic form as under:

Figure 4.4
Instant Noodles (Profession Wise Classification)



4.1.5 Instant Noodles User (Education Wise Classification)

The researcher has studied use of instant noodles from consumers having different level of education. The result of responses has been shown in table 4.5. The interpretation and analysis with inference have been mentioned in the table.

Table 4.5
Instant Noodles User (Education Wise Classification)

Education	No. of Respondents	Percentage
Literate	5	3.33 %
School	75	50 %
SLC	30	20 %
Intermediate	25	16.67 %
Graduate and above	15	10 %
Total	150	100 %

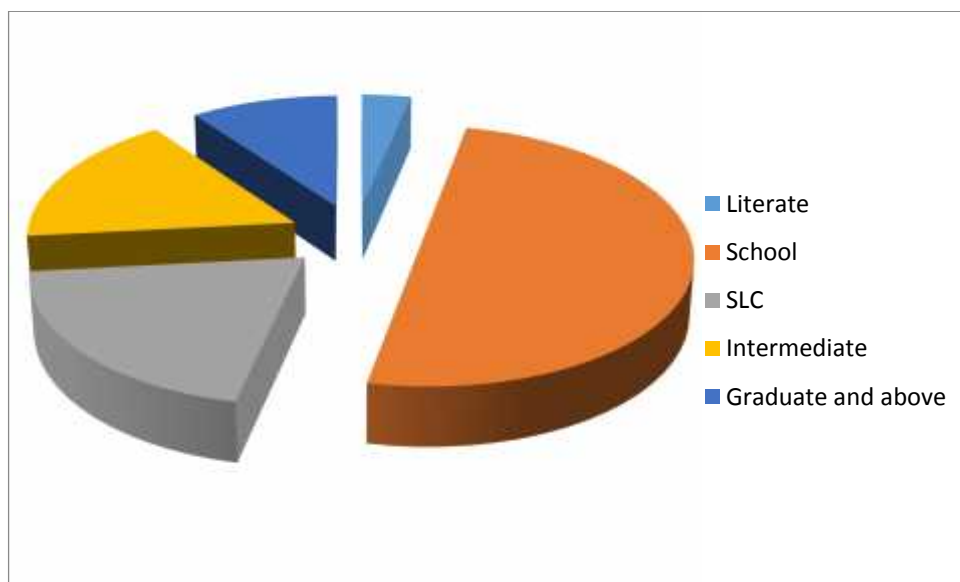
Source: Field Survey

From the table 4.5 it can be analyzed that among the consumers surveyed, according to education background 3.33 % of the consumers are literate, 50% consumers are school students, 20% are SLC students 16.67% are Intermediate students and 10% consumers are Graduate and above.

From the analysis it can be inferred that most of the consumers of the Instant Noodles are student of school then after students of SLC, Intermediate, Graduate & above and Literate.

The same data can also be presented in figure form as under

Figure 4.5
Instant Noodles User (Education Wise Classification)



4.1.6 Instant Noodles Users (Area Wise Classification)

The researcher has studied use of instant noodles in Kathmandu district. The result of responses has been shown in table 4.6 The interpretation and analysis with inference have been mentioned in the table 4.6.

Table 4.6

Instant Noodles Users (Area Wise Classification)

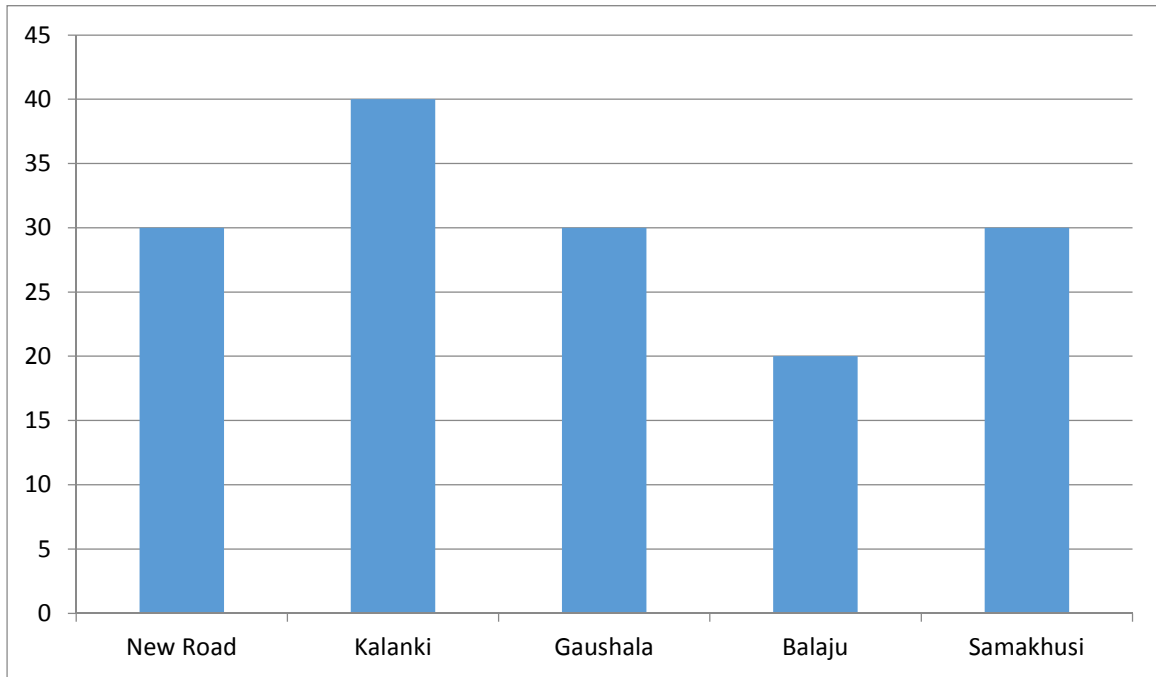
Area	No of Respondents	Percentage
New road	30	20%
Kalanki	40	26.67%
Gaushala	30	20%
Balaju	20	13.33%
Samakhushi	30	20%
Total	150	100%

Source: Field Survey

The data from table can also be presented in graphic form as below:

Figure 4.6

Instant Noodles Users (Area Wise Classification)



4.1.7 Size of Instant Noodles Preferred by Consumers

The researcher has studied use of different size of instant noodles by the consumers. The result of responses has been shown in table 4.7. The interpretation and analysis with inference have been mentioned in the table.

Table 4.7
Size of Instant Noodles Preferred by Consumers

Size of Noodles	No. of Respondents	Percentage
50 gms.	30	20%
65 gms.	10	6.67%
75 gms.	110	73.33%
Total	150	100%

Source: Field Survey

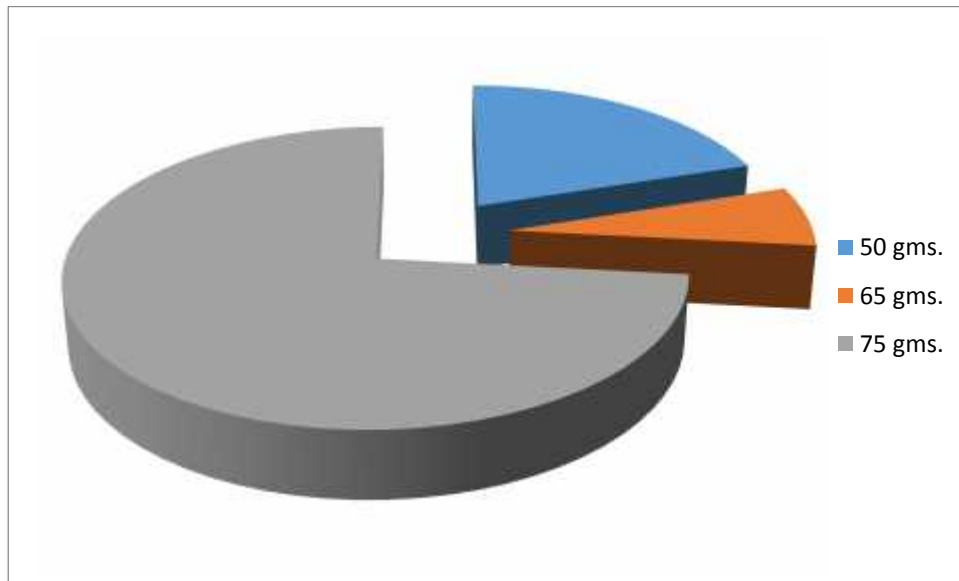
From the table 4.7 it can be analyzed that 20% consumers use 50 gms packet, 6.67% prefer to buy 65 gms packet and 73.33% consumers choose 75 gms packet of instant noodles.

From the analysis it can be inferred that most of the consumers have preferred to take 75gms. Instant Noodles than after 50 Gms. And least no. of consumers preferred to use 65 Gms. Instant Noodles.

The same data from the above table can also be presented in chart form as under,

Figure 4.7

Size of Instant Noodles Preferred by Consumers



4.1.8 Daily Consumption of Instant Noodles

The researcher has studied use of instant noodles by volume of daily consumption. The result of responses has been shown in table 4.8 The interpretation and analysis with inference have been mentioned in the table.

