

A Study on Impact of Advertising on Consumer's Attitude

(With Special Reference To Wai Wai Instant Noodle At Kathmandu Valley)

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RECOMMENDATION

This is to certify that the thesis

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(With Special Reference To Wai Wai Instant Noodle At Kathmandu Valley)

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

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A Study On The Impact Of Advertising On Consumer's Attitude** (With Special Reference To Wai Wai Instant Noodle At Kathmandu Valley) submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master in Business

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Bibek Pradhan
Researcher

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ABBREVIATIONS

%	:	Percentage
Chp.	:	Cheap
Exp	:	Expensive
FY	:	Fiscal Year
i.e.	:	That is
KTV	:	Kantipur Television
NTV	:	Nepal Television
Reso	:	Resonable
T.V	:	Television
No.	:	Number
LIC	:	Life Insurance Company

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Marketing is most important part of the business. Marketing is very poor in a developing country like ours. To increase the economic state of developing country, marketing plays major role. According to Philip Kotler marketing is defined as “a human activity directed at satisfying needs and wants through exchange process”. For a managerial definition marketing is describe as “the art of selling”.

There is no argument on the existence of industry’s development without the presence of active market management. Marketing is the directing of the flow of goods and services from the producers to consumers in every process. According to Alexander “Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user”. The production is the prime activity of each and every industry but successful marketing of the product is the ultimate goal.

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

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

goods, services, time and ideas by human decision making units. To alert in consumer behavior it is much more important in the under develop countries because it helps to boost up the economic growth of them.

1.2 Focus of the Study

This study has been focused on the impact of promotion on consumer behavior with special reference to Wai Wai. It focuses also the marketing system of Instant Noodles in Kathmandu valley. Kathmandu is a very important commercial centre of Nepal. As a capital of Nepal, the population of Kathmandu is very high than other parts. The importance of the Instant Noodles is increasing day by day due to save of money and time. Today's world is the world of busy. Saving of time is most important in today's world and the world is also the world of economy, saving money is also important in the world. Both Saving of money and time is in Instant Noodles, so importance of Instant Noodles is increasing day by day.

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

There are two kinds of Instant Noodles which are introduced in Nepal by different companies,

a) White Instant Noodles

This type of Noodles is uncooked it have to cook for two minute to make ready to eat. The first introducing noodles as white noodles in Nepal are RARA by Gandaki Noodles P. Ltd. Before, it had imported from third country like India and Thailand. It is very much popular in mountain and hilly area. In the plain area it is not so popular. Few numbers of people use White Instant Noodles in plain area.

b) Brown Instant Noodles

This type of Noodles is pre-cooked. It can be either ate directly or by cook. This type of Noodles is very much popular in hilly area. People of plain area also use this type of noodles. In the world there are different flavored noodles i.e. Chicken, Tom Yom, Vegetable, Pork, Shrimp, Halal, Mutton etc. In Nepal there are few flavor noodles i.e. Chicken, Tom Yom and Vegetable.

This study has been conducted in order to generate the consumer profile of Instant Noodles, evaluate the marketing system of Instant Noodles in Kathmandu valley and the effect of advertisement in Instant Noodles.

1.3 Statement of the Problem

The world of business is becoming very competitive. In every product there is high competition. There are very much competition in the business of Instant Noodles in Nepal. Many companies are introduced different brands of Instant Noodles in same taste, price and quality. In this stage every company should understand his/she needs and satisfactions to get success in the market.

Advertising plays a vital role in the marketing to influence the consumer to buy particular brands. It highlights the features about the products and help consumers on their buying decision. Most of Instant Noodles are spending more money for the advertising. Many companies are facing problem of choosing effective media and promotional tools for advertising.

Every day the taste of consumer is changing. The problem of price, quality and taste is facing by the manufacturer. At the initial time of producing the Wai-Wai the price was Rs. 11 and now it is 15. During this period the rupee values has depreciated as shown by dollar exchange rate. The foreign exchange rate plays the critical role in the cost of Instant Noodles since the wrapper, seasoning, oil use of them are imported from other countries. This study is made to find the following

questions:

- a. What is the position of Wai Wai in present Instant Noodles market?
- b. What is the sales and market share of Wai Wai in the market?
- c. What is inducing the consumers for buying the product Wai Wai?
- d. What are consumer's perceptions of Wai Wai promotional activities?

1.4 Objectives of the Study

The prime objective of this study is to find out "The impact of advertising on consumer's attitude with special reference to Wai Wai instant noodles at Kathmandu Valley." But the specific objectives are:

- a. To study the position of Wai Wai in present Instant Noodles market.
- b. To find out the sales and market share of Wai Wai in the market.
- c. To know the factors which induce the consumer for buying the Instant Noodles Wai Wai.
- d. To study the consumer's perception of promotional activities.

1.5 Importance of the Study

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

Instant Noodles is a fast moving consumer item (FMCG). FMCG has a vast and dynamic market where innovation takes place continuously and which create stiff competition.

Hence, this study helps the company:

- a. To know its products demand.
- b. To cope with the changing market environment to survive with stiff competition.
- c. To find out its weakness and also helps to overcome it and approaches the

market with full strength.

- d. To understand the various aspects of consumer behavior.

1.6 Limitation of the Study

- a. The study is limited only to the Wai Wai although there are other Instant Noodles.
- b. The study is limited within the Kathmandu valley.
- c. Findings have been presented on the basis of the respondents only.
- d. The data analysis is based on simple statistical technique like Percentage, Pie-chart, graphs and tables.

1.7 Organization of the Study

This study has been divided into five chapters. The title of each those chapters are follows:

Chapter- I Introduction

This chapter deals with some concepts of advertising and brand choice. This chapter gives a brief picture of what is going to be studied, why the study is important and what the study is going to seek.

Chapter- II Review of Literature

The Review of Literature deals with some related matters of the study. This chapter discusses about the theoretical concepts of promotion. In these concepts of promotion the matter is presented in the definition of promotion, the historical background, various promotion techniques available in Nepal and present situation of promotion.

Chapter – III Research Methodology

The chapter three is related to research methodology. This Research Methodology that is employed in present study. It describes about how the study being prepared to fulfill the need and objectives of the study.

Chapter – IV Data Presentation and Analysis

The fourth chapter in the Data Presentation and Analysis deals with the issue identified in the introduction. What has been analyzed, how it has been analyzed, and what has been found are the concerns of this chapter. This chapter deals mainly with the issue in the light of the theoretical perspective. Major Findings are derived from the study, suggestions regarding, the Role of Promotion in Brand choice will also be made in this chapter.

Chapter – V Summary, Conclusion and Recommendations

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

CHAPTER-II

REVIEW OF THE LITERATURE

2.0 Background

Review of literature is an essential part of any study. It is a way to discover what other researchers have conducted in the area selected by the present researcher. It is also a way to avoid investigating problems that have already been definitely answered. Review of literature means to keep in view the relevant literature available so that it will help the analytical part of the study in one hand and will determine the depth of concepts needed for interpretation of the data obtained. Review of literature give the frame work of the research process. In this regard, it can be said that review of literature is useful in research because it provides the insight and general knowledge about the subject matter of the research. The review of literature accomplishes the following functions.

- I. It establishes a point of departure for future research.
- II. It avoids needless duplication of costly research effort.
- III. It reveals areas of needed research.

Scientific research must be based on past knowledge. The previous studies cannot be ignored because they provide the foundation to the present study. In other words there has to be continuity in research. This continuity in research is ensured by linking the present study with the past research studies.

The primary purpose of literature review is to learn not to accumulate. It enables the researcher to know:

1. What research has been done in the subject?
2. What others have written about the topic?
3. What theories have written about the topic?
4. What approach has been taken by other researchers?
5. What are the areas of agreement or disagreement?
6. Whether there are gaps that have been filed through the proposed research.

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 framework from which hypothesis can be developed for testing. Wolf and Pant, 2003: 204.

For this study purpose, the review of the literature has been categorized into two groups.

-) Conceptual Review
-) Review of Previous Related Studies

2.1 Conceptual Review

Conceptual review is basically the review of books and other magazines, journals, articles etc for developing conceptual aspects of the researcher. Conceptual review assists to know the theories of the study area. Therefore, the researcher has reviewed the following conceptual aspects.

- i. explain the meaning of advertising
- ii. describe the objectives of advertising
- iii. identify various media of advertising

2.1.1 Meaning of Advertising

In a newspaper we not only read news on current affairs, sports etc. but we also come across several information or message about some products or services like air conditioners, cycles, hair oils, transporters, builders etc. You also come across such information in journals, magazines, roadside hoardings, radio, television etc. These information make you aware about the products or services in terms of their availability, price and features. So, whenever you feel a requirement for such products or services you try to go to the place of their availability look at the quality and features and buy them if they meet your requirement. For example, while listening to radio you come across a product called "Bajaj Almond hair oil". Then while going to buy hair oil you ask the shopkeeper to show you that product. You like the fragrance and find the price reasonable and purchase it for your use.

There can be many such examples of different nature, like a builder selling flats on installment basis, a shopkeeper giving discounts, a new product being launched by a manufacturer, so on and so forth. It is obvious that the very purpose of giving such information is to make the customers aware about any product or service and induce them to buy it. Therefore, it is always the manufacturer, the trader or the service provider who wants to give such information to attract customers for promoting his sales. This entire promotional activity is called advertising where the manufacturer or the trader or the service provider is called a sponsor or advertiser; the message or the information supplied is called advertisement and the medium through which such information is supplied like journal, magazines, hoardings, television etc. are called the media of advertising.

Definition of Advertising

The American Marketing Association defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.” Advertising is non-personal as it is not directed to any single individual. Secondly, the sponsor i.e. the manufacturer or producer is identified as his name and address is always contained in an advertisement and he also bears all the cost involved in the process. Thirdly, the producer can also promote an idea regarding quality, design, packing and pricing etc. of any product or service. Thus, we can say, advertising consists of all activities involved in presenting a sponsored message regarding a product, service or an idea.

Features of Advertising

By looking into the meaning and definition of advertising we can sum up the following features of advertising.

- i. **Non-personal presentation of message:** In advertising there is no face-to-face or direct contact with the customers. It is directed to the prospective buyers in general.

- ii. **Paid form of communication:** In advertising the manufacturer

communicates with prospective customers through different media like newspapers, hoardings, magazines, radio, television, etc. He has to pay certain amount for using some space or time in those media.

- iii. **Promotion of product, service or idea:** Advertisement contains any message regarding any particular product, service or even an idea. It makes people aware about the product and induces them to buy it.
- iv. **Sponsor is always identified:** The identity of the manufacturer, the trader or the service provider who issues advertisement is always disclosed.
- v. **Communicated through some media:** Advertisements are always communicated through use of certain media. It is not necessary that there will be just one medium. All the media may also be used.

2.1.2 Objectives of Advertising

The main purpose of advertising is to communicate message or information to the customers. But while communicating such message or information it also serves purposes beneficial for the sponsor or advertiser. The various objectives of advertising are:

i. To educate customers

We remember the advertisement of *Ayo Nun (Common Salt)* on television? In this advertisement it is said that *Ayo Nun* is good for health as it contains Iodine. This message educates you that iodine is good for health and *Ayo Nun* contains iodine.

ii. To create demand for new product

We read in newspaper that a new type of pen called 'Gel pen' is introduced in the market which is very economical and convenient in writing. This motivates you to buy the said pen. Similarly, many students like you shall also buy gel pen after

coming to know about it through advertisement. This will create a demand for the new product launched in the market.

iii. To retain existing customers

We might remember that Nirma washing powder was a very popular detergent. But, after Wheel powder came to the market the sale of Nirma suddenly decreased. Then the manufacturers of Nirma improved the product and advertised about the same in different media. After knowing this the persons who were earlier using Nirma did not switch over to Wheel and continued using Nirma. In this manner Nirma sustained its existing demand. Thus, advertising helps the manufacturers not only to create a demand for a new product but also to retain the existing customers.

iv. To increase sales

We have learnt that advertising creates demands for new products and sustains the demand of old one. Thus, with increase in demand, the sale of the product also increases.

v. To assist salesman

In most advertisements the salient features of a product, its qualities and its uses are expressed in detail. This assists a salesman to sell the product quickly without spending time in explaining and convincing the customer.

2.1.3 Media of Advertising

So far, you have learnt that advertisements are communicated by using some media like newspaper, journals, radio, television etc. The following diagram shows some commonly used media of advertising:

(A) Print Media

Print media is a very commonly used medium of advertising by businessman. It includes advertising through newspaper, magazines, journals, etc. and is also

called press advertising.

1. Newspapers

We must have read Newspapers. In our country newspapers are published in English, Nepali and in other regional languages. These are the sources of news, opinions and current events. In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his message through newspaper which reaches to crores of people.

Advantages

Advantages of Newspaper Advertising are as below:

- i. Newspapers normally have wide circulation and a single advertisement in the newspaper can quickly reach to a large number of people.
- ii. The cost of advertising is relatively low because of wide publication.
- iii. Generally newspapers are published daily. Thus, the same advertisement can be repeated frequently and remind reader every day.
- iv. The matter of advertisement can be given to newspapers at a very short notice. Even last minute changes in the content are also possible. This makes advertising quite flexible.

Newspapers are published from different regions and in different languages. Hence, they provide greater choice to advertisers to approach the desired market, region and readers through local or regional language.

Limitations

Newspaper advertising also suffers from some limitations as mentioned below:

- i. Newspapers are read soon after they are received and then are kept generally in some corner of the houses. After 24 hours we get a fresh newspaper and this makes the life of the newspaper short.

- ii. People read newspapers mainly for news and pay casual attention to advertisement. Illiterate persons cannot read and thus, newspapers advertising do not benefit them.

2. Periodicals

Periodicals are publications which come out regularly but not on a daily basis. These may be published on a weekly, fortnightly, monthly, bimonthly, quarterly or even yearly basis. For example you must have come across magazines and journals like Himal, Nepal, Bimarsha, Sukrabar, ECN etc. published regularly in English, Nepali. All these periodicals have a large number of readers and thus, advertisements published in them reach a number of people.

Advantages

- i. Periodicals have a much longer life than newspapers. These are preserved for a long period to be referred in future or read at leisure or read again, whenever required.
- ii. Periodicals have a selected readership and so advertisers can know about their target customers and accordingly selective advertisements are given. For example, in a periodical like Nari, which is a magazine for women, advertisements related to products to be used only by males are rarely published. However, manufacturers of products and services to be used by females prefer to give advertisement in this magazine.

Limitations

- i. Advertising in periodicals are costlier. The numbers of people to whom the advertisements reach are small in comparison to newspapers.
- ii. The advertisement materials are given much in advance hence last minute change is not possible. This reduces flexibility.

(B) Electronic Media

This is a very popular form of advertising in the modern day marketing. This includes Radio, Television and Internet. Let us look into detail about these.

1. Radio Advertising

All of us are aware about a radio and must have heard advertisements for various products in it. In radio there are short breaks during transmission of any program which is filled by advertisements of products and services. There are also popular program sponsored by advertisers.

Advantages

- (i) It is more effective as people hear it on a regular basis.
- (ii) It is also useful to illiterates, who cannot read and write.
- (iii) There are places where newspapers reading may not possible, but you can hear radio. For example, you can hear radio while traveling on road or working at home; but you cannot read newspaper. Similarly, while driving you can hear a radio but cannot read a newspaper.

Limitations

- i. A regular listener may remember what he has heard. But, occasional listeners tend to forget what they have heard in Radio.
- ii. The message that any advertisement wants to communicate may not be proper as there is no chance to hear it again immediately. There may be some other disturbances that distort communication.
- iii. In comparison to Television, Radio is less effective as it lacks visual impact.

2. Television Advertising

With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Products can be shown, their uses can be

demonstrated and their utilities can be told over television. Just like radio, advertisements are shown in TV during short breaks and there are also sponsored programs by advertisers.

Advantages

- i. It is most effective as it has an audio-visual impact.
- ii. With catchy slogans, song and dance sequences, famous personalities exhibiting products, TV advertising has a lasting impact.
- iii. With varieties of channels and programs advertisers have a lot of choice to select the channel and time to advertise.
- iv. With regional channels coming up any person even illiterates can watch the advertisements and understood it by seeing and hearing.

Limitations

- i. TV advertisements are usually expensive to prepare as well as to telecast.
- ii. With almost every manufacturer trying to communicate their message through TV advertising the impact among the viewers is also reducing. Now-a-days people are switching on channels whenever there is a commercial break.

3. Internet

Internet is the latest method of communication and gathering information. If you have a computer and with an access to internet you can have information from all over the world within a fraction of second. Through internet you can go to the website of any manufacturer or service provider and gather information. Sometimes when you do not have website addresses you take help of search engines or portals. In almost all the search engines or portals different manufactures or service providers advertise their products.

Advantages

- (i) Information from all over the world is made available at the doorsteps.
- (ii) User can see the advertisement at their own time and as per their requirement.

Limitations

- i. It is not accessible without a computer.
- ii. It is not very suitable for general public.
- iii. It is not suitable for illiterate and those having no knowledge about the operation of Internet.

(C) Other Media

All the media of advertising discussed above are mostly used by consumers while they are at home or inside any room, except radio and newspapers or magazines to some extent. Moreover in all these media, the consumer has also to spend some money to access the advertisement.

However, there are other media available, where the consumer has to spend nothing and he can see such advertisements while moving outside. Some of such advertising are hoardings, posters, vehicular displays, gift items, etc.

1. Hoardings

While moving on roads you must have seen large hoardings placed on iron frames or roof tops or walls. These are normally boards on which advertisements are painted or electronically designed so that they are visible during day or night. The advertisers have to pay an amount to the owners of the space, where the hoardings are placed.

2. Posters

Poster are printed and posted on walls, buildings, bridges etc to attract the attention of customers. Posters of films which are screened on cinema halls are a common sight in our country.

3. Vehicular displays

You must have seen advertisements on the public transport like buses, trains, etc. Unlike hoardings these vehicles give mobility to advertisements and cover a large number of people.

4. Gift Items from manufacturers

When you buy a cycle, the shopkeeper sometimes gives you a key ring to hold the cycle key. Some jewelers give small purse or boxes when you buy a jeweler. Sometimes manufacturers give diaries, calendars, purse etc. to buyers and prospective customers. In all these items the name, address and telephone number of the manufacturer, or trader or service provider as well as descriptions of the products in which they deal in are printed. These items are normally items of daily use given freely to the customers. While using the user remembers the products as well as the producer.

2.1.4 Method of Measuring Advertising Effectiveness

To get most of advertising resources, management must evaluate the ability of advertisements to achieve a campaign's objective. Marketing research is needed to study the effect that advertisement are having on target audiences.

“If advertising is to be effective and handled with the maximum efficiency it is necessary to know what it is intended to achieve”. David Corindale, Thensil Kennedy, 1975: 128.

However, advertising ultimately leads to increase the sales of the products and services. Advertisement can be developed and launched to meet any of the following objectives.

Brand Recognition and Acceptance

Most of the advertisements are targeted at achieving recognition and acceptance of the brand name by the buyers. This is the basic objective of advertising. All

marketing firms would like the potential buyers in the least to recognize its products available in the market. This objective of advertising does not call for consumer action resulting in sales.

