

**A STUDY ON CONSUMERS PREFERENCE TOWARDS
VARIOUS BRANDS OF INSTANT NOODLES IN BHARATPUR
MUNICIPALITY**

A thesis submitted to:

**Office of the Dean
Faculty of Management
Tribhuvan University**

Submitted by:

PADAM PANI GHIMIRE

T.U. Regd. No. 1-301-75-97

Roll No.: 147-063

Exam Roll No.: 6528

**In Partial Fulfilment of the requirement for
Degree of Masters in Business Studies [MBS]**

Kathmandu, Nepal

September, 2012

RECOMMENDATION

This is to certify that the thesis

Submitted by

PADAM PANI GHIMIRE

Entitled:

**A STUDY ON CONSUMERS PREFERENCE TOWARDS VARIOUS
BRANDS OF INSTANT NOODLES IN BHARATPUR
MUNICIPALITY**

has been prepared as appeared by this department in the prescribed format of
Faculty of Management. This thesis is forwarded for examination

.....
Asso.Prof. Bhawani Shankar Achary
(Thesis Supervisor)

.....
Prof. Dr. Bal Krishna Shrestha
(Head of the Research Department)

.....
Asso.Prof. Ajaya Prasad Dhakal
(Acting Head
Central Department of Management)

Date: 2069/06.....

VIVA-VOCE SHEET

We have conducted the Viva-Voce examination of the thesis
presented by

PADAM PANI GHIMIRE

Entitled:

**A STUDY ON CONSUMERS PREFERENCE TOWARDS VARIOUS
BRANDS OF INSTANT NOODLES IN BHARATPUR
MUNICIPALITY**

And found the thesis to be the original work of the student and written
according to prescribed format. We recommend the thesis to be accepted as
partial fulfillment of the requirements of **Master's Degree in Business**

Studies [M.B.S]

Viva-Voce Committee

Chairperson, Research Committee Head

Member (Thesis supervisor)

Member (External Expert)

Member (Head of the Department)

Date: 2069/06/

DECLARATION

I hereby declare that the work reported in this thesis entitled '**A Study on Consumers Preference towards Various Brands of Instant Noodles in Bharatipur Municipality**' submitted to central Department of Management, Tribhuvan University in my original work. It is done in from the partial fulfilment of the requirement for the master of business Studies (MBS) under the supervision and guidance of lecturer Bhawani Shankar Acharya.

.....

Padam Pani Ghimire

Roll No. 147/063/064

T.U. Reg. No. 1-301-75-97

Central Department of Management

Kirtipur, Kathmandu

ACKNOWLEDGEMENT

The thesis entitled "**A Study on Consumers Preference Towards Various Brands of Instant Noodles in Bharatpur Municipality**" is a part of Degree of Masters of Business Studies (MBS). To bring this thesis in percent form many teachers, friends and colleagues have helped me with a lot of suggestion and guidelines

First of all, I would like to extend my deep sense of indebtedness to my supervisor Lecturer Bhawani Shankar Acharya who inculcated me with proper guidance, valuable suggestions and thoroughly assistance in preparing this thesis.

I would further like to extend my thankfulness to the concern authorities like. Gandaki Noodle, Bharatpur, Fastfood (Nepal) Pvt.Ltd. Nawalparasi, Himalayan Snax and Noodles Pvt.Ltd. Kavreplanchowk who help me with the needful information. The Library of T.U. campus also provided me the reference materials, therefore, I am also indebtedness to wards the family of the library.

The friends are the inspiration for this work; hence I would like to express my sincere thanks to my friends Rajesh Regmi, Ramesh Pangeni and Yaga Prasad Ghimire for their co-operation in preparing this work. My sincere thanks who also to Lecturer Bhawani Shanker Acharya of Central Department of Management Tribhuvan University Campus Kirtipur, for this encouragement to complete the research work in the entitled topic.

I am thankful to all the respondents for their time for feeling the questionnaire presented to them.

Last but not the least; I would like to thank my family, especially Mr. Suvas Khatri for the continuers support that help me in the successful completion of the work.

Padam Pani Gimire

CONTENTS

	Page
Recommendation	ii
Viva-Voce Sheet	iii
Declaration	iv
Acknowledgement	v
Table of Contents	vi
List of Table	x
List of Figure	xii
List of Abbreviation	xiv

CHAPTER I

INTRODUCTION

1.1 Background of the Study	1
1.2 Focus of the Study	2
1.3 Statement of Problem	6
1.4 Objective of the Study	7
1.5 Significance of the Study	8
1.6 Limitations of the Study	9
1.7 Organization of the Study	9

CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction	11
2.2 Origin and development History of Noodles in the world.	11
2.3 Development history of Noodles in Nepal.	12
2.4 Marketing and Customer Satisfaction	12
2.5 Meaning of the Brand	14
2.6 Reason for branding	16
2.7 Brand Loyalty and Switching	18

2.8 Types of Brand	19
2.9 Consumer Behaviour and Preference on Brand or Product	21
2.10 Brand Preference and Purchase Intention	22
2.11 Classification of Brand Preference Segment	23
2.12 The function of the Brand for the consumer	24
2.13 Noodles Industries in Nepal	26
2.14 Review of Related Study in Nepal	29
2.15 Marketing and Advertising	35

CHAPTER – III

RESEARCH METHODOLOGY

3.1 Introduction	
3.2 Research Design	43
3.3 Population and Sample	43
3.4 Nature and Sources of data	44
3.5 Data Collection Procedure	44
3.6 Data processing, Tabulation and Analysis	44

CHAPTER – IV

ANALYSIS AND INTERPRETATION OF DATA

4.1 Consumer Level Survey	45
4.1.1 Instant Noodles Users (Sex wise Classification)	45
4.1.2 Instant Noodles User (Age Wise Classification)	46
4.1.3 Instant Noodles User (Profession Wise Classification)	46
4.1.4 Instant Noodles User (Education wise Classification)	47
4.1.5 Habit of the Consumers taking Instant Noodles	48

4.1.6 Buying Habits and Duration of Consumption of Noodles	49
4.1.7 Purpose of taking instant noodles	50
4.1.8 Most taken place of instant noodles	51
4.1.9 Reason behind consuming noodles	52
4.1.10 Decision making to the particular brand of instant noodles before going to shop	53
4.1.11 Preference of different brands of noodles by the consumer	54
4.1.12 Ranking of different brands of Noodles in the basis of their overall quality	55
4.1.13 Degree of price sensitivity on Brand preference	57
4.1.14 Brand Evaluation in Respect to price	58
4.1.15 Consumers' behaviour in unavailability of their favourite brand	59
4.1.16 Alternate choice of brand if favourite brand is not available	60
4.1.17 Influence of advertisement	61
4.1.18 The best media of Noodles Advertisement	61
4.1.19 Effectiveness of advertisement upon consumption of Noodles	62
4.1.20 Perception of advertisement	63
4.1.21 Factors affecting in the purchase of instant noodles	64
4.1.22 Consumers motivation by gift/prize programme	65
4.1.23 Most effective promotional factors	66
4.1.24 Brand Switching Due to Attractive Offers	67
4.1.25 Consumers' suggestion for the noodles improvement	68
4.2. Retail Level Survey	69

4.2.1 Availability of different brand of instant noodles	69
4.2.2 Brand of instant noodles having more sales	70
4.2.3 Age group of consumers who buy the instant noodles in retails more	71
4.2.4 Effect of advertisement in the sales of Instant noodles	72
4.2.5 Quality wise classification of different brand of instant noodles	73
4.2.6 Reason of selling Instant Noodles by the retailers	74
4.2.7 Reason of the good sales of instant noodles	75
4.2.8 Acceptation of the consumers in the substitution of their favourite brand by the retailers	76
4.2.9 Classification of the brand in the basis of good marketing strategy	77
4.2.10 Retailers suggestions for the better sales of noodles	78

CHAPTER V

Summary, Findings, Conclusion and Recommendation

5.1 Summary	80
5.2 Major Findings and Conclusion of the Study	80
Conclusion	83
Recommendation	84
Bibliography	87
Appendix I	89
Appendix II	93

LIST OF TABLE

Table 4.1.1	Users of Noodles: Sex wise	45
Table 4.1.2	Age Wise Classification of Instant Noodles	46
Table 4.1.3	Profession wise Classification of Instant Noodles	46
Table 4.1.4	Education wise classification of instant noodles.	47
Table 4.1.5	Buying habit of consumer	48
Table 4.1.6	Buying Habits and Duration	49
Table 4.1.7	Purpose of taking instant noodles	50
Table 4.1.8	Most taken place of instant noodles	51
Table 4.1.9	Reason behind consuming noodles	52
Table 4.1.10	Pre- determined decisions for buying brand of Noodles	53
Table 4.1.11	Preference of different brands of noodles by the Consumer	54
Table 4.1.12	Ranking of Noodles in the basis of their overall Quality	55
Table 4.1.13	Price Sensitivity on Brand Preference	57
Table 4.1.14	Brand Evaluation in Respect to price	58
Table 4.1.15	Consumers' behaviour in unavailability of their favourite brand	59
Table No. 4.1.16	Alternate choice of brand if favourite brand is not Available	60
Table 4.1.17	Consumers influence by the advertisement	61
Table 4.1.18	The best media of noodles advertisement according to the consumers	61
Table 4.1.19	Effectiveness of advertisement upon consumption of Noodles	62

Table 4.1.20	Perception of advertisement by the consumers	63
Table 4.1.21	Factors affecting in the purchase of instant Noodles	64
Table 4.1.22	Degree of motivation by gift/ prize programme	65
Table 4.1.23	Most effective promotional factors in consumers' opinion	66
Table 4.1.24	Changing of favourite brand due to ataractic scheme of other brands	67
Table 4.1.25	Consumers' suggestion for the noodles improvement	68
Table 4.2.1	Availability of different brand of instant noodles	69
Table 4.2.2	Brand wise Sales of instant noodles	70
Table 4.2.3	Age group of consumers who buy the instant noodles in retails more retails	71
Table: 4.2.4	Effect of advertisement in sales	72
Table: 4.2.5	Quality wise classification of different brand of instant noodles	73
Table 4.2.6	Reason of selling Instant Noodles by the retailers	74
Table 4.2.7	Reason of the good sales of instant noodles	75
Table 4.2.8	Acceptation of the consumers in the substitution of their favourite brand by the retailers	76
Table 4.2.9	Classification of the brand in the basis of good Marketing Strategy	77
Table 4.2.10	Retailers suggestions for the better sales of noodles	78

LIST OF FIGURE

Figure No. 4.1.1	Users of Noodles: Sex-wise	45
Figure No. 4.1.2	Instant noodles user (Age wise Classification)	46
Figure No. 4.1.3	Instant Noodles User (Profession Wise Classification)	47
Figure No. 4.1.4	Instant Noodles User (Education Wise Classification)	48
Figure No. 4.1.5	Habit of the Consumers taking Instant Noodles	49
Figure No. 4.1.6	Buying Habits and Duration	50
Figure No. 4.1.7	Purpose of taking instant noodles	51
Figure No. 4.1.8	Most taken place of instant noodles	52
Figure No. 4.1.9	Reason behind consuming noodles	53
Figure No. 4.1.10	Pre-determined decisions for buying brand of noodles	54
Figure No. 4.1.11	Preference towards different brands of noodles by the Consumer	55
Figure No. 4.1.12	Ranking of Brand in the basis of consumers' Preference	56
Figure No. 4.1.13	Price Sensitivity on Brand Preference	57
Figure No. 4.1.14	Brand Evaluation in Respect to price	58
Figure No. 4.1.15	Consumers' behaviour in unavailability of their favourite brand	59
Figure No. 4.1.16	Alternate choice of brand if favourite brand is not Available	60
Figure No. 4.1.17	Consumers influence by the advertisement	61
Figure No. 4.1.18	The best media of noodles advertisement	62
Figure No. 4.1.19	Effectiveness of advertisement upon consumption	63
Figure No. 4.1.20	Perception of advertisement by the consumers	64
Figure No. 4.1.21	Factors affecting in the purchase of instant noodles	65
Figure No. 4.1.22	Consumers motivation by gift/prize programme	66
Table No. 4.1.23	Most effective promotional factors in consumers' opinion	67

Figure No. 4.1.24	Changing of favourite brand due to attractive scheme of other brands	68
Figure No. 4.1.25	Consumers' suggestion for the noodles improvement	69
Figure No. 4.2.1	Availability of different brand of instant noodles	70
Figure No. 4.2.2	Brand wise Sales of instant noodles	71
Figure No.: 4.2.3	Age group of consumers who buy the instant noodles in retails more	72
Figure No.: 4.2.4	Effect of advertisement in sales	73
Figure No.: 4.2.5	Quality wise classification of different brand of instant noodles	74
Figure No. 4.2.6	Reason of selling Instant Noodles by the retailers	75
Figure No.: 4.2.7	Reason of the good sales of instant noodles	76
Figure No.: 4.2.8	Acceptation of the consumers in the substitution of their favourite brand by the retailers	77
Figure No.: 4.2.9	Classification of the brand in the basis of good marketing strategy	78
Figure No.: 4.2.10	Retailers suggestions for the better sales of noodles	79

LIST OF ABBREVIATION

B.S.	:	Bikram Shambat
C.G.	:	Chaudhary Group
ISO	:	International Standard Organization
Ltd.	:	Limited
M.S.G.	:	Monosodium Glutamate
N.S.	:	Nepal Standard
Pvt.	:	Private
T.U.	:	Tribhuvan University
USA	:	United State of America
V.D.C.	:	Village Development Committee

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nepal is one of the smallest nations in Asia and it is situated in northern rim of south Asia. Most of the out of the total population of Nepal directly or indirectly depends on agriculture for their livelihood. Due to the rapid globalization in business, Nepal is also shifting gradually from agricultural to industrial sector for sustaining its economy. Many industries are being established and they have become the main streams of contemporary economic life and business life. It is considered as the global symbol of economic growth and prosperity.

Industry plays a vital role for the economic development of a country. The history of industrial development in Nepal records that the process started with establishment of Biratnagar Jute mill in 1936 B.S. Along with the flow of time many industries like cotton, wood, sugar, food, etc. were established. Later the Noodles industries are also becoming most popular among the food industries. Many Noodles industries have been established in Nepal such as Gandaki Noodles, Morang Noodles, Mayos Noodles etc., Noodles were introduced in Nepalese market after 2007 B.S. But the instant Noodles production in Nepal started in 1982 after the establishment Gandaki Noodles. Till today, there are twenty four Noodles factories have been established in Nepal.

The selected topic targets the market of Bharatpur Municipality. It is known as second capital city of Nepal and situated in the western part of Nepal. It is one of the most popular tourism centres of Nepal. Therefore, the instant for fast food is very high in Bharatpur Municipality. Many noodles like, Rara, Rambha, Waiwai, Lekali etc. are available in Bharatpur Municipality's market.

In general, marketing means the activity of the company to deliver its products from the place of production to the place of consumption. It means that marketing is a total system of business activity designed to place, price, promote and distribute the products to the target markets in order to achieve organization objective and satisfying consumers' desire. Marketing helps organization to find out the consumers preference. It keep it sustain till the long run. The success or failure of any new

product in the market depends on consumers' needs and satisfaction. Any product to be success fully marketed, need many things more than the core quality immanent into it. Core quality or a core product alone is not sufficient for successful marketing. Therefore the products should be presented through proper branding, packaging and labelling. Almost all of the products today have got brand, that is to say brand is prominent feature of almost all products. It is essential as it promise to consistently deliver a specific set of features, benefit services to the buyers. The best brand conveys a warranty of quality.

1.2 Focus of the Study

This study is mainly focused on consumer preference towards different brand of noodles in our market. That means how much the people are aware about the brand in purchasing noodles. In every sector competition plays a significant role so businessmen are devoting to present their products in the market for the sake of increasing their sales. Each and every businessman is focusing their products to the consumer based on the preference towards the specific brands. The brand image of any product totally depends upon consumer's choice. So it is important to trace out the preference of specific brands in the market, the consumer's preference towards the different brand is the vital thing to reach to the targeted consumers and fulfil their needs and wants, so it is essential to know about the brand preference. Hence, this study is about the brand preference in noodles. Noodles had been introduced in Nepal when Chinese and Tibetan businessmen came in Nepal. After that a few restaurants started to sell noodles of other countries. Due to the increment in consumption of noodles, national trading limited imported the first lot of the equipment of plain noodles in 2032 BS. Noodles are made with a variety of ingredients. It contain high amount of complex carbohydrates which help to provide energy. As this study is about the brand preference in Bharatpur Municipality valley brand images for manufactures of various noodles are becoming more and more indispensable for its competitive market. The reason behind this logic is that there has been immense increase in the number of firms in the recent years which produce noodles. So far as contemporary brands of noodles in Nepal's market are concerned Waiwai, Rara, Mayos, Rambha, 2pm, Marry, Sakalaboomb, Golmol etc. are striving to exist in the competitive market. Among these Rara, Wai Wai, Mayos Shakalaka boom and Lekali have secured prominent states in the market. In this thesis, the researcher is going to

examine the brand preference of these five noodles.

In Bharatpur Municipality, the market of noodles is prospering because the lifestyle of Bharatpur Municipality is becoming hectic than before that has directly influence on the food culture. They use instant food service in order to save time. Further more it is easy to consume up for not only to children but also to young and adults as well.

As the market for noodles is ever expanding the manufactures are emerging in a large number to quench customers' demand. As a result, there is more competition is noodles industry than ever before. Brand preference as well as brand loyalty is a part of marketing success. Therefore every manufacturer is obliged to think about its brand name, quality and consumers satisfaction to survive in this competitive market. Thus the subject brand preference of Rara, Waiwai, Mayos, Shaklak boom and Lekali is chosen for study. These five different types of noodles are briefly described below.

A. RARA

It is being manufacturing by Gandaki Noodles, Bharatpur Municipality since 2032 BS Gandaki noodles is the first noodles producer and has good reputation in market. It comes, with an attractive pack with chicken flavour producing by Japanese technology. It can be taken directly or after two minutes boil. Company has offered market price of Rs. 11 per packet of 75 gm. Its plant is located in Bharatpur Municipality, inside Bharatpur Municipality Industries state.

It contains following Nutrient Value in its Per Package of 75 gm.

Ingredients	Per package of 75 gm.
Total carbohydrate	49.3 gm
Protein	8.8 gm
Fat	14.4 gm
Dietary fibre	0.6 gm
Calcium	14.5 gm
Iron	1.5 gm
Sodium	1.3 gm
Energy value	362 K cal.

[Source: General information in its packaging cover]

B. WAI-WAI

This brand is the leading brand of noodles in the Nepalese noodles market. It is produced by fast food (Nepal) Pvt. Ltd. Chaudhary Udhoyog in technical collaboration with Thai preserved food factory company Ltd. Thailand since 2042 BS. The plant is located at Nawalparasi district. It is marketed by Chaudhary group and also described as "A quality product of Chaudhary's. It possesses the quality standard certificate for product, the symbol of NS 138 which is certified by Nepalese government. This brand is an instant seasoned noodles, it is available in vegetarian and non-vegetarian taste such as Hot and sour, Wai Wai quick, mutton flavour chicken flavour with 20% extra protein etc. The consumer cost price is Rs. 14 per packet weighted 75 gm. In this package of Wai Wai noodles, it has added the monosodium glutamate (maximum 1%) so the company has not recommended for infants below 12 months. It is best to consume within 9 months from the date of manufacturing. It has formed its image as different taste seasoned noodles to the noodles lover of domestic as well as international market. The company has been exporting this brand more than 30 countries abroad including Asia, Europe and also America.

It contains following nutrient value in it's per package of 75 gm.

Ingredients	Per package of 75 gm.
Total carbohydrate	48.65 gm
Protein	14.5 gm
Fat	9.5 gm
Dietary fibre	0.6 gm
Calcium	14.2 gm
Iron	1.7 gm
Sodium	1.18 gm
Energy value	363 calories

[Source: General Information on its Packaging Cover].

C. MAYOS

The brand name of Mayos is one of the familiar names among the brand Nepalese noodles lover. It has been produced by Himalayan Snax and Noodles Pvt. Ltd. Its plant is located at Ugratara Janagal VDC-1, Kavreplanchowk district. It has produced

under technical license of Thai president food, Thailand. This noodle is available in market in both vegetarian and non-vegetarian taste.

This brand comes to the market in competition with Wai-wai noodles. Both of these two brands Wai-wai and Mayos have many similarities like consumer price (Rs. 14 per packet), technology (Thai technology), weight (75 gm.), taste (vegetarian and non-vegetarian), same target market, same promotional tools and activities etc. Although having such similarities consumers have their own preference.