Table 4.8

Daily Consumption of Instant Noodles

Consumptions Volume	No. of Respondents	Percentage
1 packet	90	60%
2 packets	45	30%
3 packets	15	10%
Total	150	

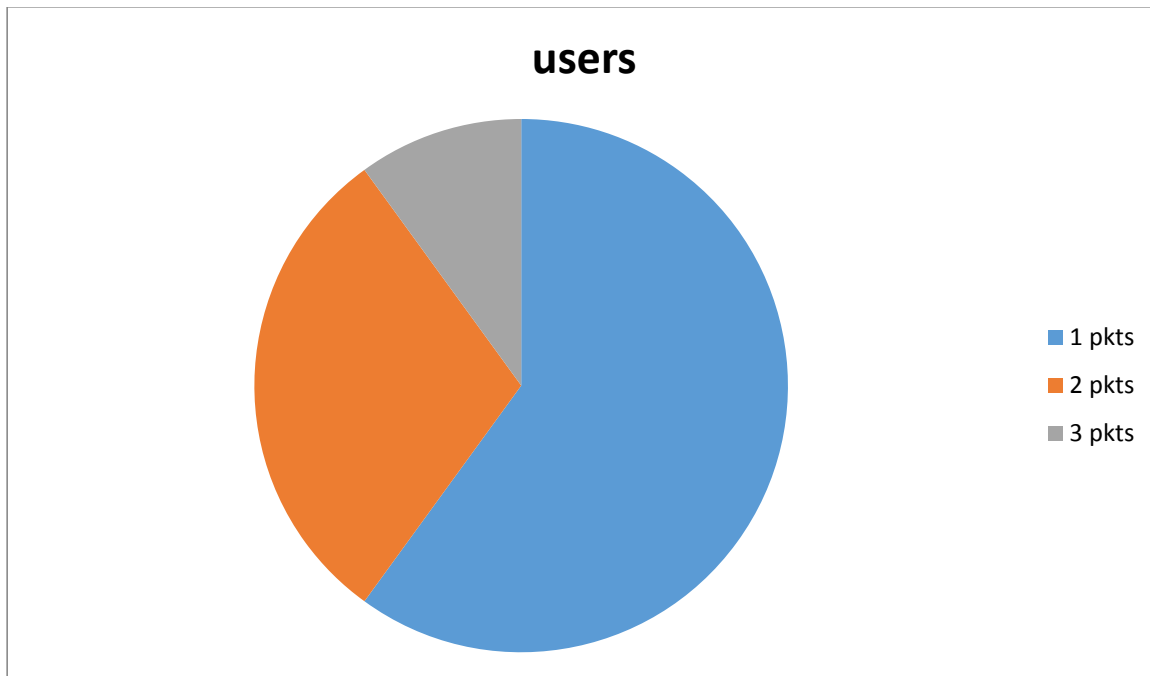
Source: Field Survey

From table 4.8 it can be analyzed that 60% consumers have used 1 packet instant noodles per day, 30% use 2 packets, and 10% use 3 packets per day.

From the analysis it can be inferred that most of consumers have been taking 1 packet of instant noodles, then in second category consumers who use 2 packets per day and least no. of consumers have been taking 3 packets of instant noodles per day.

The same data can also be presented in pie chart form as under:

Figure 4.8
Daily Consumption of Instant Noodles



4.1.9 Purpose of taking Instant Noodles

The researcher has studied use of instant noodles by the purpose of taking instant noodles. The result of responses has been shown in table 4.9 The interpretation and analysis with inference have been mentioned below table.

Table 4.9
Purpose of Taking Instant Noodles

Option	No. of Respondents	Percentage
As a breakfast	0	0%
As a launch	0	0%
As a dinner	5	3.33%
As a Tiffin	95	63.33%
In other times	50	33.34%
Total	150	100%

Source: Field Survey

From the table 4.9 it can be analyzed that 3.33% consumers like to have instant noodles as a dinner, 63.33% consumers like to have instant noodles as Tiffin and 33.34% consumers like to have any time.

From the analysis it can be inferred that most of the consumers like to have instant noodles as Tiffin, then after any time and least no. of consumers like to have instant noodles as a dinner.

4.1.10 Mostly Taken Place of Instant Noodles

The researcher has studied the mostly taken place of instant noodles. The result of responses has been shown in table 4.10. The interpretation and analysis with inference have been mentioned in the table.

Table 4.10
Mostly Taken Place of Instant Noodles

Place	No. of Respondents	Percentage
At home	45	30%
At school or college	70	46.67%
At restaurant	20	13.33%
Others	15	10%
Total	150	100%

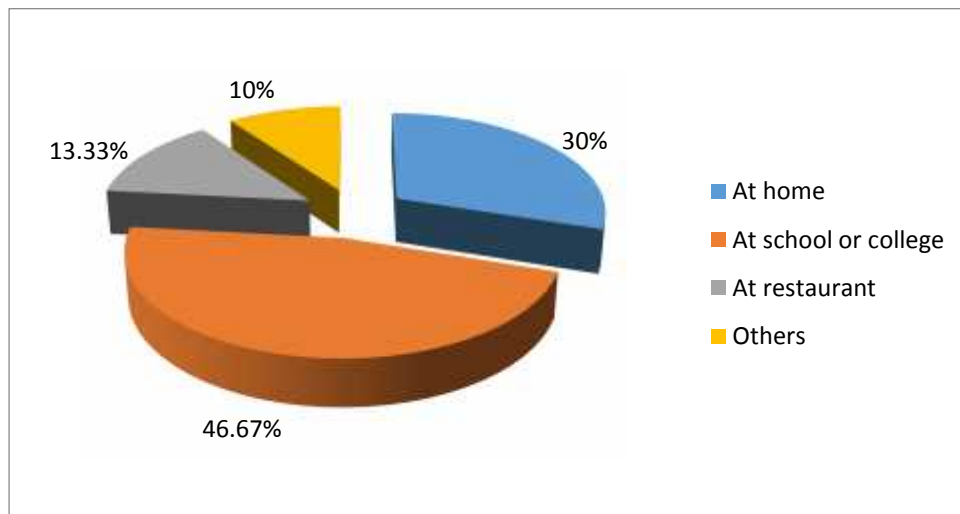
Source: Field Survey

From the table 4.10 it can be analyzed that 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at school or college, 13.33% consumers consumed at restaurant and 10% consumers consumed instant noodles at other place.

From the analysis it can be inferred that most of the consumers consume instant noodles at school or college, then after at home and restaurant. Least no. of consumers consume instant noodles at other place like traveling, gathering etc.

The same data can be presented in pie chart form as below,

Figure 4.10
Mostly Taken Place of Instant Noodles



4.1.11 Reason of Taking Noodles

The researcher has studied the reason of taking Instant Noodles. The result of responses has been shown in table 4.11. The interpretation analysis with inference have been mentioned in the table.

Table 4.11
Reason of Taking Noodles

Reason	No of Respondent	Percentage
For fun	15	10%
Easy to cook	40	26.67%
Can eat directly without cook	85	56.67%
Enough for meal	10	6.66%
Total	150	100%

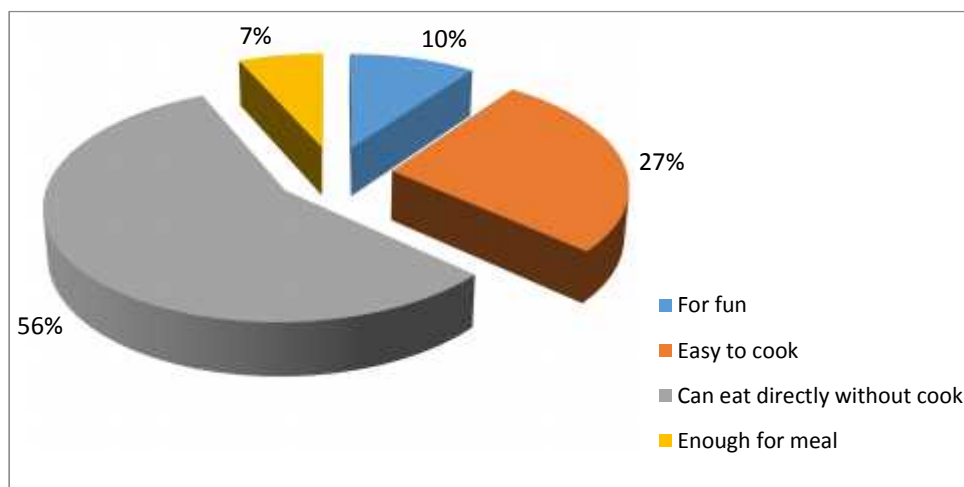
Source: Field Survey

From the table 4.11 it can be analyzed that 10% consumers eat noodles for fun, 26.67% consumers eat due to easy to cook, 56.67% consumers eat due to directly eat without cook and 6.66% consumers eat instant noodles for enough meal.

From the analysis it can be inferred that most of consumers eat instant noodles due to the cause that it can be taken directly without cooking. Then after due to easy to cook, for fun and least no. of consumers eat for enough meal. It means only for the few consumers eat as meal.

The data from the above table can also be presented in chart form as under:

Figurer 4.11
Reason of Taking Noodles



4.1.12 Preference to Brand by the Consumers

The researcher has studied the preference toward brand by the consumers. The result of responses has been shown in table 4.12. The interpretation and analysis with inference have been mentioned in the table hereunder.