Trial Purchases

Many advertising campaigns during the introduction stage of the product life cycle are targeted at achieving the trial purchase of the product. Such advertising induce the general buyers to try the product at least once.

Influence at Sight of Buying Decision

Some advertising is strategically placed in the retail outlets seek to influence the buyers to buy the firm's brand if he/she has not made prior brand purchase decision.

Value Addition

Some firms seek to add value to its product through a image enhancement exercise launched through special advertising campaigns. This is targeted to achieve higher price level for its products.

Aid in Personal Selling and Sales Promotion

Some advertisements are built to make the job of the door to door salesperson convenient by informing the potential buyers about the visit by the salesperson. Many advertisements are launched to inform the buyers about the sales promotion campaigns.

Evaluating Advertising Effectiveness

Evaluating advertising effectiveness is not easy task for the company. According to Jerome McCarthy if "Sales Vs Communication" is the objective of advertising and sales is the main objective, measurement of advertising results has to pinpoint the increase in sales that has accursed on account of advertising. Exact measurements become difficult because "sales" is the result of so many factors in

addition to advertising. Even when communication is the goal, measurement of effectiveness becomes difficult; it can be measured around an audience's ability to recognize and recall the message.

In spite of above limitations, firms resort to evaluation of advertising results. They try to assess how far the sales task and the communication task have been accomplished by advertising.

Evaluating the Communication Tasks

The methods used for this evaluation are the same as those employed in "copy testing". In this test the effectiveness of advertising is evaluated in three phases.

-) Pre-Test or Before Test
-) Test During the Campaign
-) Post Test or After Tests

2.1.4.1 Pre-Test or Before Test

Advertisers often prepare several copies and test their effectiveness in order to select and launch the most effective copy through the campaign. The copy test is executed by using consumer Jury, Rating scales, portfolio test and physiological test methods.

a) Physiological Tests

Physiological tests of advertising effectiveness are used routinely and as a pre-test. These tests measure bodily reactions (eye movements, pupil dilation, brain waves, and electrical resistance of the skin) in response to advertisements. Since people have much less control over such reactions than they have over what they say, some advertisers believe that physiological data are more reliable indicators of an advertisement's impact than verbal responses.

Eye tracking studies are commonly used to measure how consumers react to print advertisements. Tracking equipment accurately records eye movement. Data indicate an advertisement's ability to attract a person's attention (stopping power) who read the advertisement being tested, and which parts of the advertisement were seen/read and in what order. But these tests are very costly and thus small advertisers cannot afford these tools as a measurement of advertising effectiveness.

2.1.4.2 Test during the campaign

Effectiveness test during the campaign is conducted usually one or two weeks after the launch. Some firms often launch two or three advertisement on the same product and like to find out which is most effective. The most effective and is continued for the rest of the campaign period while ineffective ones are withdrawn.

Advertisement effectiveness is also conducted during the campaign period. They are known as tracking studies. Advertising packing studies are conducted through inquiry and sales test method.

2.1.4.3 Post Test or After Test

Post tests are conducted to measure the total effectiveness of the advertisement after the campaigns over. Post test are organized to measure the recall and recognition value of the advertisement. Two types of test as recall test and recognition test are performed to measure the advertising effectiveness.

a) Recall Tests

These tests require respondents to prove that they saw and read an advertisement. Those who say they saw an advertisement are asked to recall its copy and layout. Recall can be unaided (no help is given by the interviewer) or aided (the interviewer gives such clues as a product name or a key word or phrase from the copy). In the case of unaided recall, sometimes the respondent may not remember

the advertisement he/she had seen due to the pressure they undergo while interviewing them. Therefore aided recall is used to reduce such possibilities.

b) Recognition Test

These tests estimate the percentage of people aiming to have read a magazine who recognize the advertisement when it is shown to them. The degree of attention given to the advertisement can then be examined among those who remember it.

Measurement Tools for Advertising Effectiveness on Sales

Companies that set sales objectives for advertising should measure the impact of advertising expenditure on sales. In general, sales effectiveness measures are difficult to obtain because there are so many possible influences on a company's sales.

Advertising managers cannot merely look at the current period's sales compared to the last period's sales to determine the impact of current period's advertising because the observed change in sales could have been caused by changes in competition, consumer needs, price, distribution, state of the economy and even post advertising. Nonetheless, two approaches to the measurement of sales effectiveness are used in practice.

-) Analysis of historical sales-advertising relationships
-) Experimental studies

a) Analysis of Historical Sales-Advertising Relationships

Most companies have data on sales for their brands and on advertising expenditures over several historical periods-quarters, six-month period, years. Advertising effectiveness is analyzed by searching for the relationship between changes in advertising and corresponding changes in sales. Correlation techniques are used to estimate the contribution of advertising to variations in sales for the time period covered by the data.

b) Experimental Studies

Experimental studies can be used to gain a better understanding of the cause and effect influence of advertising on sales. Such studies can be used to pre-test presentation alternatives, medial scheduling or budget or to post test the effectiveness of advertising companies.

In addition to these effectiveness measuring tools, there are different views given by different parties regarding the effectiveness of advertising. One of such views is given by the employees. Employees are also consumers in their daily life. Their belief about advertising effectiveness is that an effective advertisement increases short-term sales. Most employees believe that the sole purpose of advertising is short-term sales. Similarly, another characteristic of effective advertising is that effective advertisements appeal to target audience. Employees who did not like their company's current advertisements sometimes accepted them on the basis that they personally were not in the target audience (Mary C. Gilly, Mary Wolfinbargar, *Journal of Marketing*, 1998).

Another feature of an effective advertisement is that effective advertisements get attention. If consumers pay attention to a certain advertisement then it can be concluded that the advertisement is effective. Advertisements are also considered effective if they have easily understandable messages. In this way advertising effectiveness can be measured.

2.1.5 Consumer Behavior

The concept of consumer behavior is very important in marketing. Consumers are regarded as the king in marketing. An understanding of the consumer behavior can help make better environment for consumer themselves. It has also led to product and service development design to protect certain segments of consumers. For example many parents worry that their children are watching too much television and are not doing their homework. A company called Timeslot invented a device that cut-off the electric current on T.V. at a certain time. From this example we

learned that company produces the products as need and want of the consumers. So every business organization must care about the consumers. Rejection of consumers need and want is like disable people in business organization.

In this section, consumer behavior models, factors influencing consumer behavior, process structure of total consumers satisfaction service system, advertising effectiveness and available past studies.

2.1.5.1 Consumer Behavior Models

Among various models, mainly eight have reviewed as below:

2.1.5.2 Economic Model

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

The principles of Economic Models are:

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

2.1.5.3 Psychological Models

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

Motivation is the mental phenomenon. When a person perceives a stimulus, he/she

may or may not respond to such a stimulus.

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

- a. **Physiological needs:** These are the basic needs of food, water and shelter.
- b. **Safety needs:** This is the need felt for being free of physical danger or self-preservation. For example: LIC has got various insurance policies on the fear of death, health, accident, theft, house and loans and real estate etc.
- c. **Social needs:** Men are social beings, he feeds the need to belong and be accepted by various groups in the society. For example: Advertising of Baby Food like Cerelac, Lactogen and chocolate for children convey the feeling of love and affection.
- d. **Esteem needs:** These needs are concerned with self respect, self confidence, a feeling of personal worth.
- e. **Self-actualization needs:** This refers to the development of intrinsic capabilities which lead People to look out got opportunities to utilize their potential, to become everything that one is capable of becoming.

2.1.5.4 Learning Model

Learning is a very important concept in the study of human behavior. According to Howard C. Warren's "Learning is the process of acquiring to respond adequately to a situation which may or may not have been previously encountered the building of a new series of complexity co-ordinate motor response, the fixation of items in memory so that they can be recalled or organized, the process of acquiring insight in to a situation."

Learning process involves the following,

- a. Drive: Strong stimulus the impels action.
- b. Cue: Any object in the environment perceived by the individuals.
- c. Response: Response is an answer to a given drive and stimulus.

d. Reinforcement: It is defined as environment event exhibiting the property of increasing the probability of occurrence of response of responses they accompany.

2.1.5.5 Sociological Model

According to this model the individual buyer is a part of the institution called society. Since he is living a society, he gets influenced by it and in turns also influenced by it and in turns also influences it in its path of development.

Intimate groups comprising of family, friend and close colleagues exercise a strong on the life style and the buying behavior of an individual member. Similarly depending on the income, occupation, place of residence etc also influence buying behavior.

2.1.5.6 Howard Sheth Model

This model is focuses on consumer decision making, on how individual consumers arrive at brand choice.

This model serves two purposes:

- a. It indicates how complex the whole question of consumer behavior really is.
- b. It provides the frame work for including various concepts like learning, perception, attitudes etc. which play a role in influencing consumer behavior.

This model distinguish has three stages of decision making,

- ❖ Extensive problem solving.
- ❖ Limited problem solving.
- ❖ Reutilized response behavior.

This model consist of four major variables:

I) Input Variable

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

II) Perceptual and learning construct

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

III) Exogenes variable

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

2.1.5.7 Nicosia Model

This model was developed by Framcesco M. Nicosia on 1966. He is expert in consumer motivation and behavior. This model tries to explain buyer behavior by establishing a link between organization and its (Prospective) consumers.

This model is divided into four major fields.

Field (1): The consumers attribute and the firms attributes.

Field (2): Search and evaluation.

Field (3): The act of purchase.

Field (4): Feedback.

2.1.5.8 Webster and Wind Model

This is complex model developed by F.E. Webster and Y. Wind as attempt the multifaceted nature of organization buyer behavior. This model refers to the environmental, organization interpersonal and individual buying determinants which influences the organizational buyers. These determinants influence both individual and group decision making processes and consequently the final buying decision.

An individual may be involved in one or more buying roles during organizational buying.

Those roles are:

- a. **User:** the ultimate users who often initiate the buying process and help in defining specifications.
- b. **Influence:** Their views or judgments of a products or a supplier carry a lot of weightage.
- c. **Buyers:** Those people whose negotiate the purchase.
- d. **Deciders:** The people who take the actual decision.
- e. **Gate Keeper:** The people who regulate the flow of information.

2.1.5.9 The Engel-Kollat-Backwell Model

This model express about the consumer behavior as decision maker in the form of five activities i.e.

-) Information input
-) Information processing
-) Products-brand evaluation
-) General motivation influences
-) Internationalized environmental influence

These five activities involved in the decision process are here below:

- a. **Problem recognition:** The consumer will recognize a difference between his/her actual state and what the ideal state should. This may occur on account of external stimuli.

- b. **Information search:** Initially the information available held by consumer may be consistent to the beliefs and attitudes held by him/her. While being involved in a information seeking or search stage, the consumer will try to gather more information from various sources like sales person, friends, neighbor, mass communication etc.

- c. **Alternative evaluation:** Now the individual will evaluate the alternative brand. The methods used for evaluating the various products will be dependent on the

consumers underlying goals, motives and personality.

d. **Choice:** The consumer's choice will depend on his/her intention and attitude. The choice will also depend upon normative compliance and anticipated circumstances

e. **Outcome:** The outcome may be either positive or negative. If the end result is negative, the outcome will also be positive. Conversely, if there is dissonance that is, feeling of doubt experienced by the consumer, about the choice made him/her. The outcome will be negative.

The above mentioned Engel-Kollat-Blackwell model has taken into consideration a large number of variables which influence the consumer. The model has also emphasized on the conscious decision making process adopted by a consumer.

2.1.6 Factor Influencing Consumer Behavior

Consumers do not make any decision blindly. Their buying behaviors are influenced by cultural, social personal and psychological factors. Most of these factors are out of control and beyond the hands of marketing however, they have to be considered while trying to understand the complex buying behavior.

2.1.6.1 Cultural Factor

Cultural Factor has the deepest influence on consumer behavior. It consists,

a. **Culture:** Culture is the basic fundamental determinant of a person's wants and behavior. Right from the time of his/her birth, a child grows up in a society learning a certain set of values, perceptions, preferences, behavior and customs, through a process of socialization involving the family and the other key institutions.

b. **Leisure time:** Most of the couples are working and hence seeking more ways to

increase leisure time spends on holidaying and sports. They are interested in the purchase of time saving home appliances and services like washing machines, ovens, vacuum cleaners etc.

c. **Health conscious:** People are becoming health conscious and are getting involved in activities such as exercises, jogging, yoga, eating lighter and more natural food.

d. **Informality:** People are adapting a more relaxed and informal life style. This can see in their choice of clothing, furnishing and entertaining.

e. **Sub-Culture:** Each culture will contain smaller groups of subculture that provide more specific identification and socialization for its members. These sub cultural divisions are certain socio cultural and demographic variables like nationality, religion, geographic locality, caste, age, sex, etc.

f. **Social Class:** Social class may take the form of caste system where the members of different castes are reared for certain roles and cannot change their castes membership. Social class also influences buying behavior. Higher social class customers may prefer to purchase their clothes at Peanuts at New Road, where as lower socio class costumers may prefer to shop at small retail out let.

2.1.6.2 Social Factor

Consumer behavior is also influencing by social factor. It consists:

a. **Reference Group:** A person reference groups are those groups that have a directs (Face to face) or indirect influence on the person's attitudes or behavior. Groups having direct influence on a person could comprise of people with whom the person interacts on a continuous basis such as family, friends, neighbors and colleagues.

b. **Family:** Members of the buyer's family can exercise a strong influence on the buyer behavior. Marketers are interested in the roles and relative influence of the

husband, wife, children and parents on the purchase of a large variety of products and services.

The following observation has been made in most of the cases.

Husband Dominant: Automobile, TV, Computer, etc.

Wife dominant: Washing machine, kitchen appliance, home appliance, etc.

Equal participation: Housing, outside entertainment recreation activities, etc.

c. **Role and Status:** A person is a member of many groups-families, clubs, organization, etc, and the person's position in each group can be defined in terms of role and status.

2.1.6.3 Personal Factor

A consumer purchase decision are also influencing by personal characteristics. It consists:

a. **Age and stage of life cycle:** People's choice of goods and services changes over their lifetime. This change can be observed right from childhood to maturity especially in taste and preferences related to clothes, furniture and recreation activities.

b. **Occupation:** A person's occupation has direct effect on his choice of goods and services. A clerk will purchase products which are economical whereas a top executive will purchase expensive goods services.

c. **Economic Circumstances:** A person's economical circumstances consist of his/her spend able income (amount, stability, and time pattern) savings and assets (liquid, movable and immovable) ability to borrow and attitude towards spending versus saving.

d. **Life Style:** "A person's life style refers to the person's pattern of living expressed through his/her activities, interests and opinion." Life Style of a person

conveys more than the person's social class or personality alone. Knowing a person's social class or personality alone. Knowing a person's social class will help in inferring about what the person's behavior is likely to be. However, if one fails to see him/her as individual, similar personality will indicate certain psychological characteristic about individual but not throw much light on the person's interest, opinion or activities.

e. **Personality and self concept:** Each person has got a distinctive personality which will influence his/her buying behavior. Personality may be defined as “the person's distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his/her own environment”. Some of the traits used to describe a person's personality are: self confidence, dominance, aggressiveness, defensiveness, achievement, deference etc.

2.1.6.4 Psychological Factor

It is also a major factor which influences consumer buying behavior decision directly or indirectly. For the purpose of understanding consumer's buying behavior following factor have been described:

a. **Motivation:** Motivation can be said to be the inner derive that is sufficiently pressing and directs the person to seek satisfaction of the need. Satisfaction of the need reduces the felt tension. In motivation it derives from Moslow's Hierarchy of Needs, in order of importance given here under:

b. **Perception:** “Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment”. How a motivated person acts will be dependent on how he/she perceives the situation. Perception depends not only on the character of the physical stimuli but also on the relation of the stimuli to the surrounding field and on the actions, thoughts, feelings etc. within the individual.

c. **Perceived Risk:** Any action on the part of the consumer or consumer behavior/purchase will compete with the numerous alternative uses of the same financial resources. He may face the situation where the product may not function properly or consequently the consumer may face a lot of criticism for his foolish decision of purchasing the product or the consumer may be uncertain as to which purchase of either products, brand, model, etc. will be best suitable to match and satisfy acceptance level of buying goals.

d. **Attribution process:** There is also tendency of individuals to perceive causality or attribute and interrelationship when events occur in a chain. It consists Distinctiveness/unique quality (prominently noticed both if present and when absent) Consistency over time (the individuals reaction should be the same, each time the thing is present) Consistency over modality (even if mode of interaction with the thing varies, the individuals reaction must be consistent) Consensus (same experience is voiced by all). Thus, marketers have to consider all the aspects related to perception while sending out message about their products/services to their target customers.

2.1.7 Consumer Buying Process

To be a successful marketer every business organization must learn about the buying process of consumer. Now the world is a changing world it means every things is changing day by day. So the nature of consumer also changing day by day and the process of buying also depend on nature of consumer so buying process of consumer also changing. Following steps shows the buying process of consumer i.e.

2.1.7.1 Need Recognition

Need recognition means awareness of a want, a desire or a consumption problem without the satisfaction of which the consumer normally build up tension. The wants may be initiated either by self or by some other initiator, or other communicative media's. For example during the summer season, consumer

generally desire to purchase this clothes like T-shirt, Shirt, Half Pant etc and in winter season they desire to purchase warm clothes like woolen sweater, jacket or coat etc.

2.1.7.2 Products Awareness or Information Search

After the need recognition, the consumer is exposed to the existence of a product that may satisfy a need this awareness may be an account of the search carried out by the consumer themselves or because a firm's appeal or persuasion through various media's.

When the consumer is directly aware of a product and subsequently recognizes a need then the products awareness is active and immediately converted in to interest. When the no need is currently recognized by a consumer, the awareness is considered as neutral. It happens due to following sources:

-) Person Sources: Family, friends, neighbor etc.
-) Commercial Sources: Advertisement, sales representative, dealers, wholesalers, retailers, display, packing etc.
-) Public sources: Mass media, rating organization etc.
-) Experiential sources: Handling, examining, uses the products etc.

2.1.7.3 Interest

Consumer interest is indicated in the consumer's willingness to seek further information about the products. In the stage, the consumer is actively involved in the buying process and pays attention to the products.

2.1.7.4 Evaluating and Intention

Once interest in a product is aroused, a consumer enters the subsequent stage of evaluation and intention. The evaluation stage represents the stage of mental trial of the product. During this stage consumer assigns relative value weights to different products brand on the basis of accumulated stock of product information

and draws conclusions about their relative satisfaction giving potential. After evaluation, the product/brand. For example the in the use of following product/service generally consumer/customer evaluate below things:

- a. Camera: Picture, Sharpness, camera speed, camera size, price etc.
- b. Hotels: Location, Cleanliness, atmosphere, price etc

2.1.7.5 Purchase

If the evaluation and intention is positive then the consumer will purchase the products. Here, purchase is a consumer commitment for a product. It is terminal stage in the buying decision process that complete the transaction. If a buyer is buying for the first time then from the behavioral viewpoint it may be regarded as trial. If this experience is positive in terms of satisfaction derivation and then repeat purchase may occur.

