

# CHAPTER ONE

## INTRODUCTION

### 1.1 Back Ground of the Study

In today's business marketing becomes complex due to globalization. The modern marketing accepts consumer's as a king because they have the purchasing power and no force can compel them to buy a particular product. Service marketing aims at delivery of raising standard of living. It must serve consumers demand by offering right goods and services in right quality at right place as well as price to right consumers. It aims at creating capturing and maintaining demand through appropriate marketing mix.

For the general public/people marketing in selling through advertising however selling and advertising are parts of marketing. Marketing helps organizations to find out what their consumer want. It also helps to decide what products to make. It is carried on long even after the customer has brought the products. The success or failure of any products in the market depends on consumers need and satisfaction.

Nepal is also still known as agricultural country and gradually shifting towards industrial activities for sustaining its economic life. Past experience of the country signifies that it cannot bring any significant positive change in its economy depending solely on agriculture.

As a result industrial activities are gradually increasing in Nepal. In last few years different types of industries are arise, basically in noodles sectors.

Production is the prime factors/activity of each and every industry and successful marketing is the instrument to achieve the ultimate goal. But successful

marketing of any product in today competitive market is tough job. Any product to be successfully marketed needs many things more than the core, quality. Immanent into it core quality and core product along are not sufficient for successive marketing therefore the product should be presented through proper branding, packaging, and labeling. Almost all of the products today have got branded, that means brand is the prominent factor of almost products.

In modern business world brand has becomes so strong that hardly anything goes unbranded. Even salt is packaged in distinctive manufacturers packages, developing a marketing strategy for individual products, the seller has confront the branding decision that is the major issue in product strategy, A brand is essential a seller's promise to consistently deliver a specific set of features, benefits, and services to the buyers. The best brand conveys a warranty of quality. Brands vary in the amount of power and that the values they have in the market place.

At one extreme, there are brands, which are not known by most buyers in the market, thus there are brands for which buyers have a high degree of brands awareness. Beyond this there are brands with high degree of acceptability. In other words, brand that most consumers would not desist to buy them there are brands that enjoy the high degree of brands preference. The marketing management is the growing interest of all types of organizations within and outside the business sector and in countries throughout the world.

## **1.2 Focus Of The Study**

The study is mainly focused on brand preference in noodles in market. In every sector competition plays a significant role so businessmen are devoting to present their products in the market for the sake of increasing sales. Each and every businessman is focusing their products to the consumer based on the preference towards the specific brands. The brand image of any product totally depends upon consumers' choice so it is important to trace out the preference of

specific brand in the market. The brand preference is the vital thing to reach to the targeted consumers and fulfill their needs and wants. So it is better to know about the brand preference. The researcher's interest is the study of brand preference in noodles.

Noodles have not been long that it has been introduced in Nepal, though it is essential ingredient at present. Before 2019B.S. no any use of noodles in Nepal only who went abroad are able to use noodles in foreign countries. Chinese and Tibetan people introduced noodles in Nepal. After that few restaurant and fast-food started to sell noodles. Over to consumption of noodles National Trading Limited imported the first lot of equipments of plain noodles in 2032B.S. noodles are made with a verity of ingredients.

Noodles may contain wheat flour, starch etc. It is high in complex carbohydrate which helps provide energy. Noodles may be added to soups, boiled and served with soya sauce, serve cold with other ingredient in a salad, stuffed with meat, cheese or vegetables and then boiled. It may also added monosodium glutamate. On the course of studying brand preference in far western region brand image for manufacturers of various noodles are becoming more and more indispensable for its competitive market. The reason behind this logic is that there has been immense increase in the number of firms in recent years, which produce noodles. So far as contemporary brands of noodles in Nepalese market are concerned Rara, Waiwai, Mama, Mayos, Tamee, Golmol, Jojo and so on are striving to exist in the competitive market. Among these Rara, Waiwai, 2PM, Marry have been secured prominent status in the market. In this thesis, these five brands are going to examine for brand preference.

In far western region, the market of noodles is prospering because the lifestyle of the consumers is busy; they want instant noodles in on order to save time. Furthermore it is easy to consume up for not only children but also young as

well as adult. As the market for noodles is ever-expanding the manufacturers are emerging in a large numbers to quench customers demand. As result, there is more competitive market for noodle. Brand preference as well as brand loyalty is a part of successive marketing. Thus the study is going on about the brand preference of Rara, Waiwai, Mayos, 2PM and Merry under the above mentioned circumstances.

Five different types of noodles brands are selected for this study. The brand/ products for the study and the briefing/identify/overview/described for taken brands are mentioned below.

- ★ RARA – This brand of instant noodles is produced by Himshree Foods Pvt. Ltd., which is an ISO 9001:2000 certified company. It is one of the oldest products of Nepal. This product contains monosodium glutamate so the company has not recommended consuming by infants below 12 months. It is best to consume within 9 months from the date of manufacture.

The consumer cost price is Rs. 11 per packet of 75 gms. Its ingredients are wheat flour, vegetable oil, sodium and potassium salt, edible gum and permitted antioxidants, Hydrolyzed vegetable protein, salt, spices, soya sauce, powder, garlic powder, caramel powder etc.

Nutrition Facts (Per pack of 75 Gms)

Total Carbohydrate	49.3 gm
Protein	8.8 gm
Fat	14.4 gm
Dietary Fibre	0.6 gm
Calcium	14.5 mg
Iron	1.5 mg
Sodium	1.3 mg
Energy value	362 Kcal

*Source: General information on its packaging cover*

- ★ WAIWAI – This brand is the one of the leading brand of noodles in the Nepalese market. It is produced by Fast Food (Nepal) Pvt. Ltd. in technical collaboration with Thai preserved food factory company Ltd, Thailand. The plant is located at Nawalparasi district. It is marketed by Chaudhary Group and also described as "A quality product of Chaudhary's". It posses the quality standard certificate for product, the symbol of NS 138 which is certified by Nepalese Government. This brand is an instant seasoned noodle. It is available in vegetarian and non-vegetarian taste such as hot and sour, Waiwai quick, mutton flavor, chicken flavor (20% extra protein) etc. The consumer cost price is Rs. 14 per packet of 75 Gms. In this package of Waiwai noodles add the monosodium glutamate (maximum 1%), so the company has not recommended for infants below 12 months.

It is best to consume within 9 months from the date of manufacturing.

Nutritional value (per 75 gms package)

Total Carbohydrate	48.65 gm
Fat	14.5 gm
Protein	9.5 gm
Dietary Fibre	0.6 gm
Calcium	14.2 mg
Iron	1.7 mg
Sodium	1.15 gm
Energy value	363 Kcal

*Source: General Information on its Packaging Cover*

The brand name of Waiwai was introduced in Nepal by Chaudhary Group with Thai collaboration. Before that only Rara was available in the Nepalese market as noodles. Waiwai appeared with different taste seasoned noodle and established its own image to the noodles lover of domestic as well as international market. It has celebrated 20 years and made it the taste of Nepal. The company has expert this brand more than 30 countries abroad including Asia, Europe and America.

- ★ MAYOS- The brand name of Mayos is not so new and not familiar among Nepalese noodles lover with comparison to the Waiwai and

Rara brands. It has been produced by Himalayan Snacks and Noodles Pvt. Ltd. Its plant is located at Ugratara Jangal VDC-1 and Kavrepalanchok District. It has produced under technical license of Thai President Food Pvt. Ltd., Thailand. It is an instant seasoned noodle also available in vegetarian and non-vegetarian taste.

#### Nutritional Facts

Ingredients		Nutritional Value per Packet
	% of daily Requirement	
Calcium	15.10 mg	3.28%
Carbohydrate	48.22 gms	4.82%
Dietary Fibre	0.58 gms	3.00%
Fat	15.50 gms	20.45%
Iron	1.90 mg	6.33%
Sodium	1.17 mg	9.45%
Protein	7.80 gms	22.29%
Total Calories	363 Kcal	4.54%

*Source: General information on its packaging cover*

This brand came to the market to compete with Waiwai noodles. Obviously both of these two brands Waiwai and Mayos have many similarities like consumer price (Rs. 12 per pack), technology (Thai technology), same weight (75 gms), target market, taste (Instant Seasoned Noodles), taste diversification (Veg and non-veg), same

promotional tools and activities etc, though having such similarities consumer have their own preference. It has got the symbol of NS 138, quality taste of Nepalese standard and cooking instructions and general information about this brand has been given in its packaging cover.

- ★ 2PM –This brand of noodles is produced Asian Thai Foods Pvt. Ltd., Biratnagar, Nepal, which is an ISO 9001:2000 certified company. This company is also a member of Snacks Foods Association on Virginia USA. Its factory is located in Sonapur, Sunsari, Nepal.

Nutrition Value Per Grams (packet)

Total Carbohydrate	48.75 gm
Fat	14.25 gm
Protein	7.5 gm
Dietary Fibre	0.60 gm
Calcium	14.20 mg
Iron	1.70 mg
Sodium	1.15 gm
Energy	355 Kcal

*Source: General information on its packaging cover*

Its consumer price is Rs. 11 per packet of 75 gms. This noodle contains monosodium glutamate which is not fit for consumption by infants below 12 months.

MERRY – This brand is made by Food Industries Pvt. Ltd., Balaju. The main feature of this noodle is monosodium glutamate free. Simply it is made without Ajinomotto which is very good for consumers' health. So it might be popular in future. This company has offered its consumer price Rs. 12 per 75 gms packets. It is the best within 9 months from the date of manufacture.

Nutritional Value	Per 75 gms
Total Carbohydrate	47.25 gm
Fat	15.25 gm
Protein	7.3 gm
Dietary Fibre	0.6 gm
Calcium	14.6 mg
Iron	1.7 mg
Sodium	1.13 gm
Energy	334 Kcal

*Source: General information on its packaging cover*

According to the company this product does not contain MSG, hence it would be fit for consumption by all age group.

### 1.3 Concept of Brand Preference

The brand is not product but it gives the product meaning and defines its identity in both time and space. Companies are discovering that this brand equity has to be managed, nourished and controlled. Branding is raising new questions for managers, how many brands do you need? How do you manage your brand portfolio? What extensions can you give the brand and which product and services could and should these encompass or on the other hand, into what areas should you not extend the brand even if you expect it to sell?, going too far may weaken brand equity. How do you manage brands over time and keep them up to date as technology, product and customers' change? How do you optimize image in relationship with product and their brand?

How far can a brand be extended geographically? Several companies have the same name as their brand. So is the difference between managing a brand image, a corporate image and an institutional image? Finally given that brand has a value, how can this be measured, so as to survey and control it? Should it be included on the balance sheet to indicate its true economic value to shareholders, investors and financial partners? These all are new questions. For a long time the answers to these questions were found intuitively and the decisions made on trial and error basis. Two often brands are examined through their component parts; the brand name, its logo, design or packaging, advertising, or sponsorship, the level of image and brand awareness or more recently, in terms of financial valuation.

*(Kapferer 1997:17-18)*

Brand is the unique name for the product of a particular manufacturer. American marketing association has defined the term brand preference as follows:

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

The word "*Brand Preference*" is widely used in marketing but very few are taking concentration over it. For all types of business brand preference stand as a major role, which is a major and essential part to gear up marketing management? Every market place the total focuses upon to create best preference towards a particular brand. Preference is termed as the best brand prestige in the market so, all marketing related professional are trying their best to enhance the brand image in the entire market. Brand preference is carried out to increase the market share of a specific brand, without this preference, the product will not exist in the market. It would be difficult to service in such a highly competitive market; most of the businessmen are segregating maximum percentage of budget to enhance the brand image in the market. Brand preference is a brand meaning adopting a variety of marketing techniques. The major purpose of brand preference is to maximize its image and activities also include a technique of introducing a new product/service or consolidating the market of the existing producers, for example, providing after sells services. For the purpose of this study brand preference is defined as those activities which help to maximize the image of brand and help to make the consumers desires more effective. It consists of establishing good understanding between manufacturer and consumers. It tries to help them in purchasing more honestly and to maintain customer's satisfaction with the products. Thus the word "Brand Preference" is very necessary in terms of existence in the entire market. The meaning of brand preference is really a complicated. That's why it plays a vital role in the market regarding its brand image.

#### **1.4 Significance of the study**

Now in modern marketing, companies realize that Thai brands are essential assets even though they do not appear on the balance sheet. To consider a brand as an asset has important implications for management the main idea is to be constantly nourished by market share. To get most from them means that it is necessary to concentrate all one's efforts over the long term on a few available brands to

increase their potential and value, several brands which were part of our youth and still exists in our conscious awareness will soon disappear. The feature lays in the brands of those companies which understanding throughout their organization.

Even if a company's culture is internally focused, what the brand stands for reminds us of the competitive priorities and need for continuous improvements in serving the market by the creation of new products. To understand the brands requires a true brand professionals who knows everything about it is able to integrate all of its facts, richness and dimensions and has an intimate relationship with it. This is even more necessary when there is a high staff turnover and brand managers and constantly changing.

It is good to have integrated the corporate culture e but it is better if the brand manager is immersed in the meaning of the brand of which he is change. It is not just the marketing managers who have to understand what a brand stands for, everybody throughout the organization must consider the brand in the professionals light becomes an active supporter of it and play an essential part in its functionally. Thus all these who are involved in the production process in factories, in laboratories and those who are involved at the other end of chain, both nationally and internationally, all the way to the shop floor assistant and after sales service staff who have an influence on the brands preference well after the goods are sold, must also be involved (Kapferer 1997:426)

Knowledge on brand preference helps consumers attitudes towards the brand (Products) and this understand in turn shed light on different assets such as effectiveness of branding policy, advertizing policy, consumer's response to price and availability of the products consumer perceptions of the total image of the manufacturers.

Brand preference is one way of segmenting a market on the basis of brand preference. We can segment market as loyal and non loyal. Brand preference gives

sellers or marketers protection from competition and greater control in planning marketing mix.

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

### **1.5 Statement of the Problems**

Due to globalization industrial activities are gradually increasing in our country. Even in the last few years the number of Noodles Company are significantly increased in country and still on increasing trend. So there are varieties of noodles are provide in the market. So consumers have much more alternative choices to select the brand. SO the manufacturers are facing very tough competition to sell their products. At present the consumption of noodles is increasing tremendously and it is contributing to the national income. This is the main reason to trace at the problem faced by these industries. So the problems of the study are summarized as follows:

1. Who are the consumers consuming noodles and what are their buying behavior?
2. What is the choice of consumer's regarding different brands of noodles?
3. What is the perception of consumers regarding different brands of noodles?
4. Which one is the best media for the noodles advertisement and their impact reflecting brand preference?

### **1.6 Objectives of the Study**

Concept of brand preference is the entirely new practice in Nepal. There are so many fields and research and track out the findings on the practice of brand preference. The main objectives of the present study are listed below:

1. To examine the buying habit regarding the noodles and behavior of the consumer.
2. To find out the effective advertizing media of noodles and their impact on the consumers.
3. To find out the products attributes and pricing factor of noodles.
4. To suggest measure for promotional marketing of the noodles product.

