

CHAPTER 1

1. Introduction

1.1. Background

Nepal is a small landlocked Himalayan country situated at the heart of Asia. It is situated in the middle, between India in the west, south and east and Tibet Autonomous Region of China in North. This small country covers about 1,47,181 sq.km. Of land, of which 83% is occupied by high mountains and rolling hills and the rest 17% by Terai Region called Green baskets of Nepal.

Nepal is a landlocked as well as least developed country. More than 80% people are still in rural areas and most of them are not getting minimum physical facilities that are necessary for human being because of underdevelopment and their poverty. The annual per-capita-income for Nepal is just US\$ 230. Its economy is dependent on traditional agriculture. The agriculture plays major role in the Nepalese economy. It contributes more than 40% (economic survey, 2068) of total GDP and its major supplier raw materials to industries (Ghimire, 2015: 19).

Nepal is a labour- abundant country and still following a traditional style business. Labour is comparatively cheap in Nepal. Industrial development hasn't taken proper direction in Nepal so, the use of appropriate technology is still shy.

The world of business is becoming complex day by day. Competition in every business sector is increasing rapidly. In this situation, companies face difficulties to sell their products in the market smoothly (Aryal, 2015: 38). Due to globalization of the business the world has become small. If the company's marketing plan is better, company can easily get access to the market of the other parts of the world and can achieve their goals. So, company should know its market situation in targeted area. If Company is unknown on its market situation; they are blindly adopting the strategies in the market. In this modern marketing era, every marketer should understand that the marketing begins and led with consumer's satisfaction. Companies are adopting marketing policies and strategies to increase the sales through customer's satisfaction. So, a company always should be aware to know his market situation i.e. Are his promotional activities effective? Is his

distribution channel good? Are consumers satisfied with his product (i.e.: price, quality, pack and taste)? Why is another brand leading? are the main questions.

According to William J. Stanton, Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives. A review of various definition of marketing helps us to conclude that; Marketing is a process that is associated with flow of goods and services from the owners to the customers in a smooth and lubricated way

(Thapaliya, 2014: 21).

Marketing is defined in different ways keeping in view the objectives of producing goods and services. According to American Marketing Association, Marketing is a the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and service to create exchanges that satisfy individual and organizational objectives.

Today, every product has so many brands in market like: Instant noodles, noodles, brush, drinks, soaps, creams, hair oils, T.V., computer, cars, motorcycles etc. It means competition is high, so marketing field is challenging field. Business is facing today three major challenges and opportunities:

- 1 Globalization
- 2 Advance in technology
- 3 And deregulation

For each chosen target market, a firm develops a market offering that is positioned in the midst of buyers as delivering some central benefits. Marketers must try to understand the target market's needs, wants, and demands. A product or offering will be successful if it delivers value and satisfaction to the target buyers. The term markets cover various groups of customers. Today there is physical market places and digital market places, as well as mega marketers (Kotler, 2014: 28).

Cut-throat competition is main characteristics of the modern marketing world and Nepal is also not exception. Competition has been very tough in the Nepalese

consumer market together with increase in the number of units of industries producing different types of consumer goods. Today, dozens or probably more brands even specific product categories are being sold in the Nepalese market. Consequently, Nepalese consumer has wider choice while buying most of the products. They are no more compelled to buy any particular brand; rather they are free to choose whatever they like among different brands. This in turn, has increased the promotional activities in the country. Every seller is trying to prove his product as the best. This can be witnessed from the promotional efforts sellers are making by bombarding the consumers with T.V. commercials, radio ads, newspapers, posters, sign boards, and many tools appealing to buy their products. Consumers buy a specific brand to satisfy their physiological stimuli aware by different promotional campaign including advertising (Shrestha, 2012: 21).

Noodle History

Noodles have been a staple food in many parts of the world for at least 2,000 years, though whether the modern version of the stringy pasta was first invented by the Chinese, Italians, or Arabs is debatable.

Prior to the discovery of noodles at the Lajia archaeological site, the earliest record of noodles appears in a book written during China's East Han Dynasty sometime between A.D. 25 and 220, Lu said.

Other theories suggest noodles were first made in the Middle East and introduced to Italy by the Arabs. Italians are widely credited for popularizing the food in Europe and spreading it around the world.