Table 4.12
Preference to Brand by the Consumers

Brand	No. of Respondents	Percentage
Wai Wai	65	43.33%
Mayos	30	20%
Rum Pum	35	23.33%
Gol Mol	5	3.33%
RaRa	10	6.66%
Others	5	3.33%
Totals	150	100%

Source: Field Survey

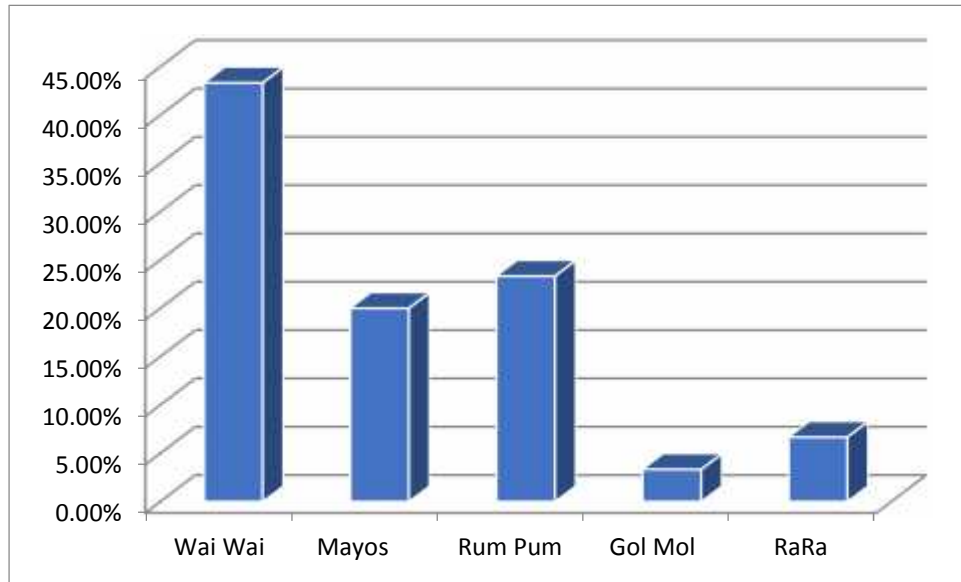
From the table 4.12 it can be analyzed that among the surveyed of 150 consumers in Kathmandu valley, 43.33% consumers prefer Wai Wai 20% prefer Mayos, 23.33% prefer Rumpum, 3.33 % prefer Gol Mol, 10% prefer RaRa and 3.33% consumer prefer other brand.

From the analysis, it can be inferred that Most of the consumers prefer to have Wai Wai. It proves that Wai Wai is the brand leader in instant noodles. Then after brands like Rum Pum, Mayos, RaRa, and other are taking the position.

The data from the above table can also be presented in graphic form as under:

Figure 4.12

Preference to Brand by the Consumers



4.1.13 Effective Advertisement Media for Introducing Instant Noodles

The researcher has studied the effective advertisement media for introducing instant noodles to the consumers. The result of responses has been shown in table 4.13. The interpretation and analysis with inference have been motioned in the table.

Table 4.13

Effective Advertisement Media for Introducing Instant Noodles

Advertisement media	No. of respondents	Percentage
From advertisement of television channel	80	53.34%
From advertisement of Radio Nepal	8	5.34%
From advertisement of FM	20	13.33%
From advertisement of newspaper and magazine	20	13.33%
From the advertisement of poster	3	2%
From friends	5	3.33%
From hoarding board	2	1.33%
From neon sign and glow sign	2	1.33%
All of the above	10	6.67%
Total	150	100%

Source: Field Survey

From the table 4.13 it can be analyzed that for 53.34% people, the effective means of advertisement is television channel. For 5.34% people is Radio Nepal and for 13.33% people

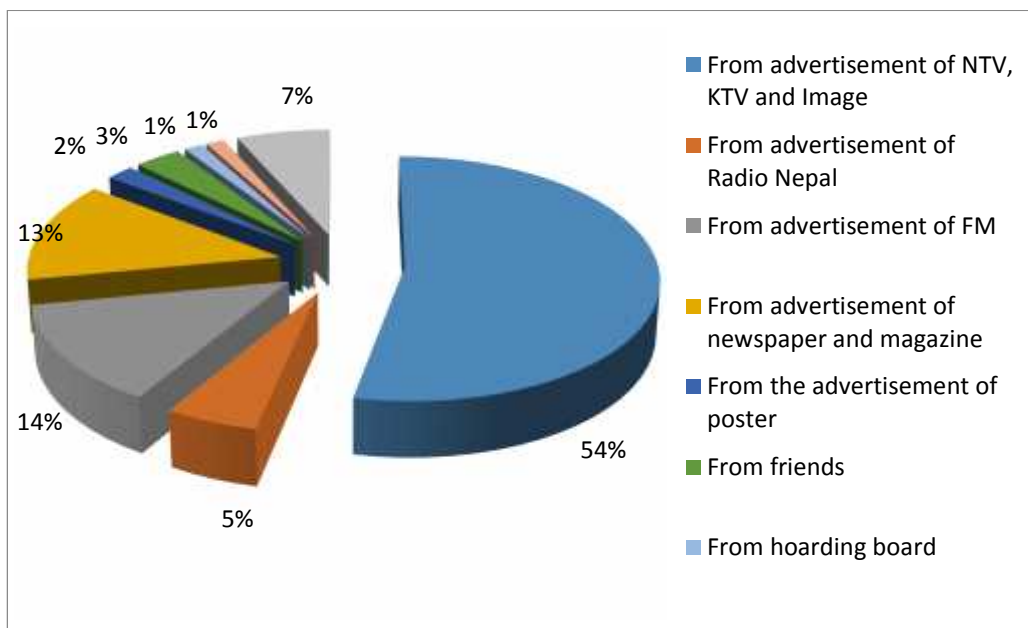
effective advertisement means FM station. Similarly for 13.33% people News Paper and magazine, for 2% people Poster. 3.33% people know from friends, 1.33% know from hoarding board. 1.33% are influenced by neon sign and glow sign and 6.67% are influence by all of the mentioned alternatives.

From the analysis it can be inferred that most effective advertisement media of instant noodles is television channels. Then after FM, News paper and magazine, all media, Radio Nepal, Friends, Posters and Hoarding board and Neon sign & Glow sign is the poor effective advertisement media of instant noodles.

The same data can also be presented in the form of chart as under:

Figure 4.13

Effective Advertisement Media for Introducing Instant Noodles



4.1.14 Consumers' listening or watching the advertisement in repetition

The repetition of the advertisement concerned with how the repeated advertisement affects the consumer? Consumers listen/see the advertisement again and again. Almost all respondents listen/see the advertisement again in any of the different forms. All the respondents have heard or listened the same advertisement again. This shows that in the development of the perception of the consumer the repeated advertisement plays vital role. (*field survey*)

4.1.15 More than one means of Advertisement

Consumers of the instant noodles hear or see the advertisement of the product in different means of communication e.g. television, news paper, hoarding board etc. In the field survey of this study, it is found that all of the respondents have see or hear the advertisement of instant noodles in different means of communication. This findings indicates two matter parallaly, first how consumers are sorrouded by the advertisements and second the popularity of the product also. (*field survey*)

4.1.16 Consumers' assurance about the quality

Cosumers become sure about the quality of the product by different factors which make influence upon the consumers' perception. In the context of this study, the following no. of respondents are sure about the instant noodles because of different causes. 40 percentage of the consumers become sure about the quality of instant noodles because of its advertisement.

The table shows that how the consumers become sure about the quality instant noodles.

	No. of respondent	Percentage
By Advertisement	60	40
By own experience	50	33.33
By others' opinion	40	26.67

Source : Field Survey

4.1.17 Causes of choosing the product for the first time.

Following table shows about the causes of consumers' choosing of the particular product for the first time. The causes may be because of advertisement, because of the suggestion of other people, and other factors.

	No of respondent	Percentage
Because of Advertisement	90	60
Because of suggestion of other	30	20

Only coincidence	30	20
-------------------------	----	----

Source : Field Survey

The table shows that 60 percent of the population choose the noodle wai wai first time because of the advertisement of the product. Similarly 20 percent of people choose on suggestion of other and 20 percent opines it only as coincidence.

4.1.18 Choosing the product (Instant Noodles) subsequently

When consumers choose instant noodles for the first time, why he/she chooses the same subsequently indicates how consumers' perception is set for any particular product which subsequently develops as buying behavior. The following table shows the causing factors to set the consumers' perception to buy the product or instant noodle.

	No of repondent	Percentage
Because of advertisement	80	53.33
Because of Quality	40	26.67
No any specific cause or other cause	30	20

Source : Field Survey

53.33 percent of the people select the instant noodles again and again because of the advertisement. Similarly 26.67 percent of the people choose because of the quality of the product and 20 percent of the people have no any specific causes.

4.1.19 Affecting Factors of Advertisement

Table shows the aspects of advertisement which affects the consumers most.

	No of respondent	Percentage
Description about quality	60	40
Description about the reputation of company	40	26.67
description about the credibility of product	40	26.67
attractiveness of packaging	10	6.66

Source : Field Survey

40 percent of the people are affected because of the description about the quality in the advertisement. Description about the reputation of the company affects to 26.67 percent of the people, description about the credibility of product affects 26.67 percent of people and 6.66 percent of people are affected by the attractiveness of packaging.

4.1.20 Brand's Best Advertisement of Instant Noodles

The researcher has studied the best advertisement of the Instant Noodles. The result of responses has shown in table 4.20. The interpretation and analysis with inference have been mentioned in the table.