### **1.7 Limitation of the study**

To complete partial fulfillment of requirement of master's degree in business studies, this study has been taken. So, this study aims at finding out brand preference of noodles in only far western region, on the basis of brand preference. It has limitations as follows:

1. This study is limited inside far western region. So, it cannot represent over all consumers view in terms of small sample size.
2. There are many many brands. Only five brands are taken for study is also a subject of limitation.
3. Most of the data are collected through questionnaire, interview and so most of the data are primary based on sample survey.
4. The study covers small segment of market.
5. Time factor is also limited.
6. Man power and financially also limited.

### **1.8 Organization of the Study**

For simplicity this study has been divided into five chapters as follows:

1. First chapter contains introduction which includes background of the study, focus of the study, statement of the problems, significance of the study, objectives of the study, and limitations of the study.
2. Second chapter contains review of literature which consist first conceptual review and second review of related studies.
3. The third chapter research methodology which contains, research design, nature and source of data, data collection, process, data processing and analysis of data.
4. The fourth chapter analysis and interpretation of data which is most crucial chapter of this study. It contains presentation of data, tabulation, coding, decoding and analysis of data.
5. The fifth or last chapter contains summary of study, conclusion and recommendation, consists of summary of the study as well as major findings of the study and recommendations.

And finally, the bibliography, annexes, appendix and questionnaire will be presented at the end of the study.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

Review of literature (relevant) provides the knowledge of the status of the field of research to the researchers. It highlights on the literature that in available in the related topic, while doing research, the previous study cannot be ignored because it provides the foundation of the present study.

According to Howard K. wolf and Prem K. Pant, "the proper of review of literature is to find out what research studies has been conducted in one's chosen

field of the study and what remains to be done. It provides the foundation for developing a comprehensive. The practical frame work flow which hypothesis can be developed for testing the literature survey also minimized the risk of pursuing the dead end in research."

## **2.1 Marketing and Consumers' Satisfaction**

Simply the marketing is only any exchange activity intended to satisfy human wants. In board sense it is a system of business action designed to plan, price, promote and distribute want and satisfactions, products, service and ideas to market in order to achieve organizational objectives. Marketing evolution has gone through three stages. It has been with a production; pans through a sales orientation and now in the marketing orientation. In this third stage a company's effort are focused on identifying and satisfying customer's needs.

More recently, the social marketing concept has been proposed as a philosophy by which a company can satisfy its customer and at the same time fulfill its social responsibilities. Marketing is often dynamic, rewarding and challenging. It also can be frustrating and even disappointing. But it is never dull, well come to part of the organization where "the rubbers meets the road" the place where an organizations ideas, planning and execution are given the acid test of the market acceptance or refection (*Stanton 1994*).

"Where the buyer in satisfied after purchase depends on the others expectation. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectations." According to definition satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches

the expectations, the customer is satisfied and if the performance exceeds the expectations, the customer is highly satisfied or delighted. Most of the companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High dissatisfaction or delight creates an emotional bond with the brand, not just or rational preference. The result is high customer loyalty. (Kotler:2000)

Quality marketing has always been important to consumer as well as marketer; the best measure of quality is customer's satisfaction. In a competitive environment, the ultimate indication of satisfaction is whether or not the customer returns to buy the product/service a second, third or fourth time. However a firm cannot afford to gamble that its marketing decisions are correct and then wait for repeat purchase to confirm or reject those judgments. Instead, managers realize that satisfaction is determined by how closely experience with a product meet or exceeds a customer's expectation. Therefore marketers must do two things. First of all ensure that all marketing activities, such as the price of the products, the claims made for it in advertising and the places in which it is sold, contribute numbers that can be vocalized (Santon: 1982)

## **2.2 Logo and Branding**

Kotler has defined branding is the art and cornerstone of marketing. Brand should suggest something about the products benefits and products qualities such as action color. It should be easy to pronounce, recognize and remember and distinctive and also should not carry poor meaning in other countries and language. Perhaps the most distinctive skill of professional marketers in their ability to create, maintains, protect and enhance brands. Marketers say, "Branding is an art and cornerstone of the marketing".

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

In essence, a brand identifies the seller or maker. It can be a name, trademark, logo or other symbol. Under the trademark law the seller is granted exclusive rights to the use of the brand name in perpetuity. Brand differs from other assets such as patent and copyrights which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of feature, benefits and service consistently to the buyers.

The best brand conveys warranty of quality but a brand name is an even more complex symbol. It can convey up to sox levels of meaning i.e. attributes, benefits, values, culture and personality. They define the brand's essence (*Kotler:2000*)

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

✎ What is the brand identity?

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

✎ How to create brand identity?

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

- What is the mission?

- What does the company want to communicate?
- What image does the company want to convey?
- Which words best described the business?

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

### **Developing your logo and brand identity**

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

- ✓ Who are your targeted audiences?
- ✓ Who are your main competitors?
- ✓ What kinds of logos and brand identities do your competitors have?
- ✓ Which of their brands appeal to you? Why?

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

### **Make your brand identity consistent**

Once you have established the name and logo of your business, consider the rest of your brand identity strategy. This includes corporate colors, typefaces, tagline, slogans and all the other ways your brand identity is implemented. It's important that your website matches your sign and that your business cards, letterhead, labels and forms are all consistent with each other.

Develop a style guide for your brand. It will make sure that other people who handle your use it consistently. A guide should include the exact colors, typefaces and designs specifications for your logo and the way it

should be presented in both marketing and internal documents with proper forethought your brand identity can help your business thrive.

### **2.3 Reason of Branding**

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

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

**For seller:** Brand can be promoted. They are easily recognized when displayed in a store or included in advertising. Branding reduces price comparisons because brands are another factor that needs to be considered in company different products branding reduces like hood of purchase decisions based solely on price. The reputation of a brand also influences customer's loyalty among buyers of services as well as business and consumers goods. Finally, branding can differentiate commodities. (*Stanton:1982*)

The brand is not just the heritage of organization; it is the heritage of employee as well. It is part of their identification and background. The corporate brand or even the product brand is for the employee, what, where and how they fit in society and in the community and how they reduced to the things around them. Brand for the employee signify organizational culture, what they stand for, what they have built. In fact, in disappearing brand may be things that kept them and the organization going. In short the zapped brand

and its heritage may be what they acquire was buying just the tangible assets and corporate relics. (*Shultz:2002*)

## **2.4 Reason for not Branding**

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

These two responsibilities come with brand ownership.

Many firm don't brand their products because they are unable and unwilling to assume these responsibilities.

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

## **2.5 Brand loyalty and Switching**

If consumer is loyal about any brand in terms of fulfillment needs, wants and others prejudices then they develop positive attitude towards a brand and purchase them. If this action is repeated with a specific brand that is known as brand loyalty. To find out brand loyalty frequently purchasing action of a product class must be required brand loyalty is a great assets of a company which is not expressed in numerical form of the balance sheet. (*Kumar:2001*)

Brand loyalty should be made on continuous basis. Most of consumers showing brand loyalty indicate towards hidden assets of the manufacturers or

sellers. They should have knowledge of these valuable assets. It will give them effective marketing strategy. (*Pant:1998*)

AS the name implies brand switching means consumer habit of consistently shifting from one brand to another in this sense brand switching is opposite to brand loyalty a brand loyal consumer is attached to a specific brand or a set of brands. The buyer who is habitual to brand switching is loyal to no brand.

Understanding why consumers are involved in brand switching behavior is very important for complete understanding of brand loyalty behavior because why consumers switch brand explain to a great extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behavior. "It is not unusual to switch brands simply because of variety seeking." Say Leight, Mc Alister and Edgor Pessimier. (*Engel: 1990*)

Some consumers switch the brand because they are satisfied or bored with a product. Others because they are more concerned with price than with brand name. (*Schiffman and Kanuk:1997*)

A consumer having been loyal to a brand for long time may switch to other brand because of being dissatisfied or being bored with the brand he has been using for long time. Similarly, if the consumers are more price cut in the competitive brands may make him move towards those brands. Consumers have varying degree of loyalty of specific brands, stores and others entries. Buyers can be divided into fair groups according to brand loyalty states. (*Kotler:2000*)

- Hard core loyal: consumers who are brand all the time.
- Spilt loyal: Consumers who is loyal on 2 or 3 brands.
- Shifting loyal: Consumers who shift from one brand to another.
- Switchers: Consumers who show no loyalty to any brand.

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

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

## **2.6 Types of Brands**

Certain characteristics are possessed by good brand and such characteristics are through discussed in most advertizing and marketing text books. In essence, a brand should be short distinctive, easy to pronounce and able to suggest products benefits without negative conditions. Although branding provides the manufacturers with some insulation from price competition, a firm most still finds out the whether it is worthwhile to brand the product. In general, these perquisites should be meeting. *(Onk Visit and Shaw:1997)*

) Quality and quantity consistency, not necessarily the best quality or the greatest quantity.

) The possibility of product differentiation.

) The degree of importance consumer place on product attributes to be differentiated.

According to S.A. Sherlekar, the types of brands are follows (*Sherlekar:1982*)

- A. Individual Brand** –Each product has a special and unique brand name. The manufacturer has to promise each individual brand in the market separately. This creates a practical difficulty in promotion. Otherwise it is the best marketing strategies. (Art or tactics)
- B. Family Brand** – Family is limited to one line of a product i.e. products which complete the sales cycles. Family brand name can help combined advertizing and sales promotion. However, if one member of family brand is rejected by consumers. The manufacturers have to take extra ordinary care to guard against this danger. This method of branding assumes that end users of all products are not dissimilar. Family brand name enables creation of strong self display. It helps to secure quick popularity. It is preferable to separate brands for each products.
- C. Umbrella Brand** – We may have for all products the name of the company or the manufacturer. All products such as noodles, television, beer, oil etc. manufactured by the Chaudhary group will have the quality product of "Chaudhary's" as an umbrella brand. Such a device will also obtain low promotion cost and minimize marketing effort. However, a single bad experience in any one of the line of products, a solitary failure, may be dangerous to the rest of the products sold by a particular business house under the umbrella brand.
- D. Combination Device** – Each product has an individual name but it also has the umbrella brand to indicate the business houses producing the product. Under this method, side by side with the product image, we have the image of organization also many companies use this device profitably.

**E. Private or Middleman's Brand** – Branding can be done by manufacturers or distributors such as wholesalers and large retailer. It helps small manufacturers who have limited resources and who have to rely also used by big manufacturer. The manufacturers merely produce goods as per specification and requirements of distributors and he need not worry about marketing.

## **2.7 Consumers Behavior and Preference on Brand or Product**

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

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

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

Attributes bundles that the consumers perceives to involve somewhat higher level of risk but for which he or she expect to exert only limited time or

monitory effort, are called preference products. The difference then, between, convenience products and preference products is largely one of the risk not of effort. The point about preference products is that the expected product satisfaction from alternative choice is relatively. Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus the marketer can develop a preference for and perhaps loyalty to this type of product usually through advertizing. Toothpaste, marketers, soft drink marketers and airlines build customer preference for a known and trusted brand. (*Murphy:1989*)

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

## **2.8 Brand Preference and Purchase Intention**

How does the consumer process competitive brand information and make a final value judgment? The consumer arrived at attitudes (judgment, preference) towards the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things:

- i. The intensity of the other person's negative attitude toward the consumer's preferred alternative and.
- ii. The consumer motivation to comply with the other person's wishes.

The more intense the other person's negativism and the closer the other persons are to the consumer, the more the consumer will adjust his or her purchase intention. (*Kotlar:2000*)

The converse is true. A buyer's preference for a brand will increase if someone he or she respects favors the same brand strongly. The second factor is unanticipated situational factor. That may erupt to change the purchase intention. According to the Mason and Ezel, the stages of consumer decision making process for the purchase shown in the hierarchy of efforts model are awareness, knowledge, liking, preference, conviction and purchase.

- Awareness – The ability of the consumer to recall a brand name either with or without prompting.
- Knowledge – The ability of consumer to describe the importance attribute of a product or service.
- Linkage – The attitude of the consumer toward a product or services.
- Preference – The degree of which consumer feels more positive about a product or services relative to other offering.
- Conviction – The likely hood that the consumer will purchase the product or services.
- Purchase – The acquisitions of a product or services. Preference and purchase intention are not completely reliable prediction of purchase behavior.

## **2.9 Classification of Brand Preference Segment**

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

### **Homogeneous Preference**

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

### **Diffused Preference**

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

### **Clustered Preference**

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

Competition in every sector is increasing tremendously so it would be far better to know the proper consumer preference which shall overcome all the marketing related problems and assist to enhance the brand preference in the med. Majoring the population brand preference, a very important marketing variable, is becoming very popular among all manufacturers. The market share of particular brand totally depends upon shoulder of a brand preference, so the brand preference is the crucial element to upgrade the sales in the entire market. The entire businessmen are using various tools and techniques to enhance the brand preference for the specific brand. In Nepal, very few companies are adopting such

tools and techniques i.e. Bagpiper and McDowell, San Miguel and Tuborg, Yak and Shikhar etc. could be taken for example.

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

## **2.10 The Function Of The Brand For The Consumer**

The brand is a sign which is to disclose the hidden qualities of the products which are inaccessible to contact (sight, touch, hearing, smell) and possibility those which are accessible through experience but where the risk of trying the product. Lastly, a brand, when it is well known adds as aura of make-believe when it is consumed. (*Kapferer 1997*)

The informational role of the brand covers a very specific area which varies according to the product or services, the consumption situation and the undivided. These brands are not always useful. On the other hand, a brand becomes necessary once the consumer loses his traditional references points. (*Pant 2002*)

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

### **Function**

### **Consumer Benefits**

<b><sup>TM</sup>Identification</b>	To be clearly seen, to make sense of the offer to quickly identify the sought after the products.
<b><sup>TM</sup>Practicality</b>	To allow saving of time and energy through identical repurchasing and loyalty.
<b><sup>TM</sup>Guarantee</b>	To be sure of finding the same quality no matter where or when you buy the product/services.
<b><sup>TM</sup> Optimization</b>	To be sure of buying the best product in its category, the best performance for a particular purpose.
<b><sup>TM</sup>Characterization</b>	To have conformation of yourself image or the image that you present to others.
<b><sup>TM</sup>Continuity</b>	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
<b><sup>TM</sup>Hedonistic</b>	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
<b><sup>TM</sup>Ethical</b>	Satisfaction linked to the responsible behavior of its relationship with society (ecology, employment, citizenship, advertizing which doesn't shock).

The usefulness of these functions depends on the product category. There is less need for reference point or risk reduces when the product is transparent (i.e. its inner qualities are accessible through contact). These functions are neither laws nor does not are they automatic. They must be defended at all times only a few brands are successful in each market thanks to their supporting, investment in quality, road productivity, communication and research in order to better understand foreseeable changes in demand.