The nutritional value provided in per packet of 75 gm is as below:

Ingredients	Per package of 75 gm.
total carbohydrate	48.22 gm
Protein	7.8 gm
Fat	15.5 gm
Dietary fibre	0.58 gm
Calcium	15.10 gm
Iron	1.50 gm
Sodium	1.17gm
Energy value	363 Calories

[Source: General Information on its Packaging Cover]

D. SAKALAKA BOOM

This brand of noodles is available in instant nature in Nepalese Market. It has been produced by Himalayan snax and Noodles Pvt. Ltd. Its plant is located in Ugratara Janagal VDC-1, and Kavreplanchowk district. It is also produced under technical license of Thai president food, Thailand. It is an instant seasoned noodles also available in vegetarian and non-vegetarian taste. The company offer consumer price as Rs. 11 per packet of 75 gm. It contains added monosodium Glutamate so it is not recommended for infants below 12 months.

It contains the following amounts of different nutrients in per pack of 75 gm.

Ingredients	Per package of 75 gm.
Total carbohydrate	48.32 gm
Protein	7.5 gm
Fat	15.5 gm
Dietary fibre	0.56 gm
Calcium	14.90 gm
Iron	1.8 gm
Sodium	1.15 gm
Energy value	362 Calories

[Source: General Information on its Packaging Cover].

E. LEKALI

This brand of noodles is also manufactured by Himalayan Sanx and Noodles Pvt. Ltd. it has focused its initial target market in western part of Nepal like Bharatpur Municipality. Along with Sakalaka boom and Mayos its plant is also located in Ugratara Jangal VDC-1, Kavreplanchowk district and produced the noodles under technical license of Thai president food, Thailand. It has also offered market price of Rs 13 like Rara and Sakalaka boom.

It contains the following amounts of different nutrients in per pack of 75 gm

Ingredients	Per package of 75 gm
Total carbohydrate	46 gm
Protein	7 gm
Fat	1.6 gm
Dietary fiber	0.45 gm
Calcium	13 gm
Iron	1.5 gm
Sodium	0.9 gm
Energy value	317 Calories

[Source: General Information on its Packaging Cover].

1.3 Statement of Problem

Industrial activities are gradually increasing in the country. Along with this food industries are also increasing rapidly as its demand is rising up day by day. To fulfil

this demand of fast food the number of Noodles Company has also significantly increased within the last few years and this trend is in increasing stage. This development of the industrial sector has provided varieties of noodles.

At present more than 30 brands of noodles are available in market. It is observed that noodles firms are battling hard to outperform the competition and to secure the market position.

Now days, consumers have much alternative choice to select the brand so the manufactures are facing very tough competition to sell their products. At present the consumption of noodles is increasing tremendously and contributing to the national income.

In this backdrop, how is the market position of these concerned noodles in the view of consumer preference is the major concern of the study. Addressing this concern the study tries to find out the answers to the following questions.

- Who are the consumer of instant noodles and what is their buying behaviour?
- What is the perception of consumers regarding different brands of instant noodles?
- What is the choice of consumer regarding instant noodles?
- Which is the best media for the noodles' advertisement and their impact reflecting brand preference?
- What is the market position of concerned noodles in relation to other competitive brand in Bharatpur Municipality?

1.4 Objective of the Study

The concept of brand preference is entirely new practice in Nepal. There are so many fields and research and track out the finding on the practice of brand preference. The objectives of the present study are presented below:

- a. To examine consumers' brand preference and buying behaviour of instant noodles.
- b. To identify the effective advertising media for instant noodles and measure their impact on the consumer.
- c. To examine into the market position of different brands of instant noodles in

Bharatpur Municipality.

- d. To access the brand loyalty of consumer with reference to different brands of noodles.

1.5 Significance of the Study

Companies now realize that their brands are an essential asset; even though they do not appear on the balance sheet of the company. To consider a brand as an asset has important implication for management. The main idea is to capitalize on a few brands. They have to be constantly nourished by new products in order to maintaining their market share. To get the most from them it is necessary to concentrate all one's efforts over the long term on a few viable brands to increase their potential and value several brands which were part of our youth and still exist in our conscious awareness will soon disappear (Kapferer, 1997, 425). The future lies in the brands of those companies which understand brand and are able to in still this understanding throughout their organization. Even if a company's culture is internally focused, what the brand stands for remind us of the competitive priorities and the need for continuous improvement in serving the market by the certain of new products. To understand the brands requires a true brand professional who knows everything about it is able to integrate all of its effects, Dynamism and poses an intimate relationship with it. This is even more necessary when there is ha high staff turnover and brand managers and constantly changing.

It is good to have integrated the corporate culture, but it is if the brand manager is immerses in the meaning of brand of which he is in charge. It is not just the marketing managers who have to understand what a brand stands for. Everybody, throughout the organization must consider the brand in a professional life; become the active supporter of it and play an essential part in its functioning. Thus, all those who are involved in the production process in factories in laboratories and those who are responsible for the maintenance and growth of their brands have a part to play, the people involved at the other end of chain, both nationally and internationally, all the way to the shop floor assistant and the after sales service staff who have an influence on the brands performance will after the goods are sold. Must also be involved (Kepferer, 1997: 426).

Knowledge of the brand preference helps to know the consumers attitudes towards the

different brands (products) and this understanding in turn shed light on different aspects such as effectiveness of branding policy advertisement policy. It also helps to collect consumer's response to the price and availability of the products, consumers' perception of the total image of the manufacturer.

Brand preference is one way of segmenting a market. On the basis of brand preference we can segment the market as loyal and non loyal. If the consumers prefer the brand and use the product time and again they can be identified as loyal customers and if they do not prefer the brand they can be identified as non loyal consumer market. Brand preference gives sellers or marketer protection from competition and greater control in planning marketing mix.

In conclusion, this study will help the entire related field like distributor, retailers as well as consumers. The study aim is to find out the proper attitude regarding the brand and the effect of the promotional activities for the brand.

1.6 Limitations of the Study

This study has taken under partially fulfilment of requirement of Masters Degree in Business Studies. It aims to find out brand preference of noodle in only Bharatpur Municipality valley on the basis of consumers preference towards the different brands. In spite of fulfilment of objective, this study has the following limitations, which are as follow:

- a. This study is limited inside certain areas of Bharatpur Municipality Sub-metropolitan city. So it may not represent overall consumers' view of the entire city.
- b. Only five brands of noodles such as RARA, WAI-WAI, MAYOS, SHAKALAKA BOOM and LEKALI are selected for the study.
- c. Sample size is limited (within 125 respondents representing consumers and 25 respondents as retailers only)
- d. Most of data used in these studies have been obtained through questionnaire interviews, so most of data are primary based on sample survey.

1.7 Organization of the Study

This study will be organized in the five chapters as follow:

The first chapter contains background of the study focus of the study, statement of the

problem, significance of the study, objectives of the study, limitation of the study and organization of the study.

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

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

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

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

CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction

While doing research the previous study cannot be ignored because it provides the foundation of present study. In other words there has to be continuous research. Review of relevant literature provides the knowledge of the status of the field of research to the researcher. According to Howard and Wolf and Prem R. Pant “The purpose of literature review is to find out what research studies have been conducted in one’s chosen field of study and what remains to be done. It provides the foundation for developing a comprehensive the practical framework from which hypothesis can be developed for testing.

The review of literature here is broadly divided into two section conceptual review and related past studies. At the outset of the conceptual review, the development history of Noodles in the world and in Nepal is presented.

2.2 Origin and Development History of Noodles in the World

Noodles were introduced in world from china in the name of Chowmin or chow chow and from Italy in the name of spaghetti. Similarly it is pronounced as ‘featuching’ and cut macaroni by Italians. Thus it is considered that Noodles are originated from Mongolian origin. China and Italy started to use this food as their main meal in different names and they prepared it in different verities .Its shape and quality and preparation techniques were different in different countries. After introducing Noodles in china in 17th century gradually it was introduced in Burma, Japan, Thailand and south Asian countries. Possibility of immediate consumption was the main cause of development of Noodles.

In the year 1958 AD Noodles were the first mass maker in Japan. After 1972 AD., Nissin Food Company brought it into the United States, which helped to spread Noodles all over the world .After that this food became popular in western countries especially in France, Italy and England as one of the best foods. Nowadays instant Noodles achieved popularity world wide because of convenience in preparation and delicacy.

2.3 Development History of Noodles in Nepal

In the context of Nepal, the history of Noodles is just a couple of decades ago. Before 2017 BS Nepalese who went to foreign countries used it there. When Chinese and Tibetan businessmen came from China they introduced it in Nepal. After that a few restaurants started to sell Noodles. Due to an increase in interest of the consumer, National Trading Ltd imported the first lot of equipment for plane Noodles in 2032 BS. In the context of Nepal, people consume Noodles by pronouncing chow chow. Before two decades there were only plane Noodles called sinke chow chow in the market. Though Gandaki Noodles was established in 2029 BS as a small scale cottage industry, the production activity was started in 2035 BS. There was not any industry to produce Noodles in an instant nature before Gandaki Noodles Company produced. People consume it generally in Chinese style because Noodles were introduced here by Chinese people (Basnet, 2000:30). At present many people make Noodles in their home for self use.

Different factories use different materials to make it but in general Noodles is made by using wheat flour, eggs, baking powder, salt, herbs etc. Some vegetarian Noodles are also available in the market. Nowadays we can find so many varieties of Noodles in our country. There is a cut throat competition among the different Noodles. Nepal Thai foods has firstly produced Wai Wai and then Gol Mol, Sathi, Wah Wah, Mimi, Big Mimi, Wai Wai chicken tanduri, Wai Wai mutton etc. Recently it has launched Wai Wai (Sarbagun Sampanna 20% extra protein). Himalayan snacks and Noodles have firstly produced 'Mayos' then it launched Lekali, Hurrey, Yes Papa, Ruchee, Sakalaka Boom etc. We still find Rara of Gandaki Noodles as a very popular Noodle in Bharatpur Municipality. Bharatpur Municipality Noodles Pvt. Ltd has launched Rambha, Jojo and City Noodles. Similarly, Asian Thai foods Pvt. Ltd. has produced Rumpum, Phuchhe, 2Pm etc. Everest Noodles have launched Aaha. General food industries have launched Yum Yum. In this way many other Noodles are being produced by different Noodles Companies and the process is going on. Certainly we will see the different brands of Noodles in the future.

2.4 Marketing and Customer Satisfaction

In a broad sense, marketing is any exchange activity intended to satisfy human wants. In a business sense, marketing is a system of business action designed to plan, price,

promote and distribute want satisfying products, service and ideas to markets in order to achieve organizational objectives. Marketing's evolution has gone through three stages. It has been with a production; pass through a sales orientation and now in the marketing orientation. In this third stage a company's efforts are focused on identifying and satisfying customer's needs. More recently, the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customer and at the same time fulfil its social responsibilities.

Marketing is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing. But it is never dull; welcome to the part of the organization where "the rubber meets the road" the place where an organization's ideas, planning and execution are given the acid test of the market acceptance or rejection (Stanton, 1994:1). Quality marketing has always been important to consumer as well as marketer; the best measure of quality is customers' satisfaction. In a competitive environment, the ultimate indication of satisfaction is whether or not the customer returns to buy product a second, third, or fourth time. However a firm can't afford to gamble that its marketing decisions are correct and then wait for repeat purchase to confirm or reject those judgments. Instead, managers realize that satisfaction is determined by how closely experience with a product meet or exceeds a customer's expectation. Therefore marketers must do two things. First of all ensure that all marketing activities, such as the price of the product, the claims made for it in advertising, and the places in which it is sold, contribute to creating reasonable expectations on the part of the customer. Secondly, eliminate variation in customers' experiences in purchasing and consuming the product (Pant, 1998-23).

"Where the buyer is satisfied after purchase depends on offer's performance in relation to the buyers' expectation. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations". As this definition makes clear, satisfaction is a function of perceived performance and expectation. If the performance falls short of expectations, the customer is dissatisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an

emotional bond with the brand, not just or rational preference. The result is high customer loyalty. (Kotler, 2000:36)

2.5 Meaning of the Brand

A world economic interest in brands is a recent phenomenon. Some would argue that for a long time now advertising agencies and marketing managers have been doing their best to convince other that brands are companies' more precious assets.

However, even though the argument seemed plausible, most people don't believe it, as it shown by the multiple used to value companies for sale, firm making small profits CEOs and financial directors realized that the value of brands was a concept distinct from the net income of the company. The perception of added value of a brand was seized by several sectors of activities even though accounting standards were not allowing companies to include brand on their balance sheet. Financial exports auditing firms and bankers offered methods of financially valuing brands and intangible assets in general, of which the brand is the principal components for mass markets consumer goods. (Kapferer, 1997:21)

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

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

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

In essence, a brand identifies the seller or market. It can be a name, trademark, logo or other symbol. Under the trademark law, the seller is granted exclusive rights to use of the brand name in perpetuity. Brand differs from other assets such as patents and copy

rights, which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of features, benefits and services consistently to the buyer. The best brand conveys warranty of quality. But a brand name is an even more complex symbol. It can convey up to six levels of meaning i.e. attributes, benefits, values, culture and personality. They define the brand's essence. (Kotler, 2000:405).

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

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

According to Boss (Business Organization Strategy Success) magazine the information about the brand is as follows:

What is brand identity?

A brand identity is a trademark that identifies the business in the mind of the consumer. This can include a name, logo, corporate colour, a style, typeface, tagline or a slogan. A brand should evoke some emotional response in the consumer. A good brand should have a kind of subtext attached to the main text.

How to create brand identity?

The first step in creating the business identity is to answer to the following questions

- What is the mission?
- What does the company want to communicate?
- What image does the company want to convey?

- Which words best describe the business?

Keep the answers in mind as the company begins creating its brands.

Developing your logo and identity

There are several ways to get started. First, consider the following points

- Who is your target audience?
- Who are your main competitors?
- What kinds of logos and brand identities do yours competitors have?
- Which of their brands appeal to you? Why?

Once you have determined the answers to these questions, take some time to look at the memorable identities and logos all around you. Look at Nike. The name is short and clearly catchy; it was inspired by Nike the Greek goddess of victory. The logo is simple recognizable and implies speed and forwards motion. This is a good name, a nice logo and great brand ID.

Make your Brand Identity Consistent

Once you have established the name and logo of your business, consider the rest of your brand identity strategy. This includes corporate colours; type faces tagline slogans and all the other ways your brand identity is implemented. It's important that your website matches your signs and that your business cards. Letterhead and forms are all consistent with each other.

Develop style guide for your brand. It will make sure that other people who handle your brand use it consistently. A guide should include the exact colours, typefaces and design specification for your logo and the way it should be presented in both marketing and internal documents. With proper forethought, your brand identity can help your thrive.

2.6 Reason for Branding

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

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

For sellers, a brand can be promoted. They are easily recognized when displayed in a store or included in advertising. Branding reduces priced comparisons. Because brands are another factors that needs to be consider in comparing different products branding reduces like hood of purchase decisions based solely on price. The reputation of a brand also influences customers' loyalty among buyers of services as well as business and consumers goods. Finally, branding can differentiate commodities (Stanton, 1982:302)

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

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

Two responsibilities come with brand ownership

- Promoting the brand and
- Maintaining a consistent quality of output

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

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

2.7 Brand Loyalty and Switching

If consumers think a brand is good in comparison with others available brands in terms of fulfilment needs, wants, and other prejudices, then they develop positive attitudes towards a brand and purchase them. If this action is repeatedly happen 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 should be made on continuous basis. Most of consumers showing brand loyalty indicate toward hidden assets of the manufacturers of sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy.

As the name implies Brand Switching means consumer habit of consistently shifting from one brand to another in this sense brand switching is opposite to brand loyalty a brand loyal consumer is attached to a specific brand of a set of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behaviour is very important for complete understanding of brand loyalty behaviour. Because why consumers switch brand explain to a great extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behaviour. "It is not unusual to switch brands simply because of variety seeking" say Leigh McAlister and Edgor Pessimier (Engel, 1900:31)

Some consumer switch brand because they are satisfied or bored with a product, others because they are more concerned with price than with brand name (Schiffman and Kanuk, 1997:260)

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

- Hard Core Loyal : Consumers who buy one brand all the time.
- Split Loyal : Consumers who is loyal on two or three brands.
- Shifting Loyal : Consumers who shift from one brand to another.
- Switchers : Consumers who show no loyalty to any brand.

The propensity of the consumer on the end user is to buy the product. It is this favourable attitude and in certain cases the attachment or even loyalty to the brand which is the key to future sales. Brand loyalty may be reduced to a minimum as the price difference between the brand and its competitors increases but attachment to the brand does not vanish so far; it resist time.

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

2.8 Types of Brand

A good brand should possess certain characteristics and such characteristics are through discussed in most advertising and marketing text books. In essence, a brand should be short distinctive, easy to pronounce and able to suggest product benefits without negative conditions. Although branding provides the manufacturers with some insulation from price competition, a firm most still finds out the whether it is

worthwhile to brand the product. In general, these prerequisites should be met (Onkvisit and Shaw, 1997:429).

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

According to S.A. Sherlekar, the types of brand are as follows

A. Individual Brand

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

B. Family Brand

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

C. Umbrella Brand

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

D. Combination Device

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

E. Private or Middleman's Brand

Branding can be done by manufacturers or distributors such as whole sellers, large retailer. It helps small manufacturers who have limited resources and who have to rely on the middlemen for marketing. It is also used by big manufacturer. The manufacturers merely produce goods as per specification and requirements of distributors and he need not worry about marketing.

2.9 Consumer Behaviour and Preference on Brand or Product

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

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

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

Hence marketers need for finding out favourable or unfavourable attitudes of customers about their product or services and try to change the attitude to be compatible with product and determine what the consumers' attitudes are to change the products (Stanton, 1994:302).

Attribute bundles that the consumers perceives to involve somewhat higher level of risk, but for which he or she expect to exert only limited time or monetary effort are called preference products. The difference, then, between, convenience products and preference is largely one of the risk not of effort. The point about preference products is that the expected product satisfaction from alternative choice is relatively. Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus, the marketer can develop a preference for and perhaps loyalty to, this type of product usually through advertising. Toothpaste marketers, soft drink marketers and airlines build customer preference for a known and trusted brand (Murphy, 1987:232).

2.10 Brand Preference and Purchase Intention

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

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

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

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

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

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

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

2.11 Classification of Brand Preference Segment

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

Homogenous Preference

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

Diffused Preference

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

Clustered Preference

The market might reveal distinct preference clusters, called natural market segments. The first firm in the market has three options. It might position in the centre hoping to appeal to all groups. It might position in the largest market segments. If the firm is developed, only one competitor would enter and introduce brands in other segments.

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

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

2.12 The Function of the Brand for the Consumer

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

A brand provides not only a source of information (thus revealing its values) but performs certain other functions which justify its attractiveness and its monetary returns (higher price) when it is valued by buyers. What are these functions? How does a brand create value in the eyes of consumer? The eight functions of brand (Kapferer, 1997:30) are presented below. The first two are mechanical and the essence of the brand, that is, to function as a recognized symbol in order to facilitate choice and gain time. The following three functions reduce the perceived risk. The last three functions have a more pleasurable side to them Ethics show that buyers are expecting more and more responsible behaviour from their brands.

Function	Consumer's Benefit
Identification:	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.
Practically:	To allow saving of time and energy through identical repurchasing and loyalty.
Guarantee:	To be sure of finding the same quality no matter where or when you buy the product or services.
Optimization:	To be sure of buying the best product in its category, the best performance for a particular purpose.
Characterization	To have conformation of your self image or the image that you present to others.
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical	Satisfaction linked to the responsible behaviour of its relationships with society (ecology, employment, citizenship, advertising which doesn't speak)

The usefulness of these functions depends on the product category. There is less need for reference point or risk reducers when the product is transparent (i.e. its inner qualities are accessible through contact). These functions are neither laws nor dues, not are they automatic, they must be defended at all times. Only a few brands are successful in each market thanks to their supporting investment in quality R & D productivity, communication and research in order to better understand foreseeable changes in demand. A prior confines these functions to producers' brands. Moreover, several producers' brand doesn't perform these functions.

2.13 Noodles Industries in Nepal

In Nepal's context origin of Noodles is just two decades old. Before 2017 B.S, the people who went abroad ate Noodles and brought Noodles as souvenirs. The Tibetan refugees who settled down in Nepal started opening restaurant-having chowmein in menu. Nepalese people learned to eat Noodles from them. The concept of instant Noodles in the Nepalese market was first introduced by an Indian company Nestle India Ltd. They introduced Maggy instant Noodles with the concept of "2 minute Noodles". For a few years it enjoyed the monopoly in the Nepalese market. Due to the heavy demand of noodle in Nepal, the National Trading Limited imported the first lot of equipment for manufacturing plain Noodles in 2032 B.S. In the early 1980's Gandaki Noodle Ltd. Started to produce instant packed Noodles in RARA brand with Japanese technology. Thus, Gandaki Noodles Ltd. is the pioneer company in Nepal that produced instant Noodles. This concept clicked in the market and within a short period of time, RARA was a big hit in the Nepalese market. After Gandaki Noodles Ltd., Chaudary group entered in the instant Noodles market. They introduced WAI WAI as pre-cooked instant that can be eaten Noodles directly from the packet. The technology was in collaboration with Thai preserved foods and first of its own in the country. The concept has become highly successful, and Wai Wai has become the market leader in pre-cooked Noodles segment. Within a few years, many other company or brands like MIN MIN, YUM YUM, MAYOS, GOL MOL, RUMPUM, JO JO, MAGGY, 2PM, SAKALAKA BOOM, RUCHEE, J-MEE, LAI BARI LAI etc. in the market in Nepal.