Table 4.20
Brand's Best Advertisement of Instant Noodles

Brand	No. of Respondent	Percentage
Wai wai	70	46.67
Rum Pum	30	20
Gol Mol	10	6.67
Rara	10	6.67
Others	30	20
Total	150	100%

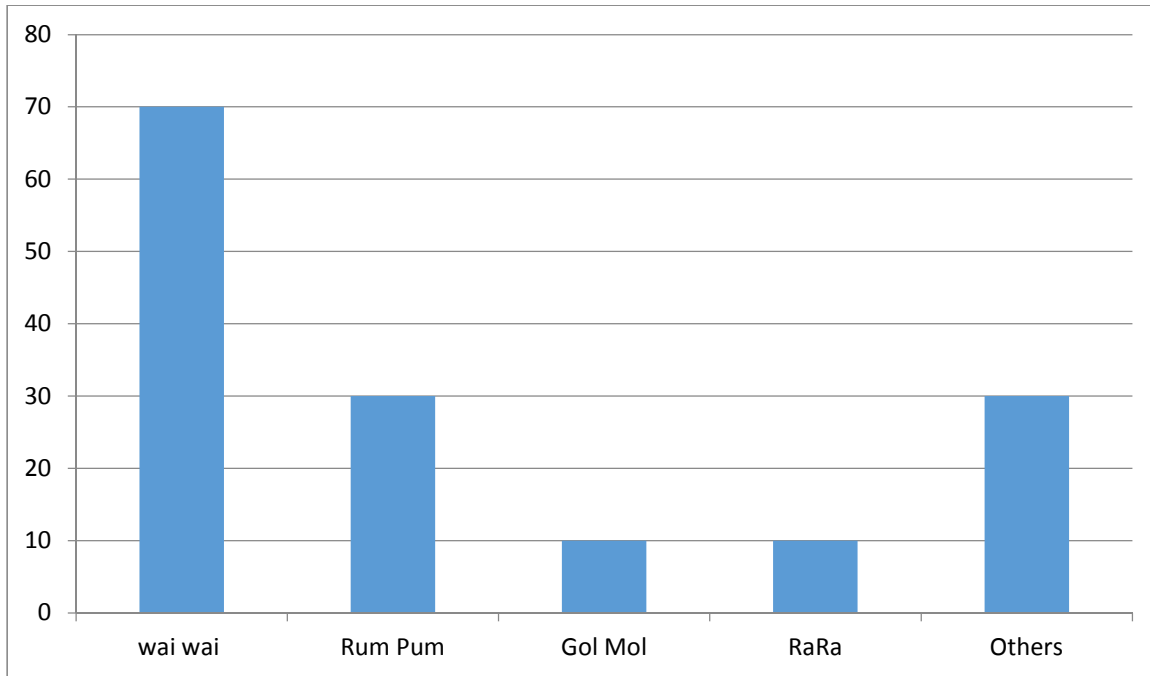
Source: Field Survey

From the table 4.20 it can be analyzed that 46.67% consumers like the advertisement of Wai Wai, 20 % like the advertisement of Rum Pum, 6.67% like the advertisement of Gol Mol and RaRa, and 20 % consumers like the advertisement of others brand.

From the above analysis it-can be inferred that most of the consumers like the advertisement of Wai Wai, then after Rum Pum, Ra Ra and other brands like Bonus, Ma Ma Hurya, Lekali Gol Mol, JoJo etc.

The data from the above table 4.20 can also be presented in graphic form as under,

Figure 4.20
Brand's Best Advertisement of Instant Noodles



4.1.21 The Popular Advertisement Media for Instant Noodles

The researcher has studied the popular advertisement media for instant noodles. The result of responses has been shown in table 4.21. The interpretation and analysis with inference have been mentioned in the table.

Table 4.21
The Popular Advertisement Media for Instant Noodles

Brand	TV	Percentage	FM	Percentage	News Paper	Percentage	Friend	Percentage	Total
Wai Wai	100	66.67	20	13.33	20	13.33	10	6.67	150
Mayos	110	73.34	10	6.67	20	13.33	10	6.67	150
Rum Pum	100	66.67	15	10	15	10	20	13.33	150
Gol Mol	110	73.34	15	10	20	13.33	5	3.33	150
RaRa	90	60	30	20	20	13.33	10	6.67	150

Source: Field Survey

The table shows how different brand of instant noodles are introduced to the consumers. This include from television advertisement, advertisement in FM, News Paper to information from peer group. Regarding Wai-Wai 66.67% consumers are introduced by TV advertisement.

Similarly 13.33% know from FM, 13.33% from News paper and 6.67% people know about Wai Wai from peer group.

For Mayos, TV advertisement has occupied 73.34% people, FM is for 6.66%, News paper is for 13.33% and friends' circle carries 6.67% share.

For Rum Pum TV advertisement is of 66.67%, FM is of 10%, News paper is of 10%, and friends' circle is of 13.33% share.

Regarding Gol Mol 73.34% people know about this instant noodles from TV advertisement, 10% know from FM, 13.33% know from News paper and 3.33% know from friends' circle.

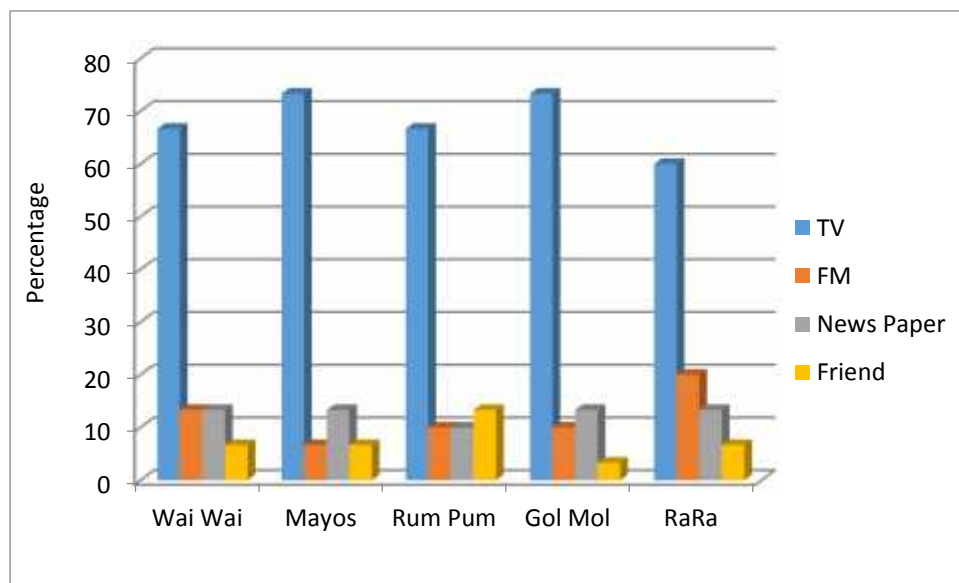
About RaRa 60% people know about the RaRa instant noodle from TV advertisement, 20% know from FM, 13.33% know from News paper and 6.67% know from friends' circle.

From the above analysis, it can be inferred that television advertisement is the most popular means of advertisement for all brands of instant noodle.

The same data have been presented in graphic form.

Figure 4.21

The Popular Advertisement Media for Instant Noodles



4.1.22 Habitual Pattern of the Consumers

The researcher has studied habitual use of instant noodles by the consumer. The result of responses has been shown in table 4.22. The interpretation and analysis with inference has been mentioned in the table.

Table 4.22

Habitual pattern of the Consumers

Habit	No. of Respondents	Percentage
Always	60	40%
Often	75	50%
Sometime	15	10%
Total	150	100%

Source: Field Survey

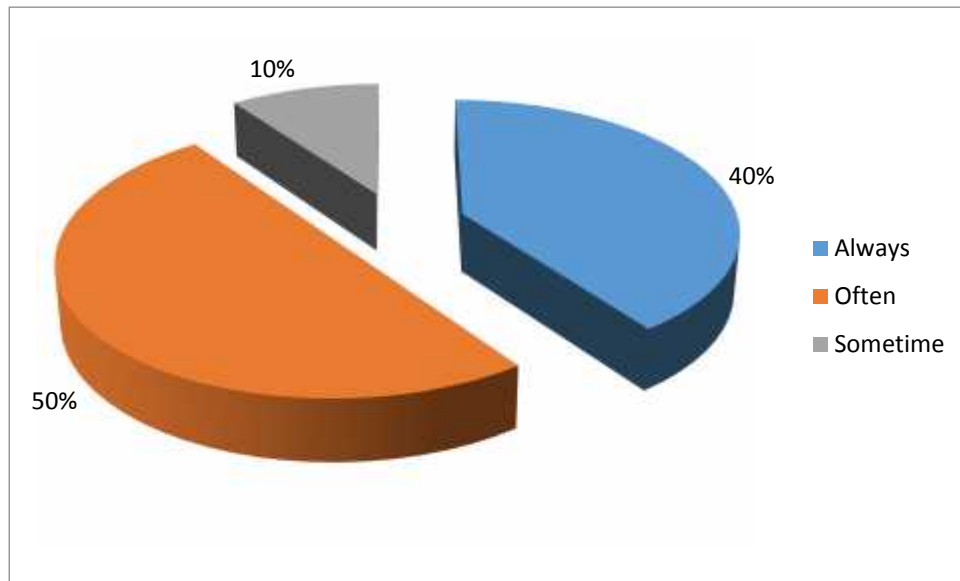
From the table 4.22 it can be analyzed that 40% consumers take always the instant noodles, 50% consumers take often the instant noodles and 10% consumers take sometimes the instant noodles.