A prior nothing confines these functions to producer's brands. Moreover, several producers brand doesn't perform these functions.

### **2.11 Historical Background of Noodles**

Firstly, noodles come in Nepal from China in the name of chawmein or 'chau-chau' and from Italy in the name of Spagetti. Similarly, it is pronounced as Feate Ching and Cut Macroni by Italians. So it is considered as of Mongolian origin. Italy and China use this food as their main meal in different names and they prepared it different varieties. Its name and preparation techniques are differs in each country. After introducing in China in 17<sup>th</sup> century gradually it was introduced in Japan, Burma, Thailand and South Asian Countries. Possibilities of immediate consumption are the main causes of development in noodles. Japan claimed the noodles made of buck wheat as Suba. In Japan, this food brought a great change in he kitchen as instant food. After that this food becomes popular in western countries especially in France, Italy and England as one of the best food. 50 to 60 varieties of noodles (Instant noodles) are used in Japan. More than 200 industries are producing more than 11 Lakhs of noodles in single shift per day. These products are exported in most of the countries of the world. The development of instant noodles started only around 1952 AD with Japanese technology.

in the history of instant noodles there is a parable about it "fashion" from part "Jazz" from American and instant noodles from Japan. Origin of instant noodles in Nepal is very new. Before 1117 BS Nepali people those who went abroad used it in foreign counties when Chinese and Tibetan businessman came from China they introduced noodles in Nepal. After that a few restaurant started to sell noodles.

Due to increasing interest in noodles National Trading Limited imported first lot of equipment of plain noodles in 2032 BS in context of Nepal. People consume noodles by pronouncing "Chau-Chau". Before two decades there was only plain noodles called 'Sinke Chau-chau' in the market. Though, Gandaki Noodles Company was established at 2029 Bs in small scale cottage industry. The production activities were started on 2035 BS.

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

At present some people make noodles in their home for self use, Different factories use different materials to make it but in general noodles is made from wheat flour, eggs, baking powder, salt, herbs etc.

There are vegetarian noodles is also producing /available in the market. Nowadays, there are so many varieties in noodles in our country. There is a cut-through competition on among the different noodles. Nepal Thai foods (CG foods) has firstly produced Waiwai and then Golmol, Sathi, Wahwah, Mimi, Big Mimi, Waiwai premium, Waiwai quick with chicken Pizza, Waiwai chicken Tandoori, Waiwai mutton etc. Recently it has launched Waiwai (Sarbagun Sampanna 20% extra protein).

Himalayan Snacks and noodles has firstly produced Mayos which means mine as well as yours and then started to launch Lekali, Hurray, Yes Papa,

Ruchee, Sakalakaboom (Specially for kids) etc. We still find Rara of Gandaki noodles in the market. Pokhara noodles Pvt. Ltd. has launched Rambha, Jojo and City noodles. Asian Thai foods Pvt. Ltd. has produced Rumpum, Phuchche, Lotpot, 2pm and Phataphat etc.

Kanchanjungha process food has produced U-key, Everest noodles has launched Ayah, Aaha, 50/50. General food industry has launched Yummy. We also find Hits, Femee, Khaja, Rodhi, Mama noodles of different noodles company. Multifoods Industries has launched Min-min, Min-min khaza etc. Recently Himshree food Pvt. Ltd. has launched Phewa noodles. Multifood industries has launched Marry instant noodles which are made without Ajino Motto. We have also seen a new noodles in our country i.e. J-mee instant noodles, leader instant noodles etc. Certainly we will see the different noodles in future.

## **2.12 Popularity of Instant Noodles**

Due to globalization and the development of human civilization men's life style has been changing over the countries. More and more people become civilized; the more change is observed in their lifestyle. People are becoming so busy that they could not get enough time to eat well. Due to the time constraints, people are attracted to taking well processed foods which is easy to cook and consume. Though, it is matter of debate whether intake of well-processed food is good or bad for health.

People are consuming highly processed food as a sign of human civilization whatever be the debate, the processed food has a deep-rooted influence in today's world. Nobody can imagine carrying out of the busy life without the processed and instant food. Instant noodles are gaining more popularity in the world that it cannot be replaced by any other foods. From rural areas to big cities, everybody has been helping people to save time and in the rural it has becomes fashion and

status symbol to consume such foods. Therefore, it has been extending its roots from city to the rural and creating it wider and wider market every day.

### **2.13 Noodles Industry In Nepal**

Before 2017 BS the people who went abroad ate noodles and brought noodles as souvenirs. The Tibetan refugees who settled down in Nepal started opening restaurant having chowmein in menu. Nepali people learned to eat noodles from them. The concept of instant noodles in the Nepalese market was first introduced by an Indian company, Nestle India Pvt. Ltd. They introduced Maggy instant noodles with the concept of "two minutes noodles". For a few years it enjoyed the monopoly in the Nepalese market. Due to heavy demand of noodles in Nepal, the National Trading Ltd. imported the first lot of equipment of manufacturing plain noodles. It started to produce instant packed noodles with Rara brand with Japanese technology. Thus Gandaki noodles Ltd. in the pioneer company in Nepal that produced instant noodles. This concept clicked in the market and within a short time.

Rara was a big hit in the Nepalese market. After Gandaki Noodles Ltd., Chaudhary Group entered in the instant noodles market. They introduced Waiwai as pre-worked instant that can be eaten noodles directly from the packet. The technology was in collaboration with Thai preserved foods and first of its own in the country. The concept has become highly successful and Waiwai has become the market leader in pre-cooked segment.

Within few years, many other company or brands like Mimmin, Yumyum, Mayos, Golmol, Rumpum, Jojo, Marry, 2pm, Sakalakaboom, Ruchee, J-mee, Laibarilay, Hurrey etc. in the Nepalese market.

### **The Noodle Riddle**

In Nepalese market, noodles have become necessity items of consumers shopping list although homemade noodles have been long here. It was only in 1984 that major brand came into the picture. It was virtually a monopoly market for the noodle leader Waiwai with an eighty percent market share while other brands formulated the rest of noodles of the noodles market. Until 2000 when, two other brands from different companies were launched Rumpum and Mayos. Ever since there has been a mushrooming of various noodles brands, with more than 35 brands on the market has hot plate the industry is still growing.

In 2000 the industry worth was at Rs. 1250 million. Today the market has grown to approximately 3200 million. Rara has remained a flavored brand in the white noodle category with Lekali in hot pursuit of the number one slot. However, consumer preference has seen a definite shift to the brown variety, in which more than a dozen brands are available at different prices.

The white noodles consumed its presence in the hills and mountains while the brown noodles have taken center stage in urban and semi urban centers. Another category within the brown noodle is the snack variety which is low priced and targeted at school going children a segment there is gathering place.

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

### **Innovation and Differentiation of Noodles**

No such unique development has been made in the product quality so far. Although it might be said that few of products came with differentiations for example adding of vegetable, cubes, seasoning and different foil packing

techniques. There are huge number of brands within each company introducing different categories snack noodles, white noodles, instant and some just with a seasoning for taste, to capture sales forms other companies and also to develop the market. Every company is a quest of producing a different noodle brand but only a handful has succeeded. Differentiation is created in terms of marketing in puts only. The positioning of brand verities from each other while Mayos positions itself as family noodles Waiwai is a noodle for all, Shakalaka Boom for kids and so on. Similarly the communication is different in terms of positioning only but as far as communication is concerned. It is only the consumer promotion that has the largest share of focus with none given to the brand.

### **Strategic Focus of Noodles**

Unlike it was till 1999 when the push strategy was working for Waiwai, now it is the pull strategy for the noodles industry as a whole. The stage from push to pull was not as overnight result. The trade schemes were offered to distributors and wholesalers to push the product and make consumers to buys since the entry of Rumpum and Mayos in year 2000. The industry has started moving towards brands building process. This was when the marketing strategy shifted gears towards pull strategy. A major reason behind this was that push strategy doesn't work for a long time and the second reason was a new entrant in the market. As the market leader Waiwai as an established brand was strong so the new entrants focused on promotional activities to create sales volume and brand awareness.

Promotional activities are not restricted to advertisement and trade only. The driving factor here is the consumer schemes with every noodles packet placed on the retail shelf a consumer hopes to win. This millennium brought consumer's more value to whatever they were playing before. Before this it was only couple of imported brands from India and Thailand that used to offer bowls of spoons as add on value to product. Domestic brand played the game with exchange offers. So

many wrappers saw the new entrants Rumpum launching the first ever scheme launched by any domestic product the "Bingo Hungama" closely followed by market leader Waiwai with "Maukama Chauka", "Diamond Set", "Aajako Arjun Ko?" with the both noodles drawing high sales. Mayos also dived into the pool with "Say ma Say Upahar", "Mayos Super Challenge", since then none of the company has dared to take off the schemes from the noodles offer worth millions have been places in packets worth Rs. 5 to any premium priced brand since then till date.

Successful amongst them were "Bingo hungama" by Rumpum, "Mayos diamond offer", Rumpum most wanted "Hami sabaiko Waiwai", "Waiwai hero", "Dashain khasi khukhura Upahar" by Jojo snack noodles and last but not least 2PM jackpot. The 2PM jackpot came up with a different campaign and almost immediately took a huge market share. The common factor almost all offers talk about the monetary value of the commodities.

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

## **2.14 Review of related study in Nepal**

- ❖ A dissertation title "Advertizing policy of Himalayan Snacks and noodles put first and fast foods Pvt. Ltd. A comparative study "conducted By Pratap KC in 2005 has following objectives:

- To evaluate the present trend of Mayos and Waiwai.
- To suggest steps for advertising to play its role effectively.
- TO evaluate the effects of the advertisement of both products on the costumer.

Major findings of the study are:

- ★ Advertisement is the main source of information regarding instant noodles.
- ★ Waiwai is more popular than Mayos.
- ★ Television advertisement is more popular regarding newspaper/magazine advertisement holds the second position regarding popularity. Hoarding board advertisement ia also getting popular.
- ★ Instant noodles are very popular in Kathmandu valley. Waiwai is more popular than other noodles. So neck to neck competition between Waiwai and Mayos only.
- ★ Price, quality and advertizing are consumer preference in instant noodles.
- ★ Most of the consumers believe in advertisement.
- ★ The role of advertisement in changing consumption behavior is found to be very effective.
- ★ Changeable advertisement is liked by all the age's consumer. They are satisfied with the changing and advertisement of Waiwai and Mayos.

A dissertation titled "A study on brand loyalty" carried out Mr. Yogesh Pant in 1993 on the following objectives:

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

The findings of the studies are:

- ⑥ In each of products selected for this study at least 65% consumers are found to have knowledge of almost all alternative brands available in the market. Thus, brand awareness of the Nepalese consumers is found to be high.
- ⑥ A positive association is found between consumers income and brand loyalty in all the products included in this study except shaving blade, however no association is seen between income and brand loyalty.
- ⑥ Brand loyalty has positive association with store loyalty in all the products except soft drink it is found that out of the total respondents showing high degree of store loyalty at least 85% respondents are found relationship with store loyalty.
- ⑥ There is no association between number of brands available and brand loyalty. It is found that increase or decrease in number of brands available does not increase or decrease the number of brand loyal consumers.
- ⑥ Majority of the Nepalese consumers are found loyal. The following table reveals the whole findings on brand loyalty of the Nepalese consumers.
- ⑥ Studies on brand loyalty should be made on continuous basis. Most of the consumer showing brand loyalty indicates toward hidden asserts of the manufacturers or seller. They should have knowledge of this valuable asserts, it will gave them effective guideline for developing successful marketing strategies.

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

- ⑥ To examine the effectiveness of advertizing of Rara and Yummy noodles.
- ⑥ To examine the popular media of advertizing.

- ® To find out the strengths and weakness of advertisement of instant noodles.

The major findings of the study were:

- ® There is no significant different between Rara and Yumyum noodles with regard to the quality of advertisement.
- ® Company should measure the effectiveness of expenditure which is spent on advertising and other promotional tools.
- ® The advertizing expenditure for Rara and volume of sales are advertizing expenditure is decreasing every year but sales are increasing every year.
- ® Most of the consumers are informed of the brand by advertisement and there is high association between the qualities of advertisement.
- ® Radio, TV and newspaper are the major media for instant noodles.

A study conducted by Rajendra Giri about the communication effects of advertizing and preference of instant noodles the Rara and Maggi.

The objectives of the study were to analyze the popular media of advertisement, advertizing appeal and advertisement qualities of instant noodles.

Major findings of the study are as follows:

- ) Most of the educated people of Kathmandu are aware of both brands (Rara and Maggi) of the instant noodles because of their advertisement.
- ) Most of the uneducated people of Kathmandu could not say anything about the advertisement.
- ) All of the advertizing media available in Nepal the radio has proved itself as a leading one to create awareness in customers. About the advertized products, specially adible goods like instant noodles. After the film/cineslide comes or orderly.
- ) Advertisement qualities of instant noodles have made no change in brand preference.

A study conducted by N.B. Basnet on "A study on market potentiality of Gandaki noodles in Kathmandu valley" has the following objectives:

- ❖ To analyze the market structure of Gandaki noodles industry.
- ❖ To focus on the consumption of noodles in Kathmandu valley.
- ❖ To assist Gandaki noodles in designing effectiveness marketing system.
- ❖ To predict the future of Gandaki noodles industry.
- ❖ To find out the sales volume o Gandaki noodles industry.

Major findings of the study were:

- ) In the terms of qualitative products it has good reputation in market and most of the consumers are of the opinion that the price of Gandaki noodles is reasonable. So majority of consumers are satisfied with the Gandaki noodles industry.
- ) Gandaki noodles company have limited package and verity but the consumer demand wide options.
- ) Channel members are not satisfied with existing commission, premium and gift.
- ) Company does not have effective established channel to collect the information from the distributors, retailers and dealers.

## **CHAPTER THREE**

# **RESEARCH METHODOLOGY**

### **3.1 Introduction**

Research methodology is the tool to solve the problems "it specifies the information required to address their issues design the methods of collecting in formations manages and implements and data collection process, analyze result and communicate the findings and their implications. The objectives of the study is to examine the brand preference of instant noodles, besides this basic objectives this study has also aimed at identifying the factors associated with preference and examine the brand loyalty of consumers.

In most competitive market brand preference is most important to face competition. Consumer behavior also considered as most essential factor. In this study necessary and relevant data are collected from sample consumers to achieve this objectives of the study follows a research methodology which have been described as follows:

### **3.2 Research Design**

Research design/strategy is a plan of study or blue paint for the study which presents a series of guide points to enable the researcher to progress in accurate direction to achieve the goal.

The study is based on a survey research design. A limited research survey has been conducted among consumers of noodles. A set of questionnaire has been administered in order to generate data and other in formations related to the research questions adopted for the study.