According to the Boss Magazine the information about the Noodles is as follows:

The Noodle Riddle

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

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

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

Innovation and Differentiation of Noodles

No such unique development has been made in the product quality so far. Although, it might be said that few of the products came with unique differentiation for example, adding of vegetables cubes flavoured seasonings and different foil packing techniques. There are huge number of brands within each company introducing different categories snack Noodles, white Noodles, instant and some just with a different seasoning for taste, to capture sales from other companies and also to develop new tastes among consumers to expand the market. Every company is a quest of producing a different noodle brand but only a handful has succeeded. Differentiation is created in terms of marketing inputs only. The positioning of brands varies from each other. While Mayos positions itself as family noodle, Waiwai is a noodle for all, Sakala Boom for kids and so on. Similarly, the communication, is concerned it is only the consumer promotion that has taken the largest share of focus with none given to the brand.

Strategic Focus of Noodles

Unlike it was till 1999 when the push strategy for Wai Wai, now it is the pull strategy for the noodle industry as a whole. The stage from push to pull was not an overnight

result. The trade schemes were offered to distributors and wholesalers to push the product and make consumers buy.

Since the entry of Rumpum and Mayos in year 2000 the industry has started moving towards brands building process. This was when the marketing strategy shifted gears towards the pull strategy. A major reason behind this was that push strategy doesn't work for long time and the second reason was the new entrants in the market. As the market leader Waiwai as an established brand was strong so the new entrants focused on promotional activities to create sales volume and brand awareness. Promotional activities are not restricted to advertisement and trade only; the driving factor here is the consumer schemes. With every noodle packet placed on the retail shelf a consumer hopes to win. This millennium brought consumers more value to whatever they were paying before. Before that it was only couple of imported brands from India and Thailand that used to offer bowls of spoons as add on value to the product. Domestic brand played the game with exchange offers-so many wrappers gets you a free gift, etc. the year 2000 saw the new entrants. Rumpum launching the first ever scheme launched by any domestic product the "The Bingo Hungama", closely followed by market leader Wai Wai with "mauka ma chauka", "diamond set", "aaja ko arjun ko" with both the Noodles drawing higher sales Mayos also divided into the pool with "say ma say uphar", "Mayos super challenge". Since then none of the companies has dared to take off the schemes from the Noodles. Offers worth millions have been placed in packets worth Rs. Five to any premium priced brand since then till date. Successful amongst them were "Bingo Hungama", by Rumpum, "Mayos diamond offer", "Rumpum most wanted", "hami sabai ko waiwai", Wai Wai hero", "Dashain Khashi Kukhura upahar", by Jojo snack Noodles and last but not least" 2pm jackpot. The 2pm jackpot came up with a different campaign and almost all the offers talk about the monetary value of the commodities given.

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

introduces an offer that will click immediately, what value addition to the packet of noodle and worth how much?

2.14 Review of Related Study in Nepal

A dissertation titled “A study on brand loyalty” carried out by Mr. Yogush Pant in 1993 on the following objectives:

- To examine brand awareness of the Nepalese consumer.
- To find out whether Nepalese consumer are brand loyal, i.e. what percentage of Nepalese consumer are brand-loyal?
- To identify the correlation of brand loyalty.
- To recommend measured helpful or important for developing marketing strategies and for conducting further researches on brand loyalty.

The major findings of the studies were

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

manufacturers or seller. They should have knowledge of this valuable asset. It will give them effective guideline for developing successful marketing strategies.

A dissertation title “ A comparative study on communication effect on advertising and brand preference: A case of instant Noodles “YUM YUM”, conducted by L.P. Baral in 1966, has focused on the relation between the advertising and brand preference. The main objectives of the study were as follows:-

- To examine the effectiveness of advertising of RARA and YUM YUM Noodles.
- To examine the popular media of advertising.
- To find the strength and weakness if advertisement of instant Noodles.

The major findings of the study were:

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

A study conducted by Rajendra Giri about the communication effects of advertising and preferences of instant Noodles, the RARA and MAGGI.

The objectives of that study were to analyze the popular media of advertisement, advertising appeal and relation between brand preference and advertisement qualities of instant Noodles.

Major findings of the study were as follows:

- Most of the educated people of Kathmandu are aware of both brands (Rara and Maggy) of instant Noodles because of their advertisements.

- Most of the uneducated people of Kathmandu could not say anything about the advertisements.
- Of all the advertising media available in Nepal, the Radio has proved itself a leading one to create awareness in customers about the advertised products, especially edible goods like instant Noodles. After the film/cine slide comes or orderly.
- Advertisement qualities of instant Noodles have made no change in brand preference.

A study conducted by N.B. Basnet on “A study on market potentiality of Gandaki Noodles in Kathmandu Valley” has the following objectives.

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

The major findings of the study were

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

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

- To test the market of ‘Yum Yum’ in Narayangarh.

- To obtain and analyze the information on the sales of different kinds of instant Noodles in Narayangarh.
- To obtain the consumers opinion on price, quality and taste of different brands.
- To compare the position of “Yum Yum” instant Noodles with other brands.
- To access the average percentage of consumer’s loyalty over several brands.
- To compare the price, quality and taste of ‘Yum Yum’ with other brands.
- To suggest the company of ‘Yum Yum’ of overall marketing activities for better distribution.

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

This study concluded that the use of instant Noodles has become a general consumption phenomenon in Narayangarh. There are various brands of instant Noodles available in the market and market of Noodles has turned to be competitive in recent years. The company does not have effective and reliable channel to collect information from wholesalers, distributors and consumer.

The study has recommended that an improvement in taste and quality and fixing reasonable price can be helpful measure to increase the volume of sales in the market. The company should increase the incentive to the wholesalers/distributors so as to motivate and encourage them to their transactions on Yum Yum. The company should diversify its market by penetrating in to potential rural areas. It should establish

efficient distribution networks and provide reasonable amount of commission at each level.

A dissertation title “Market situation of instant Noodles” (A case study in Bharatpur Municipality valley) conducted by Bhagabati Parajuli in 2002 has following objectives:

- To know the demand and supply in instant Noodles in the market or Bharatpur Municipality valley.
- To examine the potential consumers of instant Noodles in Bharatpur Municipality valley.
- To obtain the consumers opinion on price, quality and taste of instant Noodles.

Major Findings of this Study Were-

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

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

- To evaluate the present trend of Mayos and WaiWai.

- To suggest steps, for advertising to play its role effectively.
- To evaluate the effects of the advertisement of both products on the customer.

Major findings of the study were:-

- Advertisement is the main source of information regarding instant Noodles.
- Wai Wai is more popular than Mayos instant Noodles.
- Television advertisement is more popular advertisement regarding instant Noodles. Newspaper/magazine advertisement holds the second position regarding popularity. Hoarding board advertisement is also getting popular.
- Instant Noodles are very popular in Kathmandu valley. Wai Wai and Mayos are more popular than any instant Noodles so neck to neck competition is between Wai Wai and Mayos only.
- Price, quality and advertising are consumer preference in instant Noodles.
- Most of the consumers believe in advertisement.
- The role of advertisement in changing consumption behaviour is found to be very effective.
- Changeable advertising is liked by all age's consumer. They are satisfied with the changing advertisement of 'WaiWai' and 'Mayos'.
- The term advertising has been derived from the original Latin word 'advertere' which means 'to turn' the attention. An advertisement prime objective is to get attention to the particular product or service or an idea that would be advertised. Advertising has many facets, sphere, dimension and definitions. Advertising is to communicate a message about a product or service or an idea through media (Radio, Television, Newspapers, Magazines, Hoarding Boards, Billboard etc.) to the targeted customer or consumers by the producer or marketer of the product.
- Many scholars, researchers, economists, sociologists, social scientists, marketers, and consumers have defined advertising in their own way. The some major definitions of advertising are:

- The First prize-winning definition in 1932 a competition sponsored by Advertising Age is "Dissemination of information concerning an idea, service, or product to compel action in accordance with the intent of the advertise", Advertising Age (July, 1932).

2.15 Marketing and Advertising

Management usually divides the various functions of their business into three broad areas; production, finance, and marketing. Among these areas, marketing is one of the most important and critical area. It is about connecting with people. Whether classify people as consumer or a target group' or a segment, marketing is about understanding their needs, beliefs, behaviors, and aspiration. It is about the matching company's capabilities with customers want. Thus, marketing refers to all business activities aimed at (i) finding out who customers are and what they want (ii) developing products to satisfy that customer's need and desires and (iii) getting those products on to the customer's hands. In it is a simplest term marketing is the process that companies use to satisfy their customer's needs and make a profit. According to American Marketing Association (AMA), "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas; goods and services to create exchange that satisfy individual and organizational objectives". This definition has been widely accepted by academics and practitioners. In the above definition, there are many activities mentioned like pricing, promotion, and distribution. Among these, promotion is one of the important activities which give a way to communicate with the firm's audiences to achieve certain sales. Promotion has been defined as „ the coordination of all sellerinitiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea'. (American Marketing Association, 2003: 201) Advertising is defined as a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. So, the standard definition of advertising has six elements. First, advertising is a paid form of communication. Second, not only is the message paid for, but the sponsor is identified. Third most advertising tries to persuade or influence the consumer to do something, although in some cases the point of the message is simply to make consumers aware of the product or company. Fourth, the message is conveyed through many different kinds of mass media, and fifth, advertising reaches a

large audience of potential customers. Finally, because advertising is a form of mass communication, it is also non-personal.

Many companies widely practice advertising. It is undoubtedly the most visible component of the promotion plan, but we should remember that advertising is just one type of promotion available to the firm. In other words it refers to the marketing related communication between the seller and the buyer. In the words of Pickton and Broderick, promotion is usually replaced by the term marketing communication that also describes one of the key areas of marketing.

So, in short marketing communication is the conversation between a brand and its audience. So, this is a way in which a firm attempts to inform, persuade, incite, and remind consumers directly or indirectly about the brands they sell. The components of a promotional mix are explained below though the focus of this study is being given for the advertising and its impact on the sales. Moving on in order, first of all advertising has been explained in the following way.

2.15.1 Define Advertising

Advertising is a paid communication of company message through personal media. It is one of the four major tools to target buyers and publics. It consists of non-personal forms of communication conducted through paid media under clear sponsorship. According to Oxford Advanced Learner's Dictionary' advertisement is a notice, picture or film about a product, job or service so this clearly depicts that this is an act of letting the target group know, hear or come across with the intentions behind the purpose of the advertising. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience.

So, this is a paid attempt by an identified or known firms or organizations to draw the attention and to influence their behaviors through different kinds of media or access. We have a prevailing saying (proverb) that BOLNEKO PITHO BIKCHHA, NA BOLNEKO CHAMAL BIKDAINA, this clearly indicates that each and every firm has to notify about the products or services to the target group with a persuasive character which will, eventually, draw the attention of that group towards that product

or services and to develop an interest about that product or services, so that it definitely, affects their buying behavior and that leads to a desired level of sales.

Consumer generally buys a product only after knowing about the attributes of that particular product. So, advertising plays a vital role in marketing, especially, in purchasing and providing information to a large number of scattered masses of probable buyers in different regions of the country.

Advertising objectives can be classified according to their aim as it is to inform at the pioneering stage of product, similarly it is even done to persuade the buyers at the competitive stage of the product by informing more about the comparative advantages of the product over other similar product, and finally it is also done to remind and it is used at the maturity stage of the product or if the product is a market leader. Due to the rapid urbanization growth, there has been a significant change in the society, customer, economic status, awareness level and this has also cast a change in eating habits of Nepalese people. We have been witnessing a declining trend of consumption of rice or other cereal foods and that has opened a huge space for the growth of the instant noodles market due to being easy and fast to be consumed. The ease of cooking and availability of various flavors in instant noodles have further garnered the acceptance process.

2.15.2 Sales Promotion

Sales promotion is a collection of selling activities like the use for contests, coupons, sample distribution, premiums, and price offs, sponsorship of special events, in store demonstrations, international trade fairs and exhibitions etc. So, all these activities are short term efforts directed to the consumer or retailer to achieve specific objectives such as Consumer Product Trail and/ or Immediate Purchase Consumer Introduction to the Store Gaining Retail Point-of -Purchase Displays Supporting Advertising and Personal Sales

2.15.3 Public Relation

The basic philosophy of public relation is that if the image of the company is poor in society, no other marketing efforts including quality product and service can satisfy the customers. In order to gain a good image in society, a company must establish a good relation with publics. Publics are several groups of society, including customers,

stockholders, staffs, dealers, the press, the financial community and the general community.

The main objective of public relation is to secure mutual understanding with the publics and obtain goodwill from them. Besides than this it could be awareness building, credibility building, stimulating sales force and dealer, and to hold down promotion cost etc.

2.15.4 Personal Selling

Personal selling is sometimes called the 'last 3 feet' of the marketing function, because 3 feet is the approximate distance between the sales person and the customer on the retail sales floor as well as the distance across the desk from the sales representative to a prospective business customer. A bond or partnership between a sales representative and his or her clients can be one of the most valuable assets a company holds in the market place.

Personal selling is the most effective tool at later stage of the buying process, particularly in building up buyer preference; conviction, and action. Personal selling has three distinctive qualities

Personal Confrontation

Personal selling involves an immediate and interactive relationship between two or more persons. Each party is able to observe the other's reactions at close hand.

Cultivation

Personal selling permits all kinds of relationships to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship where sales representatives will normally have customer's best interests at heart.

Response

Personal selling makes the buyer feel under some obligation for having listened to the sales talk.

2.15.5 Direct Marketing

Direct marketing is marketing without middlemen. It is direct persuasion by manufacturer to specific customer to seek customer order. It is an interactive

marketing system to build long- term relationship with the customer. It is home shopping. It is non-personal. (Agrawal, 2007: 367)

According to Phillip Kotler, “Direct marketing is the use of consumer-direct channel to reach and deliver goods and services to customers without using marketing middlemen.”

Direct marketing is vending products to customers without the use of other channel members. Direct marketing is rapidly changing field and it's definition is evolving. However, it does have five basic characteristics

- i. It is interactive, meaning the marketer and customer share information in real time
- ii. It provides a mechanism for a customer to respond
- iii. It can occur anywhere
- iv. It provides a measurable response from the customer and
- v. It requires a data base of consumer information.

Direct marketing is the fastest-growing-element in the marketing mix because it provides consumers with three things they want most convenience, efficiency and compression of decision-making time.

2.15.6 Internet Marketing

The internet is an ideal medium for direct marketing. Consumer and businesses now order directly from numerous companies through the internet. One of the major advantage of e-commerce over the brick and mortar of a retail store is the ability to reach consumers everywhere, even in other countries. Similarly, it is encouraging for customers to switch to it due to the convenience instead of making a trip to retail store; a consumer can place the order while remaining at home, which is a major reason why ATM became so popular.

So, in short it is time saving way of business transactions as well as cost saving way but still security issues like, the fears about a credit card number being stolen; fraudulent and the traditional purchasing habits i.e. consumers still feeling comfortable when they buy merchandise at retail stores etc, are the barriers for a vertical and fast growth of internet marketing. And for the people of Nepal it is not

suitable one for every consumer due to less developed technological aspects of our nation.

2.15.7 Point-of-Sales/Packaging

Point-of-sales (POS) and packaging attempt to drive sales at the place where the product is sold. The message-delivery capabilities of the package come into play here. POS materials include signs, posters, displays, and other materials designed to influence buying decisions at the point-of-purchase.

Depending up on the product category, 30 to 70 percent of our purchases are unplanned. The POS marketing materials take advantage of this fact, along with fulfilling other basic communication objectives such as product identification, product information, and product comparisons.

2.15.8 Role of Advertising

A product or a service, or an idea manufactured or generated are even it the best, cannot be sold on it's own and advertising plays a pivotal role to make those products, services or ideas known to the target group. This lets people have all the information regarding the attributes of these products.

So, it plays an important role to generate awareness regarding the products, services, it helps to educate people to have the knowledge about the product and the services. It plays a significant role to uplift sales volume and helps to generate more profit there on as well. Advertising is an aim at the promotion of ideas, goods or services by an identified sponsor or the firm and thus, there will be some certain purpose to do so by that very firm or organization. And the belief in doing so is to create an impact of the intention of the sponsor through advertising among the target groups. And the intentions vary from one firm to another like awareness generation, educating people, or to generate more sales through advertising without any specific objectives no firms go for advertising and if the advertising campaign is successful then it imparts a favorable impact in the target groups and it retards the level of positive impact generation if it isn't a successful campaign.

Advertising helps target group buy remember the specific products and services and even it helps to bring A change in the attitude, and buying behaviour of the consumers. It is a basic tool of marketing for stimulating demand and influencing the

level and character of demand. Besides these roles, some other specific roles are performed by an advertising which are as follows

2.15.9 Marketing Role

It is all about developing connectivity with people. So, marketing is the process a business uses to satisfy customer's needs and wants through goods and services by understanding their needs, values, beliefs, behaviours, and aspiration. The particular consumers at whom the company directs its marketing effort constitute the target market. The tools available to marketing include product, its price, and means used to deliver the product or the place. Marketing also includes a method for communicating this information to the consumer called marketing communication. Marketing communication consists of several related communication techniques, including advertising, sales promotion, public relations, and personal selling. The role of advertising, within marketing, is to carry persuasive messages to actual and potential customers. One advertising campaign that has been very effective is the „It is what is for dinner' campaign, started over 20 years ago when the America's Beef producer's trade association decided that the decline in beef consumption, due to consumer's concern for personal health, had to be reversed. Starting with TV commercial, featuring the voice of actor Robert Mitchum, America learnt that beef went along mom and apple pie. Since that initial ad, beef consumption has stabilized and increased twelve percent.

2.15.10 Communication Role

Advertising is a form of mass communication. It transmits different types of market information to match buyers and sellers in the market place. Advertising both informs and transforms the product by creating an image that goes beyond straight forward facts.

2.15.11 The Economic Role

There are two points of view about how advertising affects an economy. In the first, advertising is so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged. By featuring other positive attributes, and avoiding price, the consumer makes a decision on these various non price benefits. The second approach views advertising as a vehicle for helping consumers assess value, through price as well as other elements such as

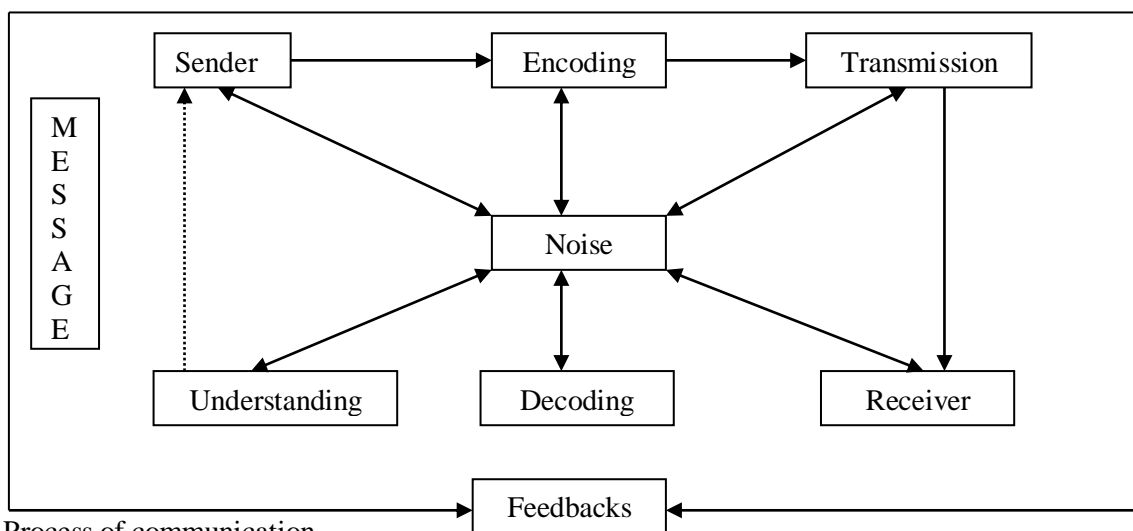
quality, location, and reputation. Rather than diminishing importance of price as a basis for comparison, advocates of this school view the role of advertising as a means to objectively provide price value information, there by creating a more rational economy.