From the above analysis it can be inferred that most of the consumers take instant noodles often then after consumers take instant noodles always and sometime.

The data from the table 4.22 can also be presented in the form of chart as under.

Figure 4.22

Habitual Pattern of the Consumers



4.1.23 Prior Decision to the Particular Brand before going to Shop

The researcher has studied the decision making to the particular brand of instant noodles before going to shop by the consumer. The result of responses has been shown in table 4.23. The interpretation and analysis with inference have been mentioned in the table below.

Table 4.23

Prior Decision to the Particular Brand Before going to Shop

Decision	No. of Respondents	Percentage
Yes	130	86.67%
No	20	13.33%
Total	150	100%

Source: Field Survey

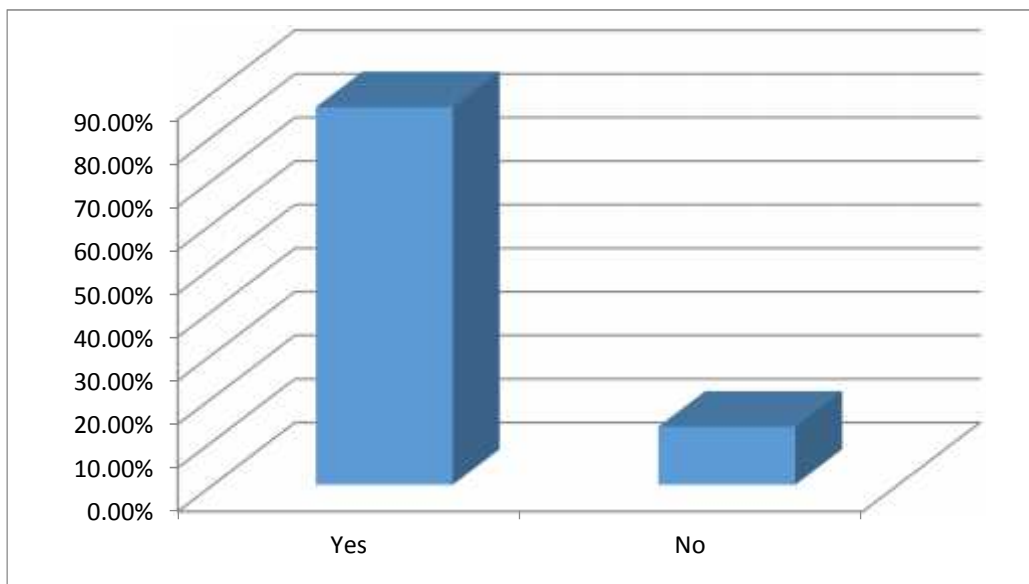
From the table 4.23 it can be analyzed that 86.67% consumers take the decision about brand selection before going to shop and 13.33% consumers take the decision on the time of buying at the shop.

From the analysis, it can be analyzed that most of the consumers take the decision about which brand is to buy, before going to shop and few consumers decide which is to buy on the shop.

The same data can also be presented in graphic form as under.

Figure 4.23

Prior Decision to the Particular Brand before going to Shop



4.1.24 Behavior in Case of Unavailability of the Favorite Brand

The researcher has studied the behavior in case of unavailability of the favorite brand. The result of responses has been shown in table 4.24. The interpretation and analysis with inference have been mentioned below table:

Table 4.24

Behavior in case of Unavailability of the Favorite Brand

Option	No. of Respondents	Percentage
--------	--------------------	------------

Wait for favorite brand	30	20%
Take any other available brand	120	80%
Total	150	100%

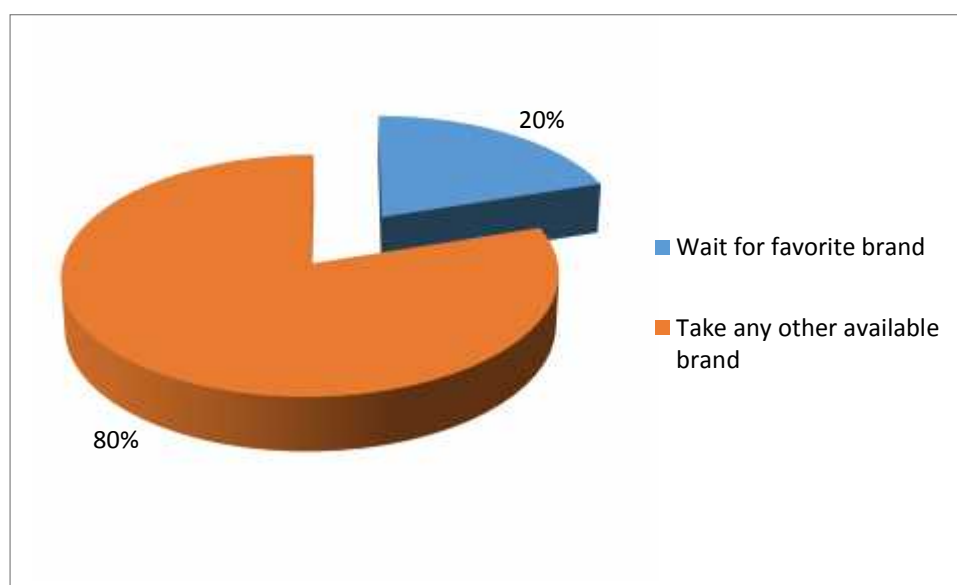
Source: Field Survey

From the table 4.24 it can be analyzed that 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand.

From the above analysis it can be inferred that most of the consumers would take any other available brand if there would not their favorite brand. It means most of the consumers would ready to accept any brand. And few consumers did not want to substitute the brand and wait for their brand.

The same data from the above table 4.24 can also be presented in chart form as below:

Figure 4.24
Behavior in Case of Unavailability of the Favorite Brand



4.1.25 Quality Awareness of Consumer while Purchasing

The researcher has studied the quality awareness of consumers towards the instant noodles while purchasing. The result of responses has been shown in table 4.25. The interpretation and analysis with inference have been mentioned below table:

Table 4.25
Quality Awareness of Consumer while Purchasing

Quality	No. of Respondents	Percentage
Very High	40	26.67%

High	40	26.67%
Moderate	30	20%
Low	10	6.67%
Very Low	5	3.33%
Don't know	25	16.66%
Total	150	100%

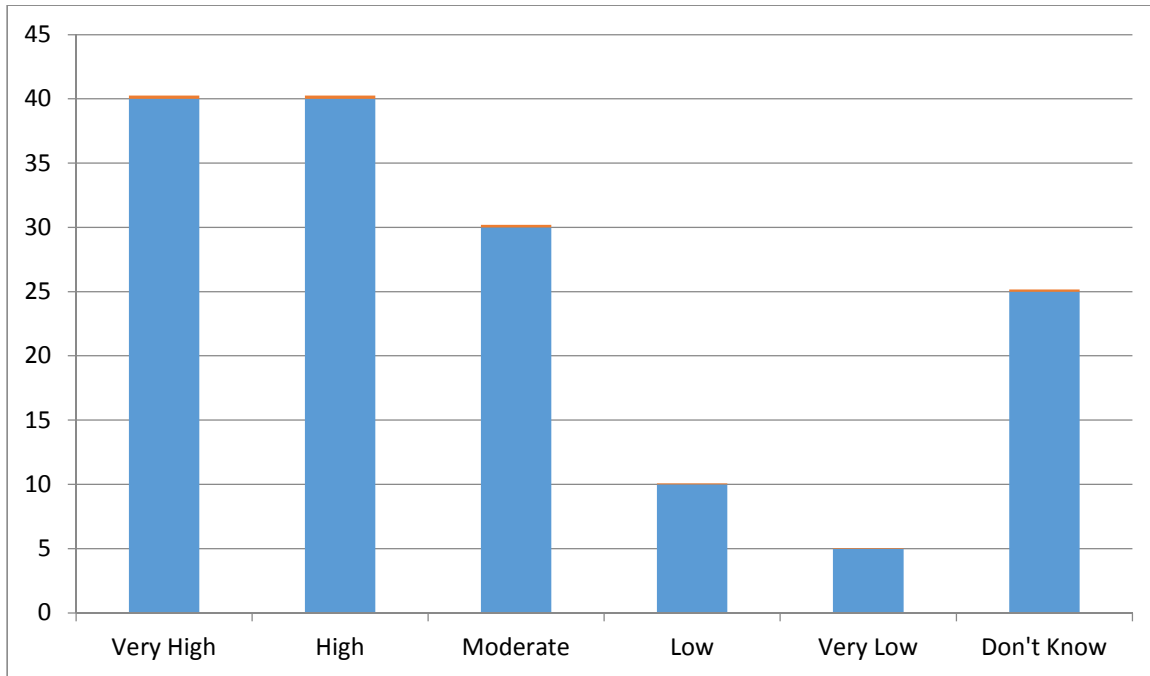
Source: Field Survey

From the table 4.25 it can be analyzed that 26.67% consumers are very highly aware in quality, 26.67% are highly aware, 20% are moderately aware, 6.67% are lowly aware, 3.33% are very lowly aware, 16.66% consumers are unknown about the quality of instant noodles.

From the above analysis it can be inferred that most consumers are moderately aware about the quality of the instant noodles. Then after highly, very highly, lowly and very lowly aware about the quality of the instant noodles. Some of the consumers are unknown about the quality of the instant noodles.