### **3.3 Populations and Sample**

Total consumers of noodles are not possible to take as sample. So only around 120 consumers of Far Western region are taken as sample since sample size is very sample in comparison to total population sufficient effort have been made the sample representation by including consumers from different information, age group, educational level and sex wise.

### 3.4 Natures and Source of Data

Required related primary data are collected directly from the respondents through questionnaire. The respondents for this study are consumers of instant noodles in far western region. More information is collected from the primary source about the questionnaire and oral conversations with concerned distributors and consumers. The questionnaires are distributed to the consumers of far western region mainly Kailali, Kanchanpur, Dodhara and Chandani for collecting necessary information. For this study 120 consumers were interviewed by the researcher with the help of a set of structured questionnaires. A part from these data are collected through the questionnaire, some relevant data are collected from the packet of instant noodles itself. The structure of questionnaire used in this study is presented in the appendix.

**Table No. 3.1**

**Users of Noodles: Age wise**

<b>Age</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Below 15 years	36	30
15-30 years	48	40
30 and above	36	30
<b>Total</b>	<b>120</b>	<b>100</b>

As shown in table 1.1 among the sample selected for the study 30% of consumers of noodles in the below 15 years age group , 40% in the 15-30 years age group and 30% lies in the 30 and above age group. From this table it can be conducted that users of noodles can be found across the different age group.

**Table No. 3.2**

**Users of Noodles: Sex wise**

<b>Sex</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Male	50	41.67
Female	70	58.33
<b>Total</b>	<b>120</b>	<b>100</b>

As present in table 1.2 the sample included 41.67% male and 56.33% female consumers of instant noodles.

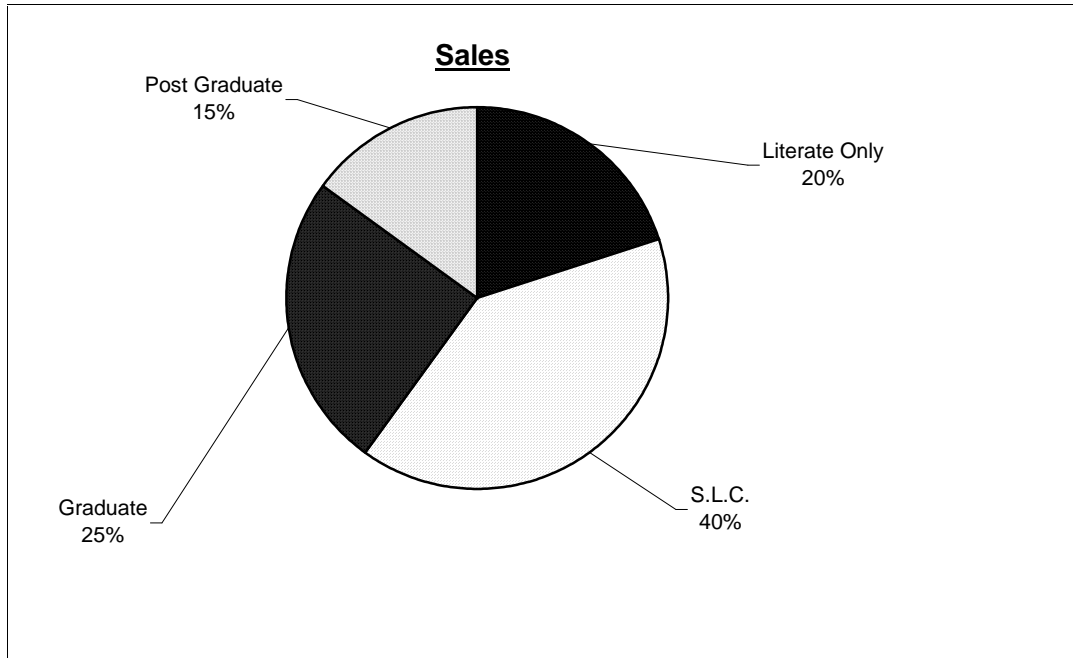
**Table No. 3.3**

**Users of Noodles: Education wise**

<b>Education</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Literate Only	24	20
S.L.C.	48	40
Graduate	30	25
Post graduate	18	15
<b>Total</b>	<b>120</b>	<b>100</b>

**Figure 3.1**

**Users of Noodles: Education wise**



As presented in table 3.1 the sample included 20% are of literate, only 40% are of S.L.C. 25% are of graduate level and rest 15% are of post graduate in education.

**Table No. 3.4**

**Users of Noodles: Occupation Wise**

<b>Occupation</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Students	65	54.17
Job holder	28	23.33
Business	27	22.5
<b>Total</b>	<b>120</b>	<b>100</b>

As shown in table 1.4 according to the occupation background 54.17% are of the students 23.33% are the job holder and 22.5% are the businessman. Next are from other occupation.

### **3.5 Data Collection Process**

A structured questionnaire is developed for collecting data. The questionnaire was distributed through personal contact in which the respondents were required to fill up the questionnaire. The researcher personally visits to take interview of the consumers from different socio-economic background in the process of the collecting data the researcher also in touch with the responsible officer of related companion.

### **3.6 Data Processing and Analysis**

The collected raw data are mutually processed and presented in the form of tables. Once the data are arranged sequentially, simple statistical tools are used for analysis. The processed data have also been presented in graphs, bar diagram and pie charts. All the questionnaire are distributed and collected by the researchers and every questionnaire are thoroughly checked after collection.

## CHAPTER –IV

### ANALYSIS INTERPRETATION OF DATA

#### 4.1 Presentations and Analysis of the Data

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

**Table No. 4.1**

**Buying Habits and Duration of Consuming Noodles**

Habits	Very Frequently		Frequently		Occasionally		Rarely		Total	
	No	%	No	%	No	%	No	%	No	%
Recently	0	0	0	0	8	6.67	2	1.67	10	8.33
Since a year	1	0.83	0	0	3	2.50	0	0	4	3.33
Since 2 years	2	1.67	4	3.3	1	0.83	0	0	7	5.83
Since 3 years	10	8.33	17	14.17	3	2.50	3	2.50	33	27.5
More than 3 years	22	18.33	31	25.83	8	6.67	5	4.17	66	55
<b>Total</b>	<b>35</b>	<b>29.17</b>	<b>52</b>	<b>43.33</b>	<b>23</b>	<b>19.17</b>	<b>10</b>	<b>8.33</b>	<b>120</b>	<b>100</b>

*Source: Primary data from the questionnaire.*

Above table no 4.1 is related to the consumers buying habits and duration (current) of noodles consumption who consume the noodles 29.17% consume very frequently, 43.33% frequently, 19.17% occasionally and 8.33% rarely consume the noodles. The table also shows that the duration (current) of noodles consumption which is as follows 8.33% recently, 3.33% since a year, 5.33% since 2 years, 22.5% since three years and 55% more than 3 years. It shows that a large number of consumers are consuming noodles since 3 or more years.

It is clearly found that the most of noodles consumers have been consuming noodles frequently 43.33% as well as from more than 3 years (55%) out of 120 respondents.

**Table No. 4.2**

**Place and Purpose of Noodles Consumption**

Place/ Purpose	Home		School/College		Restaurant		Travel/Tour/Journey		Others		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Meal	0	0	0	0	2	1.67	0	0	0	0	2	1.67
Breakfast	4	3.33	0	0	15	12.5	3	2.5	*	0.83	23	19.17
Snacks	24	21.6	27	22.5	9	7.5	18	15	4	3.33	84	70
Dinner	1	0.83	0	0	6	5	0	0	1	0.83	8	6.67
Others	0	0	0	0	0	0	3	2.5	0	0	3	2.5
<b>Total</b>	<b>31</b>	<b>25.83</b>	<b>27</b>	<b>22.5</b>	<b>32</b>	<b>26.67</b>	<b>24</b>	<b>20</b>	<b>6</b>	<b>5</b>	<b>120</b>	<b>100</b>

*Source: Primary source data from questionnaire*

Above table 4.2 is related with the place and purpose of n noodles consumption regarding the place the consumers consume the noodles in this way home 25.83%, school/college 22.5%, restaurants/hotels 26.67% travel/journey 20% and others 5%.

It also shows that the purpose behind consuming noodles which is as follows. In purpose of meal 1.67%, breakfast 19.17%, snacks 70%, dinner 6.67% and others 2.50%. According to above table data it is clear that large % of consumers of noodles consumes it as a snack which is 70%. In regard of place of consumption large % of consumers prefer to consume noodles in the restaurant/hotels which are 26.67% out of 120 respondents.

**Table No. 4.3**

**Pre-determined Decisions for Buying Brand of Noodles while Buying Noodles**

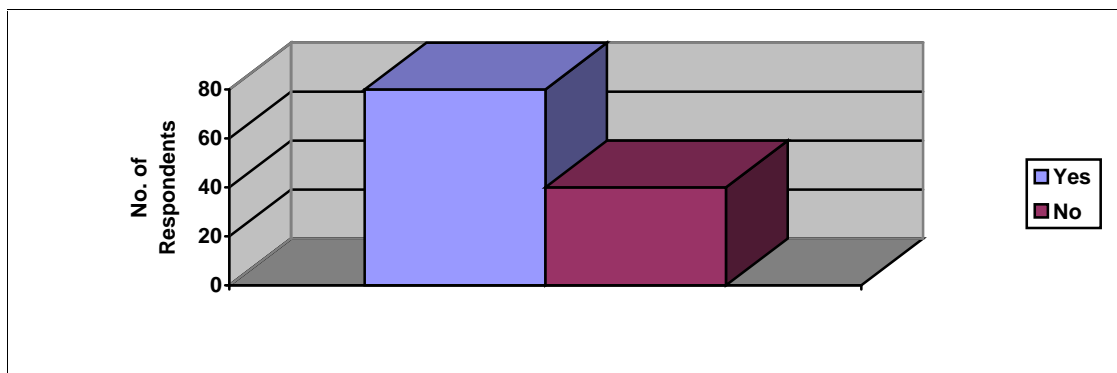
S. N.	Option	No. of Respondents	% of Respondent
1	Yes	80	66.67
2	No	40	33.33
<b>Total</b>		<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.3 is related to the consumer's pre-determined decisions for buying brand of noodles while buying noodles. As shown in this table 66.67% of consumers would have already decided with brand to buy and 33.33% of consumers are not decided about it. It shows a high degree of brand loyalty in noodles.

**Figure No. 4.1**

**Pre-determined Decisions for Buying Brand of Noodles while Buying Noodles**



**Table No. 4.4**

**Most Preferred Brand of Noodles**

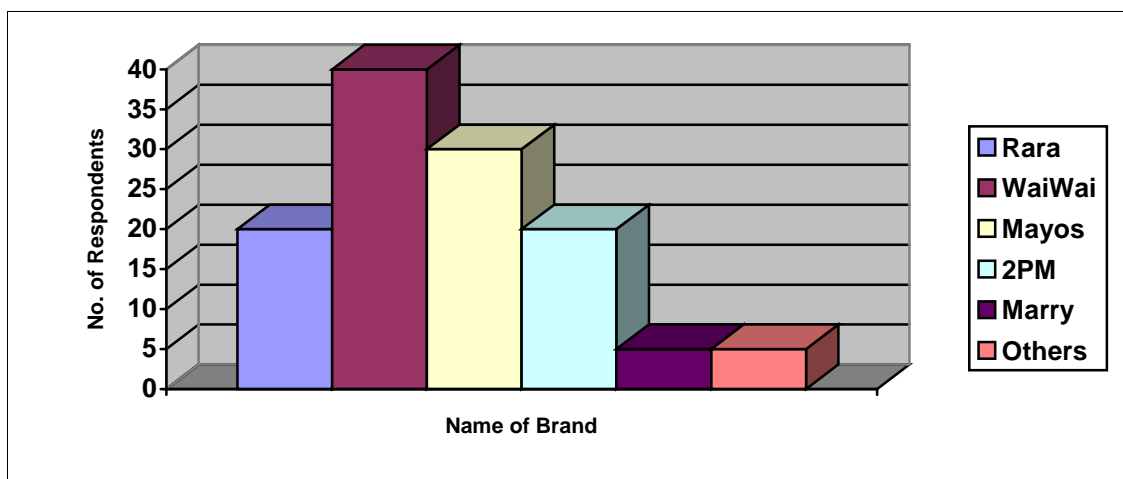
S. N.	Name of Brand	No. of Respondents	% of Respondents
1	Rara	20	16.67
2	Waiwai	40	33.33
3	Mayos	30	25.00
4	2PM	20	16.67
5	Marry	5	4.17
6	Others	5	4.17
<b>Total</b>		<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Above table no. 4.4 presents the comparative figure of brand preference between different brands. Among them Rara brand is preferred by 16.67%, Waiwai by 33.33%, Mayos by 25%, 2PM by 16/67%, Marry by 4.17% and other brand by 4.17% out of total 120 respondents.

**Figure 4.2**

**Most Preferred Brand of Noodles**



**Table No. 4.5**

**Brand Preference by Age**

<b>Age/ Brand</b>	<b>Below 15 years</b>		<b>15-30 years</b>		<b>Above 30 years</b>		<b>Total</b>	
	No	%	No	%	No	%	No	%
Rara	0	0	5	4.17	15	12.50	20	16.67
Waiwai	15	12.50	15	12.50	10	8.33	40	33.33
Mayos	10	8.33	12	10	8	6.66	30	25.00
2PM	8	6.66	10	8.33	20	1.67	20	16.67
Marry	0	0	6	5.00	1	0.83	7	5.83
Others	3	2.50	0	0	0	0	3	2.50
<b>Total</b>	<b>36</b>	<b>30</b>	<b>48</b>	<b>40</b>	<b>36</b>	<b>30</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.5 shows that brand preference of the noodles consumers of different age groups. The brand Waiwai is most preferred by among the age group below 15 and 15-30 age group, which is 12.50% respectively out of 120 respondents. Likewise Mayos is also liked by age group below 15 years by 8.33% and 2PM by 6.66% and others by 2.50% and 15-30 years age group Mayos holds second position by 10%, third position 2PM by 8.33%, fourth Marry by 5% and Rara holds 4.17% out of total 120 respondents. And in above 30 years age group Rara become most preferred which is 12.50%, Waiwai second by 8.33%, Mayos by 6.66%, 2PM by 1.67% and Marry by 0.83%.

**Table 4.6**

**Noodles Consumption and Brand Preference by Profession**

<b>Profession/ Brand</b>	<b>Students</b>		<b>Jobholders</b>		<b>Businessman</b>		<b>Total</b>	
	No	%	No	%	No	%	No	%
Rara	2	1.67	5	4.17	3	2.50	10	8.33
Waiwai	25	20.83	10	8.33	11	9.17	46	38.33
Mayos	26	21.67	7	5.83	9	7.50	42	35
2PM	2	1.67	8	6.67	4	3.33	14	11.67
Marry	3	2.50	1	0.83	2	1.67	6	5
Others	2	1.67	0	0	0	0	2	1.67
<b>Total</b>	<b>60</b>	<b>50</b>	<b>31</b>	<b>25.83</b>	<b>29</b>	<b>24.27</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.6 is related with noodles consumption and brand preference by profession. The data has revealed that a large number of consumers are found under the category of student that is 50% of total respondents followed by jobholders and businessman by 25.83% and 24.27% each of total respondents. The brand Mayos is most preferred by the student group which is 21.67% followed by Waiwai brand which is 20.83%. The least preferred brand under this category is 2PM and others. Only 1.67% of respondents prefer Marry. However Waiwai is the most preferred brand under the category of businessman and jobholders profession.