2.15.12 The Societal Role

Advertising also has several social roles. It informs us about new and improved products and helps us compare products and features and make informed consumer decisions. It mirrors fashion and design trends and adds to our aesthetic sense. Advertising tends to flourish in societies that enjoy some level of economic abundance, in which supply exceeds demand. In these societies, advertising moves from being informational only to creating a demand for a particular brand. Despite the social roles it plays but the critics argue that advertising repeatedly has crossed lines of reflecting social values and creating social values influencing vulnerable groups, such as young teenagers, too strongly.

2.15.13 Advertising as a Part of Communicating Information

Communication occurs when the messages that was sent reaches its destination in a form that is understood by the intended audience. Communication is defined as transmitting, receiving, and processing information. This definition suggests that when a person, group, or an organization attempts to transfer an idea or message, the receiver (another person or group) must be able to process that information effectively. A process of communication is presented below:



Source: Mathema Dr. Sushil Bhakta, and Bhattarai Manoj (2068) Organizational behaviour: Dhaulari books

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a way to systematically solve the research problem. It is an art of scientific inquiry “Market research specifies the information required to address the issue, designs the method of collecting information; manages and implement the data collection process; analyse the results; and communicate the findings and their implications (Marketing News, 1987:1)

The objective of this study is to examine the brand preference of instant Noodles in Bharatpur Municipality. Beside this basic objectives of this study has also aimed at identifying the factors associated with preference and examine the brand loyalty of the Nepalese consumer studying brand preference is very much necessary to keep face with the increasing competition in the market. In this competitive modern business world research on consumer behaviour is consider as most essential activity to be carried on to become a successful marketer. In this study the necessary and relevant data have been collected from the sample consumer. To achieve this objective the study follows a research methodology, which has been described as the following:

3.2 Research Design

A plan of study or blue print for study that presents a series of guide posts to enable the researcher to progress in the right direction in order to achieve the goal is called a research design or strategy (Joshi, 2001:12)

After exploring the sources of information about different aspects of marketing of instant Noodles, primary information were generated through interview with consumers who use instant Noodles. A set of questionnaire have been administered in order to generate data and other information related to the study. This study is based on descriptive analytical research design.

3.3 Population and Sample

As the total population of Noodles users of presently available brand is hard to find in number the study takes the population as the total consumer of Noodles in Bharatpur Municipality. This study has included 125 consumers of instant Noodles based in Bharatpur Municipality. Though the sample size is very small in comparison to the

total population, sufficient efforts have been made to make the sample representative by including consumers from the different professions, age group, education background and sex.

3.4 Nature and Sources of Data

The data used in this study are mainly primary in nature, which are collected directly from the respondents. The respondents for this study are consumers of instant Noodles in Bharatpur Municipality. More in formations are collected by oral conversations with concerned distributors and consumers. The questionnaires were distributed to the consumers of Bharatpur Municipality for collecting necessary information. The questionnaire used in this study is presented in the appendix.

Apart from the data collected through the questionnaire, some relevant secondary data are also used for the study. Different Noodles companies, local newspapers, magazines, publications, different published and unpublished reports, bulletins, journals etc are used as secondary data.

3.5 Data Collection Procedure

The data have been collected through the field survey of Bharatpur Municipality. A set of questionnaire was developed for the purpose of collecting data from the consumers. The questionnaires were served through personal contact in which the respondents were requested to fill up. The researcher personally visited to take response of the consumers who were chosen from different socio-economic background. The questionnaire includes both objective and subjective questions. A few additional questions were asked for snooping. Beside this, the researcher was also in touch with some of the marketing officers of companies selling wai-wai, Rara, Mayos, Sakalaka Boom and Lekali Noodles.

3.6 Data Processing, Tabulation and Analysis

The raw data collected through the questionnaire are thoroughly checked, compiled and presented in appropriate to facilitate analysis and interpretation. Different statistical tools like graphs, bar diagrams, percentage and pie-chart have been used to make the information easy and understandable.

CHAPTER – IV

ANALYSIS AND PRESENTATION OF DATA

In this chapter the data and information derived from the consumers and retailers are presented and analyzed according to the objective of the study. The survey has induced 125 individuals from different background. Classification of the consumers and their respective outcomes are tabulated and presented in diagrammatic way in this chapter.

4.1 Consumer Level Survey

Consumer profile: In this chapter 125 consumers are taken as the respondents.

4.1.1 Instant Noodles Users (Sex wise Classification)

Table 4.1.1

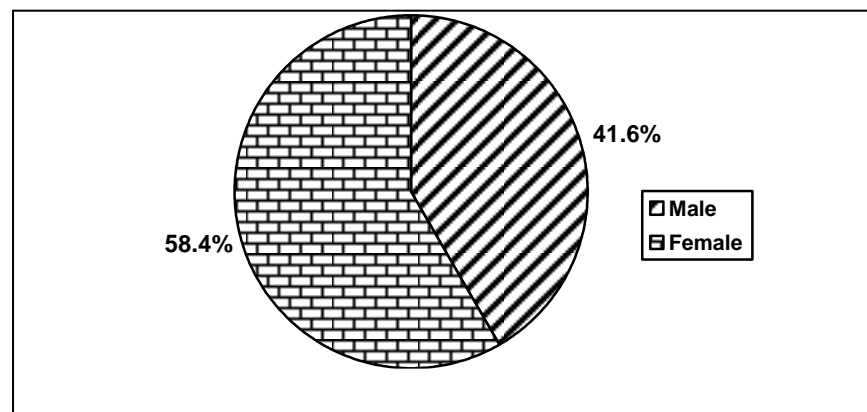
Users of Noodles: Sex wise

Sex	No of Respondents	Percentage (%)
Male	52	41.6
Female	73	58.4
Total	125	100

Source: Primary data from questionnaire, 2012.

Figure No. 4.1.1

Users of Noodles: Sex-wise



As shown in table 4.1.1 among the sample selected for the study 51.6% are male and 58.4% are female.

4.1.2 Instant Noodles User (Age Wise Classification)

Table 4.1.2

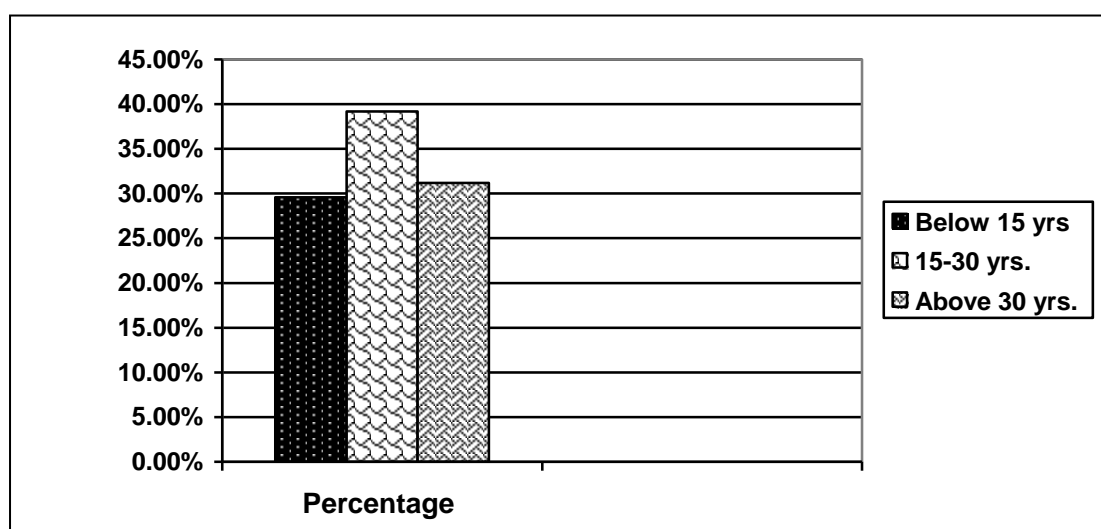
Age Wise Classification of Instant Noodles

Age	No. of respondents	Percentage
Below 15 yrs	37	29.6%
15-30 yrs.	49	39.2%
Above 30 yrs.	39	31.2%
Total	125	100%

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.2

Instant noodles user (Age wise Classification)



As presented in table 4.1.2 the sample included 29.6% of consumer of noodles lies in below 15 yrs age group, 39.2% lies in 15-30 yrs age group and 31.2% lies in above 30 yrs age groups. From this table it can be calculated that uses of noodles can be found across the different age group and it is mostly popular within the middle age group.

4.1.3 Instant Noodles User (Profession Wise Classification)

Table 4.1.3

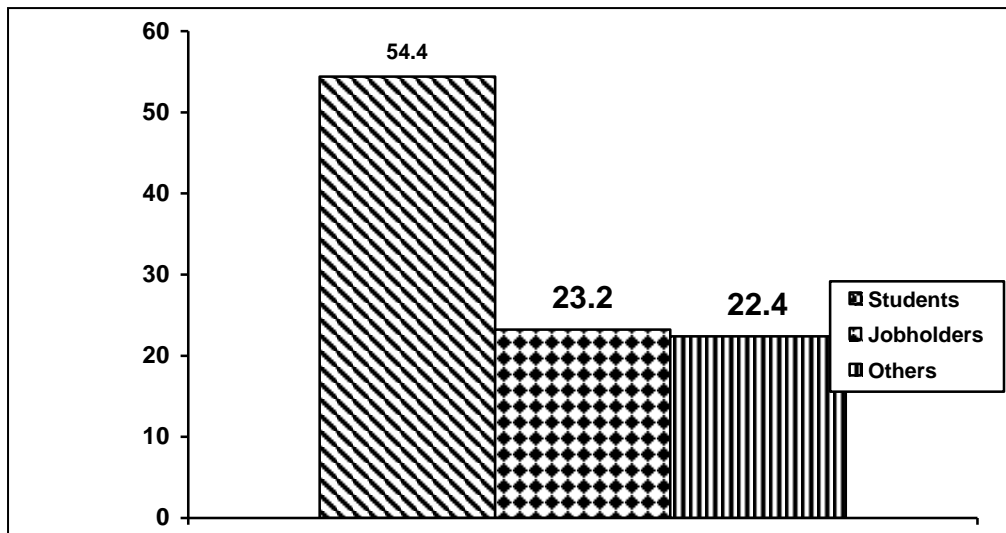
Profession wise Classification of Instant Noodles

Profession	No. of respondents	Percentage
Students	68	54.4%
Jobholders	29	23.2%
Others	28	22.4%
Total	125	100%

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.3

Instant Noodles User (Profession Wise Classification)



As shown in table 4.1.3, 54.4% of the consumers are student, 23.2% are jobholders and rest are from other occupations.

4.1.4 Instant Noodles User (Education wise Classification)

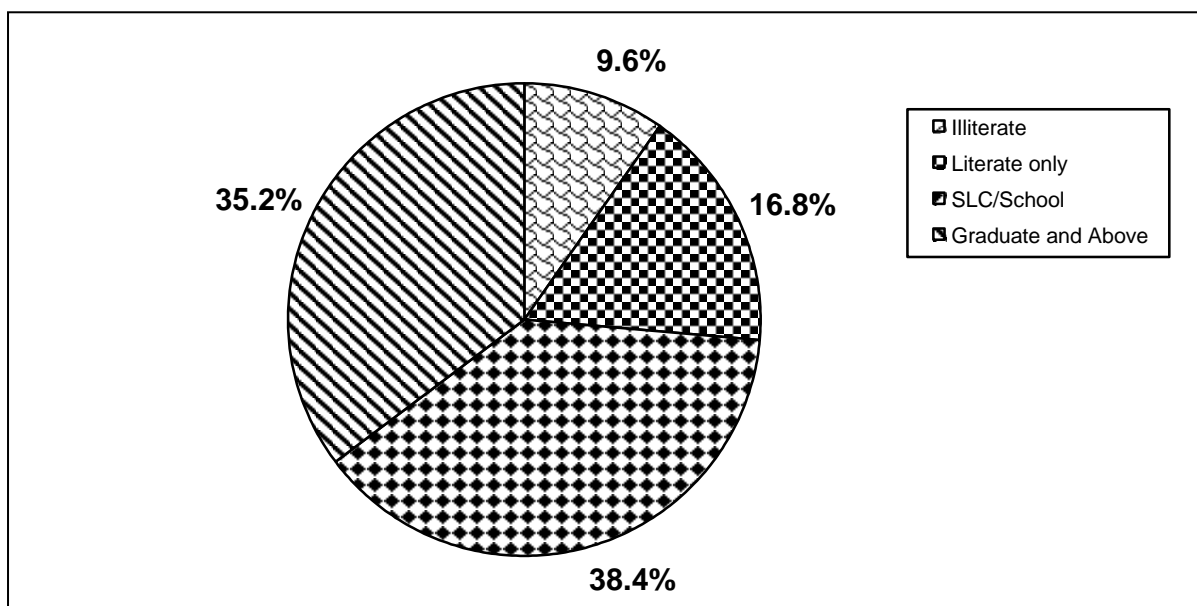
Table 4.1.4

Education wise classification of instant noodles

Education	No. of respondents	Percentage
Illiterate	12	9.6
Literate only	21	16.8
SLC/School	48	38.4
Graduate and above	44	35.2
Total	125	100%

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.4
Instant Noodles User (Education Wise Classification)



As presented in table 4.1.4, 9.6% of the sample includes illiterate consumers, 16.8% are just literate consumers, 38.4% are of school level and 35.2% are of graduate and above.

4.1.5 Habit of the Consumers taking Instant Noodles

Table 4.1.5

Buying habit of consumer

Habit	No. of respondents	Percentage
Very frequently	72	57.6
Often	36	28.8
Rarely	17	13.6
Total	125	100%

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.5
Habit of the Consumers taking Instant Noodles

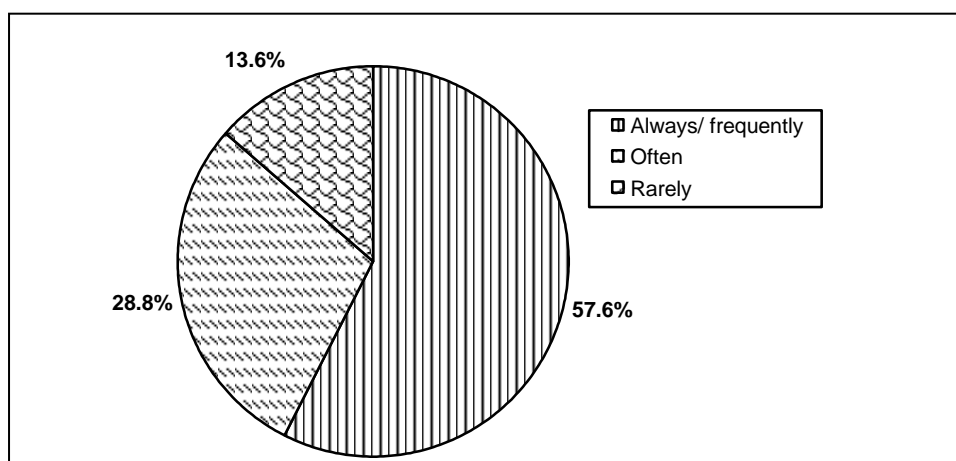


Table 4.1.5 is related to the consumers buying habits and consumption pattern of noodles. The data has shown that the 57.6% of the sample consume noodles very frequently. 28.8% of them use often and 13.6% of them consume it occasionally.

4.1.6 Buying Habits and Duration of Consumption of Noodles

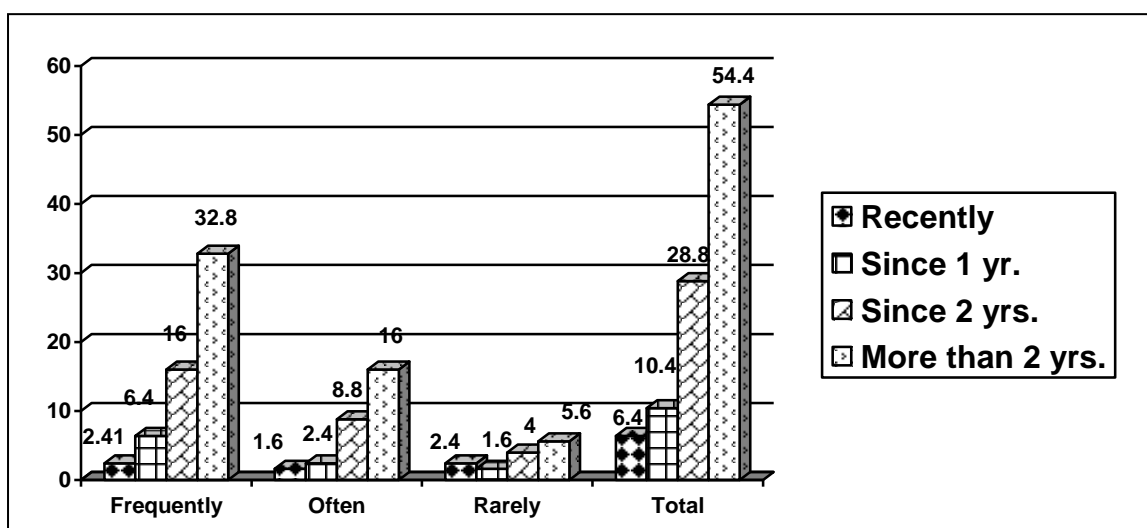
Table 4.1.6

Buying Habits and Duration

Habit \ Duration	Frequently		Often		Rarely		Total	
	No.	%	No.	%	No.	%	No.	%
Recently	3	2.41	2	1.6	3	2.4	8	6.4
Since 1 yr.	8	6.41	3	2.4	2	1.6	13	10.4
Since 2 yrs.	20	16	11	8.8	5	4	36	28.8
More than 2 yrs.	41	32.8	20	16	7	5.36	68	54.4
Total	72	57.6	36	28.81	17	13.6	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.6
Buying Habits and Duration



The combine presentation of buying habits and their duration of consuming noodles i.e. table 4.1.6 shows that 6.4% of them have started consuming noodles recently 10.4% of them are being using since a year, 28.8% since 2yrs and most of them i.e. 54.4% are being using more than 2 years.

It is clearly found that most of the noodles consumers have been consuming noodles frequently and they are using it from more than 2 years.

4.1.7 Purpose of Taking Instant Noodles

Table 4.1.7

Purpose of taking instant noodles

Purpose	No. of respondents	Percentage
Breakfast	15	12
Meal	2	1.6
Tiffin	86	68.8
Dinner	11	8.8
Others/ Anytime	11	8.8
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.7

Purpose of taking instant noodles

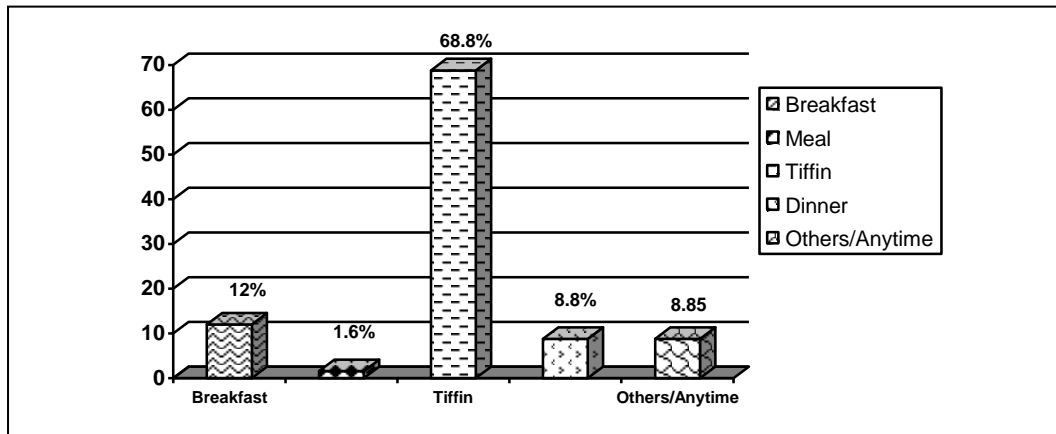


Table 4.1.7 is related to the purpose of noodles consumption. According to survey it is found that 12% of the consumers consume noodles as breakfast 1.6% consume it as lunch, 68.8% consume as Tiffin, 8.8% as dinner and 8.8% use to consume it anytime they wish. From the above table it is found that most of the noodles' consumers consume noodles as their Tiffin.