The same data can also be presented in graphic form as under:

Figure 4.25
Quality Awareness of Consumer while Purchasing



4.1.26 Evaluation of Brand on the Basis of Quality

The researcher has studied the evaluation of brand of instant noodles in the basis of quality. The result of responses has been shown in table 4.26. The interpretation and analysis with inference have been mentioned below table.

Table 4.26
Evaluation of Brand on the Basis of Quality

Brand	Good	%	Very Good	%	Bad	%	Very Bad	%	Don't Know	%
Wai Wai	95	63.33	30	20	0	0	0	0	25	16.67
Mayos	100	66.67	15	10	0	0	0	0	35	23.33
Gol Mol	50	33.33	10	6.67	10	6.67	0	0	80	53.33
RaRa	100	66.67	30	20	0	0	0	0	20	13.33
Rum Pum	100	66.67	20	13.33	0	0	0	0	30	20

Source: Field Survey

Wai Wai:

From the table 4.26 it can be analyzed that 63.33% consumers said that the quality of wai wai is good, 20% said very good, 16.67% consumers are unknown about the quality of wai wai.

Mayos:

From the table, it can be analyzed that 66.67% of the consumers said that the quality of the mayos is good, 10% said very good, 23.33% are unknown about the quality of mayos.

Gol Mol:

33.33% consumers have said that the quality of Gol Mol is good, 6.67% have said very good, 6.67% have said bad and 53.33% are unknown about the quality of Gol Mol.

RaRa:

66.67% consumers said that the quality of RaRa is good, 13.33% said very well and 13.33% are unknown about the quality of RaRa.

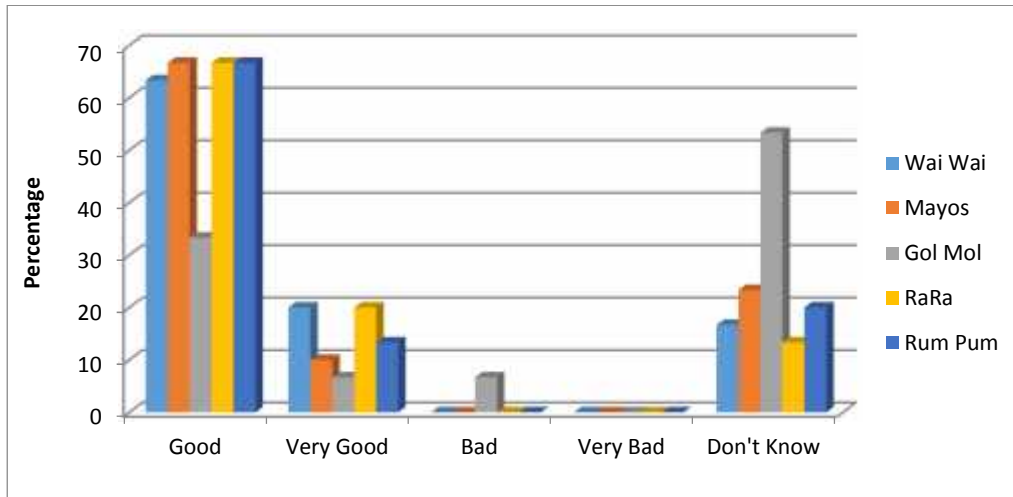
Rum Pum:

66.67% consumers have said that the quality of Rum Pum is good, 13.33% have Said very well and 20% are unknown about the quality of Rum Pum.

From the analysis it can be inferred that most of the consumers like the quality of Wai Wai, Mayos, RaRa and Rum Pum very much. Most of the consumers are unknown about the quality of Gol mol.

The same data can also be presented in graphic form as below:

Figure 4.26
Evaluation of Brand on the Basis of Quality



4.1.27 Price Preference in purchasing of the Instant Noodles

The researcher has studied the price preference of the instant noodles given by the consumers. The result of responses has been shown in table 4.27 the interpretation and analysis with inference have been mentioned below table.

Table 4.27

Price Preference in purchasing of the Instant Noodles

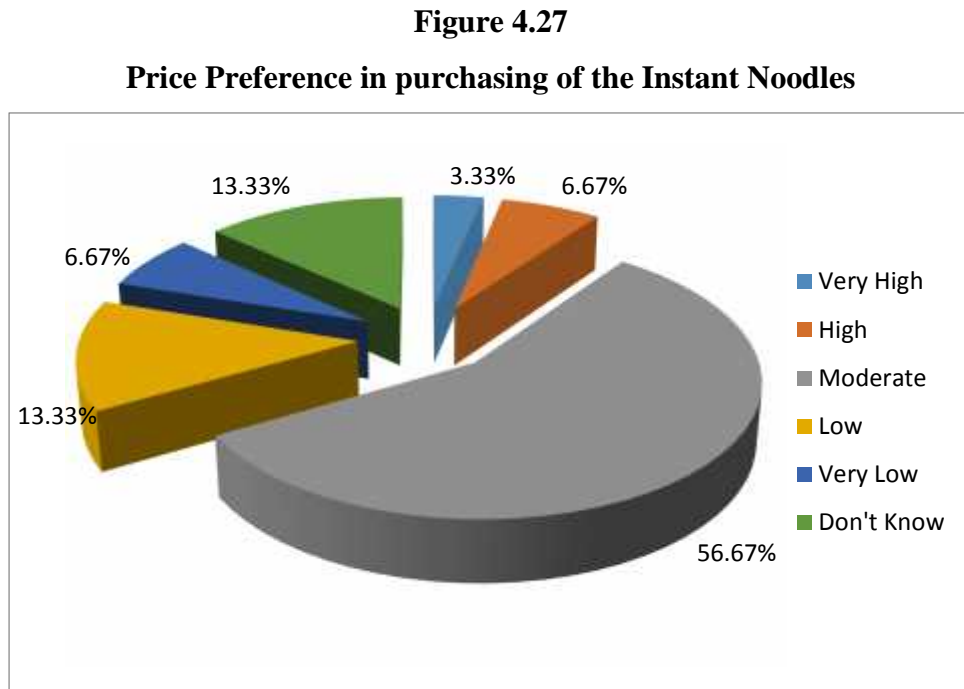
Option	No. of Respondents	Percentage
Very High	5	3.33%
High	10	6.67%
Moderate	85	56.67%
Low	20	13.33%
Very Low	10	6.67%
Don't Know	20	13.33%
Total	150	100%

Source: Field Survey

From the table 4.27 it can be analyzed that 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference highly, 56.67% consumers give the price preference moderately, 13.33% consumers give the price preference lowly, 6.67% consumers give the price preference very lowly, 20% consumers are not care about the price of instant noodles.

From the above analysis it can be analyzed that most of the consumers give the price preference of the instant noodles moderately. It means consumers didn't give the price preference while buying the instant noodles. Even some consumers don't care about the price of instant noodles, only least number of consumers is very conscious about the price of the instant noodles.

The data from the above table 4.27 can also be presented in the form of chart as under.



4.1.28 Choosing alternative brand due to Attractive Scheme

The researcher has studied. (ie changing of favorite brand due to attractive scheme of competitor brand. The result of responses has been shown in table 4.28. The interpretation and analysis with inference have been mentioned below table:

Table 4.28
Choosing alternative brand due to attractive scheme

Option	No. of Respondents	Percentage
--------	--------------------	------------

Yes	60	40
No	90	60
Total	150	100

Source: Field Survey

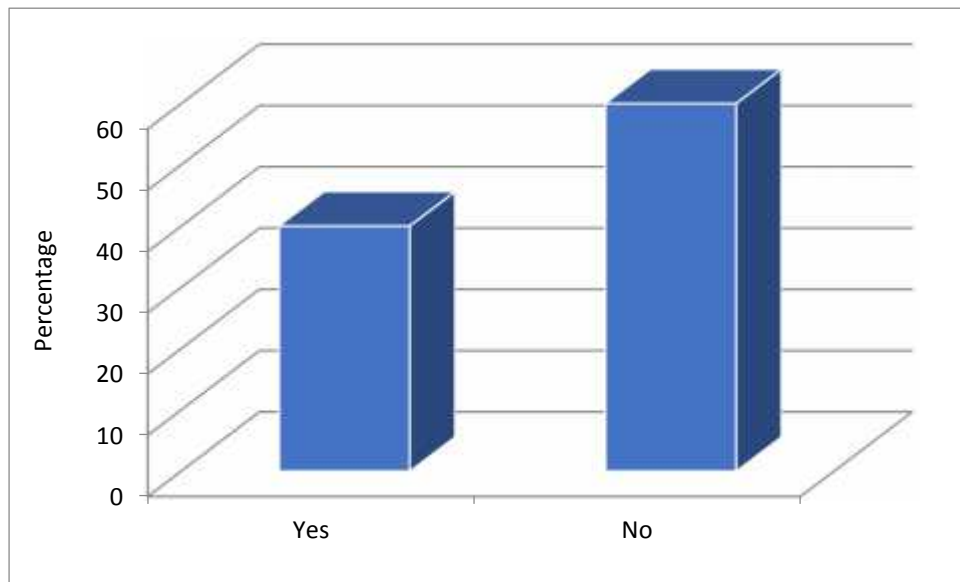
From the table 4.28 it can be analyzed that 40% consumers changed their favorite brand if any competitor brand give them the attractive. Scheme 60% consumers did not change their favorite brand if the competitor brand gives them attractive scheme.

From the above analysis it can be inferred that most of the consumers did not want to change their favorite brand. It means any attractive scheme would not affect the consumers to leave their favorite brand. Only least no of consumers changed their favorite brand due to attractive scheme of competitor brands.