In the same table jobholder by 25.83% who preferred Waiwai by 8.33%, 2PM by 4.67%, Mayos by 5.83%, Rara by 4.17% and rest are least preferred in this segment. In the table 24.27% of businessman consumes noodles that preferred the brand Waiwai by 9.17%, Mayos by 7.50%, 2PM 3.33%, Rara 2.50% and Marry by 1.67%.

**Table No. 4.7**

**Brand Preference by Educational Level**

<b>Educational Level/ Brand</b>	<b>Literate only</b>		<b>S.L.C.</b>		<b>Graduate</b>		<b>Post graduate</b>		<b>Total</b>	
	No	%	No	%	No	%	No	%	No	%
Rara	10	8.33	0	0	0	0	0	0	10	8.33
Waiwai	12	10	16	13.33	10	8.33	8	6.67	46	38.33
Mayos	4	3.33	18	15	14	11.67	6	5	42	35
2PM	0	0	3	2.5	9	7.5	2	1.67	14	11.67
Marry	3	2.5	2	1.67	0	0	0	0	5	4.17
Others	0	0	0	0	2	1.67	1	0.83	3	2.5
<b>Total</b>	<b>29</b>	<b>24.18</b>	<b>39</b>	<b>32.50</b>	<b>35</b>	<b>29.17</b>	<b>17</b>	<b>14.17</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no 4.7 indicates that brand preference by educated level. The data has been shown that large no. of noodles consumers are found in S.L.C. level by 32.50% who preferred brand Mayos by 15% followed by Waiwai by 13.33% 2PM by 2.5% and the rest of brands are least preferred by them out of 120 respondents.

Furthermore, under the category of graduate level which is 29.17% of total consumers, in this level Mayos is preferred by 11.67%, Waiwai by 8.33%, 2PM by 7.5%, others by 1.67% and no consumer like Rara and marry.

**Table No. 4.8**

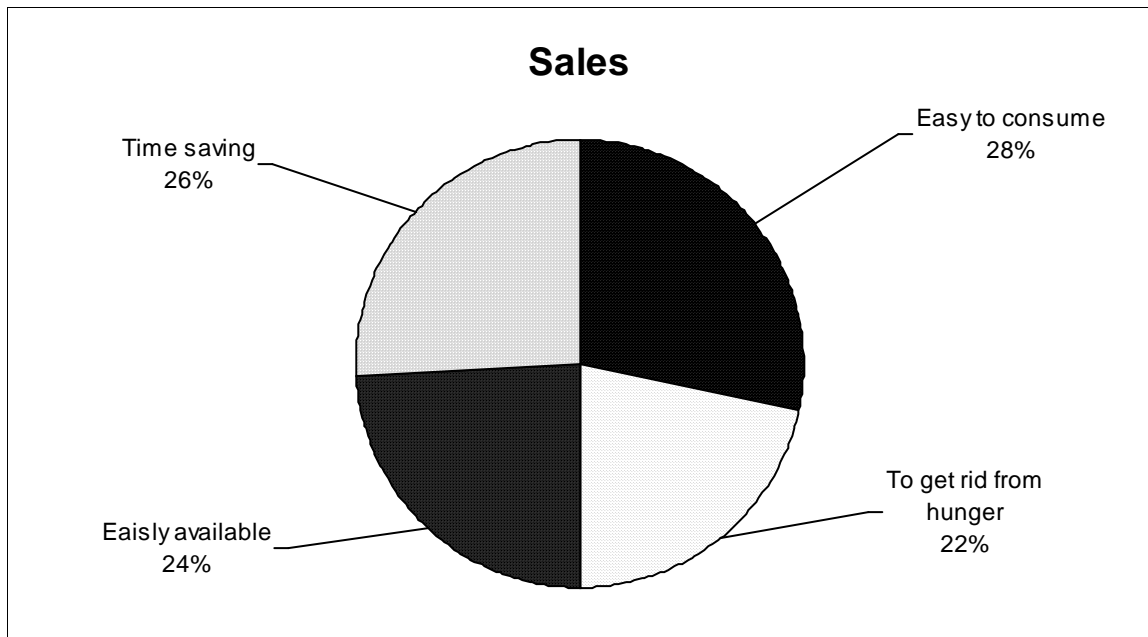
**Reason for Noodles Consumption**

<b>S. N.</b>	<b>Option</b>	<b>No. of Respondents</b>	<b>% of Respondent</b>
1	Easy to consume	34	28.33
2	To get rid from hunger	26	21.67
3	Easily available	29	24.17
4	Time saving	31	25.83
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.8 indicates that the reasons for noodles consumption. The data clearly indicates that easy to consume is the main reason for r consuming noodles by 28.33%, time saving by 24.17% and get rid from hunger by 21.67% out of total 120 respondents.

**Figure 4.3 Reason for Noodles Consumption**



**Table no. 4.9**

**Familiar Media of Noodles Advertisement by Age Group**

<b>Age group/ Media</b>	<b>Below 15 years</b>		<b>15-30 years</b>		<b>Above 30 years</b>		<b>Total</b>	
	No	%	No	%	No	%	No	%
TV	20	16.67	24	20	8	6.67	52	43.33
Radio	15	12.50	19	15.83	7	5.83	41	34.17
Hording board	0	0	0	0	12	7.50	13	10.83
Magazine/papers	2	1.67	2	1.67	9	10	12	10.00
Others	0	0	0	0	2	1.67	2	1.67
<b>Total</b>	<b>37</b>	<b>30.83</b>	<b>45</b>	<b>37.50</b>	<b>38</b>	<b>31.67</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

As shown in the table 4.9 the most familiar media for advertisement is TV by 43.33% followed by Radio, hoarding board, magazine/papers and others by 34.17, 10.83, 10 and 1.67% respectively.

Above table also indicates highly familiar media is TV 16.67% followed by radio 12.50% with age group of below 15 years.

In same trend highly familiar media is TV 20% followed by radio 15.83% with age group of 15-30 years with in same group 1.67% familiar with hoarding board and no respondent is familiar with paper/magazine and other media.

And in age group of 30 above highly familiar is magazine/paper by 10% followed by hoarding board 7.50% TV by 6.67% radio by 5.83% and negligible respondents are found familiar with other media by 1.67%.

**Table No. 4.10**

**The Best Media of Noodles Advertisement According to Consumer's Opinion**

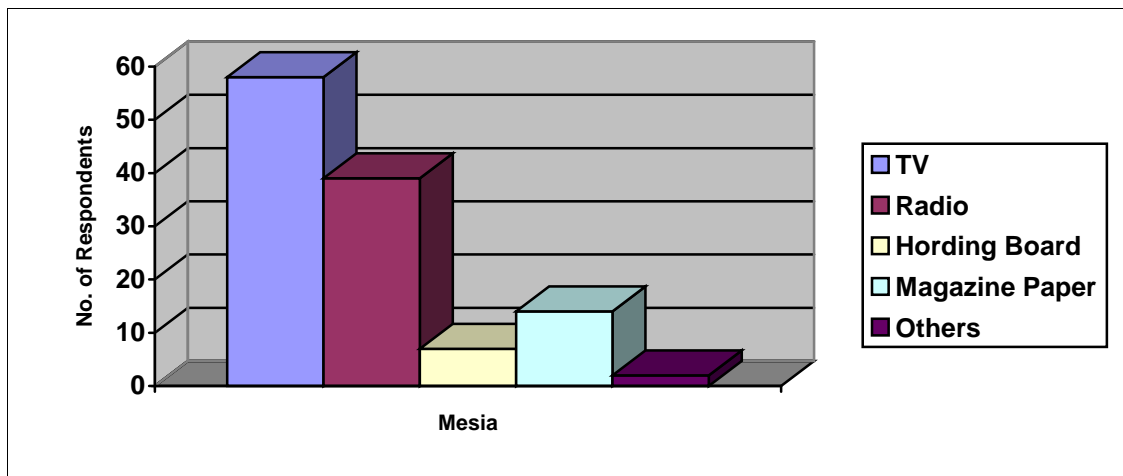
S. N.	Media	No. of Respondents	% of Respondent
1	TV	58	48.33
2	Radio	39	32.50
3	Hoarding Board	7	5.83
4	Magazine/paper	14	11.67
5	Other	2	1.67
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

The table no. 4.10 is concerned with consumer's opinion about the best media of noodles advertisement that is the best media TV opinioned by 48.33%, Radio by 32.50%, hoarding board by 5.83%, magazine/paper by 11.67% and other by 1.67% out of 120 respondents.

**Figure No. 4.4**

**The Best Media of Noodles Advertisement According to Consumer's Opinion**



**Table No. 4.11**

**Effectiveness of Advertisement media upon Consumption of Noodles**

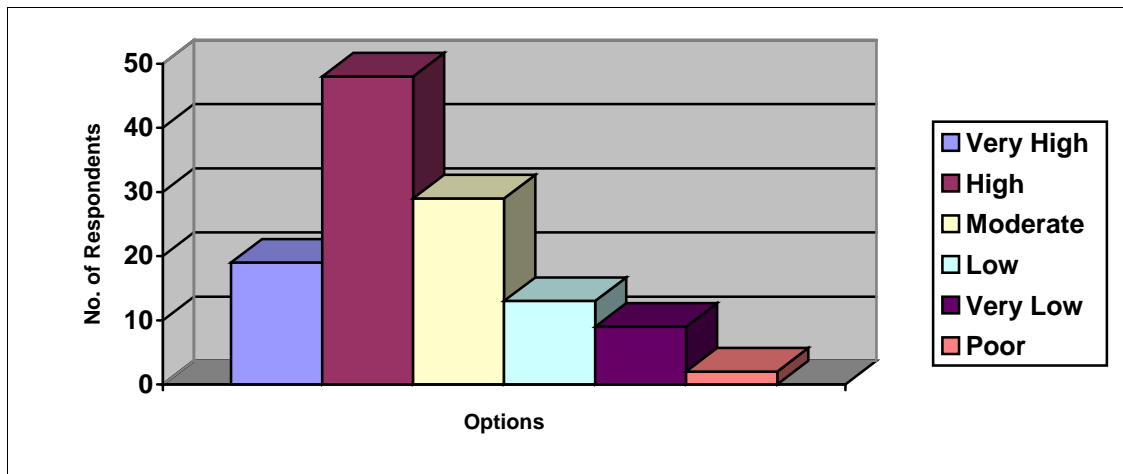
S. N.	Option	No. of Respondents	% of Respondent
1	Very High	19	15.83
2	High	48	40.00
3	Moderate	29	24.17
4	Low	13	10.83
5	Very Low	9	7.50
6	Poor	2	1.67
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.11 presents the effectiveness of advertisement media upon consumption of noodles. The data has shown high effectiveness by 40% moderate by 24.17% very high 15.83% low by 10.83% very low by 7.5% and poor by 1.67%. It shows that advertizing efforts have been generally effective.

**Figure no. 4.5**

**Effectiveness of Advertisement media upon Consumption of Noodles**



**Table no 4.12**

**The most impressive advertised brand of noodles by age**

<b>Age/ Brand</b>	<b>Below 15 years</b>		<b>15-30 years</b>		<b>Above 30 years</b>		<b>Total</b>	
	No	%	No	%	No	%	No	%
Rara	11	9.17	4	3.33	0	0	15	12.5
Waiwai	5	4.17	21	17.5	20	16.67	46	38.33
Mayos	18	15.00	18	15	10	8.33	46	38.33
2PM	0	0	2	1.67	6	5	8	6.67
Marry	3	2.5	0	0	2	1.67	5	4.17
<b>Total</b>	<b>37</b>	<b>30.83</b>	<b>45</b>	<b>37.50</b>	<b>38</b>	<b>31.67</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no 4.12 shows that impressiveness of advertisement of different brands of noodles in different age groups. The data has shown the brand Mayos and Waiwai are highly and equally impressive as related by 38.33% each followed by Rara 12.5%, 2PM and Marry are least impressive as rated by 6.67% and 4.17% respectively out of total 120 respondents.

And with in age group below 15 years the brand Mayos is most impressive by 15% followed by Rara (9.17%) Waiwai (4.17) and Marry (2.15%) is the least impressive. No impressiveness has been revealed of 2PM with 15-30 years group the Waiwai brand is the most impressive by 17.5% followed by Mayos (15%) Rara (3.33%) and 2PM (1.67%) is the least impressive. No impressive has been revealed of Marry brand with above 30 years age group, the brand Waiwai is the most impressive 16.67% followed by Mayos (8.33%), 2PM (5%) and Marry (1.67%) is the least impressive. No impressiveness has been revealed of Rara brand.

**Table No. 4.13**

**Prime Factor on Brand Preference of Noodles Advertisement by Age**

<b>Age/ Preference Factor</b>	<b>Below 15 years</b>		<b>15-30 years</b>		<b>Above 30 years</b>		<b>Total</b>	
	No	%	No	%	No	%	No	%
Information	0	0	5	4.17	7	5.83	12	10
Entertainment	17	14.17	13	10.83	10	8.33	40	33.33
Attractiveness	20	16.67	24	20	17	14.17	61	50.83
Just for Notice	0	0	3	2.50	4	3.33	7	5.83
<b>Total</b>	<b>37</b>	<b>30.84</b>	<b>45</b>	<b>37.50</b>	<b>38</b>	<b>31.67</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Above table no. 4.13 shows that the prime factor on brand preference of noodles advertisement in the different age group, the large number of respondents are found in attractiveness factor by 50.83% where as entertainment 33.33% followed by information (10%) and the least respondents (5.83%) are found in just for notice of noodle advertisement out of 120 respondents.

In the group of below 15 years age a large number of respondents are found in attractiveness factor 16.67% followed by entertainment 14.17%. The next factors do not have any role in this group.

In 15-30 years age group a large number of respondents are found in attractiveness factor 20% whereas entertainment 10.83% followed by information 4.17% and the least number of respondents 2.50% are found in just for notice of noodles advertisement out of 120 respondents.

In the above 30 years age group a large number of respondents are found in attractiveness factor 14.17% whereas entertainment factor 8.33% followed by

information 5.83% and the least respondents 3.33 are found in just for notice factor of noodles advertisement out of 120 respondents.

In the above 30 years age group a large number of respondents are found in attractiveness factor 14.17% where as entertainment factor 8.33% followed by information 5.83% and the least respondents 3.33% are found in just for notice factor on noodles advertisement out of 120 respondents.