4.1.8 Most Taken Place of Instant Noodles

Table 4.1.8

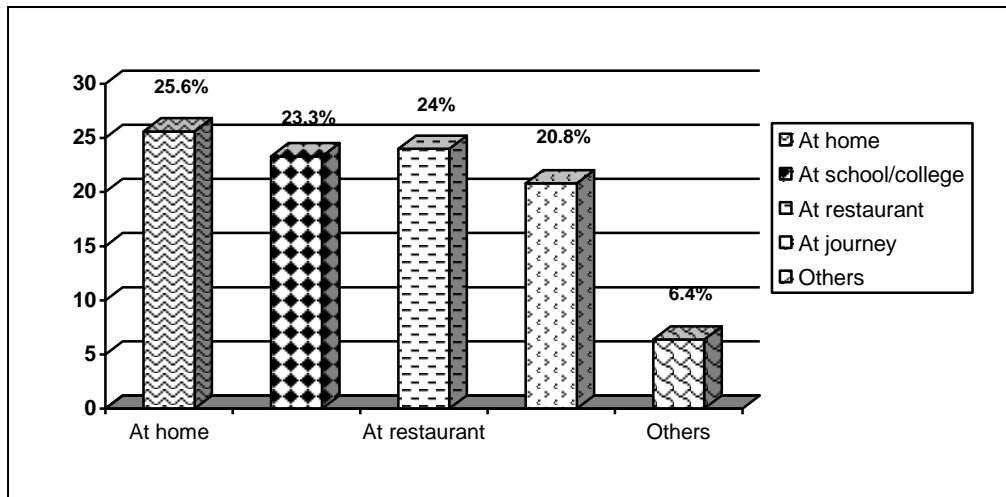
Most taken place of instant noodles

Place	No. of respondents	Percentage
At home	32	25.6
All school/ college	29	23.2
At restaurant	30	24
At journey	26	20.8
Others	8	6.4
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.8

Most taken place of instant noodles



According to table 4.14.8, regarding consumption of noodles in different places are almost similar. The table shows that 25.6% of the consumers consume it at home, 23.2% in school or college, 24% at restaurant, 20.8% at journey and 6.4% in other places.

4.1.9 Reason Behind Consuming Noodles

Table 4.1.9

Reason behind consuming noodles

Reason	No. of respondents	Percentage
Easy to consume	36	28.8
Time saving	34	27.2
Easily available	29	23.2
Others	26	20.8
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.9

Reason behind consuming noodles

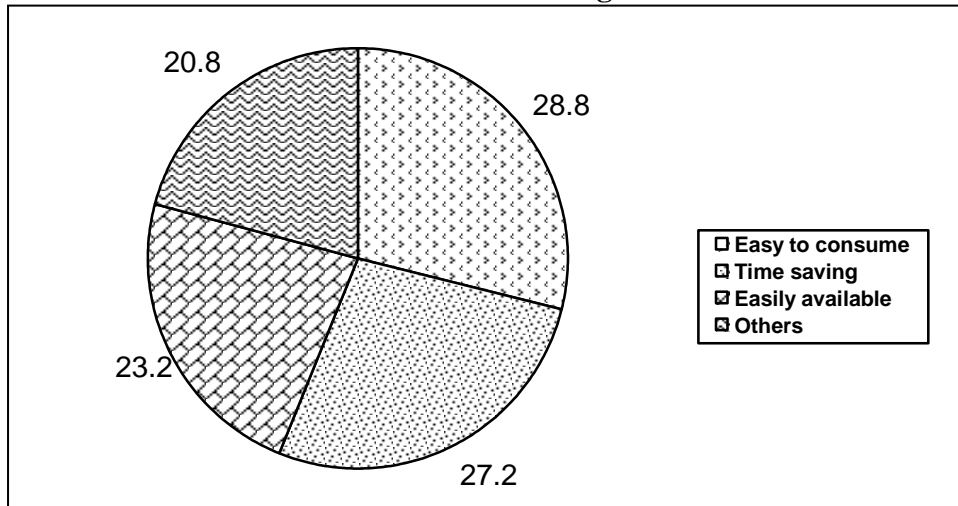


Table 4.1.9 is related to reasons behind consuming noodles. According to it 28.8% of the sample consumers prefer noodles because it is easy to consume. 27.2% consume it because it is time saving. 23.2% consume it because it is easily available every where and 20.8% prefer it due to other reasons.

4.1.10 Decision Making to the Particular Brand of Instant Noodles before Going to Shop

Table 4.1.10

Pre- determined decisions for buying brand of noodles

Decision	No. of respondents	Percentage
Yes	81	64.8
No	44	35.2
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.10
Pre-determined decisions for buying brand of noodles

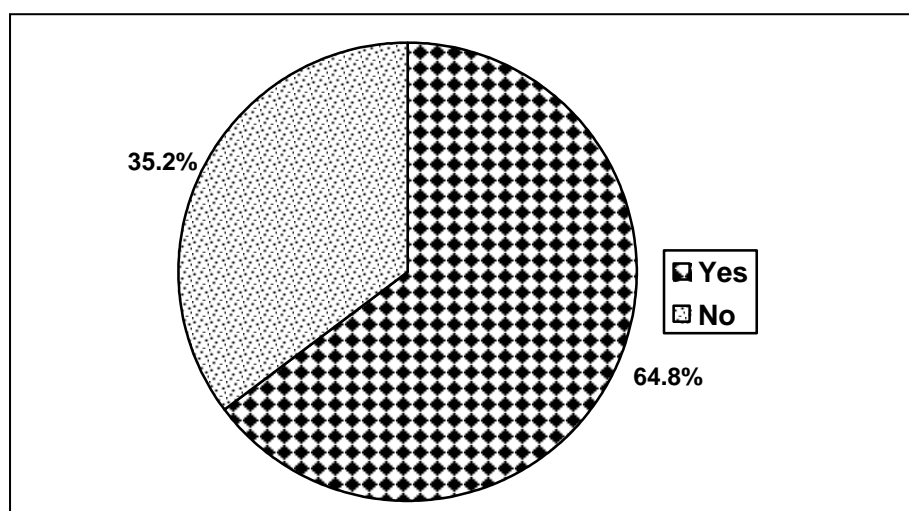


Table 4.1.10 is related to the consumers' pre-determined decisions for buying different brands of noodles. As shown in the table 64.8% of consumers decide which brand to buy, whereas 35.2% of consumers do not decide about it before going to shop. This shows there is a high degree of brand loyalty in noodles.

4.1.11 Preference of Different Brands of Noodles by the Consumer

Table 4.1.11

Preference of different brands of noodles by the consumer

Brand	No. of respondents	Percentage
Rara	30	24
Wai-wai	29	23.2
Mayos	19	15.2
Shakalaka Boom	4	3.2
Lekali	26	20.8
Others	17	13.6
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.11

Preference towards different brands of noodles by the consumer

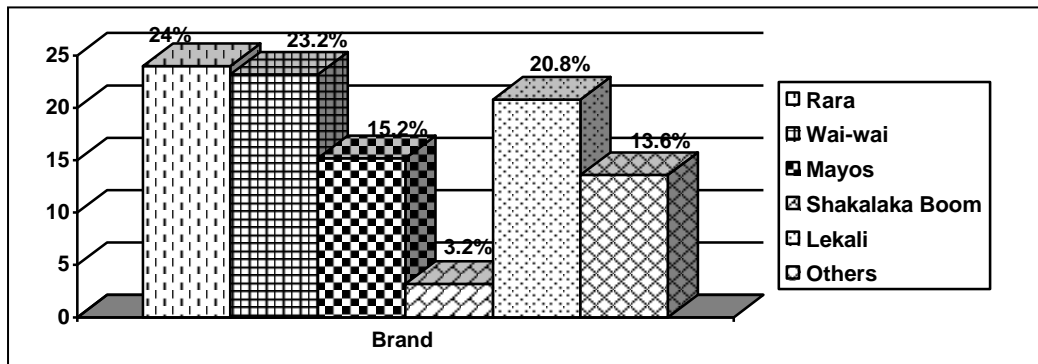


Table 4.1.11 presents the comparative figure of brand preference between different brands of noodles which are selected for the study. According to the table 24% of consumers prefer Rara Noodles. Similarly 23.2% of consumers prefer Wai-Wai, 15.2% of them prefer Mayos, 3.2% prefer Sakalaka Boom, 20.8% of them prefer lekali and 13.6% prefer other brands of Noodles out of 125 respondents.

4.1.12 Ranking of Different Brands of Noodles in the Basis of their Overall Quality

Table 4.1.12

Ranking of Noodles in the basis of their overall quality

Brand name \ Ranking	Rara		Wai-Wai		Mayos		Shakalakaboom		Lekali		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
1 st	33	26.4	37	29.6	20	16	5	4	30	24	125
2 nd	29	23.2	34	27.2	31	24.8	12	9.6	19	15.2	125
3 rd	19	15.2	16	12.8	34	27.2	30	24	26	20.8	125
4 th	12	9.6	11	8.8	29	23.2	37	29.6	36	28.8	125
5 th	32	25.6	27	21.6	11	8.8	41	32.8	14	11.2	125
	125	100	125	100	125	100	125	100	125	100	125

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.12

Ranking of Brand in the basis of consumers' Preference

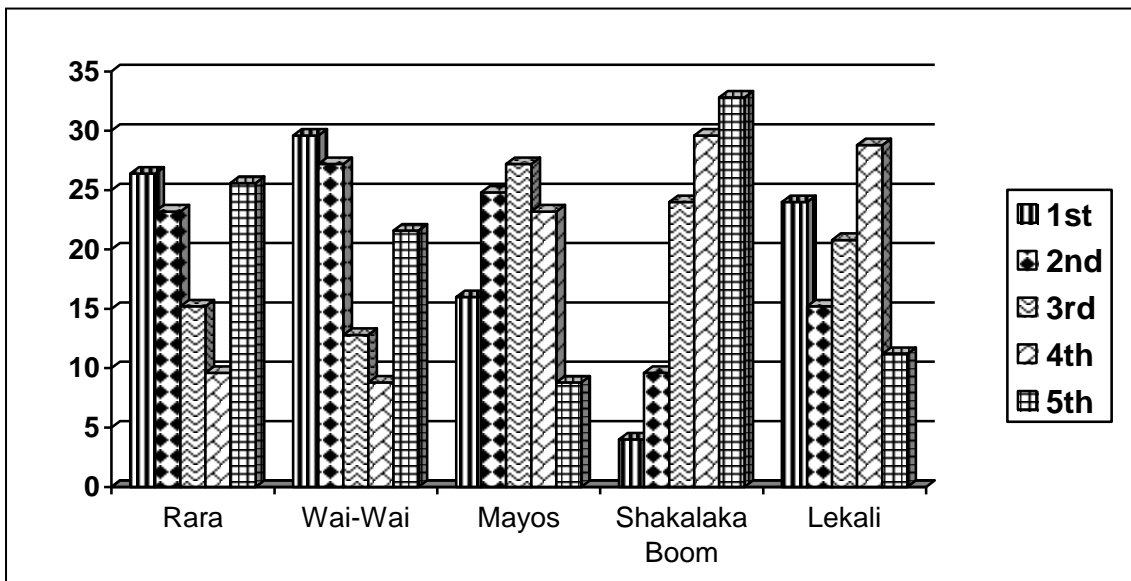


Table 4.1.12 discloses the ranking by the consumers on brand preference. On the basis of overall quality and characteristics of selected noodles 26.4% have selected Rara as their most preferred brand. Similarly 29.6% have selected wai-wai as their most preferred brand, 16% of them selected Mayos 4% Shakalaka boom and 24% of them selected Lekali as their most preferred brand.

Under 2nd ranking category wai-wai occupies 27.2% followed by Mayos 24.8%, Rara 23.2%, Lekali 15.2% and Shakalaka boom 9.6%.

Under 3rd ranking category Mayos occupies 27.2% followed by lekali sakalaka boom 24%. Similarly lekali 20.8%, Rara 15.2% and Wai-wai 12.8%.

Under 4th ranking category Sakalaka boom occupies 29.6%, followed by Lekali brand 28.8%, Mayos 23.2% and other rest of the brand are in significant under this category.

Under 5th ranking category Sakalaka boom occupies 32.8%, followed by Rara 25.6% and Wai-Wai 21.6%. Rest of the brands are insignificant under this category.

4.1.13 Degree of Price Sensitivity on Brand Preference

Table 4.1.13

Price Sensitivity on Brand Preference

Price Sensitivity	No. of respondents	Percentage
High	42	33.6
Moderate	67	53.6
Low	16	12.8
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.13

Price Sensitivity on Brand Preference

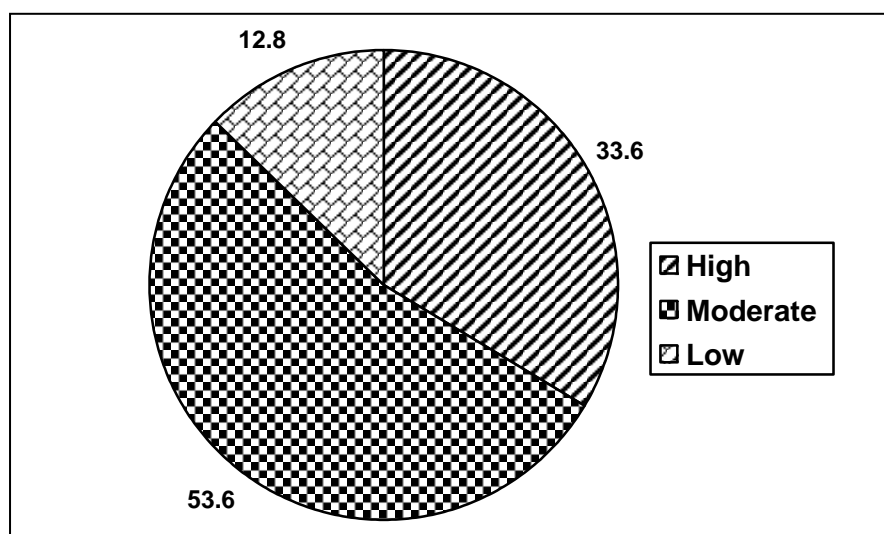


Table 4.1.13 is related with degree of price sensitivity on brand preference. From the table it is clearly found that large percentages of respondents have moderate degree of price sensitivity, which is 53.6%. Similarly 33.6% have high price sensitivity and 12.8% have low price sensitivity and 12.8% have low price sensitivity out of 125 respondents.

4.1.14 Brand Evaluation in Respect to Price

Table 4.1.14

Brand Evaluation in Respect to price

Brand \ Evaluation	Cheap		Reasonable		Expensive		Total
	No.	%	No.	%	No.	%	
Rara	10	8	69	55.2	46	36.8	125
Wai-wai	5	4	49	39.2	71	56.8	125
Mayos	4	3.2	57	45.6	64	51.2	125
Shakalaka Boom	32	25.6	43	34.4	50	40	125
Lekali	83	66.4	25	20	17	13.6	125

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.14

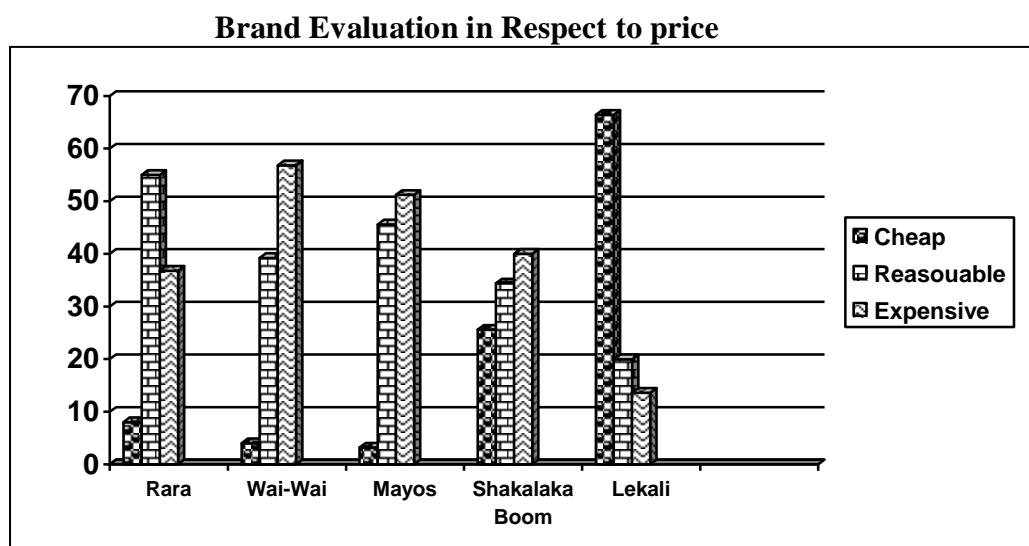


Table No. 4.1.14 shows evaluation of noodles with respect to price. Table shows that most of the consumers i.e. 66.4% feel the brand lekali as cheap price. Similarly most of them i.e. 55.2% feel Rara brand as reasonable price. Similarly the brands wai- wai and mayos are found expensive which occupy 56.8% and 51.2% respectively out of 125 respondents.

It has clearly shown that lekali brand is cheaper in price than the other brands which are taken for the study.

4.1.15 Consumers' behaviour in unavailability of their favourite brand

Table 4.1.15

Consumers' behaviour in unavailability of their favourite brand

S.N.	Option	No.	Percent of respondents
1	Wait for preferred brand	21	16.8
2	Buy the second preferred brand	67	53.6
3	Buy in available one	37	29.6
Total		125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.15

Consumers' behaviour in unavailability of their favourite brand

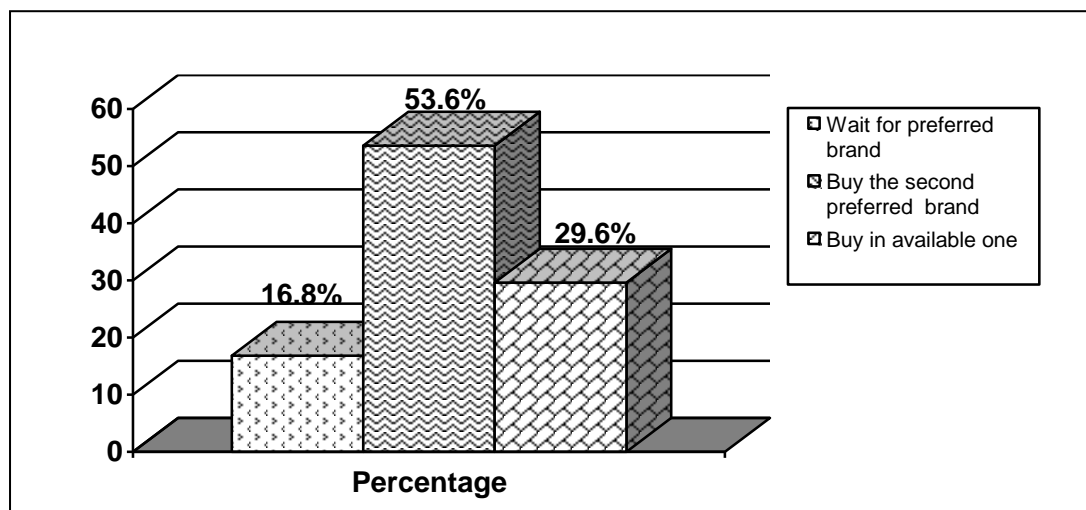


Table 4.1.15 presents the consumers alternative buying pattern in unavailability of favourite brand in market. It shows that most of the consumers i.e. 53.6% prefer to buy second preferred brand if their favourite brand is not available. Similarly 29.6% buy any available one and just 16.8% of them wait for their preferred brand.

4.1.16 Alternate choice of brand if favourite brand is not available

Table No. 4.1.16

Alternate choice of brand if favourite brand is not available

S.N.	Alternate choice of brand	Number	Percentage (%)
1	Rara	28	22.4
2	Wai-wai	40	32
3	Mayos	11	8.8
4	Sakalaka Boom	7	5.6
5	Lekali	26	20.8
6	Others	13	10.4

Source: Primary Data from questionnaire, 2012.

Figure No 4.1.16

Alternate choice of brand if favourite brand is not available

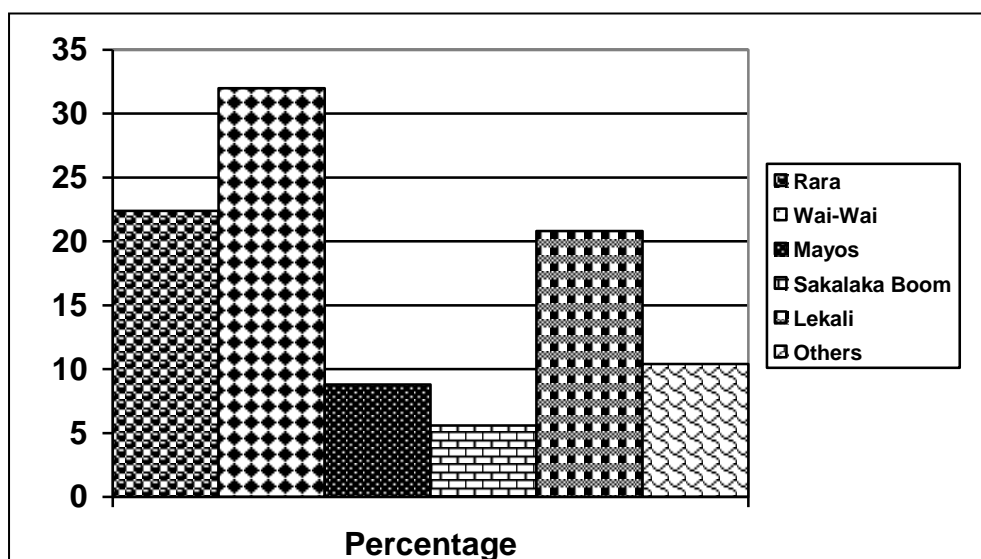


Table 4.1.16 is related to alternative choice of brand if favourite brand is not available in the market. As shown in table, most respondents prefer Wai-Wai as alternative choice i.e. 32% where as Rara 22.4%, Lekali 20.8%, Mayos 8.8%, Sakalaka Boom 5.6% and other brands by 10.4%.