The same data can also be presented in graphic form as under,

Figure 4.28

Choosing alternative brand due to attractive scheme



4.1.29 Other Factors affecting in the Purchase of Instant Noodles

The researcher has studied the affecting factor in the purchase of Instant noodles. The result of responses has been shown in table 4.29. The interpretation and analysis with inference have been mentioned below table.

Table 4.29
Factor affecting in the Purchase of Instant Noodles

Option	No. of Respondents	Percentage
Test	70	46.67%
Scheme	20	13.33%
Price	10	6.67%
Advertisement	30	20%
Prize	20	13.33%
Total	150	100%

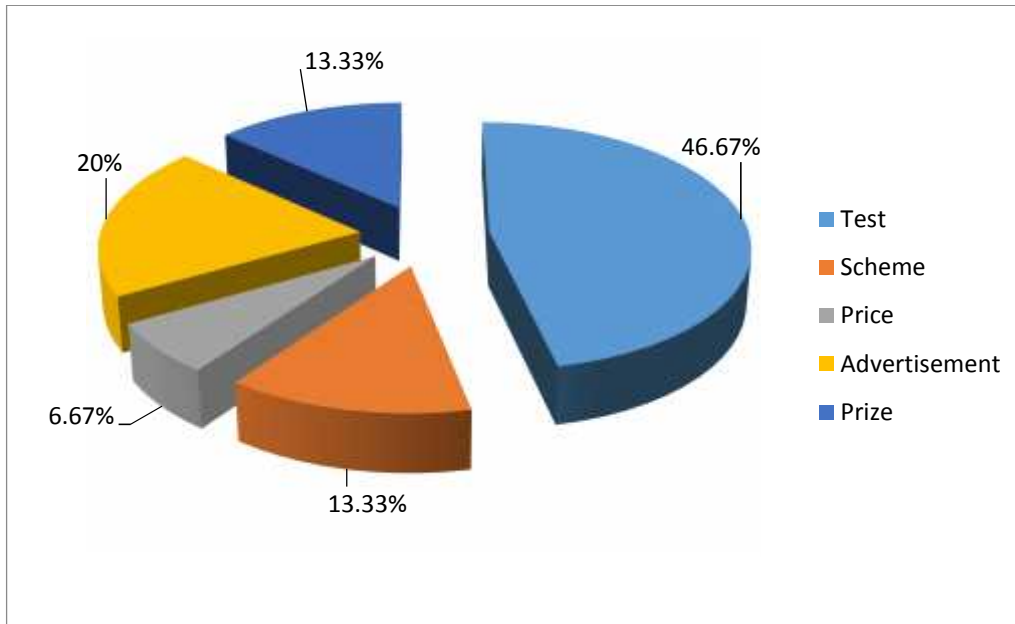
Source: Field Survey

From the table, it can be analyzed that 46.67% consumer bought the instant noodles due good test, 13.33% bought due to scheme, 6.67% bought due to low price, 20% consumers bought the instant noodles due to good advertisement and 13.33% bought due to good prize.

From the analysis it can be inferred that most of the consumers bought the instant noodles due to good test. Most of the consumers prefer to have instant noodles due to test. Then after due to attractive advertisement, scheme and prize. Least no of consumer bought the instant noodles due to low price.

The same data can also be presented in the form of chart as under,

Figure 4.29
Factor affecting in the Purchase of Instant Noodles



4.1.30 Effective Scheme Which Influence the Purchase

The researcher has studied the scheme influencing in the purchase of Instant Noodles. The result of responses has been shown in table 4.30. The interpretation and analysis with inference have been mentioned in the table below.

Table 4.30
Effective Scheme Which Influence the Purchase

Option	No. of Respondents	Percentage
Cash Prize Inside	15	10%
Chocolate Inside	55	36.66%
Sticker Inside	10	6.67%
Empty packet scheme	10	6.67%
Others	60	40%
Total	150	100%

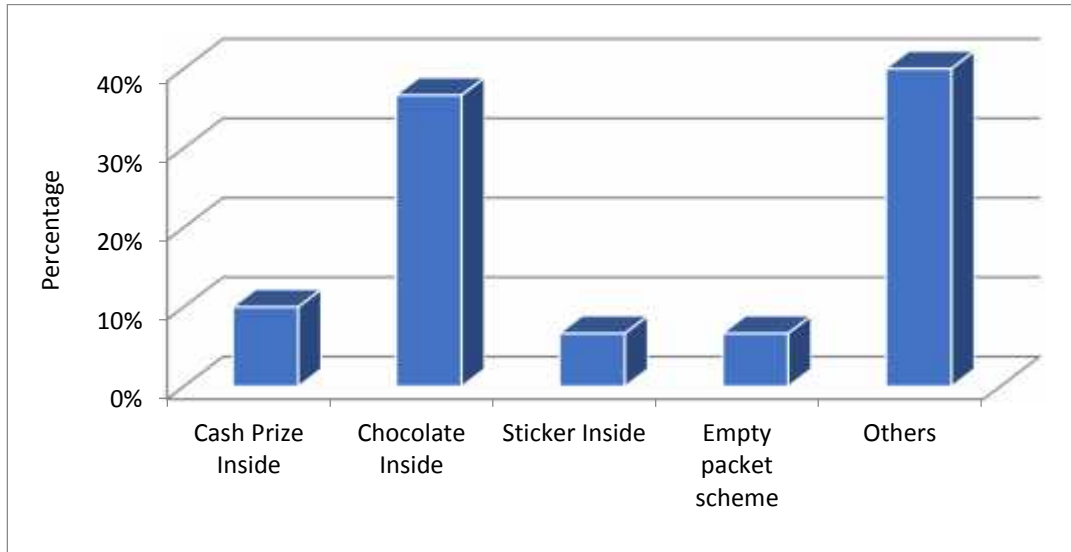
Source: Field Survey

From the table it can be analyzed that 10% consumers buy the instant noodles due to cash prize inside. 36.66% consumers buy due to chocolate inside. 6.67% consumers buy due to sticker inside. 6.67% consumers buy due to empty packet scheme and 40% of the consumers buy instant noodles due to other scheme like motor, TV, Motor Bike, Video game, Computer etc.

The same data from the table can also be presented in the form of graph as below,

Figure 4.30

Effective Scheme Which Influence the Purchase



4.1.31 Judgment of the Consumer in the Purchase of Instant Noodles

The researcher has studied the judgment of the consumer in the buying of Instant Noodles. The result of responses has been shown in table 4.31. The interpretation and analysis with inference have been mentioned in the table below.

Table 4.31

Judgment of the Consumer in the Purchase of Instant Noodles

Option	No. of Respondents	Percentage
Very high	10	6.67%
High	45	30%
Moderate	85	56.66%
Low	10	6.67%
Very Low	0	0%
Total	150	100%

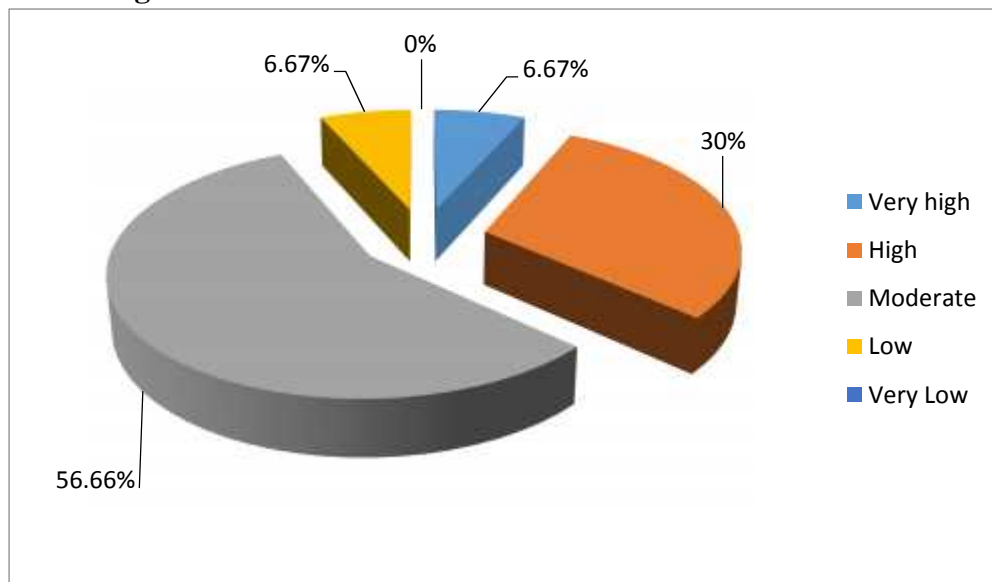
Source: Field Survey

From the table it can be analyzed that 6.67% consumers have very high judgment ability, 30% have high judgment ability, 56.66% have moderate judgment ability and 6.67% have low judgment ability.

From the above analysis it can be inferred that most consumers have neither high nor low judgment ability. It means most of the consumers have middle judgment ability. Then after high and low judgment ability.

The same data can also be presented in chart form as under:

Figure 4.31
Judgment of the Consumer in the Purchase of Instant Noodles



4.2 Major Findings of the Study

1. This study shows that out of total consumers of the instant noodles, 66.67% consumers are male consumers and 33.33% of consumers are female consumers.
2. Different age group has the different pattern of the consumption of the instant noodles. Consumers below 20 years of age are 43.33%, 20-35 years of age are of 36.67% and above 35 years are of 20%. It can be inferred that most of the consumers are children and adult teenager. Then after highest number of consumers are from 20 to 35 years of age and then above 35 years of people take the same.
3. This study shows that that 50% people take the instant noodles regularly, 40% people take frequently and 10% take occasionally.