**Table No. 4.14**

**Consumer's Alternative Way if Their Favorite Brand is not available in the Market**

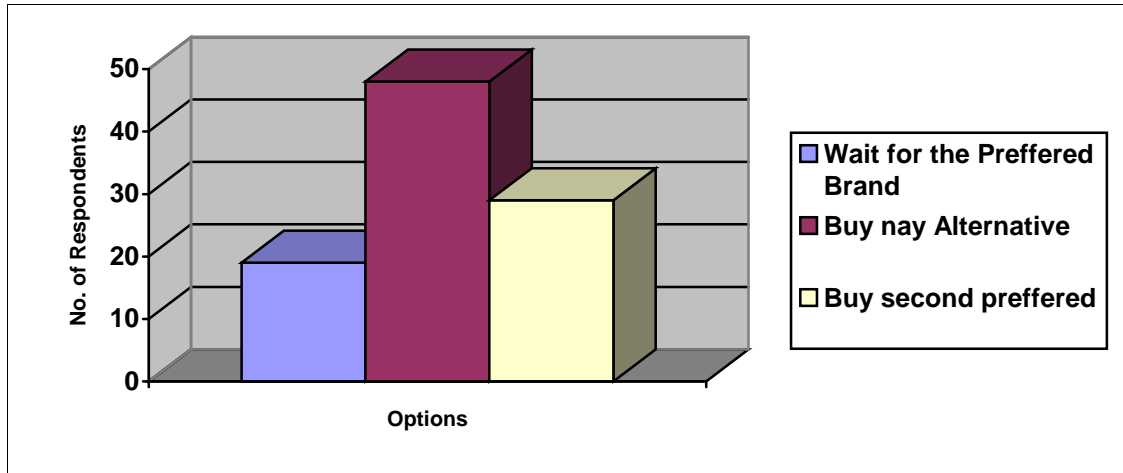
<b>S. N.</b>	<b>Option</b>	<b>No. of Respondents</b>	<b>% of Respondent</b>
1	Wait for the preferred brand	16	13.33
2	Buy any alternative	40	33.33
3	Buy second preferred	64	53.33
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Above table indicates that the consumer's alternative way if their favorite brand is available in the market. It has clearly shown that 53.33% consumers will buy the second preferred brand. 33.33 will buy any alternative one and 13.33% will wait for the preferred brand in case of unavailability of their preferred brand.

**Figure No. 4.6**

**Consumer's Alternative Way if Their Favorite Brand is not available in the Market**



**Table No. 4.15**

**Alternative Choice if Brand if favorite Brand is not Available**

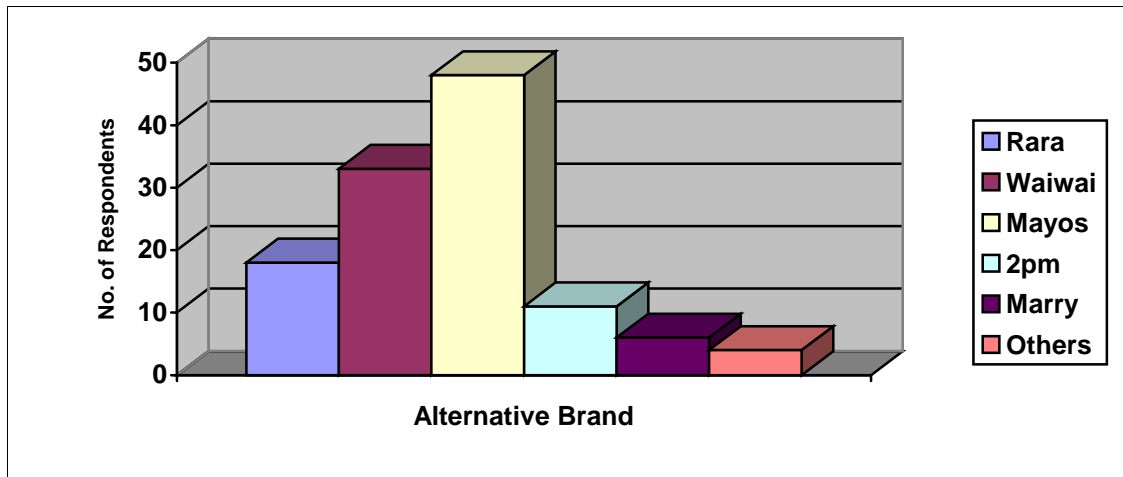
S. N.	Alternative Brand	No. of Respondents	% of Respondent
1	Rara	18	15.1
2	Waiwai	33	27.5
3	Mayos	48	40
4	2PM	11	9.17
5	Marry	6	5
6	Others	4	3.33
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.15 is concerned with alternative choice of brand if favorite brand is not available in market. As in table must respondents have been found in

the alternative choice of brand as Mayos by 40% whereas Waiwai by 27.5% Rara by 15% 2PM by 9.17% and Marry by 5% and others brands by 3.33%.

**Figure No. 4.7**



**Table No. 4.16**

**Ranking Brand Preference**

Rank/ Brand	1st		2nd		3 <sup>rd</sup>		4th		5th		6th		Total
	No	%	No	%	No	%	No	%	No	%	No	%	
Rara	10	8.33	18	15	42	35	19	15.83	0	0	31	28.83	120
Waiwai	46	38.33	35	29.17	11	9.17	7	50.33	9	7.5	12	10	120
Mayos	42	35	44	36.67	13	10.83	0	0	11	9.17	10	8.33	120
2PM	15	12.50	12	10	24	20	46	38.33	23	19.17	0	0	120
Marry	5	4.17	9	7.50	30	25	26	21.67	45	37.5	5	4.17	120
Others	2	1.67	2	1.67	0	0	22	18.33	32	26.67	62	51.67	120
<b>Total</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	

*Source: Primary data from questionnaire*

Above table no. 4.16 discloses the ranking by consumers on brand preference. The data has been shown first ranking on Waiwai brand by 38.33%, second on Mayos

by 36.76%, third ranking on Rara by 35%, fourth ranking on 2PM by 38.33%, fifth ranking on Marry by 37.50% and sixth ranking in the other bands by 51.67%.

Under the first ranking category Waiwai brand occupies 38.33% followed by Mayos 35%, 2PM 12.50%, respectively by and rest of brands are insignificant under this category.

Under the second ranking category Mayos brand occupies 36.67% followed by Waiwai 29.17% Rara 15% and rest are insignificant under this category. Under third ranking category Rara brand occupies 35% followed by many 25%, 2PM 20% and rest are insignificant in this category.

Under fourth ranking category 2PM brand occupies 38.33% followed by Marry brand 21.76% other brands by 18.33% and the rest brands are insignificant in this category.

Under the fifth ranking category Marry brand occupies 37.50% followed by others brands by 26.67%, 2PM in third position with 19.17% and the rest brands are insignificant under this category.

Under sixth ranking category other brands occupies 51.61% followed by Rara 25.83% Waiwai is in third position with 10% and rest if the brands are insignificant under this category.

**Table 4.17**

**Degree of Price Sensitivity on Brand Preference**

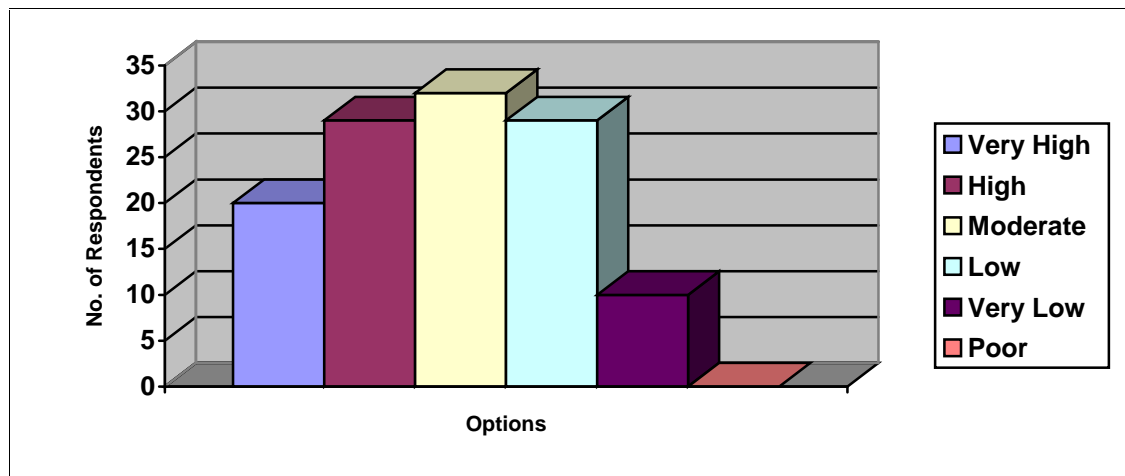
S. N.	Option	No. of Respondents	% of Respondent
1	Very High	20	16.67
2	High	29	24.17
3	Moderate	32	26.67
4	Low	29	24.17
5	Very Low	10	8.33
6	Poor	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no. 4.17 is related with degree of price sensitivity on brand preference. It has clearly found that large % of respondents were found in moderate degree of price sensitivity 26.67%, high sensitivity and low sensitivity are equal by 24.17% very high by 16.67% very low by 8.33%. Nothing is found in poor sensitivity out of total 120 respondents.

**Figure No. 4.8**

**Degree of Price Sensitivity on Brand Preference**



**Table No. 4.18****Evaluation of Price of Noodles**

S. N.	Evaluation/ Brand	Cheap		Reasonable		Expensive		Total
		No	%	No	%	No	%	
1	Rara	5	4.17	59	49.19	29	27.17	120
2	Waiwai	3	2.50	46	38.33	69	57.50	120
3	Mayos	83	69.17	51	42.50	66	55.00	120
4	2PM	32	26.67	28	23.33	7	5.83	120
<b>5</b>	<b>Marry</b>	<b>34</b>	<b>28.33</b>	<b>52</b>	<b>43.33</b>	<b>34</b>	<b>28.33</b>	<b>120</b>

*Source: Primary data from questionnaire*

Above table no 4.18 shows the evaluation of price of noodles that most of consumers found that the brand 2PM as cheap by 69.17% followed by Marry 28.33%. The reasonable brand have been found Rara by 43.33% and those brands Waiwai and Mayos are found expensive by 57.05% and 55% respectively out of 120 respondents. It is clear that the brand 2PM is cheap in price than other brands.

**Table no. 4.19****Ranking of Brand Preference in Respect to Price only**

Rank/ Brand	1st		2nd		3 <sup>rd</sup>		4th		5th		6th		Total
	No	%	No	%	No	%	No	%	No	%	No	%	
Rara	23	19.17	46	38.33	27	22.50	18	15	6	5	0	0	120
Waiwai	7	5.83	0	0	8	6.67	28	23.33	52	43.33	25	20.83	120
Mayos	5	4.17	6	5	14	11.67	44	36.67	28	23.33	23	19.17	120
2PM	55	45.83	16	33.33	15	12.50	6	5	4	3.33	24	20.00	120
Marry	12	10	32	27.67	42	35	16	13.33	12	10	6	5	120
<b>Others</b>	<b>18</b>	<b>15</b>	<b>20</b>	<b>16.67</b>	<b>14</b>	<b>11.67</b>	<b>8</b>	<b>6.67</b>	<b>18</b>	<b>15</b>	<b>42</b>	<b>35</b>	<b>120</b>
Total	120	100	120	100	120	100	120	100	120	100	120	100	

*Source: Primary data from questionnaire*

Above table no. 4.19 indicates that the ranking on brand preference in respect to price only the data shows 1<sup>st</sup> ranked brand is 2PM by 45.83% 2<sup>nd</sup> as Rara by 38.33% 3<sup>rd</sup> as marry by 35% by 53.33% and 35% respondents other brands as 6<sup>th</sup> brand out of 120 respondents of noodles consumers.

Under the first brand ranking category 2PM brand occupies 45.63% followed by Rara brand by 19.17%. Other brands places in third position with 15% and the rest of the brands are insignificant under this category.

Under second ranking Rara brand occupies 38.33% followed by Marry brand by 26.67% other brand places in third position with 16.67% and the rest brands are insignificant under this category.

Under the 3<sup>rd</sup> ranking Marry brands occupies 35% followed by Rara 22.50%, 2Pm brand places in third position with 12.50% and the rest brands are insignificant under this category.

Under 4<sup>th</sup> ranking Mayos brand occupies 36.6% followed by Waiwai brand by 23.33%, Rara brand places in third position by 15% and the rest brands are insignificant under this category.

Under the 5<sup>th</sup> ranking the brand Waiwai occupies 43.33% followed by Mayos by 23.33% and other brands placed in third position by 15% and the rest brands are insignificant under this category.

Under 6<sup>th</sup> ranking other brands occupies 35% followed by Waiwai brand by 20.83% 2PM brand places in third position with 20% and the rest brands are insignificant under this category.

**Table No. 20****Ranking on Brand Preference with Respect to Quality Only**

<b>Rank/ Brand</b>	<b>1st</b>		<b>2nd</b>		<b>3<sup>rd</sup></b>		<b>4th</b>		<b>5th</b>		<b>6th</b>		<b>Total</b>
	No	%	No	%	No	%	No	%	No	%	No	%	
Rara	6	5	8	6.67	22	18.33	20	16.67	46	38.33	18	15	120
Waiwai	35	29.17	29	24.17	28	23.33	6	5.0	3	2.5	19	15.83	120
Mayos	33	27.5	30	25	34	28.33	3	2.5	6	5	14	11.67	120
2PM	29	24.17	37	30.83	11	9.17	13	10.83	13	10.83	17	14.17	120
Marry	4	3.33	5	4.17	9	7.50	32	26.67	20	68.67	50	41.17	120
Others	13	10.38	11	9.17	16	13.33	46	38.33	32	26.67	2	1.67	120
<b>Total</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>	

*Source: Primary data from questionnaire*

Table no 4.20 indicates the ranking on brand preference in respect to quality only the brand Waiwai is ranked first by 29.17% followed by Mayos by 27.50% second ranked on 2PM by 30.83% followed by Mayos by 25%. Third ranked on Mayos by 28.33% followed by Waiwai by 23.33%, fourth ranked on other brands by 38.33% followed by Marry by 16.67%, fifth ranked on Rara by 38.33% followed by others by 26.67% and Marry brand has got the rank sixth by 41.67% followed Waiwai by 15.83% out of total 120 respondents.