4.1.17 Influence of advertisement

Table 4.1.17

Consumers influence by the advertisement

Description	No. of respondents	Percentage (%)
Yes	83	66.4
No	42	33.6
Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No.4.1.17

Consumers influence by the advertisement.

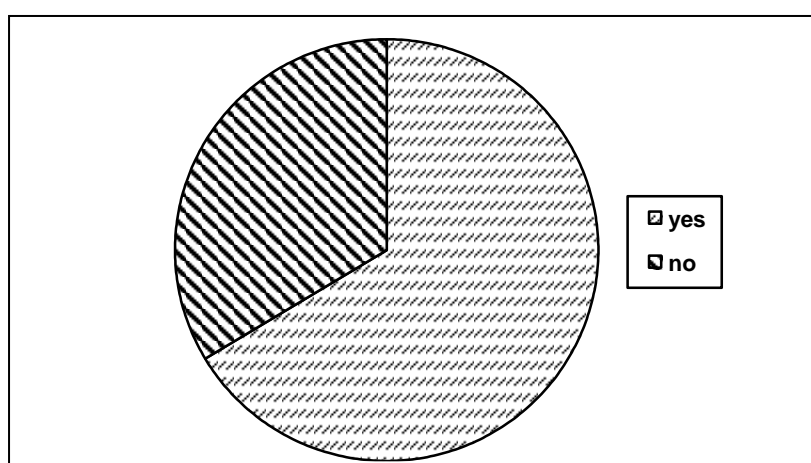


Table 4.1.17 describes the consumers who influence or do not influence by the advertisement from different Medias. According to it most of them i.e. 66.6% of the consumers get influenced by the advertisement and 33.6% of them do not get influenced by the advertisement out of sample size of 125 consumers.

4.1.18 The Best Media of Noodles Advertisement

Table 4.1.18

The best media of noodles advertisement according to the consumers

S.N.	Media	No. Respondents	Percentage (%)
1	T.V.	63	50.4
2	Radio	39	31.2
3	Hoarding Board	10	8
4	Magazine/paper	11	8.8
5	Others	2	1.6
	Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.18

The best media of noodles advertisement

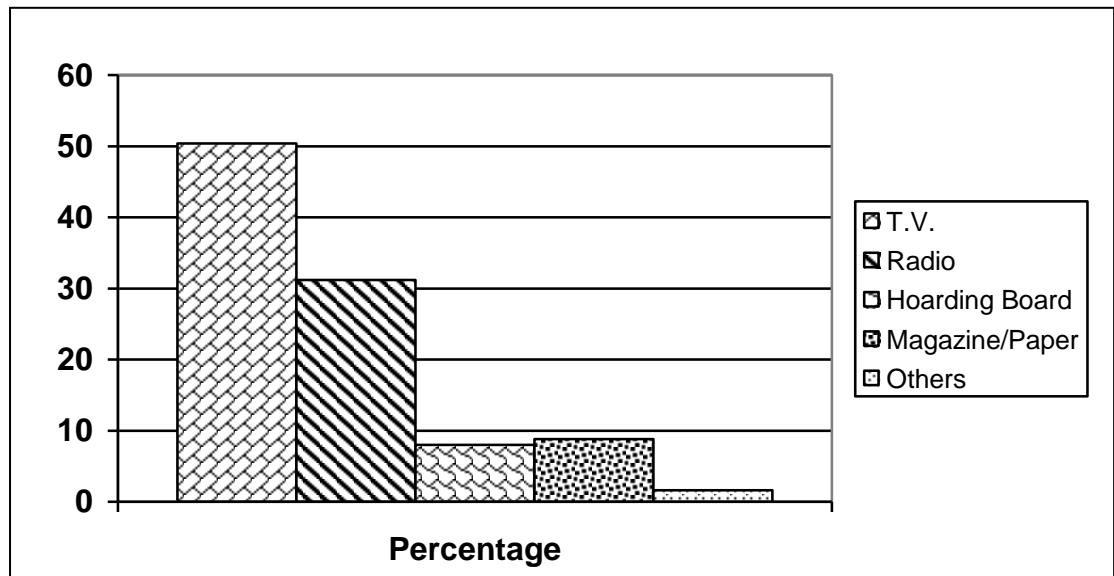


Table 4.1.18 is related with consumers opinion about the best media of Noodles advertisement. According the data most of the consumers think that TV is the best media for Noodles advertisement. It occupies 50.4% of total samples size. Similarly, 31.2% think that radio is the best media for advertisement, Hoarding Board is liked by 8%, magazine/paper 8.8% and others 1.6%.

4.1.19 Effectiveness of advertisement upon consumption of Noodles

Table 4.1.19

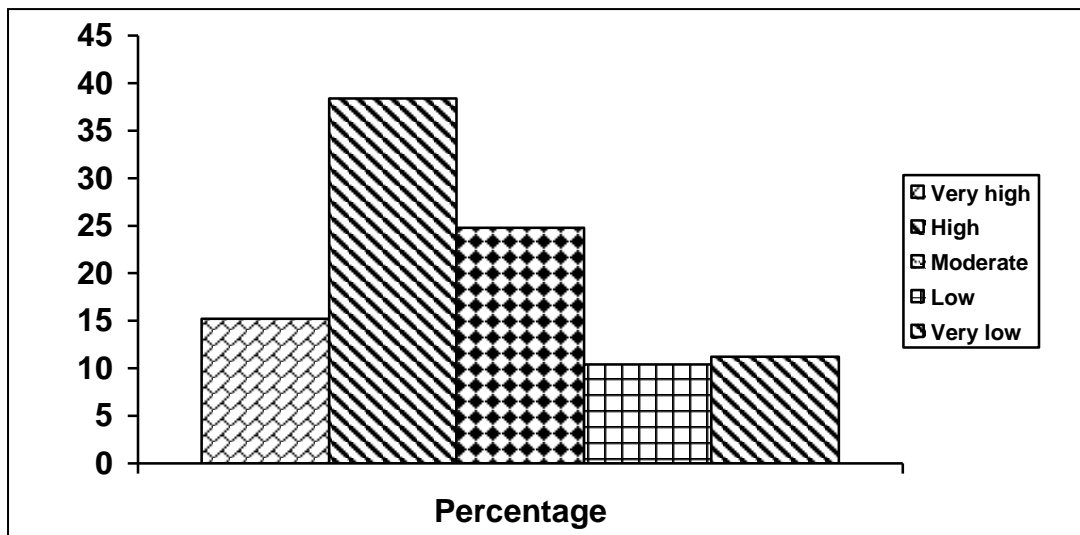
Effectiveness of advertisement upon consumption of Noodles

S.N.	Option	No. of Respondent	Percentage (%)
1	Very high	19	15.2
2	High	48	38.4
3	Moderate	31	24.8
4	Low	13	10.4
5	Very low	14	11.2
	Total	125	100

Source: Primary Data from questionnaire, 2012.

Figure No. 4.1.19

Effectiveness of advertisement upon consumption



According to the table 1.1.19, effectiveness of advertisement to 15.2% of consumers is very high, 38.4% of consumers is high, 24.8% of consumers is moderate, 10.4% is low and 11.2% is very low.

It shows that most of the consumers have positive impact of advertisement.

4.1.20 Perception of advertisement

Table 4.1.20

Perception of advertisement by the consumers

S.N.	Perception	No. of respondents	Percentage (%)
1	Informative	51	40.8
2	Entertainment	25	20
3	Just for notice	17	13.6
4	Others	32	25.6
	Total	125	100

Source: Primary data from questionnaire, 2012.

Figure No. 4.1.20

Perception of advertisement by the consumers

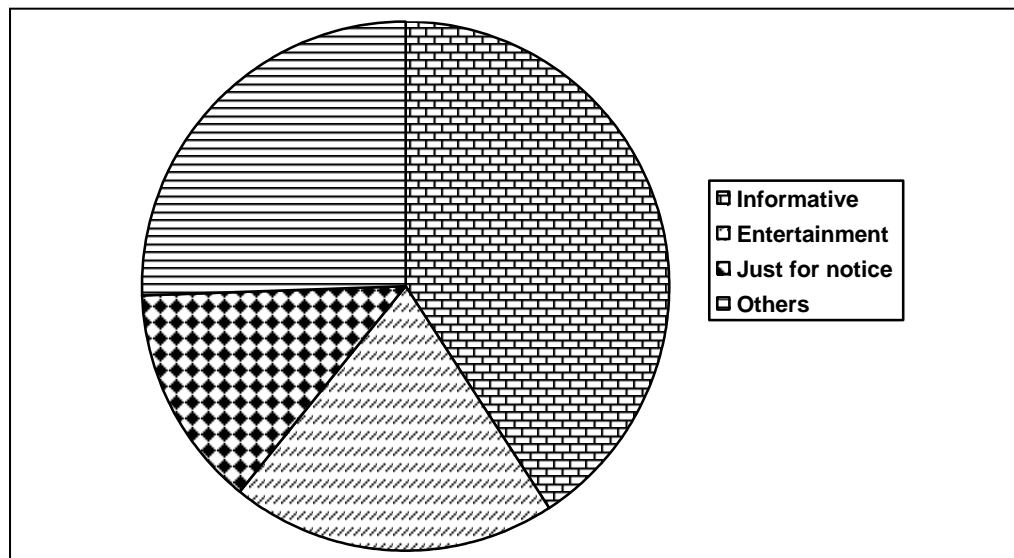


Table 4.1.20 shows the data of consumers regarding the perception of advertisement. According to it 40.8% of consumers take advertisement as source of information, 20% of them just entertainment it, 13.6% take it just for notice source and 25.6 perceive it for other reasons.

4.1.21 Factors affecting in the purchase of instant noodles

Table No. 4.1.21

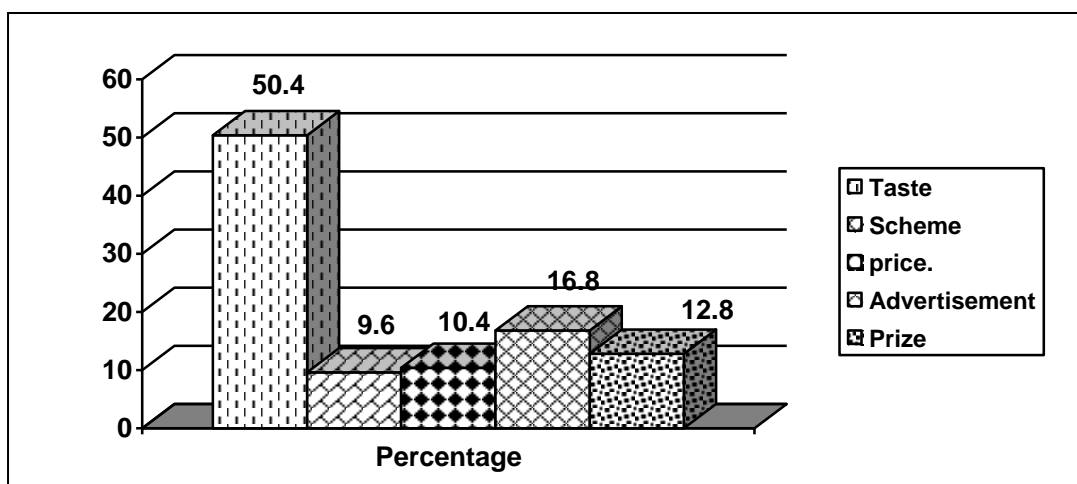
Factors affecting in the purchase of instant noodles

Option	No. of respondents	Percentage
Taste	63	50.4
Scheme	12	9.6
Price	13	10.4
Advertisement	21	16.8
Prize	16	12.8
Total	125	100%

Source: Primary data from questionnaire, 2012.

Fig. 4.1.21

Factors affecting in the purchase of instant noodles



From the above table 4.1.21 it can be seen that most the consumers buy the particular instant noodles due to its good taste. Among the 125 consumers taken for the sample 50.4% buy noodles due to the good taste, 9.6% buy because of scheme offered, 10.4% buy because of reasonable price, 16.8% buy due to being influence by advertisement and 12.8% buy noodles by getting attracted by its offered prizes.

4.1.22 Consumers motivation by gift/ prize programme

Table No. 4.1.22

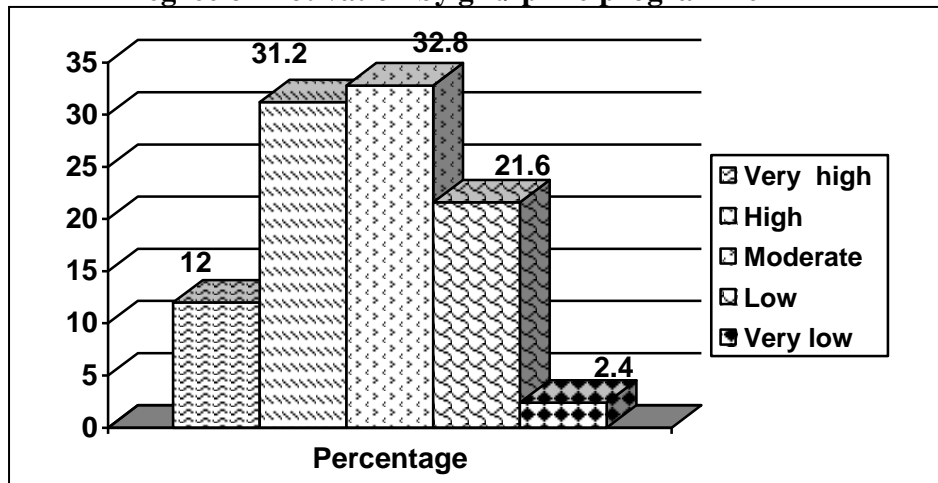
Degree of motivation by gift/ prize programme

S.N.	Degree of motivation	No. of respondents	Percentage
1	Very high	15	12
2	High	39	31.2
3	Moderate	41	32.8
4	Low	27	21.6
5	Very low	3	2.4
	Total	125	100%

Source: Primary data from questionnaire, 2012.

Figure No. 4.1.22

Degree of motivation by gift/ prize programme



Above table 4.1.22 shows how much the consumers get motivated by gift/prize programmes. According to the table 12% of consumers get highly motivated, by such programmes. Similarly 31.2% are in high degree, 32.8% in moderate degree, 21.6% in low degree and 2.4% do not get motivated by such programmes.

4.1.23 Most effective promotional factors

Table No. 4.1.23

Most effective promotional factors in consumers' opinion

S.N.	promotional factors	No. of respondents	Percentage
1	Cash prizes	24	19.2
2	Free noodles	27	21.6
3	Lucky draw co-opens	20	16
4	Bumper prize	38	30.4
5	Career related offers	14	11.2
6	Others	2	1.6
	Total	125	100%

Source: Primary data from questionnaire, 2012.

Table No. 4.1.23

Most effective promotional factors in consumers' opinion

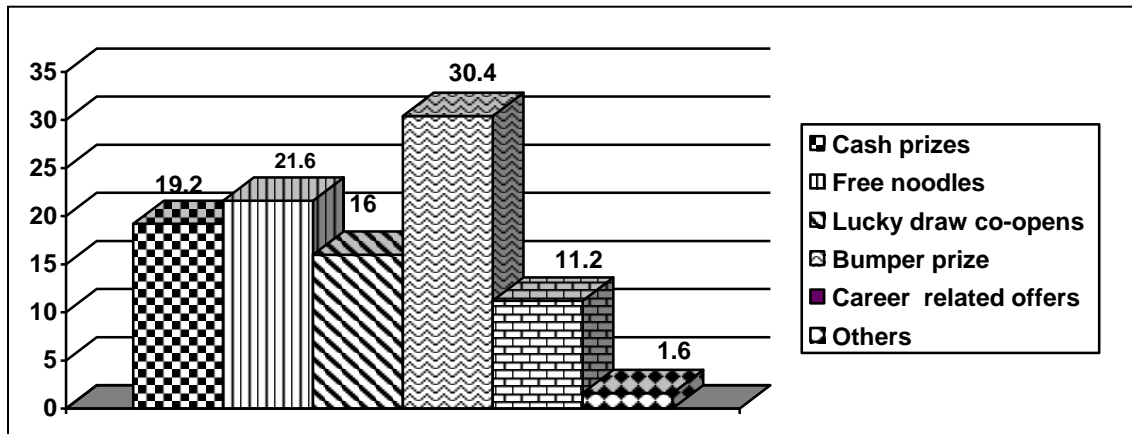


Table 4.1.23 shows about the most effective promotional factors in consumers' opinion. Among the sample size of 125 consumers 30.4% think that bumper prize is the most effective promotional factor. 21.6% prefer free noodles scheme, 19.2% like cash prizes, 16% prefer lucky draw coupons, 11.2% prefer career related offers and 1.6% of them liked other schemes.

4.1.24 Brand Switching Due to Attractive Offers

Table 4.1.24

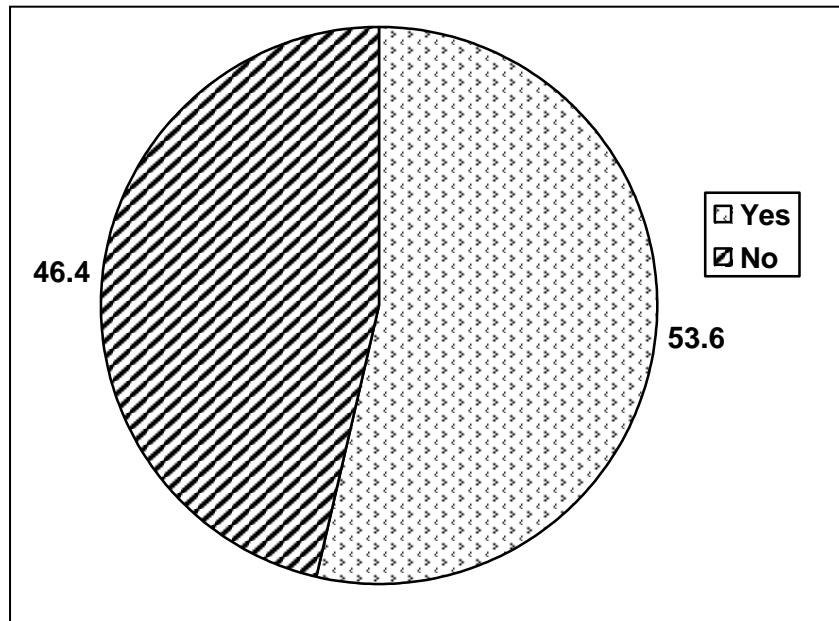
Changing of favourite brand due to attractive scheme of other brands

Opinion	No. of respondents	Percentage
Yes	67	53.6
No	58	46.4
Total	125	100

Source: Primary data from questionnaire, 2012.

Figure No. 4.1.24

Changing of favourite brand due to attractive scheme of other brands



The above table 4.1.24 shows that more than 53.6% consumers can change their favourite brands due to attractive scheme of other brands. Among the sample of 125 consumers only 46.4% said that they won't change their favourite brands due to attractive scheme of other brands.

4.1.25 Consumers' suggestion for the noodles improvement

Table 4.1.25

Consumers' suggestion for the noodles improvement

Suggestions	No. of respondents	Percentage
Improve the quality	43	34.4
Reduce the price	38	30.4
Increase promotional activities	27	21.6
Fascinating advertisement	17	13.6
Total	125	100

Source: Primary data from questionnaire, 2012.