4. 50% of consumers of instant noodles included in the survey are students, 26.67% are service holders, 16.67% are Business persons and 6.66% are others, such as housewives.
5. Among the population included in the study, 3.33% are literate, 50% consumers are school students, 20% are SLC students 16.67% are intermediate students and 10% consumers are graduate and above.
6. Regarding the purpose of having instant noodles, 3.33% consumers like to have instant noodles as a dinner, 63.33% consumers like to have instant noodles as launch box item (tiffin) and 33.34% consumers like to have any time without any particular purpose. From the analysis it can be inferred that most of the consumers like to have instant noodles as tiffin, then after any time and least no. of consumers like to have instant noodles as a dinner.
7. This study shows that 10% consumers eat noodles for fun, 26.67% consumers eat due to easy to cook, 56.67% consumers takes because it can be taken directly without cooking and 6.66% consumers eat instant noodles as it can be enough for meal.
8. Regarding the brand preference, it has been found that among the surveyed of 150 consumers in Kathmandu district, 43.33% consumers prefer Wai Wai, 20% prefer Mayos, 23.33% prefer Rumpum, 3.33 % prefer Gol Mol, 10% prefer RaRa and 3.33% consumer prefer other brand. It shows that most of the consumers prefer to have Wai Wai instant noodles.
9. Findings shows that effective means of advertisement for instant noodles is television. Highest number of people watch the advertisement telecasted from different television channels.
10. Most effective advertisement media of instant noodles is NTV, KTV and Image channel. After that FM, News paper and magazine take place. Other means of advertisement are less effective such as Radio Nepal, Friends, Posters and Hoarding board and Neon sign & Glow sign.
11. Consumers listen/see the advertisement again and again. Almost all respondents listen/see the advertisement again in any of the different forms. All the respondents have heard or listened the same advertisement again. This shows that in the development of the perception of the consumer the repeated advertisement plays vital role.

12. Consumers of the instant noodles hear or see the advertisement of the product in different means of communication e.g. television, news paper, hoarding board etc. In the field survey of this study, it is found that all of the respondents have see or hear the advertisement of instant noodles in different means of communication. This findings indicates two matter parallaly, first how consumers are sorrouded by the advertisements and second the popularity of the product also.
13. Cosumers become sure about the quality of the product by different factors which make influence upon the consumers' perception. In the context of this study, the following no. of respondents are sure about the wai wai because of different causes. 40% consumers become sure about the quality because of the advertisement. 33.33% become sure because of their own experience and 26.67% become sure because of other's opinion.
14. 60 percent of the population choose the instant noodle first time because of the advertisement of the product. Similarly 20 percent of people choose on suggestion of other and 20 percent opines it only as coincidence.
15. 53.33 percent of the people select the instant noodle again and again because of the advertisement. Similarly 26.67percent of the people choose because of the quality of the product and 20 percent of the people have no any specific causes.
16. 40 percent of the people are affected because of the description about the quality in the advertisement. Description about the reputation of the company affects to 26.67 percent of the people, description about the credibility of product affects 26.67 percent of people and 6.66 percent of people are affected by the attractiveness of packaging.
17. Most of the consumers take the decision about the selection of the brand before going to shop to buy instant noodles.
18. About 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand. It indicated that most of the consumers did not wait for their favorite brand, they bye any available brand. There is no brand loyalty in instant noodles.
19. About 6.67% consumers are very highly aware in quality, 26.67% are highly, 40% are moderately aware,6.67% are lowly aware, 3.33% are very lowly aware, 16.66% are

unknown about the quality of the instant noodles. Quality like vital role in the sales of instant noodles.

20. Most of the consumers told that the quality of Wai Wai is very good. Mayos, Rumpum and Rara also have good quality.
21. 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference of the instant noodles highly, 56.67% consumers give the price preference moderately, 13.33% consumers give the price preference lowly, 20% consumers are not care about the price of instant noodles. It indicated that Most of the consumers think that price of the instant noodles is not so important factor. Most of the consumers told that the price of Rara is cheap and the rest of the brands have reasonable.
22. About 46.67% consumer bought instant noodles due to good taste, 13.33% bought due to scheme, 6.67% bought due to low price, 20% bought due to good advertisement and 13.33% bought due to good prize. It indicated that most of the consumers bought due to good taste.
23. About 10% consumer bought instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% bought due to sticker inside and 40% bought due to other scheme like motor bike, TV, cycle etc. It indicated that most of the consumers bought due to attractive and effective scheme for the instant noodles.

Chapter–V

Summary, Conclusion and Recommendations

5.1 Summary

Every product is made for the usage of the consumers. Consumers choose any particular product among the similar kinds of products. Various factors influence the consumers' selection of any particular product. The factors like advertisement, price, taste, prize, quality, brand, area, size, sex, age group, education level, profession and as such play prominent role in the setting of the consumers' perception and buying behaviour. The same matter has been studied in this very study taking reference of instant noodles in Kathmandu district.

Various researches have been made regarding the marketing strategies, effectiveness of the advertisement and other various factors of the business and marketing. Very few researches have been conducted regarding buying behavior of the consumers. And almost no any research has been conducted on the factors which affects the consumer's perception and buying behavior taking instant noodles as area of study. This research study has tried to fulfill this gap with reference of instant noodles.

The main aim of this study is to reveal how different factors affect in formulation of the point of view of the consumers upon the particular good, service or business. For that field survey research method has been applied. Total sample of 150 respondents have been taken from Kathmandu district as the population of the study. On the bases of the responses of the respondents inference has been made.

From the analysis of the collected data, it has found that the consumers of the instant noodles have been affected from the various factors. In one background the impacts is different and in other background impact is different. Besides the status of the consumers has also become the determining factors, for example level of consumption and preference to instant noodles may vary in between a student and a professional person. Similarly some consumers take the instant noodles because of the advertisement and few take because of the suggestion of the peer.

It is obvious that in the consumption of any product there are certain variables which determines the consumption level of the particular product. The study has tried to link the variables with

different aspects of the consumers of Kathmandu. Kathmandu is a metropolitan city, highly commercialised and demographically dense. The study has shown the potentiality of the instant noodles in this city. Almost every person knows about the instant noodles and most of the people have taken instant noodles in this or that way. So that any company of instant noodles may get great success in capturing of the market if it studies the factors which affects the consumers' perception, attitude and buying behaviour. This study has got great significance in this respect.

5.2 Conclusion

The influence of the variables upon the consumers marks a significant departure for the manufacturer of the product. Because to know in which extent the influence has been made, is the key to get the success in the market for any of the product. The analysis of such influencing factors help to collect the information about the consumers such as who is the most potential consumers, the taste, target people, locality, need and choice of the consumers and so on. Similarly it will also help to know the competitor product and help to develop marketing strategies also. It also carries information about the the most effective means of advertisement and how the consumers are affected. This study has tried to find out in which extent different factors have influence upon the consumers in relation to instant noodles. It has carried numerical result based upon the first hand information from the consumers themselves.

It is obvious that the success and failure of any product depends upon the consumers' point of view towards the particular product. How consumers make the perception towards a particular product and how the perception is turned into buying behavior has been analysed in this study. Consumers' perception and buying behavior are affected by the various factors like advertisement, price, taste, prize, quality, brand, area, size, sex, age group, education level, profession and so on. So that it has become the strategy of every product to affect the consumers' perception and buying behavior. The consumers of different age, sex, profession, locality, education have different approach towards the particular product. Likewise other variables like advertisement, quality, and other attractive scheme also carries significant effect upon the consumers.

The popularity and consumption of the instant noodles has been increasing day by day. It has been taken by people of all ages. Specially in the big cities or in the metropolitan cities, the consumption rate of the instant noodles is very high as a most preferable fast food. This study

has shown that instant noodles have great market potentiality in Kathmandu. Similarly it also shows that the highest number of consumers are from the people of below 20 years of age. Most of the consumers put the quality of the product in the highest preference. Besides consumers are affected too from the other factors like age,sex, taste, size, locality, advertisement, and as such. Likewise advertisement through electronic media like television channels have affected the consumers most in the formation of their buying behavior.

5.3 Recommendations

On the basis of analysis of the different variables, following recommendations have been made:

-) To preserve their existing consumers every company should make research on the market and consumers regularly. To make new consumers they should bring different kind of activity like attractive advertisement campaign, attractive scheme, good prizes, quality awareness etc.
-) Quality of the instant noodles is the prime concern of the consumers. Every company should be very careful in quality of the instant noodles. It takes vital role in the sales of instant noodles. The companies should not compromise in the quality. So that focus should be given to preserve the quality of the particular product.
-) The company should give attention in packing. Packing should be attractive,comfortable and compact. In the packing there should be manufacturing date expiring date and price as well. The content of the instant noodles should be according to the weight mentioned in the packet.
-) The companies should not use any harmful ingredients like artificial color, flavor etc, which make bad effect in the health of users. Using more monosodium glutamate can harm the health of people so minimum quantity of the monosodium glutamate should be used.
-) From the study it is found that Television is the most effective media for advertisement of instant noodles then local news also important part of advertisement. The advertisement also affect the sales.