**Table No. 4.21**

**Consumers Suggestion about Noodles Improvement**

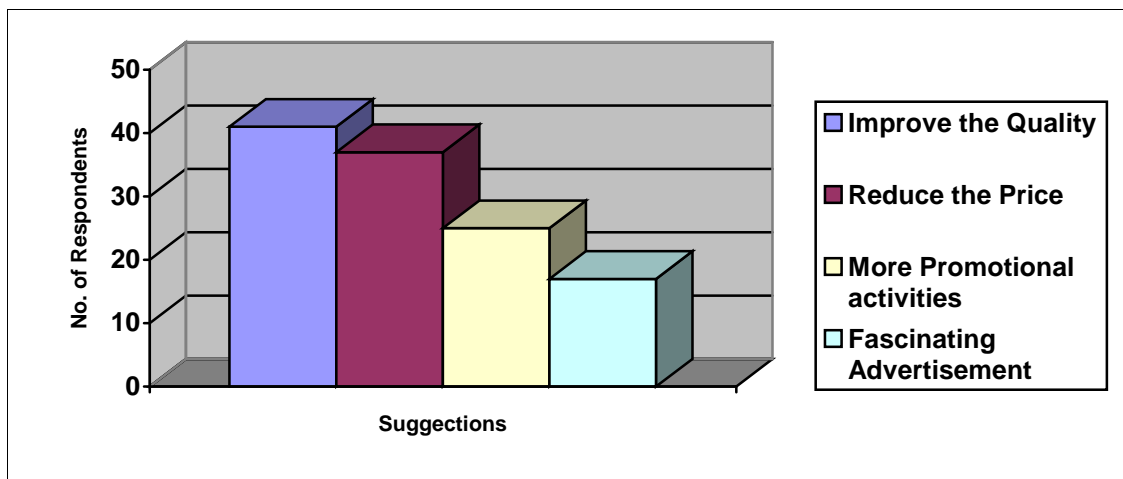
<b>S. N.</b>	<b>Suggestion</b>	<b>No. of Respondents</b>	<b>% of Respondent</b>
1	Improve the quality	41	34.17
2	Reduce the price	37	30.83
3	More promotional activities	25	20.83
4	Fascinating advertisement	17	14.17
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no 4.21 presents the consumer's suggestion about noodles improvements. A large numbers of respondents have been found in quality improvements by 34.17%. In the same way, reduced the price by 30.83% more promotional activities by 20.83% and less respondents are found in fascinating advertisements by 14.17% out of 120 respondents of noodles consumers.

**Figure 4.9**

**Consumers Suggestion about Noodles Improvement**



**Table No. 4.22**

**Consumers Motivation in Promotional Activities**

<b>S. N.</b>	<b>Activities</b>	<b>No. of Respondents</b>	<b>% of Respondent</b>
1	Advertisement	42	35.00
2	Sponsorship	38	31.67
3	Gift/prize	24	20.00
4	Any others	16	13.33
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Above table no 4.22 is related with consumer's motivation in promotional activities. The data shows motivation in promotional activities that is advertisement 35% and sponsorship by 31.67% and gift/prize by 20% and other activities by 13.33% out of 120 respondents of noodles consumers. And in same table, it is clearly found that the key motivational activities are advertisement and sponsorship and rests of the activities are least important to the noodles consumers promotional view.

**Table No. 4.23**

**Brand Switching in Attractive Gift/prize Program**

<b>S. N.</b>	<b>Option</b>	<b>No. of Respondents</b>	<b>% of Respondent</b>
1	Yes	67	55.832
2	No	53	44.17
	<b>Total</b>	<b>120</b>	<b>100</b>

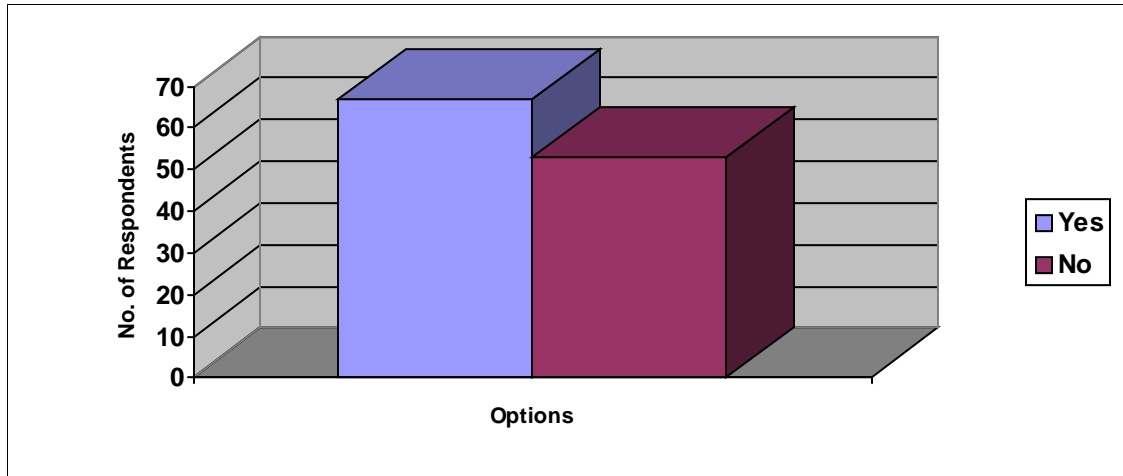
*Source: Primary data from questionnaire*

Table no. 4.23 shows that the brand switching activities in the attractive gift/prize program which offered by another brand. It has been found that 55.83%

respondents switched to another brand because of another brand's gift/prize program and 44.17% didn't switch to another brand in that condition out of 120 respondents.

**Figure 4.10**

**Brand Switching in Attractive Gift/prize Program**



**Table No. 4.24**

**Degree of Motivation in Gift/prize Program**

S. N.	Degree of Motivation	No. of Respondents	% of Respondent
1	Very High	38	31.67
2	High	42	35.00
3	Moderate	29	24.17
4	Low	6	5.00
5	Very Low	3	2.50
6	Poor	2	1.67
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

Table no 4.24 is related with consumer's motivation degree in gift/prize program. The data shows that the large % of respondents were found high degree motivation in gift/prize program by 35% moderated 24.17% low by 5% very low by 2.5% and poor by 1.67% out of 120 respondents of noodles consumers.

It is clearly found that large % of noodles consumers have highly motivation degree in gift/prize program out of 120 respondents of noodles consumption.

**Table No. 4.25**

**Most Effective Promotional Factors**

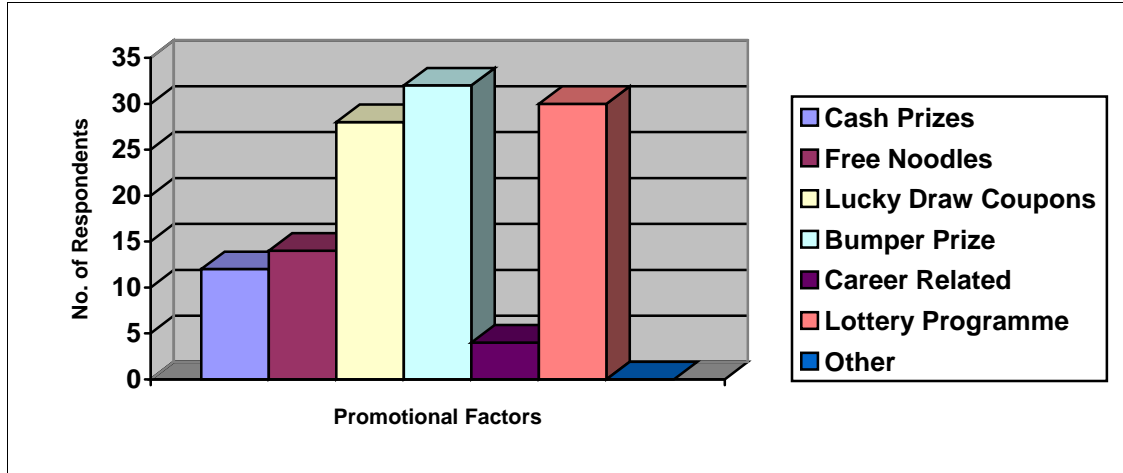
<b>S. N.</b>	<b>Promotional factors</b>	<b>No. of Respondents</b>	<b>% of Respondent</b>
1	Cash prizes	12	10
2	Free Noodles	14	11.67
3	Lucky Draw coupons	28	23.33
4	Bumper prizes	32	26.67
5	Career related	4	3.33
6	Lottery program	30	25.00
7	Other	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>

*Source: Primary data from questionnaire*

As shown in table no. 4.25 the most effective promotional factor bumper prizes has been found by 26.67% followed by lottery program by 25%, lucky draw coupons by 23.33% free noodles by 11.67%, cash prize by 10% and least respondents were found in career related factor which is 3.33%. None is found in other factor out of 120 respondents.

**Figure No. 4.11**

**Most Effective Promotional Factors**



**4.2 Major Findings of the Study**

According to the tabulation, presentation and analysis of data in above, the following findings can be drawn:

- ★ Most of the consumers are consuming noodles frequently and since more than 5 years.
- ★ The massive consumption of noodles purpose is snacks and the place of consumption is restaurant.
- ★ The most preferred brand is Waiwai, Mayos as second, Marry is least preferred. Rara and 2pm are moderately preferred.
- ★ Most of the noodles consumers are found in the age group of 15-30 years old and most of them preferred the brand Mayos. Rest consumers are found to be below 15 years and above 30 years old who preferred in this segment.

- ★ The reason for noodles consumption has been easy to consume.
- ★ It has been found that the highly familiar media is TV and radio with the age group below 30 years of consumers and those consumers who are above 30 years are familiar with hoarding board and newspaper.
- ★ Large number of consumer opinioned that the TV is the best media for noodles advertisement which is 48.33%.
- ★ 40% of respondent are found in high effectiveness of advertizing media upon consumption of noodles.
- ★ Most impressive advertisement has been found that these brands Mayos and Waiwai equally but the Mayos is most progressive with the age group of below 30 years and the brand Waiwai is impressive with age group of above 15 years old consumers.
- ★ It has been found that the sales turnover of noodles depends upon their extensive advertizing. 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 years 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 brand is unavailable.
- ★ The brand Waiwai has found in 1<sup>st</sup> rank Mayos as 2<sup>nd</sup> rank, Rara 3<sup>rd</sup> rank, 2PM 4<sup>th</sup> rank, Marry 5<sup>th</sup> rank and other brand in their preference.

★ Moderate degree of price sensitivity has been found in the brand preference.

According to the above analysis of consumer's suggestions about noodles improves that the large % of respondents has suggested improving 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 show that the brand switching tendency in attractive gift/prize program.

By above analysis it can be said that bumper prize is most effective promotional factor in noodles promotion.

## CHAPTER V

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### Summary

Due to globalization the noodles industries and its market are rapidly growing in Nepal. Competition is being tough along with this opportunity. Understanding brand preference is a very effective measure to increase the competitive strength of manufacturers and sellers.

Nepalese noodles are population of the study. A sample of 120 consumers is taken out from the population on the basis of judgmental sampling. Very well structured questionnaires were collected out of them.

The researcher analyzed the information from primary sources by using the statistical tools made on brand preference study of instant noodles in far western region remains very hard (difficult) due to the different factors likewise transportation, literacy rate, language etc.

The brand Waiwai has been found to have a better brand image than its rivals brands, Waiwai and Mayos have equally as well as most impressing advertizing.

Campaign rather than other brands it shows that impressive advertisement will help to establish the brand image in the market which directly assist in increasing the market share for the noodles advertisement. The best and familiar media has been found in the television media and the radios as second, rest of media were found least familiar.

Large numbers of noodles consumers were found to be below 30 years old who are student by profession, generally S.L.C. level students and they have been consuming noodles frequently and very frequently with the size of 71-80 gms since more than 4 years.

It is also constructed the most of them consume only a packet in a single lot. In this study a very high number of noodles consumers were found in snacks purpose whereas breakfast purpose is moderate and very low purpose in meal for noodles consumption. There is no significant place of noodles consumption have been found. It has been found that the reason behind consuming noodles is its easiness to consume.

The research suggests that the majority of consumers will buy second preferred brand if their favorite brand is not available in market. And in such cause Mayos is popular as second preferred brand. The ranking of brand preference also shows that the brand Waiwai and Mayos stand respective in terms of favorite brands. In the other hand, if we base the choice of brand in regard to price sensitivity is moderate while taking taste and quality of noodles. Remaining brands such as Rara, Marry and 2pm are remained in lower rank and their consumers belong to the age group of below 30 years and student profession while analyzing in terms of educational level of consumers. It is found that Waiwai is preferred by post graduate and literate, Mayos is preferred by graduate and S.L.C. level students and remaining brand Rara is found to be liked mostly by post-graduate consumers. Besides Rara and Marry are found to be much preferred by S.L.C. and literate level of consumers.

The study prevails that importance of promotion cannot be denied in today's situation. Promotional activities and advertizing plays a vital role in building brand preference in market. In this study it has been found that 55.83% of

consumers are ready for brand switching for attractive gift/prize program which is offered by rival brands.

## **5.2 Conclusion**

According to the tabulation, presentation and analysis of chapter IV the following findings can be drawn:

- ★ Most of the consumers are consuming noodles frequently and since more than 5 years.
- ★ The massive consumption of noodles purpose is snacks and the place of consumption is restaurant.
- ★ The most preferred brand is Waiwai, Mayos as second, Marry is least preferred. Rara and 2pm are moderately preferred.
- ★ Most of the noodles consumers are found in the age group of 15-30 years old and most of them preferred the brand Mayos. Rest consumers are found to be below 15 years and above 30 years old who preferred in this segment.
- ★ The reason for noodles consumption has been easy to consume.
- ★ It has been found that the highly familiar media is TV and radio with the age group below 30 years of consumers and those consumers who are above 30 years are familiar with hoarding board and newspaper.
- ★ Large number of consumer opinioned that the TV is the best media for noodles advertisement which is 48.33%.
- ★ 40% of respondent are found in high effectiveness of advertizing media upon consumption of noodles.

- ★ Most impressive advertisement has been found that these brands Mayos and Waiwai equally but the Mayos is most progressive with the age group of below 30 years and the brand Waiwai is impressive with age group of above 15 years old consumers.
- ★ It has been found that the sales turnover of noodles depends upon their extensive advertizing. 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 years 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 brand is unavailable.
- ★ The brand Waiwai has found in 1<sup>st</sup> rank Mayos as 2<sup>nd</sup> rank, Rara 3<sup>rd</sup> rank, 2PM 4<sup>th</sup> rank, Marry 5<sup>th</sup> rank and other brand in their preference.
- ★ Moderate degree of price sensitivity has been found in the brand preference.

According to the above analysis of consumer's suggestions about noodles improves that the large % of respondents has suggested improving 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 show that the brand switching tendency in attractive gift/prize program.

By above analysis it can be said that bumper prize is most effective promotional factor in noodles promotion.

### **5.3 Recommendations**

As we can see a brand provides not only a source of information but other functions which justify its attractiveness and its monetary return when it is valued by buyers. These functions are combined in the mind of the consumer to determine the perceived value of the brand compared to that of consumptions which is the source of its attractiveness and preference. Consumers are the sovereign power of the modern marketing world. The product manufactured today is not the ones that the manufacturers what to sell but the ones that consumers what to buy. Every successful product in the modern marketing world is an embodiment of the consumer's needs, wants, prestige, preference, satisfaction and mental horizon.