2.1.8 Consumer Goods

Consumer goods are products intended for use by ultimate household consumers for non- business purpose. Consumer goods are divided into four groups i.e. convenience goods, shopping goods, specialty goods and specialty goods and unsought goods.

2.1.8.1 Convenience Goods

Convenience goods are those goods that the consumers usually purchase frequently, immediately and within a minimum of effort. For example it includes tobacco products, groceries, soaps, toothpaste, newspaper, drugs, sundries, staple hardware etc.

Convenience consumer can be divided into as below i.e.

-) **Staple goods:** Staple goods are those goods that consumers purchase on a regular basis. For example toothpaste, Wai Wai noodles, Rumpum noodles, teatime biscuit etc.
-) **Impulse goods:** Impulse goods are purchased without any planning or search effort. Candy bar and magazine are placed next to checkout or cash

counters because shoppers may not have thought of buying them until they spot them.

-) **Emergency goods:** It is purchased when a need is urgent. For example umbrella will purchase in the raining season as like rain coat too. In the winter season must of people buy woolen clothes.

2.1.8.2 Shopping Goods

Shopping goods are products for which consumers usually wish to compare suitability, quality, price and style in several stores before purchasing. For example it includes furniture, clothing, used cars and major appliances. Shopping goods can be divided into:

-) **Homogeneous shopping goods:** Homogeneous shopping goods are similar in quality
-) **Heterogeneous shopping goods:** Heterogeneous shopping goods differ in product features and services that may be more important the price. The seller of heterogeneous shopping goods carries a wide assortment to satisfy individual tastes and must have will-trained salesperson to inform and advise consumers.

2.1.8.3 Specialty Goods

This goods are goods with unique characteristics or brand identification for which a cars, stereo component, photographic equipment and men's suits.

2.1.8.4 Unsought Goods

Unsought goods are goods the consumer does not know about or does not normally think of buying. Smoke detectors are unsought goods until the consumer is made aware of them through advertisement. Unsought goods required advertisement and personal- selling support. For example life insurance, cemetery plots, gravestones, and encyclopedias. There are two type of unsought goods i.e.

-) New products that the consumer isn't yet aware of. For example it include disc, camera, computer that speak, telephoto, telephones or methanol as

fuel for autos.

-) Product that is right now the consumers don't want. For example it includes prepaid burial insurance, gravestones, and auto seat belt.

2.1.9 Consumer Satisfaction

First of all we have to know the meaning of consumer satisfaction. So consumer satisfaction is defined as "It is a function of performance relative to the consumer's expectations. When a lot has been promised and more is being delivered, this will always create satisfaction consumers. For sales people this mean that they only should promise what they know you are able to deliver. For people on the inside this means delivering everything that has been promised.

Consumer Satisfaction can also defined as it is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. As this meaning makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. When the performance exceeds the expectations, the consumer is highly satisfied. May marketers are aiming for high satisfactions because consumers who are just satisfied still find it easy to divert when a better offer comes along. These who are highly satisfied are much less ready to divert. High satisfaction or delight creates an emotional bond with brand, not just a rational performance. For example the smoker of Shikher Filter Kings Cigarette never divert in any other brands of cigarette. The result is high consumer loyalty.

2.1.10 Origin, History and Popularity of Instant Noodles

Every day important of instant noodles is increasing. Instant noodles are found all over the world in different variety, shape and size. Billion of people in the world eats instant noodles in different flavor and manufactured in various countries. Mainly instant noodles are very popular in North-East Asia like Korea, China,

Singapore, Thailand, Japan etc. Korean used to take highly spiced, Chinese used to take Szechwan flavor, Singaporean used to take spices with seafood flavor, Thai used to take hotly in Tom Yom flavor, and Japanese used to take mild in seafood flavor instant noodles, American prefers to eat meat, mushroom or oriental flavor instant noodles.

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

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

2.1.11 Instant Noodles Industries and Marketing in Nepal

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

As a marketing way the concept of noodles in Nepalese market is introduced by Indian company i.e. Nestle India Ltd. They launched Maggi as white instant noodles giving concept of “2 minute noodles” They increase the market and done monopoly business for few years. After some year due to heavy demand of noodles in Nepal, Gandaki Noodles Ltd. established noodles industries in 1980. They produce noodles in the name of RARA with Japanese technology. Gandaki Noodles Ltd. is establish as the first company to introduce instant noodles in Nepal and done a good business and became brand leader in market. After grand success of Gandaki Noodles Ltd. in instant noodles, in 1984 Chaudhary Group entered in instant noodles market and introduces WAI-WAI as pre- cooked instant noodles (Brown Noodles) that can be eaten directly from the packet. In few time WAI-WAI become a brand leader in the market of instant noodles. After this in the few year many companies introduce different products i.e. YUM-YUM , MIN-MIN, HITS, RAMBA, RUM-PUM, Big MiMi, MAYOS, SATHI, GOL-MOL, U-KEY, etc and fighting to be a brand leader in Nepal market. WAI-WAI, MAYOSA, RUMPUM are doing export to India also. WAI-WAI have high share of market both in Nepal and India in the compare of other noodles.

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

a. White Instant Noodles

This type of Noodles is uncooked it has to cook for two minute to make ready to eat. The first introducing noodles as white noodles in Nepal are RARA by Gandaki Noodles Pvt. Ltd. Before it, had imported from third country like India and Thailand. The popularity of white Instant Noodles is increasing day by day. It is very much popular in hilly and mountain area. In the plain area it is not so

popular. Few numbers of people use White Instant Noodles in plain area. It captures about 18% of market area of Instant Noodles. That means about 0.70 million cases per annum.

b. Brown Instant Noodles

This type of Noodles is pre-cooked. It can either eat directly or by cook. This type of noodles is very much popular in hilly area. People of plain area also use this type of Noodles. Least number of people uses Brown instant noodles in mountain area. WAI- WAI is the first brown Instant Noodles Introduce in Nepal by Chaudhary Group. It covered about 85% of the instant noodles market. Later many companies introduce different type of brown Instant Noodles in Nepal. Now WAI- WAI is the brand leader. It captures about 51% share of the market.

2.1.12 Advertising and Promotional Tools

There are many tools of marketing which help to increase the sales of goods or services. All these tools are called promotional tools. The characteristics of all these tools are that they are undertaken to increase the sales of goods and services. These tools are distinguished from one another by the method they used to attain the goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extent and reaches a large extent and reaches a diverse group of audience at a same time.

2.1.12.1 Advertising and Salesmanship

The basic distinction between advertising and salesmanship can be started as follows "when a persuasive communication is directed towards a single individual it is an act of salesmanship. When it is directed towards large group of individual it is called advertising". Advertisements are presented to a group of people whom the advertiser does not know as individuals whereas a salesman spends much of his time deciding which people he should see for individual approach.

2.1.12.2 Sales Promotion

"Sales promotion is the temporary offer of a material reward to customers or sales prospects. From this definition it is apparent that advertising may well be the medium through which a sales promotion offer is made. The distinction is also bringing out an important fact about advertising. An advertisement by definition transmits a persuasive message but the persuasive elements are not necessarily the ads itself. When sales promotion offered is the subject of an advertisement the promotion is the persuasive element and advertisement is an information channel.

2.1.12.3 Publicity

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flow of information to the knowledge of public. Perhaps the association of teacher of marketing and advertising America once gives the best definition. According to the terminology, "Publicity is any form of non personal presentation of goods, services or ideas to a group. Such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for." That is term "publicity" is more comprehensive than the word advertising itself. Therefore it can be said that all advertising is publicity but all publicity is not advertising.

2.1.12.8 Advertising and Brand Choice

The meaning of advertising is to turn people's attention to the specific thing. Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller. Despite some widely held misconceptions, promotion along works no miracles. It is an important element in modern marketing process, but it can produce consistently profitable results only when the entire structure is sound co-ordination." Promotion is the form of communication intended to promote the sale of a product or service to influence a particular cause to gain political support to advance a particular cause or to elicit some other response desired by the promoter" (New Encyclopedia, 1979:104).

Most of the promotional campaigns are designed to influence consumer to buy a particular brand. "A name, term, sign, symbol or design or a combination of them which is intended to identify the goods or services to one seller or group of sellers and to differentiate them from those of competitors." In the past, the goods were produced and then consumers were to select from the available stock or range of products. It happens in many underdeveloped countries even today. The marketer's concentration to the target groups needs want and preference to deliver the desired satisfaction. Beyond this the main task of the company is to generate consumer satisfaction and long-run consumers and societal well being. The consumers' likes preference, attitude, opinions etc. have been respected in the production programmers of producers. Every producer has to take in the account these individual requirements of consumers while producing the goods and services and advertising the same for successful selling. It's wrong to say advertising as the end of selling. Advertising never sells itself however advertising has the super power to create positive response and can sell anything. The audiences, predispositions, their attitudes, beliefs, motives, and value are largely determined by the media the consumers select the advertisement they see the messages that they accept and the product they buy. Instead of forcing a response, the modern marketing accepts consumers as the king because he has the purchasing power and no force on the earth would camped him to buy a particular product or service. There are dozens and more than dozens of brands of a specific product class. He has full freedom to spend on the products or services according to his choice. Every consumer wishes and tries to preserve his sovereignty. A producer or a marketer succeeds when he wins the favor of the consumers by providing what they want. This consumer's sovereignty has two significant implications.

1. Once he decides to spend on a particular product or services he has again full freedom to choose from the available products or services in the market. Buying a product is one thing and buying the best is another. Buying the best depends on his ability to select the best among the wide range of varieties to get maximum satisfaction from reasonable price. Advertising does the job of enhancing

consumers' ability by providing varieties of required information.

2. He has the fundamental freedom to spend or not to spend his disposable income on goods and services these are available in the market place. No one can force the individual in the society to spend now or postpone the purchase to future date. Advertising provides detailed and up to date information, regarding the various products available in the market so that the consumer would decide to buy wisely and intelligently. Advertising as a mass media help the consumer in preserving and promoting their sovereignty in the following forms. In the first place it "informs". It informs the consumer about all product and services available for sale as to when they are available under what condition? at what price ? and soon. Secondly, it "explains." It explains the feature relative merits of each product or service so that he can have comparative account for making wise selection. Thirdly, it "educates". It provides good deal of information regarding products or services whether a person is interested to buy or not. This useful knowledge enlightens him as to what a product is? How it differs from others in the line? What is does for him? At what cost? It speaks not only the existing products but also the products when will be produced in near future. It makes him well-informed member of a society. This knowledge is available without payment. He plays of course if he buys the product or service. For instance while introducing for the first time say a instant noodles, soft drink, the purpose's simply to educate. Fourthly it acts as a "guide" of consumer today. The consumers are really at sea because the present markets are flooded with too many varieties of products. There are many products with wide range which are trying to meet the variable needs of consumers. It is pertinent to note that consumers needs differ in terms of quality, price and time factors. It is the advertising which solves his problem of coming to the conclusion. It is so because; advertising makes him more needs conscious and directs him to the point of most accurate decision of selection in best way optimally. To sum up, advertising is a very powerful and successful mass media of communication that makes possible for the consumers brand choice through rational selection. The knowledge rendered through advertising is useful

in selection of the best brand at reasonable price. Through advertising the consumer find himself as rational and intelligent purchaser.

2.1.13 Brand Loyalty on Consumer Products

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

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

This study is conducted and mainly focused to find out whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and over look want is brand? What are correlates of a brand loyalty and how far those correlates are decisive to make a consumer brand loyal in Nepalese market? What are the strategies further to be taken for making consumer brand loyal?

From the analysis of the collected data it is found that the brand awareness of a consumer is high and most of them are found brand loyal. Similarly, it is also found that the factors such as sex, age, marital status, income, family size, store loyalty, special deals, favorable brand of the others members of a family influence brand loyalty but the degree and direction of relationship varies across products.

The Nepalese consumer market is rapidly growing competition in being tough and

together with his growth. Understand about brand loyalty is very important for the achievement of competitive strength.

Major recommendations of the study are branding is necessary for a product benefits, qualities such as action or color easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product price, place and promotion should be sound and well fitted. This study work has done by Yogesh Pant, "The study on brand loyalty" and based on primary data.

2.2 Review of Related Studies

2.2.1 Review of Articles, Books and Journals

In 1952, the first study on brand loyalty was published by George Brown. This study was conducted on a panel of 100 households. Survey method was used for this study. The survey was conducted on the household purchases of frequently purchased low involvement goods such as coffee, orange juice, soap and margarine. Households making five or more purchase was placed in one of the four brand loyalty categories depending on the sequence of brand purchased. On the basis of definition of brand choice sequence, Brown noted that households demonstrating some degree of loyalty varied from 54 to 95 percent depending on this product involved. On the other hand, percentage of the household which were undividedly brand loyal varied from 12 to 73 percent from product to product.

Anuam Vasudeva (2001) in study of brand loyalty among the urban and rural people, have pointed out that there are only two factors influencing the brand loyalty market share of the brand and the response to the promotion scheme. High market share of the brands attracts more brand loyalty than low market share brands do. Attraction for promotion schemes is thus inversely related to the brand loyalty.

The type of distribution out late from which the brand is brought is not related to the brand loyalty. There is great similarity between the urban and the rural market in the brand loyalty concern.

He also added that the brand loyal cases in both markets were similar with respect to response to promotion schemes. He had also concluded that the high-income groups are attached with the high price brand and the low -income groups are attached with the low price brand. But generally the higher income group exhibited a level of brand loyalty different from that of the other classes.

Panta, Yoges (1993) in his study on brand loyalty had concluded the Nepalese consumers have given high importance to the brand in both consumer durable goods and consumer non-durable goods. The consumers were brand loyal however their percentage is very low. Brand loyalty varies across the products. Brand loyalty is relatively higher in the products that are more frequently needed than those which are needed or used frequently. In his study he had found that the consumers belonging to the age group of 26 to 40 of age were more brands loyal than those belonging to other age group. Brand loyalty was positively associated with the income as well. Brand loyal consumers were least influenced by the special deals like free samples, discounts, coupons and price activity and advertisement.

Ghimire, Shree Bista (1997) has also mentioned something about loyalty on branding in the Nepalese consumer in his study." Study on branding policy of durable consumer goods." His study is basically related with brand policy. He found brand loyalty of the Nepalese consumers to be moderate. In the finding of his study he states 34 percent consumers were found highly loyal but an encouraging 55 percent stick up to certain brands. Further, only 35 percent consumers would wait for the particular brand. Thus his findings relating to the loyalty on branding seems to be confusing. According to his findings, brand loyalty is differentiated from the consumer behavior like sticking to a particular

brand and waiting for the favorite brand. As a matter of fact, loyalty on branding itself is an outcome of both sticking up to particular brand and an intention to wait for that in case of unavailability along with positive attitude toward the brand?

Moreover, Mr. Ghimire has treated brand loyalty as a general attributes or ubiquitous across products rather than product specific. But the researchers conducted so far have proved that brand loyalty varies across products. Hence, the finding of his study concerning to brand loyalty seems to be exception to the fact that is accepted universally.

His study is based on the durable consumer goods: stainless steel products, steel furniture, wooden furniture, glass and electric hoods. These products are not generally purchased repeatedly. Most probably, furniture, glass and electric goods. These products are not generally purchased repeatedly. Most probably, as impossible to measure brand loyalty in such products in a very short period. Therefore his work does not put forward anything rather than branding policy not with loyalty on branding.

2.2.2 Review of Thesis

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

Prakash Bhandary (2004), conducted a research entitled A study on "*The Impact of Advertising on Consumers' Attitude*" (with specially reference to Wai Wai noodle at Lalitpur sub-metropolitan city) with the following objectives:

-) To evaluate other role of advertising in changing the consumer's attitude towards Wai Wai noodle.
-) To calculate the consumer market of Wai Wai noodle in the Lalitpur Sub-metropolitan city.
-) To obtain the consumer's attitude of Wai Wai noodle with others.
-) To up lift the consumer's positive attitude towards Wai Wai instant noodle

Major Findings of the Study

-)] The advertisement is an important of getting knowledge about the noodles.
-)] Advertising is considered as the first source of information.
-)] Wai Wai noodle is preferred most of consumers due to its quality, packaging and other aspects.
-)] The most of consumers used three packets of noodles in a day in family group. It means people are fascinated with quick made noodles.
-)] Frequency Modulation (FM) is the best information coverage to the consumers about the noodles.
-)] Advertising of Wai Wai noodle is found better satisfied than others noodles.
-)] Advertising believably is found satisfactory of various brands of noodles
-)] Most of noodles price is high.
-)] Packaging saves products. So, it must be better and packaging of Wai Wai noodle is comparatively good than other.
-)] The quality (taste, performance) of Wai Wai is very good than other noodles. The most of consumers preferred the gifts and coupons of promotional techniques.
-)] The satisfaction of Wai Wai noodle is very good.

Laxmi Prasad Baral (2005) conducted a research entitled "*Comparative study on the communication effects of advertising and brand preference.*" (A case study on instant noodles: The Yum Yum and the RARA) with the following objectives:

-)] To examine the effectiveness of advertising
-)] To understand advertising and brand preference.
-)] Which is the popular media for advertising?
-)] What are their strengths and weakness while advertising of instant noodles?

Major Findings of the Study

-)] Instant noodles are in different product life cycle and they require different

media and techniques of advertising in different stage.

-) There is high degree of association between brand preference and advertisement qualities.
-) The advertisements are still traditional and ordinary in nature and style.
-) It is necessary that advertising should be more attractive, informative and enjoyable both readers as well as listeners.

Binay Kumar Thakur, (2001), conducted a research entitled "*The Role of advertising in brand loyalty*" (with special reference to soft drink) with the following objectives:

-) To analyze the effectiveness of advertising on brand loyalty of consumer product.
-) To evaluate the role of advertising for brand loyalty in Nepalese Market.
-) Do consumers give more importance to advertising rather than any other promotional tools while making selection decision?

Major Findings of the Study

-) Both Coca-cola and Pepsi-cola realize the essence of advertising in the present situation.
-) Advertising is the main source of information about particular brand as well as most sensitive subject in the country in the course of promotion.
-) Advertising plays an important role in changing brand of soft drink.
-) Soft drink holds the second position in consumption after tea among the drinks in Nepalese market.
-) Brand awareness of the Nepalese consumers is found to be high.
-) Majority of Nepalese consumers are found brand loyal.
-) Consumer's involvement in purchasing of soft drink is mostly self.
-) Most of consumers brand choices decisions about mentioned products are depend on themselves.
-) Most of the consumers have given first preference to the taste of the product while the quality of the product is considered second important

factor in case of soft drink.

-) Most of the consumers' first choice as soft drink is coke than other.
-) Pepsi holds the second position among consumers in Nepalese market
-) Most of the consumers like entertaining advertisement than other types of advertisement.
-) Most of the consumers have shown satisfactory level of reaction about advertisement believability.
-) It is found that advertisement has a great contribution for purchase of soft drink.
-) Most of the consumers prefer the advertisement of coke and Pepsi
-) Consumers' first reasons of brand switching are taste and quality of the product.
-) Repeating an advertisement more frequently than the competitor affects brand loyalty.
-) Consumers' second reason of brand switching is advertising.
-) Advertising plays an important role in brand loyalty behavior of consumers in case of soft drink.
-) Role of variables are independent with age, sex and family size while selecting soft drink.
-) The role of advertising in changing brand habit is found effective.
-) The taste and quality of the product are the major considerable factors for brand loyalty.
-) The effective advertising in time is regarded as the best tool for brand loyalty.
-) The role of advertising is regarded important for brand loyalty in the course of soft drink.