In the context of noodles, there are so many brands found in Nepalese market produced by Nepalese companies. Chaudhary Group (CG) is one of the leading Companies in Nepal. This company produces many kind of foods item like noodles, biscuits etc. Concerning about “Wai Wai” it is noodles production of CG.

Wai Wai is a brand of instant noodles produced by CG Foods in Nepal and India. It is highly popular all over Nepal and Sikkim, West Bengal and other parts of India Wai Wai can be eaten straight from the package or cooked in soup form. Unlike ordinary noodles, wai wai is pre-cooked, flavoured, seasoned and fried before packaging. It

comes in various seasoning flavours. A pack of Wai Wai includes chili powder, masala (mixed spices) and onion oil which can be used to prepare the soup. Wai Wais are rich in carbohydrates, minerals and proteins. Chicken and vegetarian flavoured Wai Wai is the most popular flavours.

Wai Wai is perhaps the most common brand of dry foods in Nepal. Instant noodles consist of a major part of the dry foods sold in Nepal and are available in any part of the country.

Wai Wai produced in Nepal used to be exported to India. The rising popularity of Wai Wai in India led CG Foods to open factories in India. Wai Wai has gained popularity in about thirty countries around Asia and Europe, with most foreign tourists taking a liking to it and importing it into their respective countries.

Wai Wai was launched in Nepal initially with the collaboration of Thai Foods Industries, and has led to establishment of a huge market for instant noodles in Nepal. After about 2 decades, there are over 20 different brands of instant noodles in Nepal, providing various seasoning, flavours and diets ([http://en.wikipedia.org/wiki/Wai-Wai_\(food\)](http://en.wikipedia.org/wiki/Wai-Wai_(food))).

1.2. Significance of the Study

Industrialization plays a vital role in the development of every country. Competition occurs among industries to sell their products in the market. To get success from the competition, it needs proper marketing management and policy. Nepal is dependent on agriculture, as well going on the way of industrialization slowly. Whether it is agricultural or industrial sector marketing plays very important role in drawing attention in consumer towards the products.

Today's marketing era is modern marketing era. Our companies are lacking by the better marketing policies, management and strategies. CG is one of leading company in Nepal for noodles. The primary objective of this study is to know the marketing policy and structure of CG and is expected to find out the positive/negative market aspects in the context of 'Wai Wai' in Hetauda Sub-metropolitan city, which may be useful in some same or other industries to give an

insight to their own policy and reformulate it to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and structure and willing to take the lesson from the success or failure of other firms may be benefited by the study. Moreover, this study is concerned in partial fulfillment of the requirement for the degree of MBS.

1.3. Statement of the Problem

Previously market was not so competitive. There were only limited brands available in the market. In the context of noodles also market was not so competitive before few years ago. But today, competition is very high because many companies are involved in producing noodles in Nepal. So without advertising, maintaining standard quality and without giving effective services, there is no possibility to sale the noodles.

Noodles marketing are increasing day by day due to growing population, as well as consciousness of health. Today's attractive advertising from different media is also a reason for growing market of noodles.

Since our topic is "A study on Market Suitation of Wai Wai Brand in Hetauda Sub-metropolitan city Hetauda.", it is necessary to review the Market Situation of Brand of Noodles that is produced by Chaudhary Group as compared with other brand of noodles produced by other companies. Market of noodles is increasing day by day and it is a very important source to increase the National Income. This has also necessitated reviewing all the internal and external factors that may positively or negatively affect this type of business. This study has aimed at listing all the problems that this industry is facing, analyzing them and correcting them, if necessary so that concerned industrialist as well as state and other interested parties could be benefited. In this regard we will have to study the market situation that this industry faces, specially emphasizing 'Wai Wai' brand due to the nature of the study. Before analyzing the market situation of 'Wai Wai' brand we will have to be, first of all, fully aware of following questions:

1. What is the selling position of 'Wai Wai' in Hetauda Sub-metropolitan city?
2. What is the promotional problem? i.e. advertisement, sales promotion, personal selling.

2. What is the selling growth trend of noodles?
4. What is overall marketing situation of 'Wai Wai'?

1.4. Objectives of the Study

To face the above problems this study is conducted with the following objectives:

1. To find out the selling position of 'Wai Wai' in comparison to other brands.
2. To study the consumers view about. Price, pack, and quality of the 'Wai Wai' with other brands.
2. To study about the promotional activities of 'Wai Wai'.