Figure No. 4.1.25

Consumers' suggestion for the noodles improvement

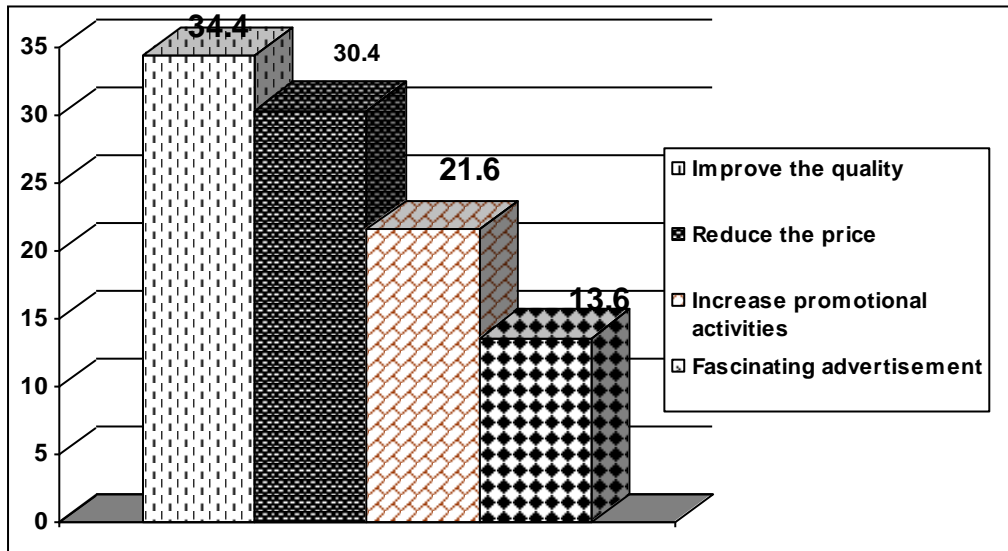


Table 4.1.25 shows that 34.4% of consumers like the suggest the noodle to improve the quality. Similarly, 30.4% suggested to reduce the price, 21.6% suggested to increase promotional activities and 13.6% suggested to conduct fascinating advertisement for improvement of noodles.

4.2 Retail Level Survey

Retail's Profile: In this chapter 25 retailers are taken.

4.2.1 Availability of different brand of instant noodles:

The researcher has studied the availability of different brand of instant noodles in the market. The result of responses has been shown in table 4.2.1. The interpretation and analysis with inference have been mentioned below table,

Table 4.2.1

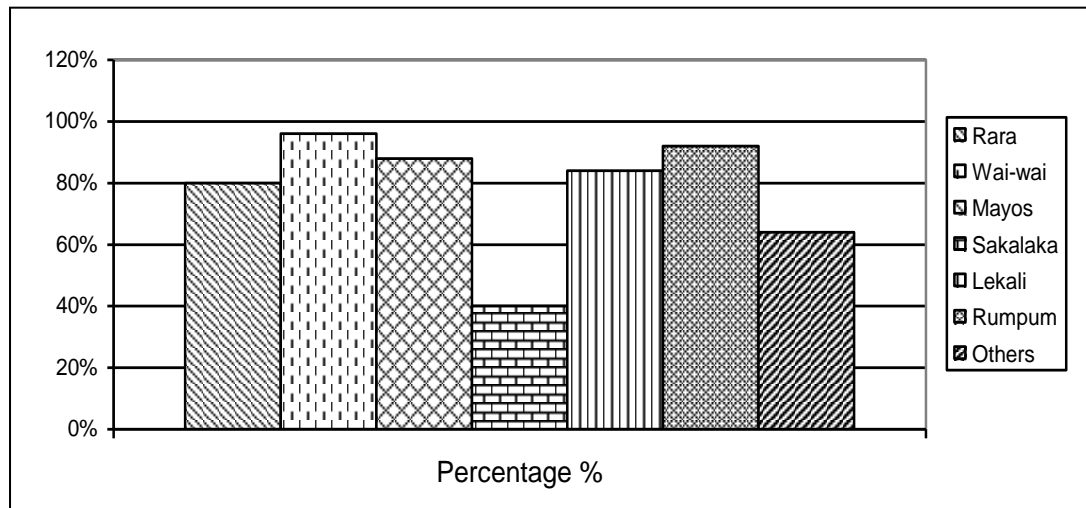
Availability of different brand of instant noodles:

Brand	No. of Retailers	Percentage %
Rara	20	80%
Wai-wai	24	96%
Mayos	22	88%
Sakalaka	10	40%
Lekali	21	84%
Rumpum	23	92%
Others	16	64%

Source: Primary data from questionnaire, 2012.

Figure No. 4.2.1

Availability of different brand of instant noodles:



From the above table 4.2.1, it can be analyzed that Rara is available in 80% shop, Wai-wai is available in 96% shop, Mayos in 88% shop, Sakalaka in 40%, Lekali in 84%, Rumpum in 92% and other brands like 2pm, Fatafat, Ruchhee etc are available in 64% of the shop.

From the above analysis, it can be analyzed that the availability of Wai Wai is very good. In most of the shop Wai Wai can get easily. After that Mayos Rara, Lekali, Min Min, U-Key, Rumpum can be found easily, Sakalaka Boom has got poor availability.

4.2.2 Brand of instant noodles having more sales

The researcher has studied the brand wise sales of instant noodles. The result of responses has been shown in table 4.2.2. The interpretation and analysis with inference have been mentioned below table:

Table 4.2.2

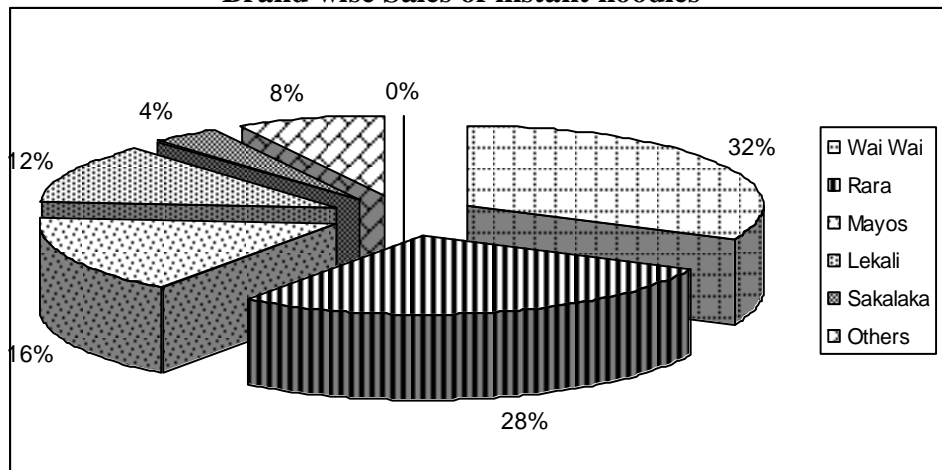
Brand wise Sales of instant noodles

Brand	No. of Retailers	Percentage %
Wai Wai	8	32%
Rara	7	28%
Mayos	4	16%
Lekali	3	12%
Sakalaka	1	4%
Others	2	8%

Source: Primary data from questionnaire, 2012.

Figure No. 4.2.2

Brand wise Sales of instant noodles



From the above table 4.2.2, it can be analyzed that 32% retailers sales the brand Wai Wai more, 28% retailers sales the brand Rara more, 16% retailers sales the brand Lekali more. 4% retailers sales the brand Sakalaka and 8% of them sales the other brands like Rumpum, Golmol etc. more.

From the above analysis, it can be inferred that most of the retailers sales the brand Wai Wai more. Then after Rara and Lekali, Least number of retailers sales the brand Sakalak boom, U-Key, GolMol, Jojo and other brad like Big Mimi, Hurey, Lekali etc. more.

4.2.3 Age group of consumers who buy the instant noodles in retails more:

The researcher has studied the age group of consumer who buy the instant noodles in retails. The result of responses has been shown in table 4.2.3. The interpretation and analysis will inference have been mentioned below table:

Table 4.2.3

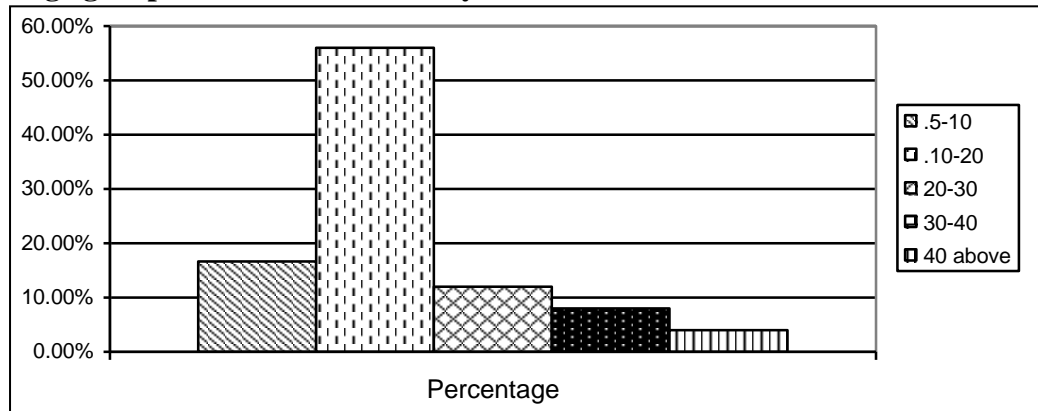
Age group of consumers who buy the instant noodles in retails more:

Age group	No. of retailers	Percentage
5-10	5	20%
10-20	14	56%
20-30	3	12%
30-40	2	8%
40 above	1	4%
Total	25	100%

Source: Primary data from questionnaire, 2012.

Figure No.: 4.2.3

Age group of consumers who buy the instant noodles in retails more:



From the above table 4.2.3, it can be analyzed that the buyers of instant noodles in retails, 20% of the consumers are in the age of between 5-10, 56% in the age of between 10-20, 12% in the age between 20-30, 8% in the age between 30-40 and 4% are in the age of above 40.

From the above analysis, it can be inferred that retailers feel that most of the consumers who buy the instant noodles fall in the age 10-20. Second large group of consumers who buy the instant noodles fall in the age 5-10. So it shows that instant noodles are popular among children, teenager and young people:

4.2.4 Effect of advertisement in the sales of Instant noodles:

The researcher has studied the effect of advertisement in the sales of Instant Noodles. The result of responses has been shown in table 4.2.4. The interpretation and analysis with inference have been mentioned below table.

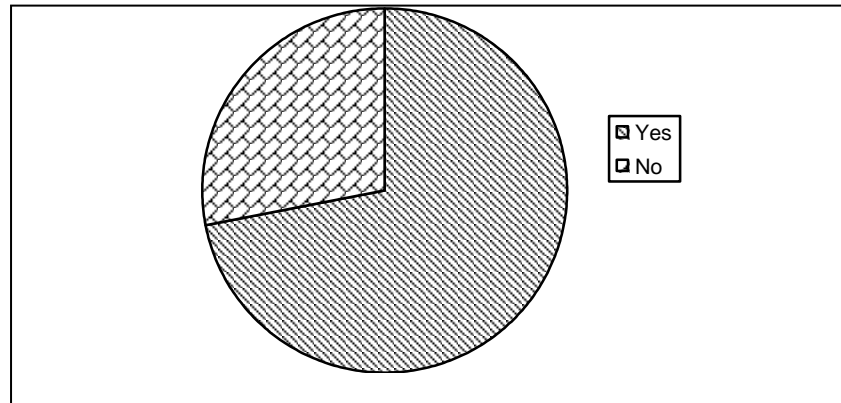
Table: 4.2.4

Effect of advertisement in sales

Option	No. of retailers	Percentage
Yes	18	72%
No	7	28%
Total	25	100%

Source: Primary data from questionnaire, 2012.

Figure No.: 4.2.4
Effect of advertisement in sales



From the above table, 72% retailers said that advertisement affects the sales of instant noodles and only 28% retailers do not agree with this.

From the above analysis, it can be inferred that most of the retailers think that advertisement affects the sales of instant noodles. Only the least number of retailers think that advertisement does not affect the sales of instant noodles.

4.2.5 Quality wise classification of different brand of instant noodles

The researcher has studied the quality wise classification of different brand of instant noodles. The result of responses has been shown in table 4.2.5. The interpretation and analysis with inference have been mentioned below table:

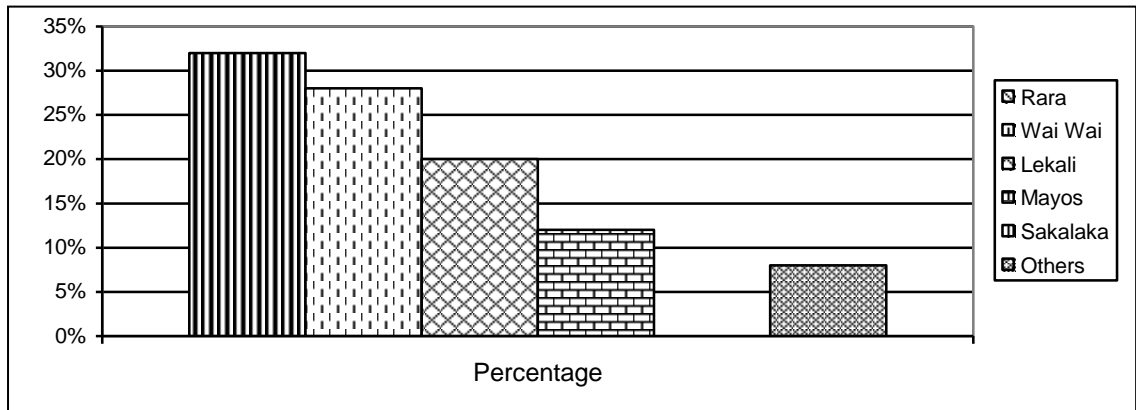
Table: 4.2.5
Quality wise classification of different brand of instant noodles:

Brand	No. of retailers	Percentage
Rara	8	32%
Wai Wai	7	28%
Lekali	5	20%
Mayos	3	12%
Sakalaka	0	0%
Others	2	8%

Source: Primary data from questionnaire, 2012.

Figure No.: 4.2.5

Quality wise classification of different brand of instant noodles:



From the above table 4.2.5, it can be analyzed that 32% retailers said that the quality Rara is good, 28% retailers said that the quality Wai Wai is good, 20% retailers said that the quality of Lekali is good and 12% retailers said that the quality of Mayos is good and 8% retailers said others brands of noodles are good in quality.

From the above analysis, it can be inferred that most of the retailers said that quality of Rara is better than other brand. Secondly the quality of Wai wai and Lekali also accepted as a good quality noodles by the retailers.

4.2.6 Reason of selling Instant Noodles by the retailers

The researcher has studied the reason of selling Instant Noodles by the retailers. The result of responses has been shown in table 4.2.7. The interpretation and analysis with inference have been mentioned below table:

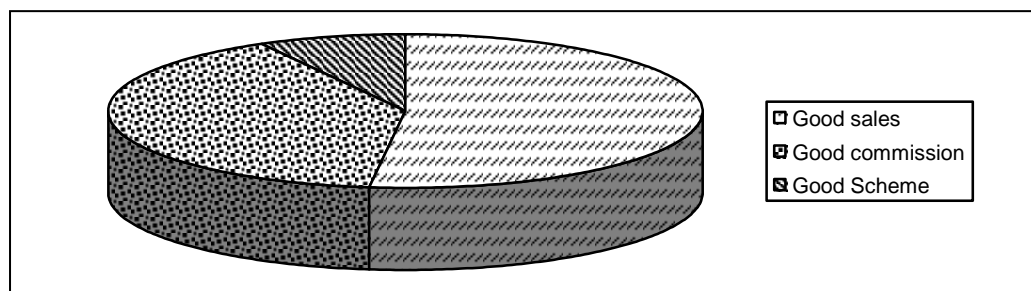
Table 4.2.6

Reason of selling Instant Noodles by the retailers:

Reason	No. of retailers	Percentage
Good sales	13	52%
Good commission	10	40%
Good Scheme	2	8%
Total	25	100%

Source: Primary data from questionnaire, 2012.

Figure No. 4.2.6
Reason of selling Instant Noodles by the retailers:



From the above table 4.2.6, it can be analyzed that 52% of the retailers sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 8% retailers sales the instant noodles due to good scheme.

From the above analysis it can be inferred that most of the retailers sales the instant noodles due to good sales. Retailers give the second preference to the good commission. And give third preference to the good scheme.

4.2.7 Reason of the good sales of instant noodles:

The researcher has studied the reason of the good sales of instant noodles. The result of responses has been shown in table 4.2.9. The interpretation and analysis with inference have been mentioned below table:

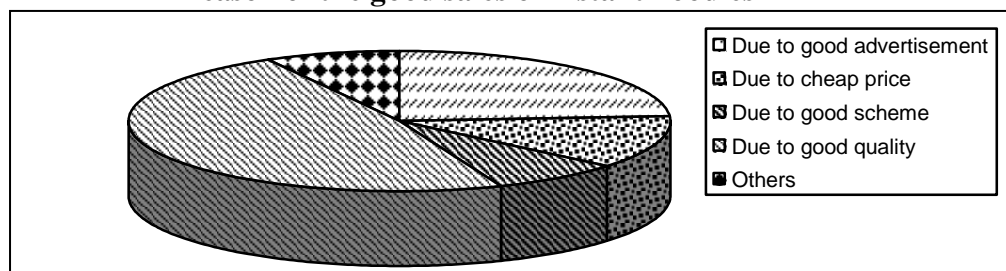
Table 4.2.7
Reason of the good sales of instant noodles:

Reason	No. of retailers	Percentage
Due to good advertisement	6	24%
Due to cheap price	3	12%
Due to good scheme	2	8%
Due to good quality	12	48%
Others	2	8%

Source: Primary data from questionnaire, 2012.

Figure No.: 4.2.7

Reason of the good sales of instant noodles



From the above table 2.7, it can analyzed that 24% of the retailers think that the good sales of the instant noodles is due to good advertisement, 12% of the retailers think that good sales of the instant is due to cheap price, 8% of the retailers think that the good sales of the instant noodles is due to good scheme, 48% of the retailers think that the good sales of the instant noodles is due to good quality and 8% of the retailers think that the good sales of the instant noodles is due to others reason like good prize, attractive packing etc.

From the above analysis, it can be inferred that most of the retailers think that the good sales of instant noodles is due to good quality. It means the quality play the vital role in the sales of instant noodles. Then after advertisement also make good sales of the instant noodles.

4.2.8 Acceptation of the consumers in the substitution of their favourite brand by the retailers:

The researcher has studied the acceptance of the consumers in the substitution of their favourite brand by the retailers. The interpretation and analysis with inference have been mentioned below table:

Table 4.2.8

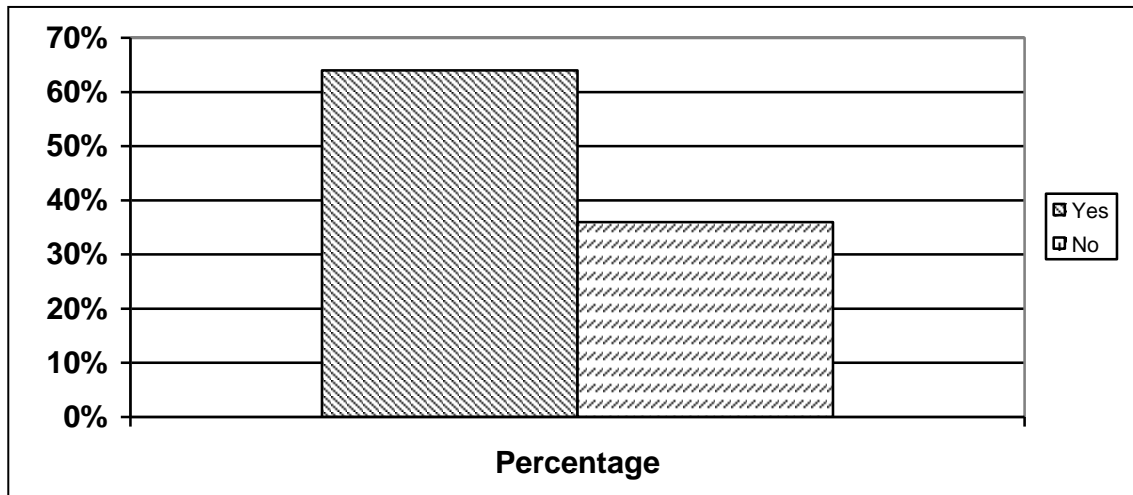
Acceptation of the consumers in the substitution of their favourite brand by the retailers

Option	No. of retailers	Percentage
Yes	16	64%
No	9	36%
Total	25	100%

Source: Primary data from questionnaire, 2012.

Figure No.: 4.2.8

Acceptation of the consumers in the substitution of their favourite brand by the retailers:



From the above table, 2.8, it can be analyzed that 64% of the retailers said that the consumers take the alternative or substitution brand if there is not available their favourite brand and only 36% wait for their favourite brand.

From the above analysis, it can inferred that most of the retailers said that the consumers take the alternative or substitution brand if their favourite brand is not available. Only few retailer said that the consumers wait for their favourite brand.

4.2.9 Classification of the brand in the basis of good marketing strategy:

The researcher has studied the classification of the brand in the basis of good marketing strategy. The result of responses has been shown in table 4.2.9.