Rajendra Krishna Shrestha, (1997), conducted a research entitled "*The role of advertising in brand choice and product positioning.*" (With special reference to soft drink and Instant noodles) with the following objectives:

-) To analyze the effectiveness of advertising on brand of consumer product.

-) To evaluate the role of advertising in brand choice and product positioning from the consumer perspective.
-) Do consumers give more importance to advertisement making selection decision?

Major Findings of the Study

-) Advertising has been established as an important promotional tool both in high involvement and low involvement goods. Advertising importance to consumers' goods is comparatively weightier than industrial goods.
-) Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary source of information.
-) The instant noodles and soft drink advertisements are found mostly appealing to the consumers about financial persuasion.
-) Advertising believability is found satisfactory.
-) The role of advertising in course of changing brand is important, but not ultimate.
-) Television is the mostly favorite medium for advertisement and radio stands in second position. At the same time FM broadcasting is also becoming popular in the Kathmandu valley among young generation.
-) The advertisement which presents the products as better quality and advertisement which is entertaining in style is liked.
-) The major reasons of brand switching are the taste of the product.
-) The unavailability of most preferred brand is the first reasons of switching alternative brand.
-) Consideration to different variables while purchasing is not significantly different due to the age, sex and family size.

Tara Adhikari (2006) conducted a research entitled “*A Study on Brand Preference of Instant Noodles.*”

Major Finding and Conclusion of the study

-) Most of the consumers are consuming Noodles frequently and from more than 3 years.
-) The massive consumption of Noodles purpose is snacks and the place to consume is restaurant.
-) The most preferred brand is Wai-Wai, Mayos as second, Marry is least preferred, Sakalaka Boom and 2pm are moderate preferred.
-) Most of the noodles consumers are found in the age group of 15-30 yrs old and most of them preferred the brand Mayos Rest consumers are found to be below 15 yrs and above 30 yrs old who preferred in this segment.
-) The reason for noodles consumption has been found easy to consume.
-) It has been found that the highly familiar media is T.V and Radio with the age group of below 30 yrs old of consumer and those consumers who are above 30 yrs are familiar with hoarding board and newspapers.
-) Large number of consumer opined that the T.V is the nest media for noodles advertisement which is 48.33%.
-) 40.00% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
-) Most impressive advertisement has been found that these brands Mayos and Wai Wai equally but the Mayos is most impressive with the age group of below 30 yrs old and the brand Wai Wai is impressive with the age group of above 15 yrs old consumers.
-) 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.
-) 50.83% of respondents are found that the attractiveness factor of preference of noodles advertisement and most of them lies in the age group of 15-30 yrs old consumers.
-) It has been found that if favorite brand is not available in the market 53.33% consumers will buy the second preferred brand.
-) Most of the respondents seek the brand Mayos as an alternative one if their

favorite brand is unavailable.

-) The brand Wai Wai has been found in 1st rank, Mayos 2nd rank, Sakalaka Boom 3rd , 2PM 4th , Marry 5th and other brand in their preference.
-) Moderate degree of price sensitivity has been found in brand preference.
-) According to the above analysis of consumers suggestions about noodles improvement that the large % of respondents have suggested to improve the quality of noodles.
-) In light of above analysis it is clear that large % of respondent says that the advertisement is the key motivational activity in promotion of noodles.
-) Large number of respondents shows the brand switching tendency in attractive gift/prize program.
-) By above analysis it can be said that bumper prize is the most effective promotional factor in noodles' promotion.

2.3 Research Gap

Nowadays, the importance of advertisement is highly increased in Nepalese product market. Higher sales of the product are based on good advertisement and effective promotion. That's why, every manufacturer should consider in proper advertisement through which their product can be marketed effectively.

The present study was aimed to find the impact of advertisement on consumer behavior on the different brand of noodles available in market. It is also aimed to find the different marketing situations and statuses prevailing in the noodle market during this study period.

These investigations are directed to determine the attitudes and perception of the products consumer towards other competitor brands. Appropriate research methodology was followed for the study. Both primary as well as secondary source of information were collected and analyzed. A structured or careful questionnaire was designed to collect the primary information on industry environment and management quality. Researchers can further explore the area to

find out the availability of the products and its consumption and its impact on the market. In the same way, they can also access industrial environment and quality management in terms of production, distribution, profitability and fulfill the market demand with healthy market competition and also found the meaningful results.

In Nepalese product market there are various types of products are available for consumer use. These products are manufactured by various national and international manufacturers. However, there are no sufficient research reports are available in Nepal in the field of marketing studies regarding the impact of advertisement on instant noodle market. All the producers, businessman, consumers can find very important results from this study so that they can follow new strategy in future regarding consumer preference, their buying/ consumption patterns, their media habit, effectiveness of consumer scheme, and different attributes considered while consuming products.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a way to systematically solve the research problem. The main theme of this study is to generate the consumer preference towards instant noodles. The study has also aimed to identifying the consumer perception on quality, price, taste, scheme and other relevant aspects. The data have been collected from the sample of the consumer's arid retailers. The source of information for this study is both primary and secondary data. Primary data was collected from direct interviewing from consumers and retailers. And secondary data was collected from. Chaudhary Group, Khetan Group, local news paper, daily news paper, television, radio etc. The study is mainly based on primary sources of information. Consumers are the main sources of primary information in this study. To achieve the objective of this study, the study follows a research methodology which is briefly described as below:

3.2 Research Design

The main aim of this study is to reveal the buying behavior of consumers in different type of instant noodles. The present study is exploratory in nature. Therefore [researcher survey research design is used in this study. The collected data and information from the survey are tabulated and analyzed according to the need of the study to obtain the objectives.

3.3 Nature and Sources of Data

The data used in this study are mainly primary in nature. Secondary source are also used. The consumers and retailers of Kathmandu are the main sources of primary data. The primary data have collected by field survey with the help of questionnaires and personally interviews. Thus, all the data required for the study are collected directly from the buyers of the products.

Different noodles companies, local news papers, magazines, publications, various books published and unpublished reports, bulletins, journals, etc. are the secondary data.

3.4 Sampling Plan

Consumers of Instant noodles of Kathmandu Valley are considering as the population of this study. It consists of all the consumers in Kathmandu valley. The respondents represent the resident of Kathmandu Valley. From the population a sample of only 150 consumers are taken for this study. To collect the primary data, 150 buyers, 25 retailers and 5 advertising agency have been surveyed for this study. Retailers are also taken as a consumer in this study. Among them 100 are male and 50 are female including students and children. However, this study has taken the consumers of 5 to above 30 years age of people exposed to different varieties of instant noodles as its population from people of different sectors including housewives.

3.5 Data Collection Procedure

The data have been collected through the field survey of Kathmandu. The respondents were identified and served with a set of questionnaire. The questionnaire contained both objective and subjective questions. The respondent is from different academic background which is from literate to graduate. The respondents from the different sectors have been selected on personal contact. A set of questionnaire served to them. The respondents are selected from the place of Kathmandu. A few additional questions were asked for snooping. Besides this, the researcher has personally observed the buying activities of the people in some public and shopping place of Kathmandu.

3.6 Data Processing, Tabulation and Analysis

The data are collected thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. The tabulated data have been analyzed and interpreted using simple linear regression model, percentage, index

figure and also preserved in graph. Different tool like graphs, bar diagrams and pie chart have been used to make the information easy and understandable. And other relevant data are collected from the different instant noodles companies, news paper, magazine, other published and unpublished materials etc.

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

In this chapter the data and information derived from the consumers, retailers and advertising agencies are presented and analyzed according to objective of the study. The survey has included 180 individuals. Among them 150 are consumers 25 are retailers and 5 are advertising agencies.

4.1 Consumer Level Survey

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

4.1.1 Instant Noodles Users (Sex Wise Classification)

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

Table 4.1
Instant Noodles Users (Sex Wise Classification)

Sex	No of Respondents	Percentage
Male	90	60.00%
Female	60	40.00%
Total	150	100%

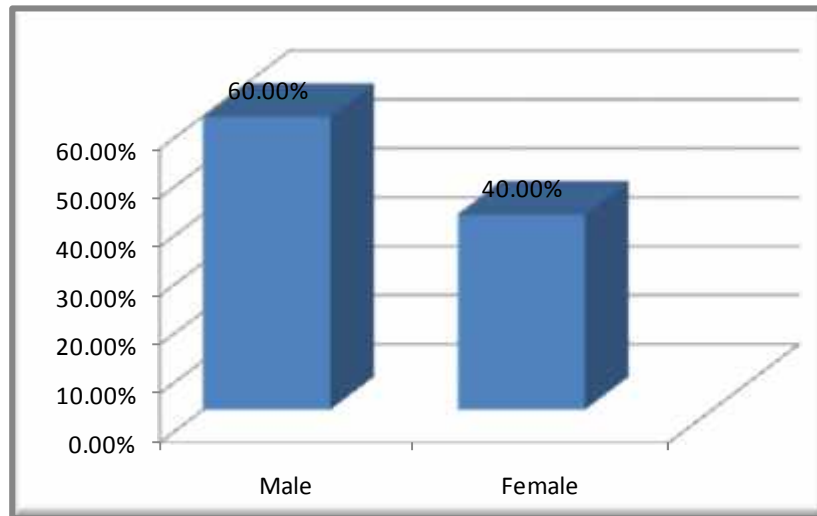
Source: Primary Data

In the above table no, Out of 100% respondents 60% are male consumers and 40% consumers are female who use instant noodles in Kathmandu valley.

From the above analysis we can infer that most of the consumers are male. The same data can also be presented in graphic form as under

Figure 4.1

Instant Noodles Users (Sex Wise Classification)



4.1.2 Instant Noodles User (Age Wise Classification)

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

Table 4.2

Instant Noodles User (Age Wise Classification)

Age	No of Respondents	Percentage
5 to 20	70	46.67%
20 to 35	45	30%
Above 35	35	23.33%
Total	150	100%

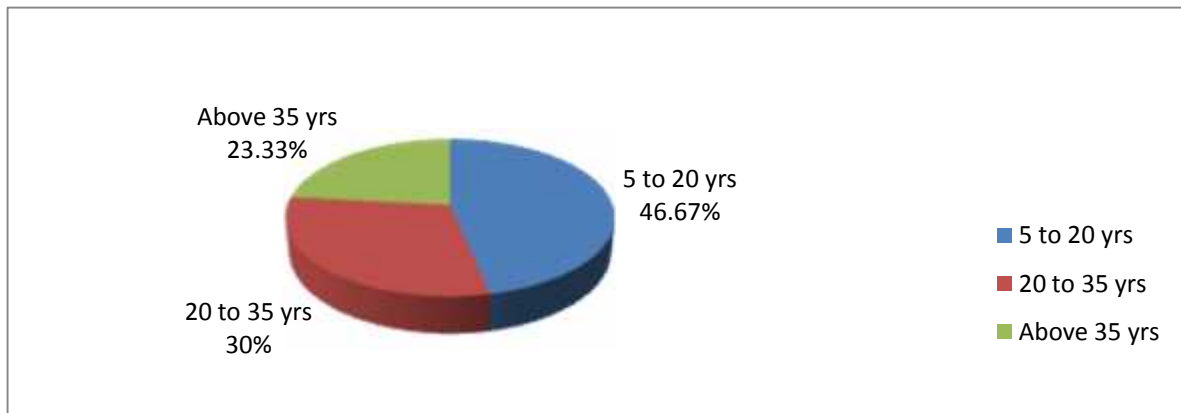
Source: Primary Data

From the above table 4. 2 it can be analyzed the age of different age group. Here the age group of 5-20 are 46.67%, 20-35 are 30% and 35 above are 23.33 %.

From the above analysis, it can be inferred that most of the consumers are children and adult teenager, then after between age of 20 to 35 and 35 above.

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

Figure 4.2
Instant Noodles User (Age Wise Classification)



4.1.3 Size of Instant Noodles Consumed by Consumers

The researcher has studied use of different size of instant noodles by the consumers. The result of responses has been shown in table 4.3 The interpretation and analysis with inference have been mentioned below table.

Table 4.3
Size of Instant Noodles Consumed by Consumers

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

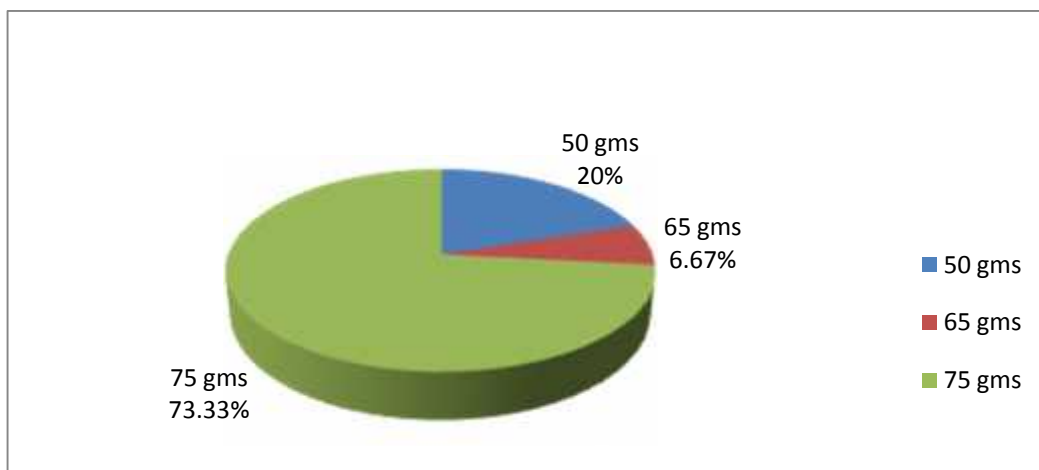
Source: Primary Data

From the above table 4.3 it can be analyzed that 20% consumers are used 50 gms. Instant Noodles, 6.67% are using 65 gms Instant Noodles and 73.33% consumers are used 75gms. Instant Noodles.

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

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

Figure 4.3
Size of Instant Noodles Consumed by Consumers



4.1.4 Daily Consumption of Instant Noodles

The researcher has studied use of instant noodles by volume of daily consumption. The result of responses has been shown in table 4.4. The interpretation and analysis with inference have been mentioned below table.

Table 4.4
Daily Consumption of Instant Noodles

Consumptions Volume	No. of Respondents	Percentage
1 packet	80	53.33
2 packets	15	10%
3 packets	5	3.33%
More	50	33.34%
Total	150	100%

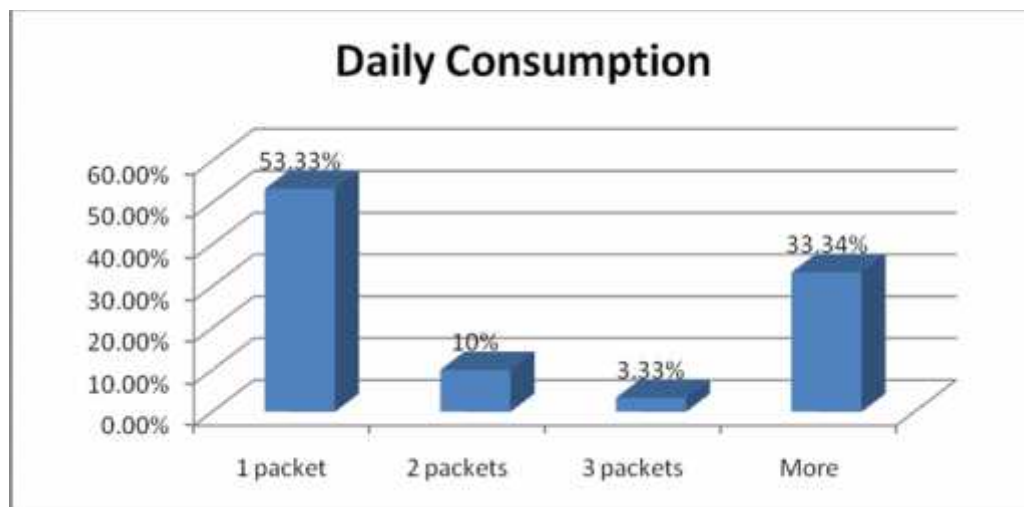
Source: Primary Data

From above table 4.4 it can be analyzed that 53.33% consumers are used 1 packet instant noodles per day, 10% are used 2 packets, 3.33% are used 3 packets and 33.34% are used more than three packets per day.

From above analysis it can be inferred that most of consumers are using 1 packet instant noodles per day than after more than 3 packets, 2 packets and least no. of consumers are used 3 packet instant noodles per day.

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

Figure 4.4
Daily Consumption of Instant Noodles



4.1.5 Purpose of taking Instant Noodles

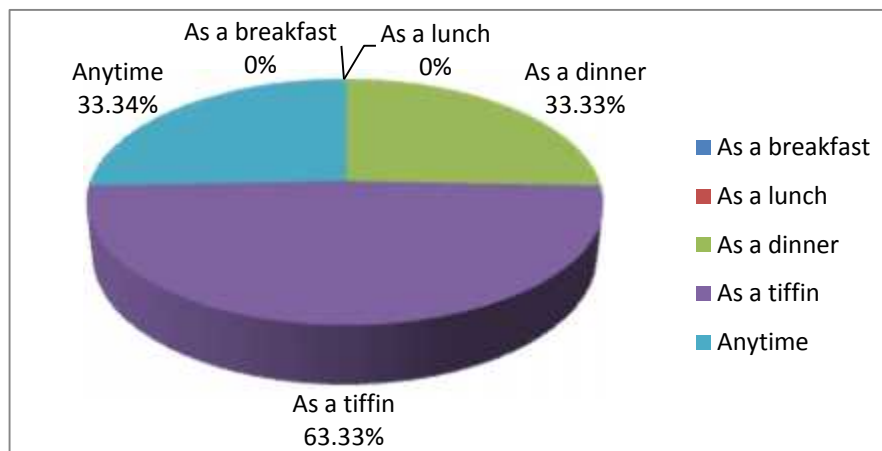
The researcher has studied use of instant noodles by the purpose of taking instant noodles. The result of responses has been shown in table 4.5. The interpretation and analysis with inference has been mentioned below table.

Table 4.5
Purpose of Taking Instant Noodles

Option	No. of Respondents	Percentage
As a breakfast	0	0%
As a lunch	0	0%
As a dinner	5	33.33%
As a tiffin	95	63.33%
Anytime	50	33.34%
Total	150	100%

Source: Primary Data

Figure 4.5
Purpose of Taking Instant Noodles



4.1.6 Mostly Taken Place of Instant Noodles

The researcher has studied the mostly taken place of instant noodles. The result of responses has been shown in table 4.6. The interpretation and analysis with inference have been mentioned below table.