1.5. Limitation of the Study

Here are always many problems that occur in the way of any work. Some problems might be solved and some might not be. The problems which might not be solved may be called the limitations. These are the limitations of this research work.

- (i) This study is done in Hetauda Sub-metropolitan city only.
- (ii) Most of data used in this study have been obtained through questionnaire, interview, so most data are primary. Data are based on sample survey conducted in Hetauda Sub-metropolitan city.
- (iii) The study covers small segment of Nepalese market.
- (iv) Time was also limited during this study.
- (v) The study is based on primary data and is supported by secondary data.

1.6 Organization of the Study

This research work is divided into five chapters. These are:

- 1. Introduction Chapter:-** This chapter provides general introduction of marketing, market situation of present stage in the real field. Significance/Objectives/ Limitation of the study and Statement of problems are also a part of this chapter.
- 2. Review of literature:-** This chapter provides information about different issues of marketing, related with this topic by the help of different books,

journals, reports, website and research.

2. **Research Methodology:-** This chapter provides information about the data collection procedure.
4. **Data Presentation and Interpretation:-** In data Presentation and Interpretation chapter, research data are tabulated and are shown in the form of table and bar graphs.
5. **Conclusion:-** And last chapter is concerned with summary, major finding and recommendation.

CHAPTER 2

2. Review of Literature

2.1. Introduction

Chaudhary Group started to produce 'WaiWai' in collaboration with Asian Thai Food in 1977 A.D. This company now produces many varieties of noodles; 'WaiWai' chicken', 'WaiWai' Vegetarian' 'WaiWai Tandoori' are popular noodles. From the very beginning it has been able to retain its top position in Nepalese market. After that Mayos was introduced in 2012. Again another brand '2 PM' was produced and marketed by Himalayan Snacks and Noodles. It seems 'Mayos', '2 PM', 'WaiWai' 'Rara' and 'Rumpum' are best brands in market.

Whenever we discuss about market situation we should focus on four components (4 Ps) of the marketing they are promotion, product, price and place. So in this chapter the researcher reviews the related topics.

2.2. Marketing (Conceptual Framework)

Marketing is typically seen as the task of creating, promoting, delivering goods and services to consumers and business. In fact, marketing people are involved in marketing types of entities:- goods, services, experiences, events, person, places, properties, organizations, information, and ideas (Kotler, 2014: 3).

The numerous definitions are offered for marketing, we can distinguish between a social and managerial definition. A social definition shows the role of marketing in delivering a higher standard of living for the society that serves our purpose as follows:

Marketing is a societal process by which individuals and groups obtain what they need through creating, offering and freely exchanging products and services of value with other.

For a managerial definition, Marketing has often been described as an art of selling products. But people are surprised when they hear that the most important

part of marketing is not selling! Selling is only the tip of the marketing Iceberg (Kotler, 2014:8).

Another definition given by William M. Pride and O.C. Ferrell attempts at viewing marketing as a set of diverse marketing group of activities performed by diverse group. Marketing consists of individual and organizations that facilitate and expedite the flow of goods and services from producers to consumers satisfying exchange relationships in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas.

2.3. Marketing Concepts and Orientation

It is a fundamental idea of marketing that organizations survive and prosper through meeting the needs and wants of customers. This important perspective is commonly known as the marketing concept.

The marketing concept is about matching a company's capabilities with customer wants. This matching process takes place in what is called the marketing environment. Businesses do not undertake marketing activities alone. They face threats from competitors, and changes in the political, economic, social and technological environment. All these factors have to be taken into account as a business tries to match its capabilities with the needs and wants of its target customers.

An organization that adopts the marketing concept accepts the needs of potential customers as the basis for its operations. Success is dependent on satisfying customer needs. Businesses also try to communicate the relevant features of their products through advertising and other marketing promotion. (tutor2u.net/business/marketing/marketing_concept.asp)

The net result of all this economic activity was heavy competition for the consumer dollar. Businesses quickly came to realize that if they were going to get their share of those dollars, they were going to have to become more consumer oriented. This change in philosophy became known as the marketing concept.