Finding of the brand preference make it easier to understand the consumer. Brand preference exposes the consumer's attitude, behavior and purchasing pattern relating to different brands of products available in their market. These factors like relating to different brands of products like attitudes, behavior and purchasing pattern etc. are to a great extent, directly or indirectly related with the consumer's satisfaction, social status, earning, aspirations and ambitions.

Consumption is becoming tougher and tougher with the growth rapidity of noodles market, understanding the brand preference is a very effective measure to increase the competitive strength of manufacturers or sellers. So the finding of this study have multifold implication for the Nepalese noodles, marketers, the following recommendation is made on the following finding of the study.

Taste and quality are major factors for brand preference noodles lovers, so noodles manufacturers should improve their quality along with the taste of noodles to meet the present competition with rival brands.

The study shows that most of the noodles consumers were found to be below 30 years. so noodles marketers should develop their marketing strategy in this aspect with the attractive bumper prizes program to expand the sales volume and capture the large portion of market's share.

Regarding to the advertisement of below 30 years old consumers of noodles TV and Radio are found to be effective media. So it is clearly recommended that for the advertisement which is aimed to above 30 years old consumers the marketers should founds on print/magazine on paper media.

As considering the consumption purpose of noodles the study recommends that the manufacturer should expand their snacks varieties of noodles rather than meal and breakfast to capture the market share.

The popular size of noodles which is 71-80 gms can't be denied by noodles manufacturers, so the study undoubtedly recommends that all marketing strategies and promotional campaigns should be continued on this track rather than higher or lower size of noodles.

The promotional activities can't be avoided by noodles marketers. So it is recommended that the more attractive bumper prize program should be applied to protect brand switching as well to increase the sales volume of noodles.

Finding has provided that the advertizing and promotional activities have always positive impact on both product and company, so the noodles manufacturer should have to develop the fascinating advertizing as well as effective promotional campaign.

These all the major recommendations for the manufactures of noodles in the country above these recommendations may prove to be fruitful for then on increasing their market share which immensely hellos marketers to achieve their goals and objectives.

# Appendix

## Questionnaire

I'm Khadak Singh Bista, an MBS student of T.U. I would like to inform you that. I'm writing a thesis entitled "The brand preference of noodles" in far western region for this purpose i have take you as one of the sample so it shall never be able to complete my research without your kind co-operation. So I request you to co-operate me by filling up this questionnaire.

If there is anything about which you are not clear please feel free to clarify it with the researcher. Let me assure you that your opinions will be kept secure within this research and will not be released to any other party. Your co-operation in this regard will be highly appreciated.

### Demographic Profile

Name :- ..... Address :- .....

Age : Below 15 Yrs ..... 15-30 Yrs..... 30 and above .....

Sex :- Male ..... Female .....

Profession :- Student ..... Jobholder .....

Businessman ..... Others .....

Marital status :- Married ..... Unmarried .....

Education :- Illiterate ..... Literate .....

SLC & above ..... Graduate & above.....

Monthly Income :- Below 5000..... 5000-10000.....

1000-20000 ..... Above 20000.....

Family system : Joint ..... Nuclear .....

Date :- .....

**Please tick (☐) mark the correct answer.**

**1.** Do you consume noodles?

a. Yes (.....)

b. No (.....)

**2.** If yes, how often?

a. Very frequently (.....) b. frequently (.....)

c. Occasionally (.....) d. Rarely (.....)

**3.** Which band of noodles do you prefer more?

a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)

d. 2pm (.....) e. Marry (.....) f. Others (.....)

**4.** Generally how many packets of noodles do you buy in single lot ?

a. One (.....) b. Two (.....) c. Three (.....) d. More than three (.....)

**5.** Which size of noodles do you like to buy ?

a. below 50 gms (.....) b. 50-75 gms (.....)

c. 75-100 gms (.....) d. above 100gms (.....)

- 6.** Since when have you started consuming noodles ?
- a. Recently (.....) b. Since a your (.....)
- c. Since 2 years (.....) d. More than 2 years (.....)
- 7.** Are you decide about the brands of noodles which you are going to buy before going to the shop?
- a. Yes (.....) b. No (.....)
- 8.** What would you do if your preferred brand of noodles were not available in the market ?
- 9.** In general, where do you like to enjoy the noodles?
- a. Home (.....) b. School/College (.....) c. Restaurant (.....)
- d. Travel/Journey (.....) e. Others (.....)
- 10.** For what purpose do you consume noodles ?
- a. Meal (.....) b. Breakfast (.....) c. Snacks (.....)
- d. Dinner (.....) e. Others (.....)
- 11.** Why do you like noodles ?
- a. Easy to consume (.....) b. To get ride from hunger (.....)
- d. Easy available (.....) d. Time saving (.....)
- 12.** What do you suggest the noodles company should do to improve noodles ?
- a. Improve the quality (.....) b. Reduce the price (.....)
- d. More promotional activities (.....) d. Fascinating advertise (.....)
- 13.** Have you heard/seen advertisement of noodles ?
- a.Yes (.....) b. No (.....)
- 14.** If yes, in which media have your found more about it ?

- a. Television (.....) b. Radio
- c. Hoarding board d. Magazine/Paper (.....) e. Others (.....)

**15.** In your opinion which one is the best media for noodles advertisement?

- a. Television (.....) b. Radio c. Hoarding board
- d. Magazine/Paper (.....) e. Others (.....) f. Poor (.....)

**16.** In your view what is the effectiveness of media advertisement upon consumption of noodles?

- a. Very High (.....) b. High (.....) c. Moderate (.....)
- d. Low(.....) e. Very Low f. Poor (.....)

**17.** Which noodles advertisement do you find more impressive ?

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

**18.** How do you perceive the advertisement ?

- a. Informative (.....) b. Entertainment (.....)
- c. Attractive (.....) d. Just for notice (.....)

**19.** What do you feel when you hear/ see the advertisement ?

- a. A packet of noodles (.....) b. convenience (.....)
- c. prestigious (.....) d. hunger(.....)

**20.** What degree of price sensitivity do you have in your brand preference ?

- a. Very High (.....) b. High (.....) c. Moderate (.....)
- d. Low(.....) e. Very Low f. Poor (.....) f. Poor (.....)

21. Which is the alternative choice if your favorite brand is not available?

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

22. Rank the following brands from 1 to 6 as your preference assuming that 1 for that best and 6 the least one considering the test of noodles.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

23. Rank the following brands from 1 to 6 as your preference assuming that 1 for that best and 6 the least one considering the quality of noodles.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

24. Rank the following brands from 1 to 6 as your preference assuming that 1 for that best and 6 the least one considering the cost of noodles.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

25. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best and 6 for the least one.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

26. How do you evaluate these brands in respect to price ?

Brand Name	Expensive	Cheap	Reasonable
a. Rara	.....	.....	.....
b. Wai Wai	.....	.....	.....

- c. Mayos ..... ..
- d. 2pm ..... ..
- e. Marry ..... ..
- f. Others (please specify) ..... ..

**27.** Are you motivated by that during the period of promotional (gift/prizes) program?

- a. Yes (.....) b. No (.....)

**28.** To what extent are you motivated by gifts/prizes program?

- a. Very High (.....) b. High (.....) c. Moderate (.....)
- d. Low(.....) e. Very Low f. Poor (.....)

**29.** Which one is the most effective promotional factor that influences you?

- a. Cash Prizes (.....) b. Free Noodles (.....) c. Moderate (.....)
- d. Bumper Prizes e. Lottery Program (.....) f. Career Related (.....)

**30.** If a new brand is offered with more attractive gift/prizes, would you switch the present brand?

- a. Yes (.....) b. No (.....)

**31.** Which promotional activities do you think that motivate you more for noodles ?

- a. Advertisement (.....) b. sponsorship (.....)
- c. Gift/Prizes (.....) d. Others (.....)

**32.** If a new brand is offered with more attractive gift/prizes, would you switched from the favorite brand ?

a. Yes (.....) b. No (.....)

33. Evaluate the effectiveness of promotional activities of these noodles.

<b>Brand Name</b>	<b>Expensive</b>	<b>Cheap</b>	<b>Reasonable</b>
a. Rara	.....	.....	.....
b. Wai Wai	.....	.....	.....
c. Mayos	.....	.....	.....
d. 2pm	.....	.....	.....
e. Marry	.....	.....	.....
f. Others (specify) .....	.....	.....	.....

34. If you have any specific suggestions relating to brand preference?

.....

.....

# Appendix

## Questionnaire

I'm Khadak Singh Bista, an MBS student of T.U. I would like to inform you that. I'm writing a thesis entitled "The brand preference of noodles" in far western region for this purpose i have take you as one of the sample so it shall never be able to complete my research without your kind co-operation. So I request you to co-operate me by filling up this questionnaire.

If there is anything about which you are not clear please feel free to clarify it with the researcher. Let me assure you that your opinions will be kept secure within this research and will not be released to any other party. Your co-operation in this regard will be highly appreciated.

### Demographic Profile

Name :- ..... Address :- .....

Age : Below 15 Yrs ..... 15-30 Yrs..... 30 and above .....

Sex :- Male ..... Female .....

Profession :- Student ..... Jobholder .....

Businessman ..... Others .....

Marital status :- Married ..... Unmarried .....

Education :- Illiterate ..... Literate .....

SLC & above ..... Graduate & above.....

Monthly Income :- Below 5000..... 5000-10000.....

1000-20000 ..... Above 20000.....

Family system : Joint ..... Nuclear .....

Date :- .....

**Please tick (☐) mark the correct answer.**

**1.** Do you consume noodles?

a. Yes (.....)

c. No (.....)

**2.** If yes, how often?

a. Very frequently (.....) b. frequently (.....)

c. Occasionally (.....) d. Rarely (.....)

**3.** Which band of noodles do you prefer more?

a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)

d. 2pm (.....) e. Marry (.....) f. Others (.....)

**4.** Generally how many packets of noodles do you buy in single lot ?

a. One (.....) b. Two (.....) c. Three (.....) d. More than three (.....)

**5.** Which size of noodles do you like to buy ?

a. below 50 gms (.....) b. 50-75 gms (.....)

c. 75-100 gms (.....) d. above 100gms (.....)

- 6.** Since when have you started consuming noodles ?
- a. Recently (.....) b. Since a your (.....)
- c. Since 2 years (.....) d. More than 2 years (.....)
- 7.** Are you decide about the brands of noodles which you are going to buy before going to the shop?
- a. Yes (.....) b. No (.....)
- 8.** What would you do if your preferred brand of noodles were not available in the market ?
- 9.** In general, where do you like to enjoy the noodles?
- a. Home (.....) b. School/College (.....) c. Restaurant (.....)
- d. Travel/Journey (.....) e. Others (.....)
- 10.** For what purpose do you consume noodles ?
- a. Meal (.....) b. Breakfast (.....) c. Snacks (.....)
- d. Dinner (.....) e. Others (.....)
- 11.** Why do you like noodles ?
- a. Easy to consume (.....) b. To get ride from hunger (.....)
- d. Easy available (.....) d. Time saving (.....)
- 12.** What do you suggest the noodles company should do to improve noodles ?
- a. Improve the quality (.....) b. Reduce the price (.....)
- d. More promotional activities (.....) d. Fascinating advertise (.....)
- 13.** Have you heard/seen advertisement of noodles ?
- a.Yes (.....) b. No (.....)
- 14.** If yes, in which media have your found more about it ?

- a. Television (.....) b. Radio
- c. Hoarding board d. Magazine/Paper (.....) e. Others (.....)

**15.** In your opinion which one is the best media for noodles advertisement?

- a. Television (.....) b. Radio c. Hoarding board
- d. Magazine/Paper (.....) e. Others (.....) f. Poor (.....)

**16.** In your view what is the effectiveness of media advertisement upon consumption of noodles?

- a. Very High (.....) b. High (.....) c. Moderate (.....)
- d. Low(.....) e. Very Low f. Poor (.....)

**17.** Which noodles advertisement do you find more impressive ?

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

**18.** How do you perceive the advertisement ?

- a. Informative (.....) b. Entertainment (.....)
- c. Attractive (.....) d. Just for notice (.....)

**19.** What do you feel when you hear/ see the advertisement ?

- a. A packet of noodles (.....) b. convenience (.....)
- c. prestigious (.....) d. hunger(.....)

**20.** What degree of price sensitivity do you have in your brand preference ?

- a. Very High (.....) b. High (.....) c. Moderate (.....)
- d. Low(.....) e. Very Low f. Poor (.....) f. Poor (.....)

21. Which is the alternative choice if your favorite brand is not available?

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

22. Rank the following brands from 1 to 6 as your preference assuming that 1 for that best and 6 the least one considering the test of noodles.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

23. Rank the following brands from 1 to 6 as your preference assuming that 1 for that best and 6 the least one considering the quality of noodles.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

24. Rank the following brands from 1 to 6 as your preference assuming that 1 for that best and 6 the least one considering the cost of noodles.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

25. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best and 6 for the least one.

- a. Rara (.....) b. Wai Wai (.....) c. Mayos (.....)
- d. 2pm (.....) e. Marry (.....) f. Others (.....)

26. How do you evaluate these brands in respect to price ?

Brand Name	Expensive	Cheap	Reasonable
a. Rara	.....	.....	.....
b. Wai Wai	.....	.....	.....

- c. Mayos ..... ..
- d. 2pm ..... ..
- e. Marry ..... ..
- f. Others (please specify) ..... ..

**27.** Are you motivated by that during the period of promotional (gift/prizes) program?

- a. Yes (.....) b. No (.....)

**28.** To what extent are you motivated by gifts/prizes program?

- a. Very High (.....) b. High (.....) c. Moderate (.....)
- d. Low(.....) e. Very Low f. Poor (.....)

**29.** Which one is the most effective promotional factor that influences you?

- a. Cash Prizes (.....) b. Free Noodles (.....) c. Moderate (.....)
- d. Bumper Prizes e. Lottery Program (.....) f. Career Related (.....)

**30.** If a new brand is offered with more attractive gift/prizes, would you switch the present brand?

- a. Yes (.....) b. No (.....)

**31.** Which promotional activities do you think that motivate you more for noodles ?

- a. Advertisement (.....) b. sponsorship (.....)
- c. Gift/Prizes (.....) d. Others (.....)

**32.** If a new brand is offered with more attractive gift/prizes, would you switched from the favorite brand ?

a. Yes (.....) b. No (.....)

33. Evaluate the effectiveness of promotional activities of these noodles.

<b>Brand Name</b>	<b>Expensive</b>	<b>Cheap</b>	<b>Reasonable</b>
a. Rara	.....	.....	.....
b. Wai Wai	.....	.....	.....
c. Mayos	.....	.....	.....
d. 2pm	.....	.....	.....
e. Marry	.....	.....	.....
f. Others (specify) .....	.....	.....	.....

34. If you have any specific suggestions relating to brand preference?

.....  
.....