Table 4.6
Mostly Taken Place of Instant Noodles

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

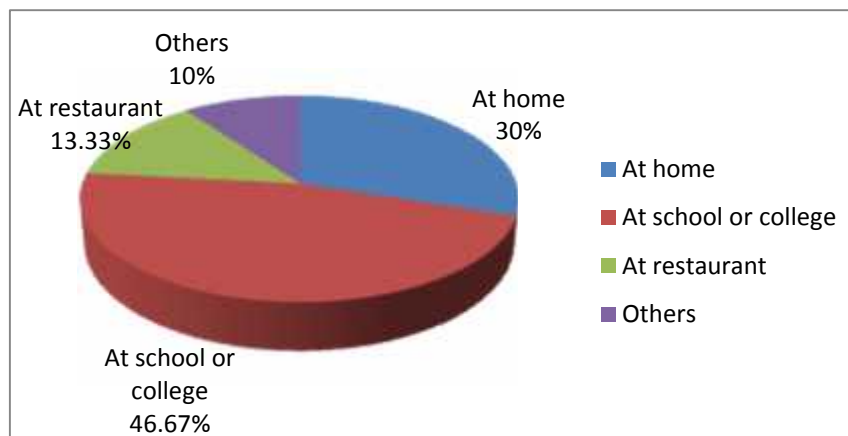
Source: Primary Data

From the above table 4.6 it can be analyzed that 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at school or college, 13.33% consumers consumed at restaurant and 10% consumers consumed instant noodles at other place.

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

The same data can be presented in graphic form as below.

Figure 4.6
Mostly Taken Place of Instant Noodles



4.1.7 Reason of Taking Noodles

The researcher has studied the reason of taking Instant Noodles. The result of responses has been shown in table 4.7. The interpretation analyses with inference have been mentioned below table.

Table 4.7
Reason of Taking Noodles

Reason	No of Respondent	Percentage
For fun	15	10%
Easy to cook	40	26.67%
Can eat directly without cook	85	56.67%
Enough for meal	10	6.67%
Total	150	100%

Source: Primary Data

From the above table 4.7 it can be analyzed that 10% consumers eat noodles for fun, 26.67% consumers eat due to easy to cook and 56.67% consumers eat due to directly eat without cook and 6.66% consumers eat instant noodles.

From the above analysis it can be inferred that most of consumers eat instant noodles due to can eat directly without cook, then after due to easy to cook, for fun and least no. of consumers eat for enough meal. It means only for the few consumers eat as meal. The data from the above table can also be presented in chart form as under.

Figure 4.7
Reason for Taking Noodles



4.1.8 Classification of Preference toward Brand by the Consumers

The researcher has studied the preference toward brand by the consumers. The result of responses has been shown in table 4.8. The interpretation and analysis with inference have been mentioned below table:

Table 4.8
Classification of Preference toward Brand by the Consumers

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

Source: Primary Data

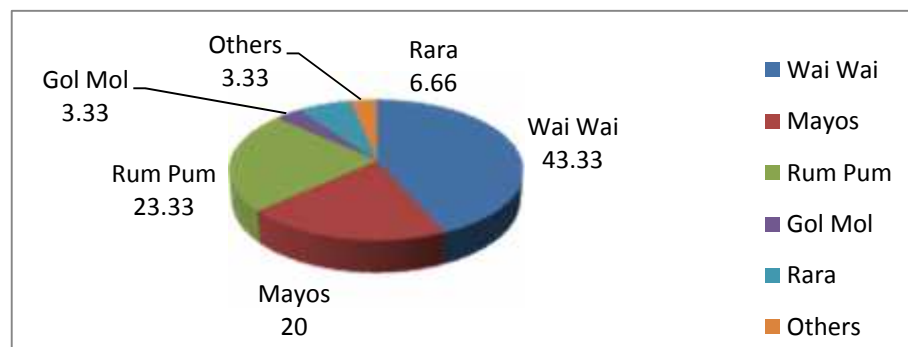
From the above table 4.8 it can be analyzed that among the surveyed of 150

consumers in Kathmandu valley, 43.33% consumers prefer Wai Wai 20% prefer Mayos, 23.33%, prefer Rumpum, 3.33 % prefer Gol Mol, 10% prefer RaRa and 3.33% consumer prefer other brand.

From the above analysis, it can be inferred that Most of the consumers prefer to have Wai Wai. It proves that Wai Wai is the brand leader in instant noodles. Then after Rum Pum, Mayos, RaRa, other brands. Gol Mol. In white noodles RaRa is the brand leader.

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

Figure 4.8
Classification of Preference toward Brand by the Consumers



4.1.9 Classification of Effective Advertisement Media for Introducing Instant Noodles

The researcher has studied the effective advertisement media for introducing instant noodles to the consumers. The result of responses has been shown in table 4.9. The interpretation and analysis with inference have been motioned below table:

Table 4.9
Classification of Effective Advertisement Media for Introducing Instant Noodles

Advertisement Media	No of respondents	Percentage
NTV,KTV and Image Channel	80	53.34%
Radio Nepal	8	5.34%
FM stations	20	13.33%
Newspaper and magazine	20	13.33%
Poster	3	2%
Hording board	7	4.66%
Neon and glow signs	2	1.33%
All of above	10	6.67%
	150	100%

Source: Primary Data

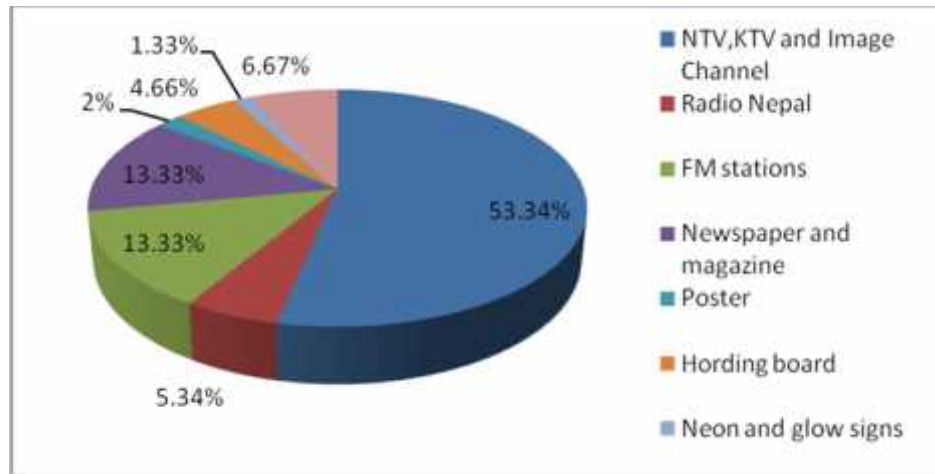
From the above table 4.9 it can be analyzed that 53.34% effective media of instant noodles is NTV, 5.34% is Radio Nepal, 13.33% effective media of instant noodles is FM, 13.33% is News Paper and magazine, 2% is Poster, 4.66% is hoarding board, 1.33% is neon sign and glow sign and 6.67% effective media of instant is all.

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

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

Figure 4.9

Classification of Effective Advertisement Media for Introducing Instant Noodles



4.1.10 Brand's Best Advertisement of Instant Noodles

The researcher has studied the best advertisement of the Instant Noodles. The result of responses has been shown in table 4.10. The interpretation and analysis with inference have been mentioned below table:

Table 4.10

Brand's Best Advertisement of Instant Noodles

Brand	No of Respondent	Percentage
Wai Wai	40	36.67%
Mayos	50	33.34%
Rum Pum	35	23.33%
Gol Mol	10	6.67%
Rara	10	6.67%
Others	5	3.33%
Total	150	100%

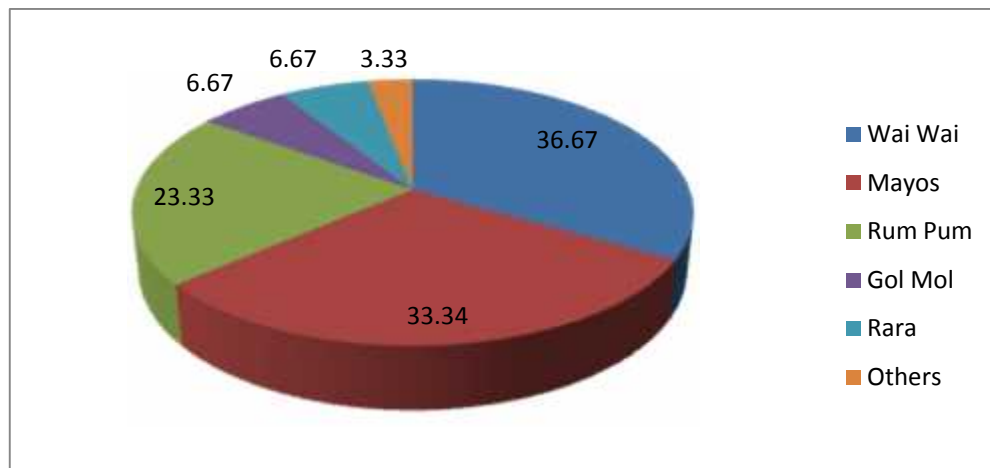
Source: Primary Data

From the above analysis it-can be inferred that most of the consumers like the advertisement of Mayos, then after the consumers like the advertisement of Wai Wai, Rum Pum, other brands like Min Min. Big MiMi, Hurya, Lekali etc

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

Figure 4.10

Brand's Best Advertisement of Instant Noodles



4.1.11 Quality Awareness of Consumer towards the Instant Noodles

The researcher has studied the quality awareness of consumers towards the instant noodles while purchasing. The result of responses has been shown in table 4.11.

The interpretation and analysis with inference have been mentioned below table:

Table 4.11

Quality Awareness of Consumer towards the Instant Noodles

Quality	No. of Respondents	Percentage
Very High	10	6.67%
High	40	26.67%
Moderate	60	40%
Low	10	6.67%
Very Low	5	3.33%
Don't Know	25	16.66%
Total	150	100%

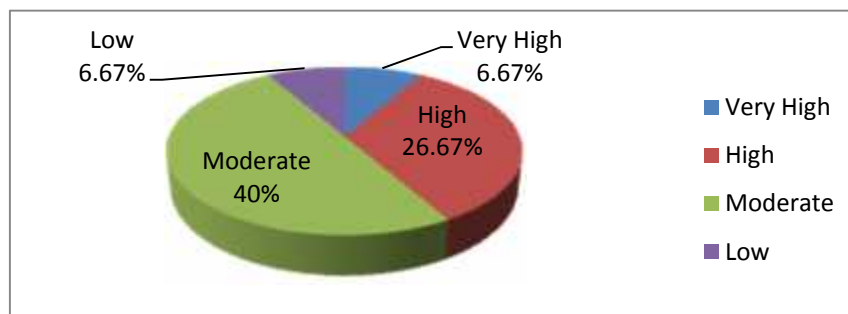
Source: Primary Data

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

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

Figure 4.11

Quality Awareness of Consumer towards Instant Noodles while Purchasing



4.1.12 Evaluation of Brand of Instant Noodles in the Basis of Quality

The researcher has studied the evaluation of brand of instant noodles in the basis of quality. The result of responses has been shown in table 4.12. The interpretation and analysis with inference have been mentioned below table:

Table 4.12

Evaluation of Brand of Instant Noodles in the Basis of Quality

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

Source: Primary Data

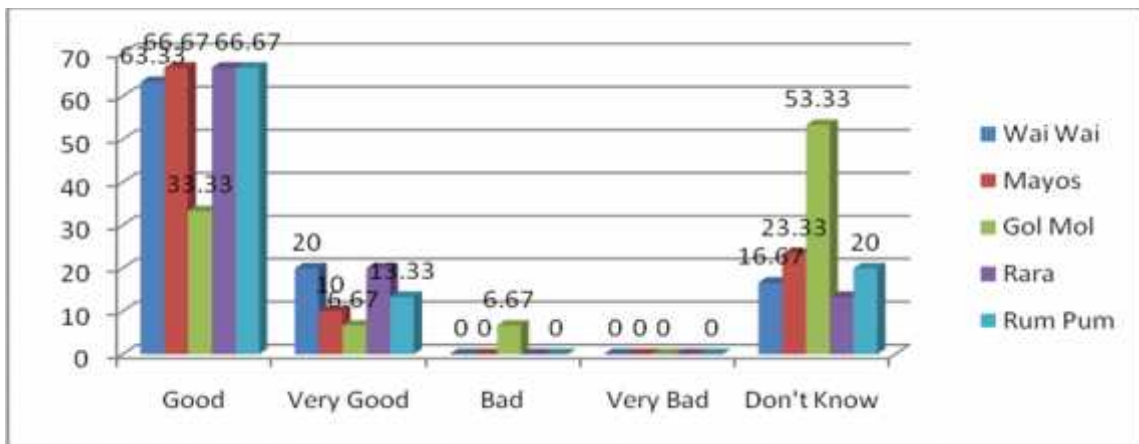
From the above analysis it can be inferred that most of the consumers liked the

quality of Wai Wai, Mayos, RaRa and Rum Pum very much. Most of the consumers are unknown about the quality of Gol Mol.

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

Figure 4.12

Evaluation of Brand of Instant Noodles in the Basis of Quality



4.1.13 Evaluation of Brand of Instant Noodles in the Basis of Price

The researcher has studied the evaluation of brand of instant noodles in the basis of price. The result of responses has been shown in table 4.13. The interpretation and analysis with inference have been mentioned below table:

Table 4.13

Evaluation of Brand of Instant Noodles in the Basis of Price

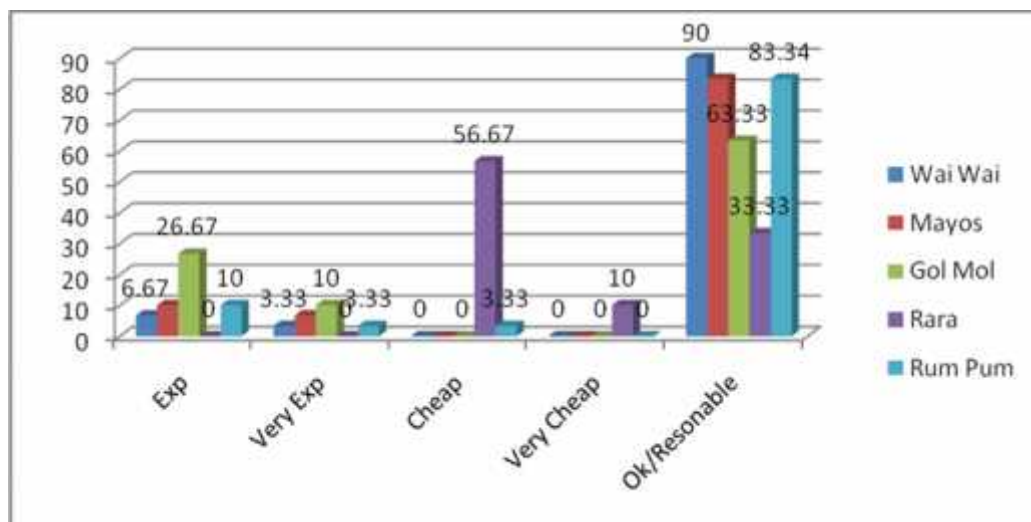
Brand	Exp	%	Very Exp	%	Cheap	%	Very Cheap	%	Ok/Reasonable	%
Wai Wai	10	6.67	5	3.33	0	0	0	0	135	90
Mayos	15	10	10	6.67	0	0	0	0	125	83.33
Gol Mol	40	26.67	15	10	0	0	0	0	95	63.33
Rara	0	0	0	0	85	56.67	15	10	50	33.33
Rum Pum	15	10	5	3.33	5	3.33	0	0	125	83.34

Source: Primary Data

From the above analysis it can be inferred that most of the consumers are satisfied with the price of Instant noodles. Most of the consumers said that the price of Wai, Wai, Mayos, Gol Mol, and Rum Pum is ok or reasonable. But in RaRa most of the consumers said the price is cheap. From this research, it can be found that consumers are highly satisfied with the instant noodles RaRa. Only few numbers of the consumers said the price of Wai, Wai, Mayos, Gol Mol, and Rum Pum is ok or reasonable.

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

Figure 4.13
Evaluation of Brand of Instant Noodles in the Basis of Price



4.1.14 Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand

The researcher has studied the changing of favorite brand due to attractive scheme of competitor brand. The result of responses has been shown in table 4.14. The interpretation and analysis with inference have been mentioned below table:

Table 4.14

Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand

Option	No of Respondents	Percentage
Yes	60	40%
No	90	60%
Total	150	100%

Source: Primary Data

From the above table 4.14, it can be analyzed that 40% consumers changed their favorite brand if any competitor brand give them the attractive scheme 60% consumers did not change their favorite brand if the competitor brand gives them attractive scheme.

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

4.1.15 Factor affecting in the Purchase of Instant Noodles

The researcher has studied the affecting factor in the purchase of Instant noodles. The result of responses has been shown in table 4.15. The interpretation and analysis with inference have been mentioned below table.

Table 4.15

Factor affecting in the Purchase of Instant Noodles

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

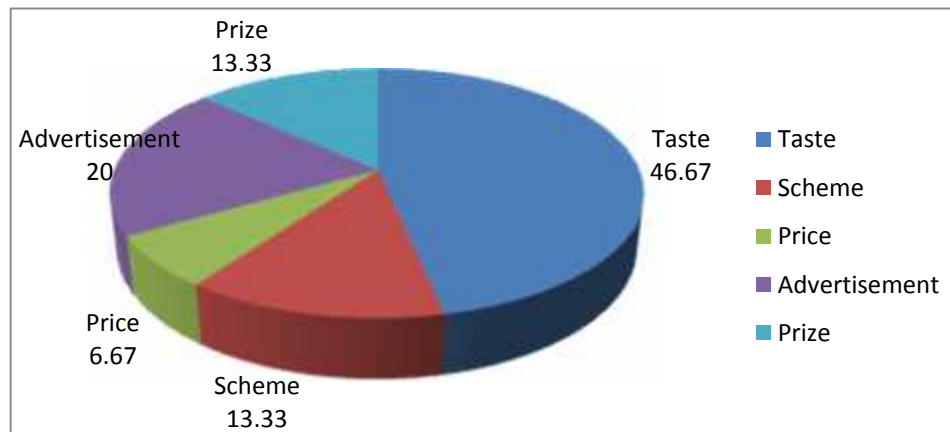
Source: Primary Data

From the above table 4.15 it can be analyzed that 46.67% consumer bought the instant noodles due good taste, 13.33% bought due to scheme, 6.67% bought due to low price, 20% consumers bought the instant noodles due to good advertisement and 13.33% bought due to good prize.