Table 4.2.9

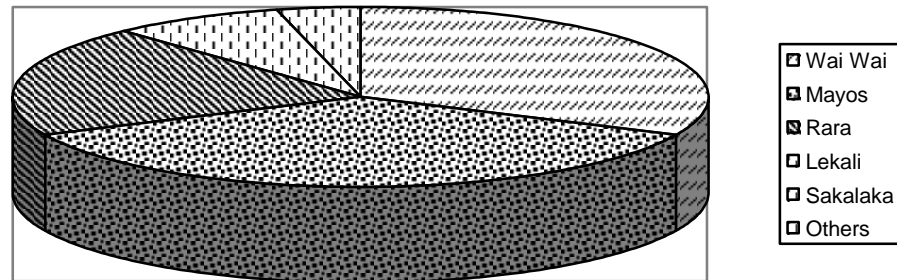
Classification of the brand in the basis of good marketing strategy

Brand	No. of retailers	Percentage
Wai Wai	8	32%
Mayos	9	36%
Rara	5	20%
Lekali	2	8%
Sakalaka	0	0%
Others	1	4%
Total	25	100%

Source: Primary data from questionnaire, 2012.

Figure No.: 4.2.9

Classification of the brand in the basis of good marketing strategy



From the above table 4.2.9, it can be analyzed that 32% retailers liked the marketing strategy of Wai Wai, 36% retailers liked the marketing strategy of Mayos, 20% retailers liked the marketing strategy of Rara, 8% retailers liked the marketing strategy of Lekali and 4% retailers like marketing strategy of other brands of noodles like Rumpum, Golmol etc.

From the above analysis it can be analyzed that most of the retailers liked the marketing strategy of the Mayos. It means the marketing strategy of the Mayos is better than other instant noodles. Secondly Wai Wai have also good marketing strategy as well as Rara and Lekali also. Remaining all instant noodles in the market has poor marketing strategy.

4.2.10 Retailers suggestions for the better sales of noodles

Table 4.2.10

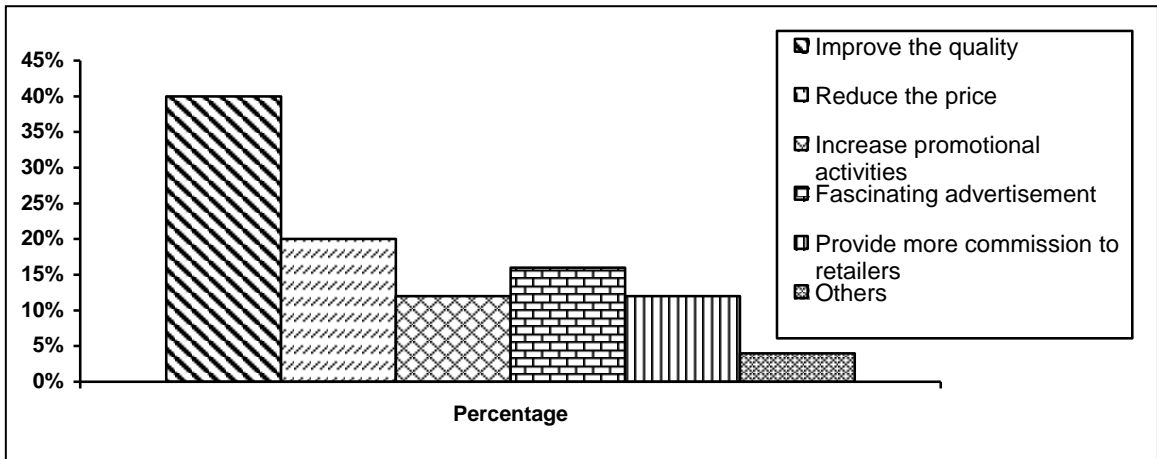
Retailers suggestions for the better sales of noodles

SN	Suggestion	Retailers	Percentage
1.	Improve the quality	10	40%
2.	Reduce the price	5	20%
3.	Increase promotional activities	3	12%
4.	Fascinating advertisement	4	16%
5.	Provide more commission to retailers	3	12%
	Total	25	100%

Source: Primary data from questionnaire, 2012.

Figure 4.2.10

Retailers' suggestions for the better sales of noodles



From the above table, it can be analyzed that 40% of retailers suggest the noodles to improve the quality for better sales, 20% suggest to reduce the price, 12% suggest to increase promotional activities, 16% suggest for fascinating advertisement and 12% of retailers suggest to provide more commission to retailers so that they can help in sales promotion. Thus, retailers also support that consumers are aware of quality of noodles and it should be improved for their preference.

CHAPTER V

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Summary

The noodles industries and its market are rapidly growing in Nepal. Competition is being tough along with the opportunities. Every business organizations should care about their consumers as consumers are regarded as a king in business. An understanding of brand preference can be a very effective measure to increase the competitive strength of manufacturers and sellers though understanding it have become more complex and complicated day by day. So it requires continuous effort of investigation and exploitation of consumers.

The study has been conducted over the consumers and retailers of instant noodles of Bharatpur Municipality. The objective of this study is to generate consumers profile to obtain consumers opinion on the quality, taste and other relevant aspects, to obtain the sales and market share and to evaluate the marketing system of instant noodles in Bharatpur Municipality. To serve these objective 125 very well structured questionnaires were asked to fill up by the consumers and 25 questionnaires were filled up by the retailers.

The collected data were completely analyzed and inferred on objective wise and the major findings are given:

5.2 Major Findings and Conclusion of the Study

Major Findings

1. The consumers of the instant noodles are 41.6% male and 58.4% female. It indicates that most of the consumers of the instant noodles are female.
2. 29.6% of noodles consumers fall in the age group of below 15 years and 39.2% are of the age group 15-30yrs. This indicates that the large numbers of consumers of instant noodles are teenager and middle-aged people.
3. 54.4% of the consumers of instant noodles are students. This indicates that instant noodles is mostly popular among the students and then only among job holders and other profession.

4. Noodles are popular among the consumers having school level education. They occupy 38.4% of total consumption of noodles.
5. Most of the consumers are consuming noodles frequently and from more than 2 years.
6. The massive consumption of noodles purpose is snacks or tiffin and mostly consuming place is at home and then in restaurant. About 68.8% of consumers consume noodles for snacks purpose.
7. Most of the consumers consume noodles because of being easy to consume as well as it can be eaten directly without cooking.
8. 64.8% of the consumers decide the brands to be brought before they go to shop. This indicates that there is high degree of brand loyalty among the consumers in noodles consumption.
9. About 24% of consumers prefer Rara, 23.2% prefer wai-wai, 20.8% prefer Lekali, 15.2% prefer Mayos, 3.2% prefer Sakalaka Boom, and 13.6% prefer the other brands. This indicates that Rara brand is mostly popular in Bharatpur Municipality followed by wai-wai and lekali.
10. Price sensitivity is moderate in 53.6% of the consumers high in 33.6% consumers and low in 12.8% consumers. It indicates that price plays important role in consumption of noodles.
11. Most of the consumers buy the second preferred brand of noodles if their favourite brand is not available in market. Only 16.8% consumers wait for their preferred brand 29.6% buy any available brands in the absence of their favourite brand.
12. Wai-wai brand is liked by most of the consumers as alternative choice in the case of availability of their favourite brand which is followed by Rara, Lekali, Mayos and Sakalaka Boom.
13. The brand Wai-Wai has been found in 1st rank, Rara 2nd rank, Mayos 3rd rank, Lekali 4th and Sakalaka Boom then after.
14. 66.4% consumers influenced by the advertisement of noodles. This indicates that advertisement plays vital role in sales or consumption of noodles.

15. TV is the best media for noodles advertisement. Which occupies 50.4% of consumers opinion followed by radio 31.2%, hoarding board 8% and magazines/papers 8.8 %.
16. Most of the consumers agreed that effectiveness of advertisement upon consumption of noodles is high. It has been found that the sales turnover of noodles is dependent upon their extensive advertisement. Even to survive and sustain in the market, advertisement is necessary.
17. Most of the consumers almost 41% perceive advertisement as the source of information, 20% entertain it, 13.6% just perceive it as general notice and 25.6% perceive it in other different ways.
18. About 43.3% consumer are highly motivated by gift/prize programmes, 32.8% moderately motivated and about 24% consumers motivation degree is low by such programmes.
19. Consumers get mostly attracted by bumper prize. Other effective promotional factors could be free noodles scheme, cash prizes, lucky draw coupons and career related offers.
20. Large number of consumers about 54% has the tendency of brand switching due to attractive offers of other brands.
21. Large number of consumers i.e. about 34.4% have suggested to improve the quality of noodles for better consumption. Likewise 30.4% have suggested to reduce the price and others have suggested to increase promotional activities and fascinating advertisement.
22. Wai-wai has good availability i.e. 96% in market, followed by Mayos, Lekali, Rumpum and others. Sakalakaboom has less availability in market in the comparison of other brands.
23. Most of the retailers sales wai-wai the most i.e. 32%, followed by Rara, Mayos, Lekali, Sakalaka and others with 28%, 16%, 12%, 4% and other respectively.
24. Most of the retailers i.e. 56% noticed that most of the buyers of noodles fall in age group of 10-20 years.

25. Most of the retailers i.e. about 72% think that advertisement affects the sales of instant noodles and it plays important role in sales of instant noodles.
26. Most of the retailers i.e. 32% said that the quality of Rara is good, 28% said that Wai-Wai has good quality. 20% said that Lekali has good quality whereas 12% of them said that quality of Mayos is good.
27. 52% of the retailers sell the instant noodles due to good sales, 40% sell them due to good commission and 8% of the sell due to good scheme. It indicated that most of the retailer sells the instant noodles due to good sales. Retailers give the second preference to the good commission and third preference to the good scheme.
28. Most of the retailers think that the reason of the good sales of instant noodles is due to good quality. It occupies 48%. 24% of them think that it is because of attractive advertisement 12% think that it is because of cheap price and 8% said that it is due to good scheme offered by the companies.
29. About 64% of retailers said that the consumers take the alternative or substitution brand if there is not availability of their favourite brand and only 36% for their favourite brand.
30. 36% of retailers said that Mayos has good marketing strategy followed by Wai-wai, Rara and Lekali occupying 32%, 20% and 8% respectively.
31. Most of the retailers i.e. about 40% suggested the noodles company to improve the quality of noodles for better sales. 20% suggested to reduce price, 16% suggested for fascinating advertisement. 12% of the, suggested to increase promotional activities whereas some of the, i.e. 12% suggested to provide more commission to the retailers.

Conclusion

From the above study, we have arrived to the following conclusion.

1. Instant noodles are frequently consumed in Bharatpur Municipality.
2. It has high demand in Bharatpur Municipality.

3. Various brands of instant noodles available are made well known to the consumers by different advertising media mostly by electronic media like Radio and television.
4. Most of the consumers are informed of the brand by advertisements.
5. Advertisement has high influence on the preference of brands to the consumers.
6. There is high competition among different brands. The factors like taste, price, quality and availability in the market are evaluated from consumers' side whereas incentives, profit margin etc. are evaluated from retailers.
7. Consumers give more preference in taste and quality rather than brand and price.
8. Availability of other fast food with different taste and reasonable price is having negative effect on consumption and production of instant noodles in recent years.
9. Various new brands are coming in the market but producers aren't considering about improving the taste and quality. Consumers are getting new brands with price competition and incentives but no remarkable improvement in quality and taste.
10. Noodles companies should discourage unhealthy competitions and give emphasis on taste and quality for consumer.

Recommendation

A brand provides not only a source of information but other function which justify its attractiveness and its monetary value: Finding the brand preference make easier to understand the consumer. Brand preference exposes the consumers' attitude, behaviour and purchasing pattern relating to different brands of products available in their market. These factors like attitudes, behaviour and purchasing pattern etc. are to a great extent directly or indirectly related with the consumers' satisfaction, social status, earning, aspirations and ambitions to a great extent.

Competition is becoming tougher and tougher together with the growth rapidity of noodles' market. Understanding the brand preference is a very effective measure to increase the competitive strength of manufacturers or sailors, so, the findings of this

study have many implications for the Nepalese noodles marketers. The following recommendation is made on the basis of the findings of the study:

1. Taste and quality are the major factors for brand preference to consumers. So noodles manufacturers should improve their quality along with the taste of noodles to meet the present competition with rival brands. It would be better to develop the taste of different flavour.
2. Noodles are mostly popular within certain age group i.e. below 30 yrs. So noodles marketers should develop their marketing strategies. In this aspect attractive bumper prizes with attractive advertisement program should be conducted to increase the sales volume and to capture the large portion of markets share.
3. The companies should not use any harmful ingredients like artificial colour, artificial flavour etc as they effect negatively in human health. Using more monosodium glutamate is also harmful for health of people. So its quantity should also be reduced.
4. Every company should be careful enough in maintaining the quality of their product. They should not compromise in quality to occupy better position in market.
5. To cover the maximum area of consumers Television, Radio and magazines/paper as well should be used for advertisement. It's because young generation prefer TV whereas other aged generation prefer paper media.
6. The promotional activities shouldn't be avoided by noodles marketer as consumers get motivated by such activities. Taste and quality as some brands like Rara and Lekali is liked by many consumers but still they are facing less sales due to lack of attractive promotional activities. So, it is recommended that the more attractive schemes should be applied to reduce brand switching and to increase the sales volume as well.
7. Considering the purpose of consumption of noodles the study recommends that the manufactures should expand their snacks varities rather than meal and breakfast to capture the market share.
8. To preserve their existing consumers every company should research the market regularly and perform activities according to the research findings.

9. There is not any organized group of producers of instant noodles. So the companies have to jointly prepare market strategies to enlarge and strengthen the market for their products.
10. Wholesaler and retailers also play an important role in marketing of products, so noodles companies should increase the incentives to them to motivate and encourage them to focus their transaction on instant noodles.
- 11 Noodles companies should discourage unhealthy competitions and give emphasis on taste and quality for consumer
12. Large Number of Nepalese people lives in villages and noodles are not easily accessible in such areas. Therefore to increase the market and achieve maximum revenue the companies should expand there marketing activities in village area too.

These major recommendations for the manufacturers may prove to be fruitful for them on increasing their market share which immensely helps marketers to achieve their goals and objectives.

REFERENCES

- Agrawal, G.R. (2061), *Marketing Management in Nepal*, M.K. Publisher, Kathmandu.
- Black Well, Paul W. Miniard (1990), *Consumer Behaviour*, The Dryden Press, New York:
- Boyd, H.W., West Fall R. and Stasch S.F. (1990). *Market of Research: Text and Cases*, New Delhi.
- Engel F. James and Blackwell D. Region (1978), *Consumers Marketing*, Dryden Press New York.
- Joshi P.R (2003), *Research Methodology*, Buddha Academic Publishers, Kathmandu.
- Kapferer, Jean-Noel (1997), *Strategic Brand Management*, Kogan Press.
- Koirala K.D (2005), *Marketing Management*, M.K. Publisher, Kathmandu.
- Kotler, Philip (2000), *Marketing Management*, Prentice-Hall of India.
- Murphy, John M. (2005), *Marketing Management*, Prentice Hall of India.
- Mishra, M.N. (1993), *International Marketing Management*, Oxford Press Bombay.
- Onkvisit, Sak and Shaw John J. (1997), *International Marketing*, Prentice Hall of India.
- Sciffman, Leslie Lazar Kanuk (1992), *Consumer Behavior*, Prentice Hall of India.
- Shrestha, Shyam K. (2005), *International Marketing Decision*, Buddha Academic Publishers, Katmandu.
- Sherlekar, S.A. (1996), *Modern Marketing*, Himalayan Publishing House, Bombay.
- Stanton, Willima J. Michael J. Etzel, Bruce J. Walker (1994), *Fundamental of Marketing*, MC-Graw-Hill of New York.
- Wolf, H.W. and Pant P.R.(2005), *Social Science Research and Thesis Writing*, Buddha Academic Publishers, Kathmandu.

Unpublished Thesis

Adhikari, Tara (2006), *A Study on Brand Preference of Instant Noodles in Balaju.*

An unpublished Master degree thesis, MBS, TU.

Basnet, N.B. (1986), *A study on Market Potentiality of Gandaki Noodles In*

Kathmandu Valley, An unpublished Master degree Thesis, MBA , TU

Giri,Rajendra(1998),*Communication Effects of Advertising and Preference of Instant*

Noodles RARA and WAI WAI unpublished master degree thesis, MBA, TU .

KC,Niraj Pratap (2005), *Advertising Policy of Himalayan snacks and Noodles Pvt.*

Ltd. & Fast Food Nepal Pvt. Ltd. A comparative Study. An unpublished master degree thesis, MBS, TU

Panta, Yogesh, (1993), *A study on Brand Loyalty*, An unpublished master degree

thesis, MBA, TU.

Parajuli, Bhagwati (2002), *Market situation of instant noodles (A case study in*

Bharatpur Municipality valley) An unpublished master degree thesis, MBA, TU.

Shrestha Anup K. (1998), *A study on Market situation of instant Noodles YUM YUM,*

An unpublished master degree thesis, MBA, TU.

15. How do you perceive the advertisement of noodles?
- a) Informative () b) Entertainment () c) Attractive ()
d) Just for notice () e) others.....
16. Which noodles' advertisement do you find more impressive?
- a) Rara () b) Mayos () c) Wai-wai ()
d) Sakalakaboom () e) Lekali () f) Others.....
17. Do you believe in advertisement?
- a) Do not believe at all ()
b) Believe in some extent ()
c) Believe fully ()
18. What degree of price sensitivity do you have in your brand preference?
- a) High () b) Moderate () c) Low ()
19. Which is the alternative choice if your favourite brand is not available?
- a) Rara () b) wai-wai () c) Mayos ()
d) Sakalakaboom () e) Lekali () f) Others.....
20. Rank the following brands from 1-6 as your preference assuming 1 for the best and 6 for the least considering the taste of noodles
- a) Rara () b) Wai-wai () c) Mayos ()
d) Lekali () e) Sakalaka boom () f) others.....
21. Rank the following brands from 1-6 as your preference assuming 1 for the best and 6 for the least considering the quality of noodles
- a) Rara () b) wai-wai () c) Mayos ()
d) Lekali () e) Sakalaka boom () f) others.....
22. Rank the following brands from 1-6 as your preference assuming 1 for the best and 6 for the least considering the price of noodles.
- a) Rara () b) wai-wai () c) Mayos ()
d) Lekali () e) Sakalaka boom () f) others.....
23. Rank the following brands from 1-6 as your preference assuming 1 for the best and 6 for the least considering overall characteristics
- a) Rara () b) wai-wai () c) Mayos ()
d) Lekali () e) Sakalaka boom () f) others.....

24. Do you get motivated by promotional programs of noodles?
a) yes () b) No ()
25. To what extent are you motivated by gifts/prizes program?
a) Very low () b) low () c) moderate ()
d) High () e) very high ()
26. Which one is the most effective promotional factor that influences you?
a. Cash prizes () b. Free Noodles () c. Lucky draw capon ()
d. Bumper prizes () e. Lottery program () f. Career related ()
27. If a new brand is offered with more attractive gift prizes would you switch from the favourite brand?
a. Yes () b. No ()
28. What do you like to suggest the noodles for further improvement?
a. Improve the quality ()
b. Reduce the prize ()
c. Increase the price ()
d. Fascinating advertises ()
e. Conduct more promotional activities ()
f. Other
-

Thank you

APPENDIX II

Questionnaire

For Retailers

1. What are the brand of Instant Noodles do you have in your shop?
(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()
(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()
(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..
2. Which brand you sale more?
(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()
(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()
(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..
3. What age of people come to your shop to buy Instant Noodles?
(i) 5-10 () (ii) 10-20 () (iii) 20-30 () (iv) 40 above ()
4. Generally what brand and how many packets do you sale per day?
(mention the numbers of packet at side)
(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()
(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()
(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..
5. Did advertisement make you to sell particular brand?
(i) Yes () (ii) No ()
6. If yes from the question number 5, which brand made you that?
(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()
(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()
(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..
7. In your opinion which brand is good in quality?
(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()
(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()
(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..
8. Why are you selling the Instant Noodles?
(i) Good Sale () (ii) Good Commission () (iii) Good Scheme ()
9. In which brand you are getting good commission?
(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()
(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()

(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..

How many% ?(If possible)

10. In your thinking why the brand what you are selling more have good sale?

(i) Due to good advertisement () (ii) Due to cheap price ()

(iii) Due to expensive () (iv) Due to good scheme ()

(v) Due to good quality () (vi) Other ()

11. If you substitute the brand against consumer's want , do they accept?

(i) Yes ()

(ii) No ()

12. Which brand has good marketing strategy?

(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()

(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()

(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..

13. In which brand you give stress for selling?

(i) Wai Wai () (ii) Mayos () (iii) Rum Pum ()

(iv) Yum Yum () (v) Min Min () (vi) Sakalaka boom ()

(vii) Gol Mol () (viii) Lekali () (ix) RaRa () (x) Other..

14. What suggestion would you like to give noodles to increase their sales?

(i) Improve the quality () (ii) Reduce the price ()

(iii) Increase promotional activities () (iv) Fascinating advertisement ()

(v) Provide good commission to retailers ()

Name:

Male

Female

Address:

Name of shop:

Education :

Thank You.