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

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

Figure 4.14
Factor affecting in the Purchase of Instant Noodles



4.1.16 Effective Scheme Which Influence in the Purchase of Instant Noodles

The researcher has studied the scheme influencing in the purchase of Instant Noodles. The result of responses has been shown in table 4.16. The interpretation and analysis with inference have been mentioned below table:

Table 4.16

Effective Scheme Which Influence in the Purchase of Instant Noodles

Option	No of Respondents	Percentage
Cash Prize Inside	15	10
Chocolate Inside	55	36.66
Sticker Inside	10	6.67
Empty Packet Scheme	10	6.67
Others	60	40
Total	150	100

Source: Primary Data

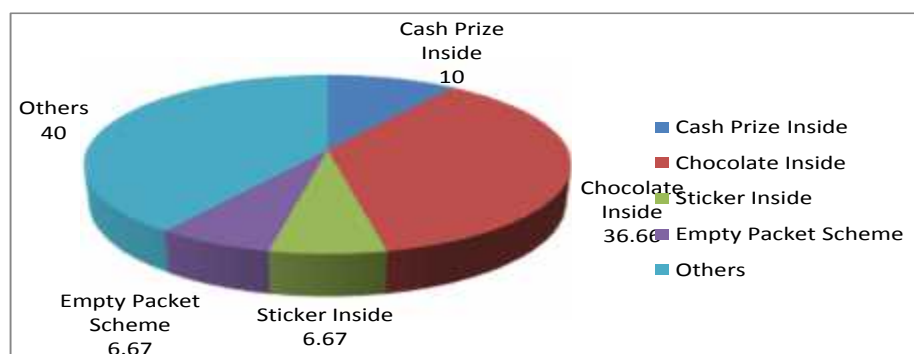
From the above table it can be analyzed that 10% consumers bought the instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% consumers bought due to Sticker inside, 6.67% consumers bought due to empty packet scheme and 40% of the consumers bought instant noodles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

Most of the consumers bought instant noodles due to other scheme like motor, TV, Motor Bike, Video game, Computer etc. Then after due to chocolate inside, cash prize inside, sticker inside and empty packet scheme.

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

Figure 4.15

Effective Scheme Which Influence in the Purchase of Instant Noodles



4.2 Retail Level Survey

Retail's Profile: In this chapter 25 retailer 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 4.17. The interpretation and analysis with inference have been mentioned below table,

Table 4.17
Highly Affected Brand by the Advertisement

Brand	No of Retailers	Percentage
Wai Wai	25	100%
Mayos	24	96%
Rum Pum	20	80%
Ruchee	10	40%
Hot Pot	10	40%
Gol Mol	10	40%
Rara	22	88%
Others	15	60%

Source: Primary Data

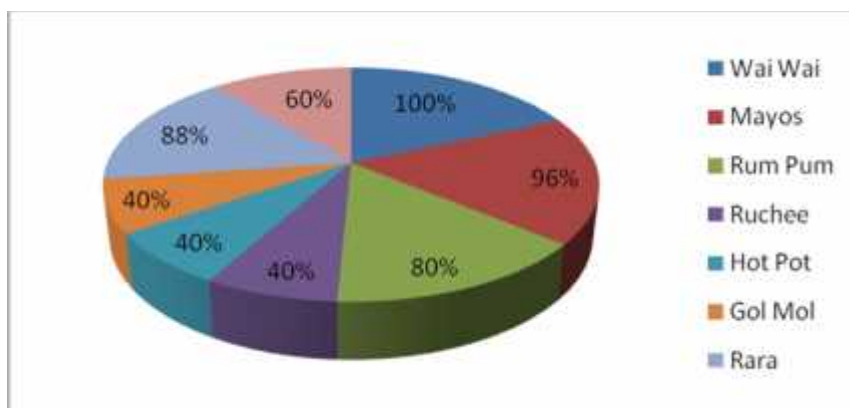
From the above table 4.17 it can be analyzed that Wai Wai is available in 100% shop, Mayos is available in 96% shop, Rum Pum in 80%, Rumpum in 80%, Ruchee in 40%, Hot pot in 40%, Golmol in 40%, RaRa in 88% and others brand like , Hurray, Lekali etc are available in 60% shop.

From the above analysis it can be analyzed that the availability of Wai Wai is very good. In all shop Wai Wai can get easily. After that mayos, RaRa and Rumpum.

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

Figure 4.16

Highly Affected Brand by the Advertisement



4.2.2 Brand Wise Sales of Instant Noodles

The researcher has studied the brand wise sales of instant noodles. The result of responses has been shown in table 4.18. The interpretation and analysis with inference have been mentioned below table:

Table 4.18

Brand Wise Sales of Instant Noodles

Brand	No of Retailers	Percentage
Wai Wai	7	28%
Mayos	5	20%
Rum Pum	5	20%
Ruchee	2	08%
Hot Pot	2	08%
Gol Mol	1	04%
Rara	2	08%
Others	1	04%
Total	25	100%

Source: Primary Data

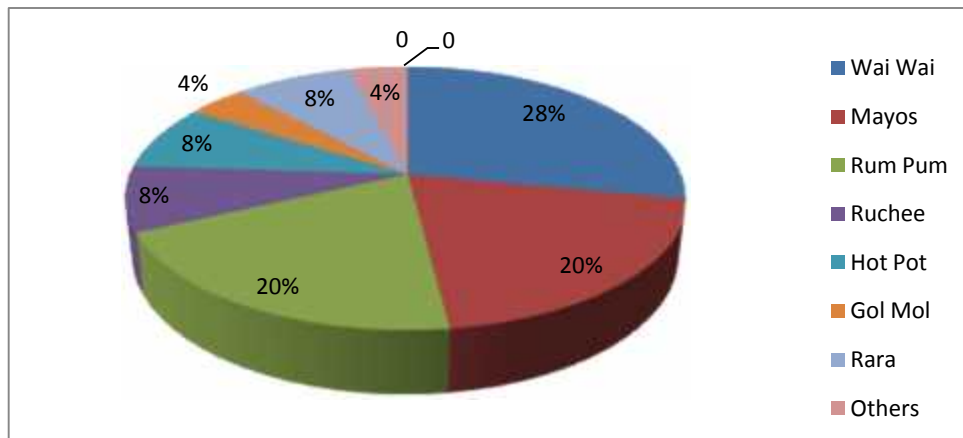
From the above table 4.18 it can be analyzed that 28% retailers sales the brand

Wai Wai more, 20% retailers sales the brand Mayos more, 20% retailers sales the brand Rum Pum more. 08% retailers sales the brand Ruchee, Hot Pot, Gol Mol, RaRa and other brand like Big MiMi, MiMi, Hurray, Lekali etc. From the above analysis it can be inferred that most of the retailer's sales the brand Wai Wai more. Then after Mayos, Rum Pum and RaRa,Least number of retailers sales the brand Ruchee, Hot Pot, Gol Mol, and others brand like Big MiMi, MiMi, Hurray, Lekali etc. more.

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

Figure 4.17

Brand Wise Sales of Instant Noodles



4.2.3 Age Group of Consumers who buy the Instant Noodles in Retails

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 4.29. The interpretation and analysis with inference have been mentioned below table,

Table 4.19

Age Group of Consumers who buy the Instant Noodles in Retails

Brand	No of Retailers	Percentage
5 to 10	04	16%
10 to 20	14	56%
20 to 30	03	12%
30 to 40	03	12%
40 Above	01	04%
Total	25	100%

Source: Primary Data

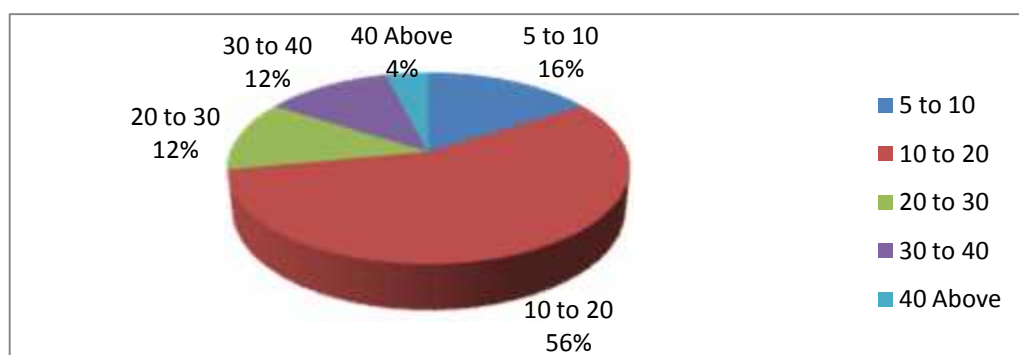
From the above table 4.19 it can be analyzed that the buyers of instant noodles in retails,16% of the consumers are in the age of between 5-10, 56% in the age of between 10-20, 12% in the age of between 20-30, 12% in the age of between 30-40 and 4% are in the age of above 40.

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.

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

Figure 4.18

Age Group of Consumers who buy the Instant Noodles in Retails



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 4.30. The interpretation and analysis with inference have been mentioned below table:

Table 4.20
Reason of Selling Instant Noodles by the Retailers

Brand	No of Retailers	Percentage
Yes	20	80%
No	5	20%
Total	25	100%

Source: Primary Data

From the above table 80% retailers said that advertisement affects the sales of instant noodles and only 20% 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 Highly Affected Brand by the Advertisement

The researcher has studied the highly affected brand by the advertisement. The result of responses has been shown in table 4.21. The interpretation and analysis with inference have been mentioned below table:

Table 4.21
Highly Affected Brand by the Advertisement

Brand	No of Retailers	Percentage
Wai Wai	05	20%
Mayos	10	40%
Rum Pum	05	20%
Ruchee	00	0%
Hot Pot	02	8%
Gol Mol	01	4%
Rara	05	0%
Others	02	8%

Total	25	100%
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Source: Primary Data

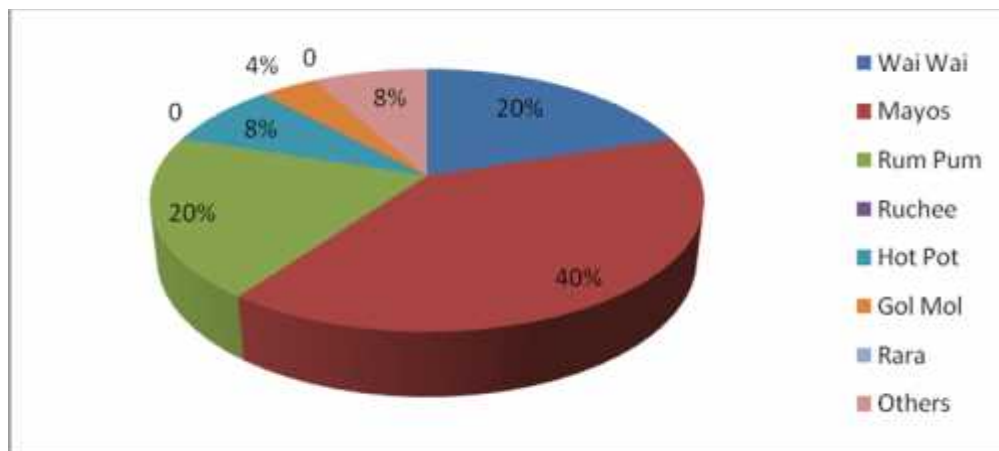
From the above table 4.21 it can be analyzed that 20% of the retailers think that the sales of Wai Wai is affected by the advertisement, 40% of the retailers think that the sales of Mayos is affected by the advertisement, 20% of Rum Pum, 8% of Hot Pot, 4% of Gol Mol and 8% of others brand like Big MiMi, MiMi, Hurray, Lekali etc.

From the above analysis it can be inferred that most of the retailers think that the sales of Mayos is highly affected by the advertisement. Second Rum Pum is affected by the advertisement.

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

Figure 4.19

Highly Affected Brand by the Advertisement



4.2.6 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 4.22 the interpretation and analysis with inference have been mentioned below table:

Table 4.22

Quality wise Classification of Different Brand of Instant Noodles

Brand	No of Retailers	Percentage
Wai Wai	08	32%
Mayos	07	28%
Rum Pum	04	16%
Ruchee	00	0
Hot Pot	01	4%
Gol Mol	00	0
Rara	05	20%
Others	00	0
Total	25	100%

Source: Primary Data

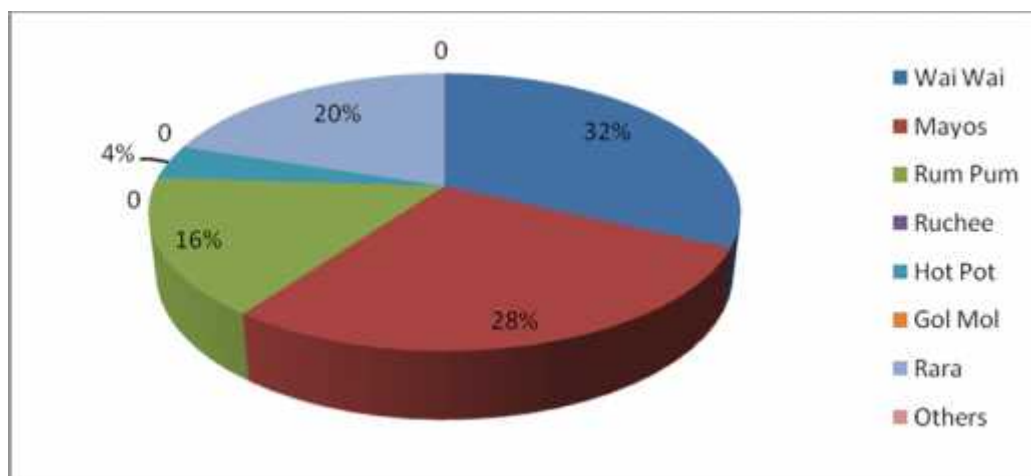
From the above table 4.22 it can be analyzed that 32% retailers said that the quality of Wai Wai is good, 28% retailers said that the quality of Mayos is good, 16% said that quality of Rum Pum is good, 4% retailers said that the quality of Hot Pot is good and 20% retailers said that the quality RaRa is good.

From the above analysis it can be inferred that most of the retailers said that the quality of the Wai Wai is better than other brand. The quality of Mayos and Rum Pum also accepted as a good quality from the retailers. And the quality of the RaRa also accepted as a good quality by the retailers. Only the least retailers said that the quality of Hot Pot is good. The quality of Ruchee, Gol Mol and others noodles like Big MiMi, MiMi, Hurray, Lekali etc have not so good quality.

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

Figure 4.20

Quality wise Classification of Different Brand of Instant Noodles



4.2.7 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 4.23 the interpretation and analysis with inference have been mentioned below table,

Table 4.23

Reason of Selling Instant Noodles by the Retailers

Brand	No of Retailers	Percentage
Good Sales	12	48%
Good Commission	10	40%
Good Scheme	03	12%
Total	25	100%

Source: Primary Data

From the above table 4.23 it can be analyzed that 48% of the retailers' sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 12% 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,

4.2.8 Classification of Brand of Instant Noodles in the basis of Commission

The researcher has studied the classification of instant noodles in the basis of commission. The result of responses has been shown in table 4.24. The interpretation and analysis with inference have been mentioned below table;

Table 4.24

Classification of Brand of Instant Noodles in the basis of Commission

Brand	No of Retailers	Percentage
Wai Wai	02	08%
Mayos	12	48%
Rum Pum	08	32%
Ruchee	00	00
Hot Pot	00	00
Gol Mol	00	00
Rara	03	12%
Others	00	00
Total	25	100%

Source: Primary Data

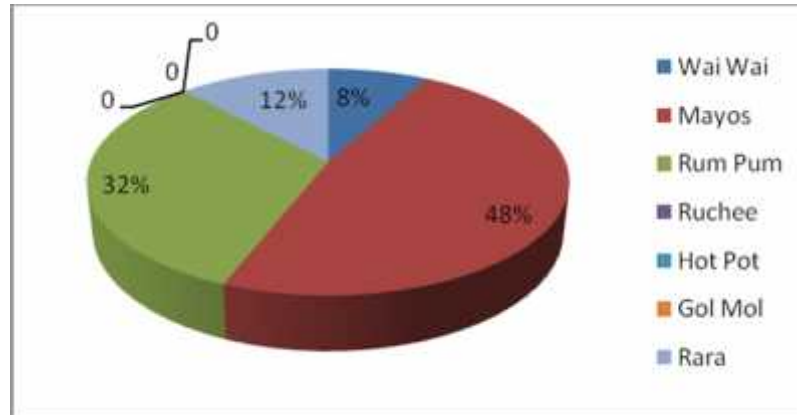
From the above table it can be analyzed that 8% of the retailers getting good commission in the brand Wai Wai, 48% retailers are getting good commission from Mayos, 32% retailers are getting good commission from the brand Rum Pum, 12% retailers are getting good commission from the brand RaRa.

From the analysis it can be analyzed that most of the retailers arc getting good commission in the instant noodles Mayos. Secondly retailers are getting good

commission in the instant noodles Rum Rum.

Figure 4.21

Classification of Brand of Instant Noodles in the basis of Commission



4.2.9 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 4.25. The interpretation and analysis with inference have been mentioned below table:

Table 4.25

Reason of the Good Sales of Instant Noodles

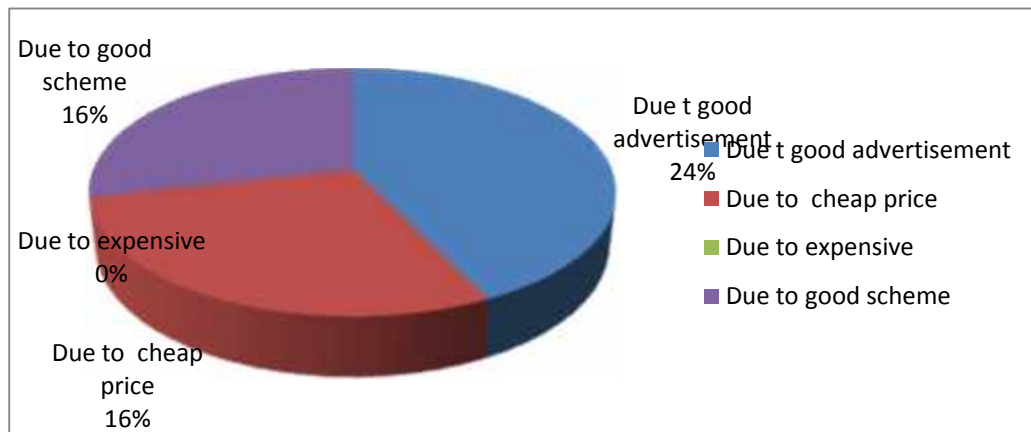
Brand	No of Retailers	Percentage
Due to good advertisement	06	24%
Due to cheap price	04	16%
Due to expensive	00	00%
Due to good scheme	04	16%
Due to good quality	08	32%
Others	03	12%
Total	25	100%

Source: Primary Data

From the above table 4.25 it can analyzed that 24% of the retailers think that the good sales of the instant noodles is due to good advertisement, 16% of the retailers think that the good sales of the instant noodles is due to cheap price, 16% of the retailers think that the good sales of the instant noodles is due to good scheme, 32% of the retailers think that the good sales of the instant noodles is due to good quality and 12% 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 quality play the vital role in the sales of instant noodles. Then after advertisement also make good sales of the instant noodle.

Figure 4.22
Reason of the Good Sales of Instant Noodles



4.2.10 Acceptation of the consumers in the Substitution of their Favorite Brand by the Retailers

The researcher has studied the acceptance of the consumers in the substitution of their favorite brand by the retailers. The result of responses has been shown in table 4.26. The interpretation and analysis with inference have been mentioned below table:

Table 4.26

Acceptation in the Substitution of their Favorite Brand by the Retailers

Brand	No of Retailers	Percentage
Yes	15	60%
No	10	40%
Total	25	100%

Source: Primary Data

From the above table 4.26 it can be analyzed that 60% of the retailers said that the consumers take the alternative or substitution brand if there is not available their favorite brand and only 40% wait for their favorite brand.

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

4.2.11 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 4.27. The interpretation and analysis with inference have been mentioned below table:

Table 4.27

Classification of the brand in the basis of Good Marketing Strategy

Brand	No of Retailers	Percentage
Wai Wai	04	16%
Mayos	10	40%
Rum Pum	08	32%
Ruchee	00	00%
Hot Pot	00	00%
Gol Mol	00	00%
Rara	03	12%
Others	00	00%

Total	25	100
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Source: Primary Data

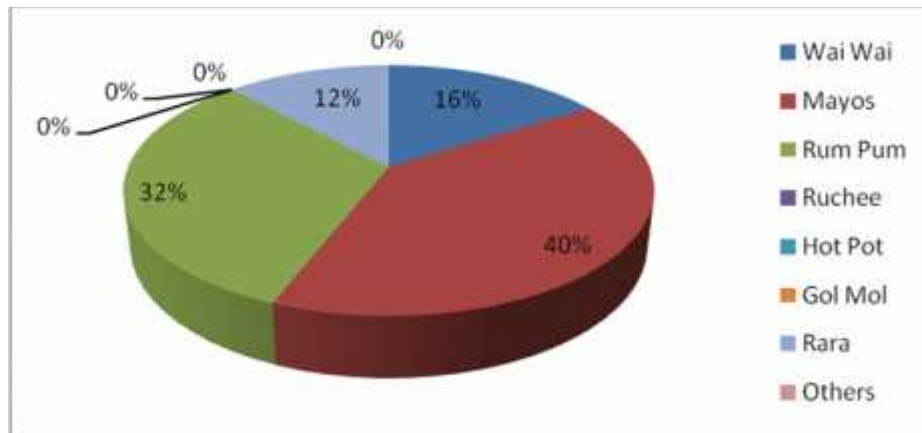
From the above table 4.26 it can be analyzed that 16% retailers liked the marketing strategy of Wai Wai, 40% retailers liked the marketing strategy of Mayos, 32% retailers liked the marketing strategy of Rum Pum and 12% retailers liked the marketing strategy of Rara.

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 has also good marketing strategy as well as Rum Pum and RaRa also. Remaining all instant noodles in the market has poor marketing strategy.

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

Figure 4.23

Classification of the brand in the basis of Good Marketing Strategy



4.3 Advertising Agency Level Survey

Advertising Agency's Profile: - In this chapter 5 advertising agencies are taken.

4.3.1 Role of Advertising Agency in Nepal

The researcher has studied the role of advertising agency in Nepal. The result of responses has been shown in table 4.38. The interpretation and analysis with

inference have been mentioned below table:

Table 4.28
Role of Advertising Agency in Nepal

Role	No of Agency	Percentage
Good Sale	2	40%
Good Commission	2	40%
Consumer Awareness	1	20%
Total	5	100%

Source: Primary Data

From the above table 4.28 it can be analyzed that 40% of the Advertising Agency advertise the noodle due to good sale, 40% due to good commission and only 20% agencies advertise instant noodle due to consumer awareness.

The data from above table 4.28 can also be presented in chart form as under:

Figure 4.24
Role of Advertising Agency in Nepal



4.3.2 Effects on Consumer Attitude by Advertising of Instant Noodle

The researcher has studied effects on consumer attitude by advertising of instant noodle. The result of responses has been shown in table 4.29. The interpretation and analysis with inference have been mentioned below table:

Table 4.29

Effects on Consumer Attitude by Advertising of Instant Noodle

Effect	No of Agency	Percentage
Informative	1	20%
For Fun	2	40%
Taste Once Time	1	20%
Other	1	20%
Total	5	100%

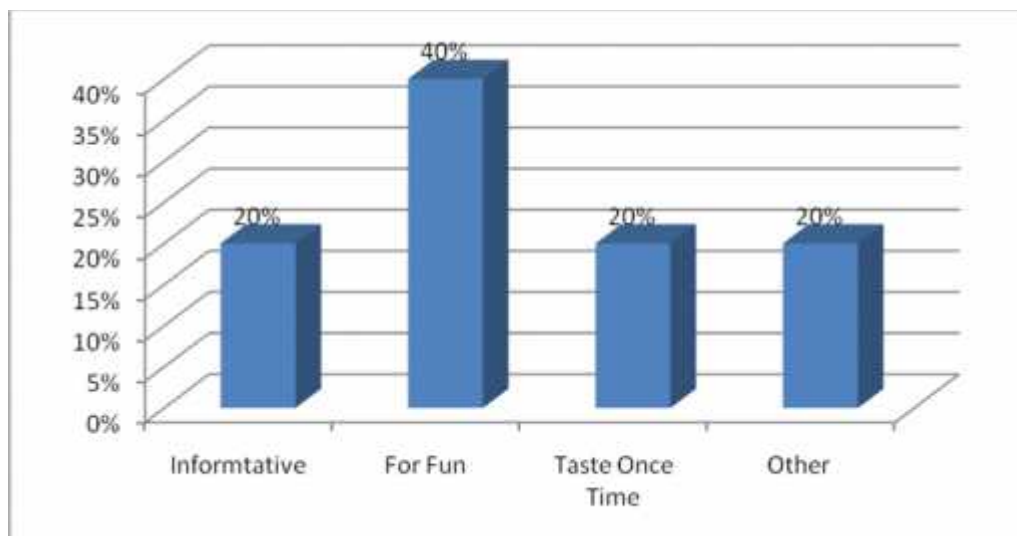
Source: Primary Data

From the above table 4.29 it can be analyzed that 20% of the Advertising Agency advertise the noodle for information to consumer, 40% for fun, 20% for taste once time and 20% other types of effects like entertainment, time pass etc.

The data from above table 4.29 can also be presented in graphic form as under,

Figure 4.25

Effects on Consumer Attitude by Advertising of Instant Noodle



4.3.3 Which Advertising Agency Play Effective Role to Develop Noodle Business

The researcher has studied which advertising agency play effective role to develop noodle business. The result of responses has been shown in table 4.30. The interpretation and analysis with inference have been mentioned below table,

Table 4.30

Which Advertising Agency Play Effective Role to Develop Noodle Business

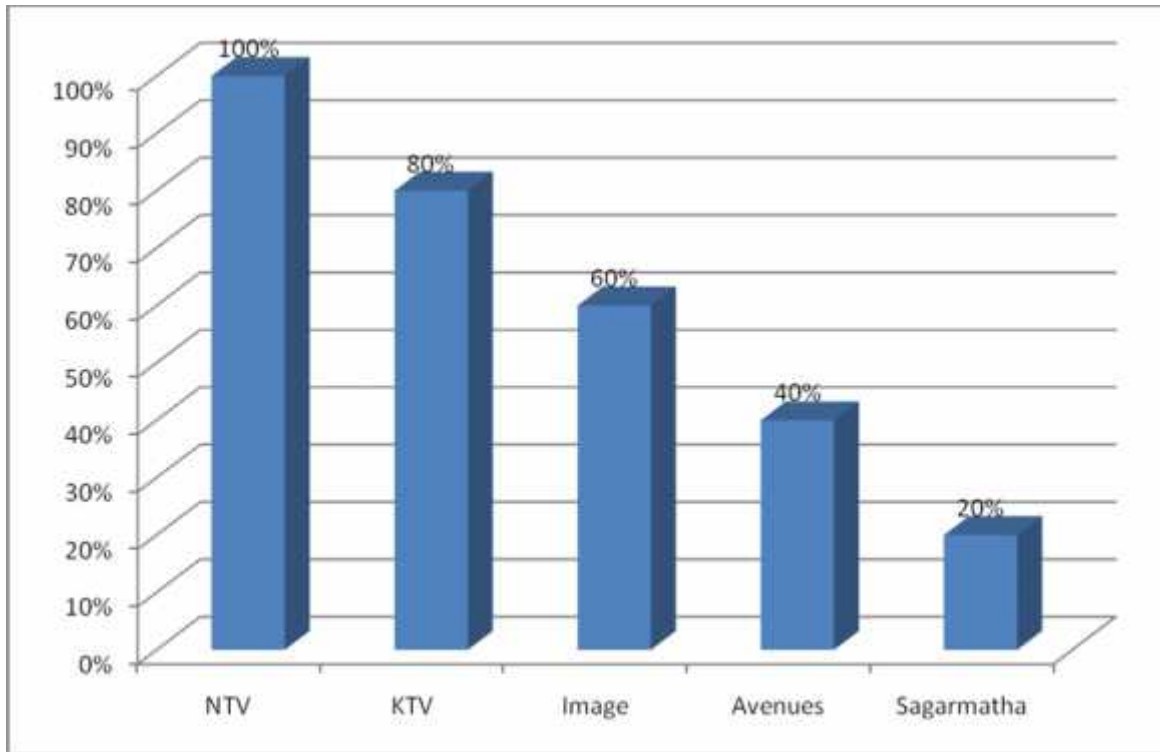
Agency	Very High	High	Moderate	Low	Very Low	Percentage
NTV	5	-	-	-	-	100%
KTV	-	4	-	-	-	80%
Image	-	-	3	-	-	60%
Avenues	-	-	-	2	-	40%
Sagarmatha	-	-	-	-	1	20%

Source: Primary Data

The data from above table 4.30 can also be presented in graphic form as under:

Figure 4.26

Which Advertising Agency Play Effective Role to Develop Noodle Business



4.3.4 Need of Advertising Agency to Promote Noodle Business

The researcher has studied need of advertising agency to promote noodle business. The result of responses has been shown in table 4.31. The interpretation and analysis with inference have been mentioned in table below:

Table 4.31
Need of Advertising Agency to Promote Noodle Business

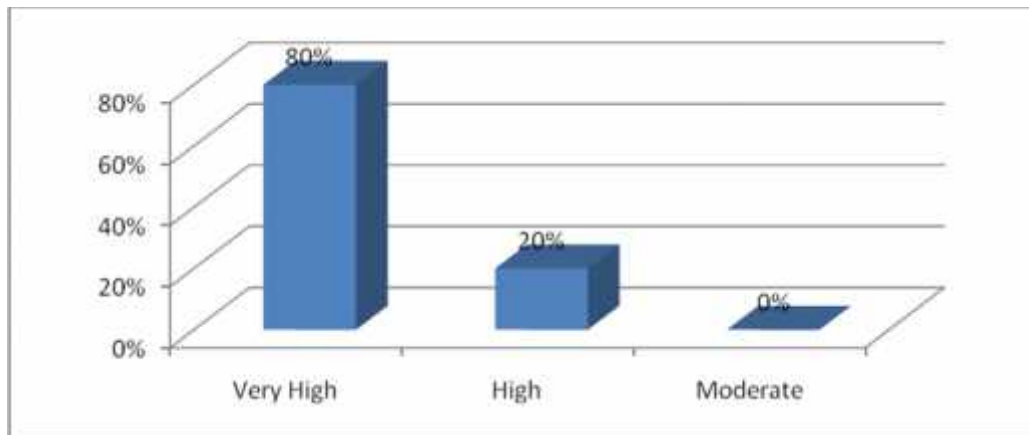
Agency	No of Agency	Percentage
Very High	4	80%
High	1	20%
Moderate	0	0%
Total	5	100%

Source: Primary Data

The data from above table 4.31 can also be presented in graphic form as under,

Figure 4.27

Need of Advertising Agency to Promote Noodle Business



4.3.5 Give First Priority to Advertisement of Noodles in Advertise Agency

The researcher has studied what factor should give first priority to advertisement of noodles in advertise agency. The result of responses has been shown in table 4.32. The interpretation and analysis with inference have been mentioned in table below:

Table 4.32

First Priority to Advertisement of Noodles in Advertise Agency

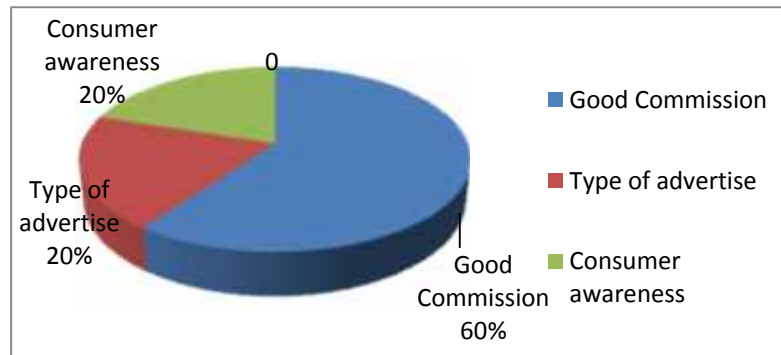
Option	No of Agency	Percentage
Good Commission	3	60%
Type of advertise	1	20%
Consumer awareness	1	20%
Total	5	100%

Source: Primary Data

From the above table 4.32 it can be analyzed that 60% of the advertise agency advertising noodle for good commission, 20% for type of advertisement like attractive, comedy type etc and 20% for consumer awareness.

Figure 4.28

First Priority to Advertisement of Noodles in Advertise Agency



4.3.6 Cost of Advertising in Different Advertise Agencies

The researcher has studied the cost of advertising in different advertise agencies. The result of responses has been shown in table 4.33. The interpretation and analysis with inference have been mentioned below table:

Table 4.33
Cost of Advertising in Different Advertise Agencies

Cost	No of Agency	Percentage
High	3	60%
Moderate	1	20%
Low	1	20%
Total	5	100%

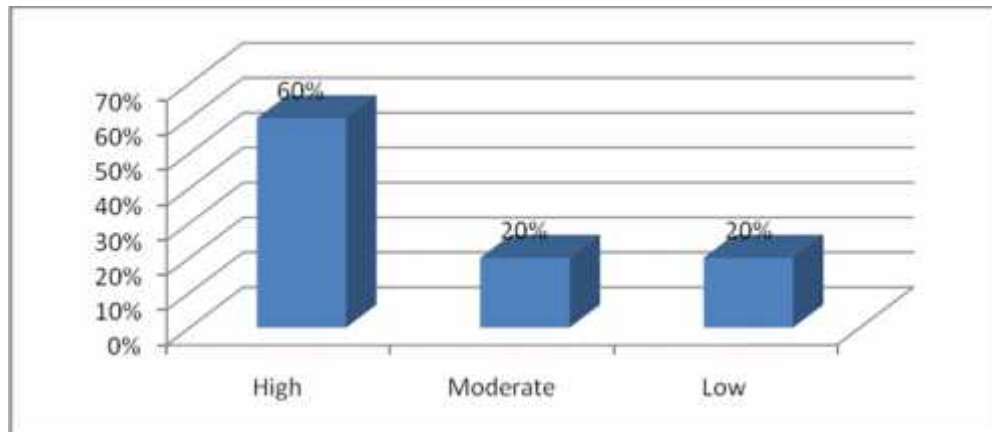
Source: Primary Data

From the above table 4.33 it can be analyzed that 60% of the advertise agency advertise in high cost like Nepal television, Kantipur television and Image channel. 20% advertise in moderate cost and 20% advertise in low cost.

The data from above table 4.33 can also be presented in graphic form as under:

Figure 4.29

Cost of Advertising in Different Advertise Agencies



4.3.7 Factors that Develop Noodle Market in Nepal

The researcher has studied the factors that develop noodle market in Nepal. The result of responses has been shown in table 4.44. The interpretation and analysis with inference have been mentioned in below table.

Table 4.34

Factors that Develop Noodle Market in Nepal

Factors	No of Agency	Percentage
Facility of light	2	40%
Facility of road	2	40%
Education	1	20%
Total	5	100%

Source: Primary Data

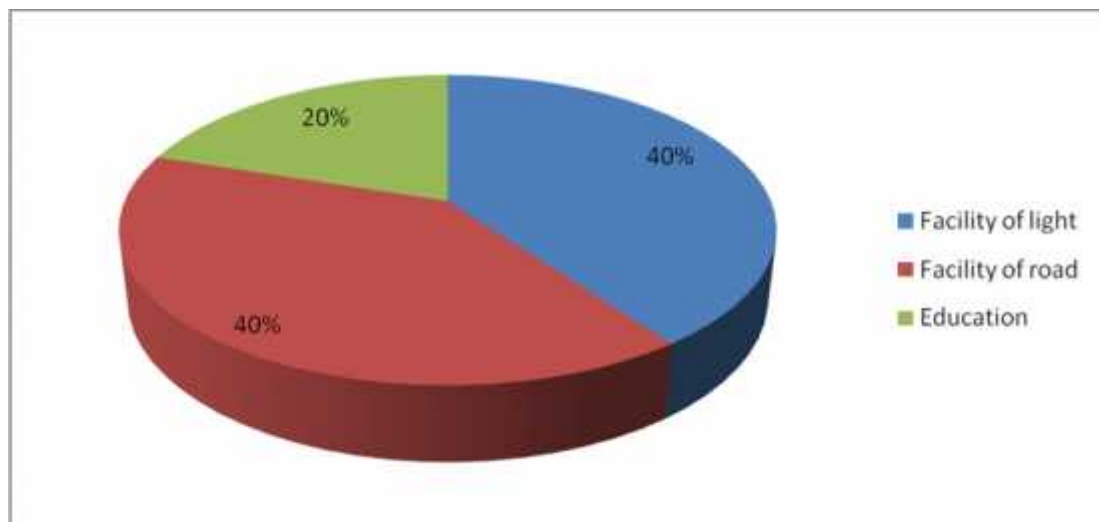
From the above table 4.34 it can be analyzed that 40% of the advertise agency

want facility of light to develop noodle market in Nepal, other 40% wants facility of road to develop noodle business in Nepal and remain 20% wants facility of education.

The data from above table 4.34 can also be presented in chart form as under,

Figure 4.30

Factors that Develop Noodle Market in Nepal



4.4 Major Findings

1. The consumers of the instant noodles are 60% male and 40% female. It indicated that most of the consumers of the instant noodles is male. Only half part of the male are the female consumers of instant noodles.
2. 46.67% consumers having age group between 5-20 of the instant noodles. It indicated that the large numbers of consumers of instant noodles are children and teenager. Second and third the age group of 20-35 and 35 above.
3. 50% of the consumers of instant noodles include in the survey are students, 26.67% are service holders 16.67% are business persons and 6.66% are others, such as housewives. It indicates that most of the consumers of the instant noodles are students and followed by the service man.
4. 43.33% consumers are from Katmandu, 36.67% consumers are from Lalitpur

and 20% are from Bhaktapur. Most of the consumers of Katmandu district used instant noodles more than Lalitpur and Bhaktapur. Least no of consumers used instant noodles in Bhaktapur district.

5. About 20% consumers are used 50 gms. Instant noodles, 6.67% consumers are used 65 gms instant noodles and 73.33% consumers are used 75 gms. Instant noodles. It indicates that most of the consumers used 75 gms instant noodles is more than that of 50 and 60 gms. The consumption of 75 gms instant noodles is more.

6. 3.33% consumers like to have instant noodles as a dinner, 63.33% consumers like to have instant noodles as tiffin and 33.34% consumers like to have any time. It indicated that huge number of consumers used to take instant noodles any time.

7. About 30% of the consumers consumed instant noodles at home, 46.67% at other place. It indicated large number of consumers use to take noodles at school. Second most of the consumers use to take noodles at home.

8. 56.67% consumers eat instant noodles due to directly easy to cook and can eat without cook. It indicated that most of the consumers are attracted toward instant noodles due to easy to cook as well as can eat without food.

9. About 43.33% consumers prefer Wai Wai, 20% prefer Mayos, 23.33% prefer Rumpum, 3.33% prefer Golmol, 6.66% prefer Rara and 3.33% prefer other brand. Mayos and Rumpum are also accepted by consumer in the market.

10. 53.34% effective media of instant noodles is NTV, 5.34% is Radio Nepal, 13.33% popular and effective advertisement media for instant noodles.

11. In Wai Wai TV advertisement is 66.67% popular, In Mayos TV advertisement is 73.34% popular, in Rumpum 66.67% popular, In Golmol 73.34% popular and in

Rara 60% popular. It indicates that TV is the most popular advertisement media for all brands of instant noodles.

13. More consumers always take the decision before going to shop to buy instant noodles.

14. About 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand. It indicated that most of the consumers did not wait for their favorite brand, they buy any available brand. There is no brand loyalty in instant noodles.

15. About 6.67% consumers are very highly aware in quality, 26.67% are highly, 40% are moderately aware, 6.67% are lowly aware, 3.33% are very lowly aware, 16.66% are unknown about the quality of the instant noodles. Quality like vital

16. Most of the consumers told that the quality of Wai Wai is very good. Mayos, Rumpum and Rara also have good quality.

17. 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference of the instant noodles highly, 56.67% preference lowly and 20% consumers do not care about the price of instant noodles. It indicated that Most of the consumers think that price of the instant noodles is and the rest of the brands have reasonable.

18. Most of the consumers changed their favorite brand due to desire to taste new brand and secondly changed their favorite brand due to attractive advertisement campaign by competitor brand. Least number of consumers changed their favorite brand due to price.

19. About 46.67% consumer bought instant noodles due to good taste, 13.33%

bought due to scheme, 6.67% bought due to low price, 20% bought due to good advertisement and 13.33% bought due to good prize. It indicated that most of the consumers bought due to good taste.

20. About 10% consumer bought instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% bought due to sticker inside and 40% bought due to other scheme like motor bike, TV, cycle etc. It indicated that most of the consumers bought due to attractive and effective scheme for the instant noodles.

21. Wai Wai has good availability i.e. 100% in the market, Mayos has 96%, Rumpum has 80%, Rara has 88%, followed by Ruchee, Hotpot, Golmol ie 40% and other brand like Hurey, Mimi, Sathi etc have also good available in the market.

22. Calculation in brand wise sales of instant noodles about 28% retailers' sales the brand Wai Wai more. 20% retailers sales the brand Mayos and Rumpum, 8 retailers sales the brand Ruchee, Hotpot and Rara. It indicated that most of the retailer's sales the brand Wai Wai.

23. 80% retailers said that advertisement affects the sales of instant noodles and only 20% retailers do not agree with this. It indicated that most of the retailers think that advertisement affects the sales of the instant noodles. So, advertisement play key role in the selling of instant noodles.

24. About 20% of the retailers think that the sales of Wai Wai is affected by the advertisement, 40% of the retailers think that the sales of Mayos affected by the advertisement, 20% of Rumpum. It indicated that most of the retailers think that the sales of Mayos is highly affected by the advertisement. So nobody can reject the advertisement. Every company should be followed it.

25. 32% retailers said that the quality of Wai Wai is good, 28% retailers said that the quality of Mayos is good, 16% said quality of Rumpum is good. It indicates that the most of the retailers liked the quality of Wai Wai is better than other brand.

26. 48% of the retailers' sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 12% of the retailers' sales the instant noodles due to good scheme. It indicated that most of the retailers' sales the instant noodles due to good sales.

27. About 60% of the retailers said that the consumers take the alternative or substitution brand if there is not available their favorite brand and only 40% wait for their favorite brand. It indicated that most of the retailers said that consumers take the alternative or substitution brand if their favorite brand is not available. It means consumers of the instant noodles can easily substitute to other brands.

28. 16% retailers liked the marketing strategy of Wai Wai, 40% retailers liked the marketing strategy of Mayos, 32% retailers liked the marketing strategy of Rum Pum and 12% retailers liked the marketing strategy of RaRa. It indicated that most of the retailers liked the marketing strategy of the Mayos. It means the marketing strategy of the Mayos is better than other brand of instant noodles

29. 40% of the Advertising agency advertises the noodle due to good sale, 40% due to good commission and only 20% agencies advertise instant noodle due to consumer awareness. It shows that most of the advertising agency wants good sale and good commission from advertising the instant noodles.

30. 20% of the Advertising agency advertises the noodle for information to consumer, 40% for fun, 20% for taste once time and 20% other types of effects like entertainment, time pass etc. It indicated that most of the advertising agency wants fun to consumers from advertising the instant noodles.

31. NTV is the best media for advertisement of instant noodles other than KTV, Image, Avenues, and Sagarmatha. NTV is first media of Nepal so it reaches Mechi in east from Mahakali in the west it is easily available media for Nepalese people.

32. 100% of the Advertising agency advertises the noodle for promote instant noodles business very high by advertisement because of increase their network and goodwill.

33. Most of the advertising agency wants Government help to promote noodles market only short listed advertising agency wants help from Noodles Company.

CHAPTER–V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Consumers are regarded as a king in business. Every organization should care about their consumers. An understanding of consumer behavior can help make better environment for consumer themselves. The success and failure of business of any business firm entirely depends on consumer's reaction to its offering. It is therefore essential for marketers or manufacturer of the products and services to understand that the consumers buying behavior has become more complex and complicated day by day, it requires continuous efforts of investigation and exploration of consumers. So this type of investigation and exploration on consumer behaviors are too rare or entirely absent in Nepalese business perspectives. Rejection of consumers need and want is like disable people in business organization.

In such a circumstance, an attempt has been made in this work to study the buying behavior of consumers of Katmandu Valley. The objective of the present study is to generate consumer's profile to obtain consumer's opinion on the quality, taste, and the other relevant aspects to obtain the sales and market share and to evaluate the marketing system of instant noodles in Katmandu valley. The study has been conducted over the consumers, retailers and Advertising agencies of instant noodle Wai Wai in the major city of Katmandu.

To serve these objectives, 150 questionnaires were filled up by the consumers, 25 questionnaires were filled up by the retailers and 5 questionnaires were filled up by the advertising agencies.

The collected data were completely analyzed and inferred on objective wise and the major finding is given.

5.2 Conclusion

On the basis of major findings the study has to the following conclusions.

1. Most of the consumers of instant noodles are male. It's about 50% more than female. The instant noodles are more popular in children and teenagers. About 43.33% of the consumers of instant noodles is lies on 5-20 age groups. Secondly young people between the age group of 20-35 use. Most of the school students about 50% take the instant noodles.

2. The packet of 75 gms instant noodles is popular. Most of the consumers prefer packet of 75 gms of instant noodles than that of 50 gms and 60 gms. About one three- fourth of respondents found to have 75 gms of instant noodles. Most of the have as any time and dinner. The main reason for having instant noodles found to be "directly can eat without cook" then after having instant noodles due to easy cook, for fun and enough for meal.

3. 3.33% consumers prefer to have Wai Wai. So most of the consumers want to have Wai Wai. Wai Wai is the brand leader in instant noodles. After that most of about 23.33% consumers prefer to have Rumpum. Rumpum is the second brand leader in instant noodles followed by Mayos and Rara.

4. The effective media for advertisement for all brands of instant noodles is TV media. Besides TV other popular as well as effective media are news paper, FM radios, magazine, friends circle, poster hording boards etc.

5. The best advertisement of instant noodles is Mayos. About 33.34% consumers liked the advertisement of Mayos followed by Wai Wai and Rumpum. So, Mayos have qualitative advertisement.

6. Most of the consumers take instant noodles often then after consumers take instant noodles always and sometime

7. Most of about 80% of the consumers would buy any available brand if there was not their favorite brand. It means there is a not brand loyalty in instant noodles. Consumers are found easily go for substitute brands when the favorite brand is not available in the market.

8. There is not so aware in quality of the instant noodles. About 40% consumers are moderately aware about the quality of the instant noodles. Most of the consumers are moderately aware about the quality followed by highly, very highly, lowly and very slowly. This study found that most of the consumers liked the quality of Wai Wai followed by Mayos, Rumpum, Rara and Golmol. Wai Wai has the best quality than other instant noodles. Huge number of consumers accepted that the quality of Wai Wai is good as well as very good.

9. Price factor did not play any role in the purchase of instant noodles by the consumers. All the consumers accepted that the price of instant noodles is ok. They never care in price while buying the instant noodles. All brands of instant noodles have best price means the price of instant noodles is neither high nor low.

10. From this study it is found that most of the consumers changed their favorite brand due to desire of tasting new brand. The world is the changing day by day peoples want new thing in every step of their life. Consumers are also from the same world so they have also changing habit. Due to this habit they switched to any new brand easily. Advertisement campaign and attractive packing and prizes also make the consumers to change their favorite brand.

11. Most of the consumers of instant noodles are children and teenagers so they liked the scheme of chocolate inside very much. After this scheme most of the consumers liked the cash prize, sticker and other like video game, bike, T.V etc.

12. The availability of the Wai Wai is very high then other brands. It means Wai Wai have good availability in the market followed by Mayos, Rumpum and others.

Most of retailer's sales Wai Wai because of good sale in the market.

14. Most of the advertising agency advertises the instant noodles for good commission and good sales only few for consumer awareness. Consumers take advertisement of instant noodles for fun then after informative, test once time and others.

13. According to retailers Wai Wai have the best quality then other brands. Mayos, Rumpum, Rara also good in quality. Retailers sell the instant noodles due to good sales. They give the second preference to commission. Most of the retailers are getting good commission in Mayos, Rumpum and Rara. Retailers perceive that mayos has best marketing strategy followed by Wai Wai, Rumpum and Rara. Remaining all other brands have poor marketing strategy.

5.3 Recommendations

On the basis of conclusion following recommendations have been made:

1. Consumers feel bore to have same kind of flavor and test of instant noodles. Here in the market we have only few flavors so if we introduce other flavor like shrimp, halal, mutton, buff etc they can easily capture the market. In Katmandu valley about 70 % population from Newari samaj so if in this time any company introduces buff flavor instant noodles they can take market in short period of time.

2. To preserve their existing consumers every company should research the give market regularly. To make new consumers they should bring different kind of activity like attractive advertisement campaign, attractive scheme, good prizes,

3. The company should give attention in packing. Packing should be attractive, comfortable and compact. In the packing there should be manufacturing date expiring date and price as well. The content of the instant noodles should be according to the weight mentioned in the packet.

4. The companies should not use any harmful ingredients like artificial color, flavor etc, which make bad effect in the health of users. Using more monosodium glutamate can harm the health of people so minimum quantity of the monosodium glutamate should be used.

5. Every company should be very careful in quality of the instant noodles. It takes vital role in the sales of instant noodles. The companies should not compromise in the quality. To grab the market, the manufacturer of instant noodles should maintain their quality.

6. From the study it is found that TV is the most effective media for advertisement of instant noodles then local news also important part of advertisement. So the manufacture of instant noodles should be telecast there advertisement in the TV and published in the News paper. This study is emphasis on Wai Wai. So some recommendation to the Wai Wai company is as followed:

a. 8, 10 years ago Wai Wai had monopoly market in the instant noodles. Within this 8, 10 years many companies introduced different types of instant noodles. Wai Wai got fall in their sales and the process of falling in sales is happening today also. So to stop this falling Chaudhary group should improve their management first. Company should bring aggressive marketing strategy like company of Mayos and Rumpum.

b. Wai Wai have very poor Scheme. Scheme directly affects the sales. So, Wai Wai should introduce new attractive scheme as like in Mayos and Rumpum.

c. Wai Wai have the good quality than other instant noodles. So, Wai Wai should maintain their quality in the future also. The taste of Wai Wai is very good then other noodles. In taste also they have to maintain.

d. The advertisement also affects the sales. Wai Wai has very poor advertisement.

So, company should increase the advertisement of Wai wai.

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Appendix – 1

Date: -

Questionnaire

Survey of Buyer's Instant Noodles

First of all, I want to introduce myself as an MBS student at Tribhuvan University. I am conducting a behavior study on “The Impact of Advertising On Consumer's Attitude With Special Reference To WAI WAI Instant Noodle At Kathmandu Valley” on the basis of consumer behavior of Nepalese consumer under the guidance of my respective teacher Mr. Kailash Amatya of Shanker Dev Campus. I want to request you to co-operate with me by helping to fill all the questions which are given below. The questions are as follows:

1. Have you taken Instant Noodles?

(A) Yes (B) No

2. How many packets have you taken per day?

(A) 1 Pkt. (B) 2 Pkt. (C) 3 Pkt. (D) More

3. In what way you use to take Instant Noodles?

(A) As a breakfast (B) As a lunch (C) As a dinner (D) Any time

4. In what place you use to take Noodles?

(A) In the house (B) In the school or college (C) In the restaurant

5. Why you use to take Noodles?

(A) For fun (B) Easy to cook (C) Can eat directly without cooked (D)

Enough for meal

6. Which brand you prefer?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F)

Hot Pot (G) RaRa (H) Others

7. Which is your favorite brand?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F)
Hot Pot (G) RaRa (H) Others

8. Above mention Instant Noodles which you had said, how did you know about them? Which media you had used to take information about the Instant Noodles.

(A) From the advertisement of NTV
(B) From the advertisement of Radio
(C) From the advertisement of FM
(D) From the advertisement of News paper, books and magazine
(E) From poster
(F) From hoarding board
(G) From Neon sign and Glow sign
(H) All of above

9. Which brand's advertisement you like?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (H)
Others

10. Habitually how you used take Instant Noodle?

(A) Always (B) Often (C) Sometime

11. Do you already decide upon which brand to buy before going to shop to buy it?

(A) Yes (B) No

12. If there is not your brand of Instant Noodles in any shop where you gone for buy. What will you do?

(A) I will wait for my brand (B) I will take any other available brand

13. What make you to take your brand?

- (A) From the advertisement of TV
- (B) From the advertisement of Radio
- (C) From the advertisement of FM
- (D) From the advertisement of News paper, books and magazine
- (E) From poster
- (F) From hoarding board
- (G) From Neon sign and Glow sign
- (H) All of above

14. In the purchase of Instant Noodles did you were aware in quality?

- (A) Very high
- (B) High
- (C) Moderate
- (D) Low
- (E) Very low
- (F) Don't know

15. In the basis of quality how you evaluate the Instant Noodles?

- | | Good | Very good | Bad | Very bad | Don't know |
|-------------|------|-----------|-----|----------|------------|
| (A)Wai Wai | | | | | |
| (B) Mayos | | | | | |
| (C) Rumpum | | | | | |
| (D) Gol Mol | | | | | |
| (E) Ruchee | | | | | |
| (F) Hot Pot | | | | | |
| (G) RaRa | | | | | |
| (H) Others | | | | | |

16. In the basis of price how you evaluate the Instant Noodles?

Expensive Very expensive Cheap Very cheap Ok

- (A) Wai Wai
- (B) Mayos
- (C) Rumpum
- (D) Gol Mol
- (E) Ruchee
- (F) Hot Pot
- (G) RaRa
- (H) Others

17. If any other brands give you the attractive scheme do you change your brand?

- (A) Yes (B) No

18. In what you would be conscious while purchasing Instant Noodle?

- (A) Test (B) Scheme (C) Price (D) Advertisement (E) Others

19. Did any type of scheme make you buy the brand?

- (A) Cash prize (B) Chocolate inside (C) Sticker inside (D) Scratch and win (E) Others

Name: ----- Male Female

Address: -----

Appendix – 2

Date: -

Questionnaire

For Retailers

First of all, I want to introduce myself as an MBS student at Tribhuvan University. I am conducting a behavior study on “The Impact of Advertising On Consumer’s Attitude With Special Reference To WAI WAI Instant Noodle At Kathmandu Valley” on the basis of consumer behavior Of Nepalese consumer under the guidance of my respective teacher Mr. Kailash Amatya of Shanker Dev Campus. I want to request you to co-operate with me by helping to fill all the questions which are given below. The questions are as follows:

1. What are the brand of instant Noodles do you have in your shop?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

2. Which brand you sell more?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

3. What age of people comes to your shop to buy instant Noodles?

(A) 5-10 (B) 10-20 (C) 20-30 (D) 30-40 (E) 40- more

4. Generally which brand and how many packets do you sale per day?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

5. Did advertisement make you to sale particular brand?

(A) Yes (B) No

6. If yes from the question number 5, which brand made you that?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

7. In your opinion which brand is good in quality?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

8. Why you are selling the Instant Noodles?

(A) Good sale (B) Good Commission (C) Good Scheme

9. In which brand you are getting good commission?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

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

(A) Due to good advertisement (B) Due to cheap price (C) Due to expensive (D) Due to good scheme (E) Due to good quality (F) Others

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

(A) Yes (B) No

12. Which brand has good marketing strategy?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

13. In which brand you give stress for selling?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol (E) Ruchee (F) Hot Pot (G) RaRa (H) Others

Retailer Name: -----

Address: -----

Appendix – 3

Date:

Questionnaire For Advertising Agencies

First of all, I want to introduce myself as an MBS student at Tribhuvan University. I am conducting a behavior study on “The Impact of Advertising On Consumer’s Attitude With Special Reference To WAI WAI Instant Noodle At Kathmandu Valley” on the basis of consumer behavior of Nepalese consumer under the guidance of my respective teacher Mr.Kailash Amatya of Shanker Dev Campus. I want to request you to co-operate with me by helping to fill all the questions which are given below. The questions are as follows:

1. Role of Advertising agency in Nepal?

(A) Good Sale (B) Good Commission (C) Consumer Awareness (D)

Others

2. What effects on consumer attitude by advertising of Instant noodles?

(A) Informative (B) For fun (C) Taste once time (D) Others

3. Which Advertising agency play effective role to develop noodles business?

(A) Nepal T.V (B) Kantipur T.V (C) Image Channel (D) Avenues T.V

(E) Sagarmatha T.V

4. Need of Advertising agency to promote noodle business?

(A) Very high (B) High (C) Moderate (D) Low

5. What is first priority of Advertising agency for advertisement of instant noodles?

(A) Good Commission (B) Type of advertisement (C) Consumer awareness

(D) Others

6. What size of cost in Advertising agency to advertisement of noodles?

(A) Very high (B) High (C) Moderate (D) Low

7. Which factor affects to develop noodle market in Nepal?

(A) Facility of light (B) Facility of road (C) Education (D) Others

Agency Name: -----

Address: -----