Although this philosophy had been taking shape for nearly seven years, it was not articulated until it appeared in the 1952 annual report of General Electric. One widely used definition evolving from the report's description is, an organization-wide consumer orientation with the objective of achieving long-range profitability. As this definition implies, there are three parts to the marketing concept. They are:

1. A customer focus: The marketing concept begins with the premise that the starting point for business decisions is the customer's needs and wants. Those needs and wants are carefully researched and thoroughly analyzed. Then, goods and services are identified and/or developed to satisfy them.
2. A profit goal: The marketing concept dictates that goods and services made available by a business must be produced and sold at a profit. The profit objective is integral to the survival and growth of the business. Without it, the business would not be available to serve the needs and wants of customers.
3. A total company effort: Effective implementation of the marketing concept requires involvement of employees from all departments at all levels of the business. Training must be provided and employees must be motivated to achieve the common goals of maximum customer satisfaction and profitability.

Most of the changes in management practice have been related to changes in thinking inherent in the marketing concept. These include making decisions on the basis of customer needs and wants instead of production schedules and sales goals, viewing profit as an objective rather than an accounting outcome, and taking an active interest in all aspects of the business. Putting the marketing concept into practice has also forced managers to think through what they are going to do and their reasons for doing it.

(www.answers.com/topic/marketing-concept)

Evolution of Marketing

The evolution of Marketing has been analyzed in similar way by various authors in their independent works. Some of the authors as William J. Stanton, Phillip Kotler & Gary Armstrong are of the view that there are different stages in the process of evolution of marketing as follows.

a. Production oriented Stage

The production concept lies in the philosophy that consumers will favour products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency (Kotler, 2012: 17).

These Authors believe that that is a useful philosophy in two types of situations

1. When the demand of a product exceeds the supply, management should look for ways to increase production.
2. When the cost of production is high and is required to decrease to expand market (Kotler P. and Armstrong, 2011: 14).

a) The product Oriented Stage

The idea that the consumer will favour products that offers the most quality, performance and features and that the organization should therefore, devotes its energy to making continuous product improvements (Kotler, 2012: 18).

b) The Sales Oriented Stage

This stage emerged with the philosophy that consumers would not buy enough of the organizations' products unless the organization undertakes a large-scale selling and promotion effort.

c) Marketing Oriented Stage

The basic target of this stage is that the achievements of organizations goals depend on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than do competitors.

d) Societal-Marketing Oriented Stage

This is the latest development in the field of marketing. The stage is based upon the fact that the organization should determine the needs/wants and interests of the target markets and deliver the desired satisfactions more effectively and efficiently than do competitors in a way that maintains or improves the consumer's and society's well being.

Table No. 1: Comparative features of Marketing Concepts

Concept	Starting Point	Focus	Means	Ends Objectives
1. Production concepts (Aims at selling what can be product)	Factory	Production Oriented	1. Mass Production 2. Low Price 3. Wide availability	Profit through production efficiency
2. Product Concept (Aims at improving the product)	Factory	Product Quality Oriented	4. High Quality 5. Innovation 6. Performance	Profit through well-made products
3. Selling Concept	Factory	Sellers needs Oriented	7. Guarantee 8. Aggressive Selling 9. Heavy Promotion	Profit through high sales volume
4. Marketing Concept	Market	Customer needs Oriented	10. Integrate Marketing 11. Intergrate Marketing	Profit through customer satisfaction
5. Social Marketing Concept (Aims at Promoting social welfare)	Market	Social Responsibility Oriented	12. Concern for social welfare	Profit through customers and social well beings

(G.R. Agrawal, 2015: 17)

2.4. Marketing Management

According to G.R. Agrawal, Marketing management is getting the marketing jobs done by working with and through people to achieve marketing objectives. It involves analyzing, planning, implementing, and controlling the marketing efforts. It coordinates physical, human, financial and information resources available to marketing (Agrawal, 2014: 8).

Coping with exchange process calls for a considerable amount of work and skill. Marketing management takes places when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

According to Kotler, Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management is the conscious effort to achieve desired exchange out come with target market.

2.5. Marketing Environment

The market environment is a marketing term and refers to all of the forces outside of marketing that affect marketing management's ability to build and maintain successful relationships with target customers. The market environment consists of both the macro environment and the microenvironment.

The microenvironment refers to the forces that are close to the company and affect its ability to serve its customers. It includes the company itself, its suppliers, marketing intermediaries, customer markets, competitors, and publics.

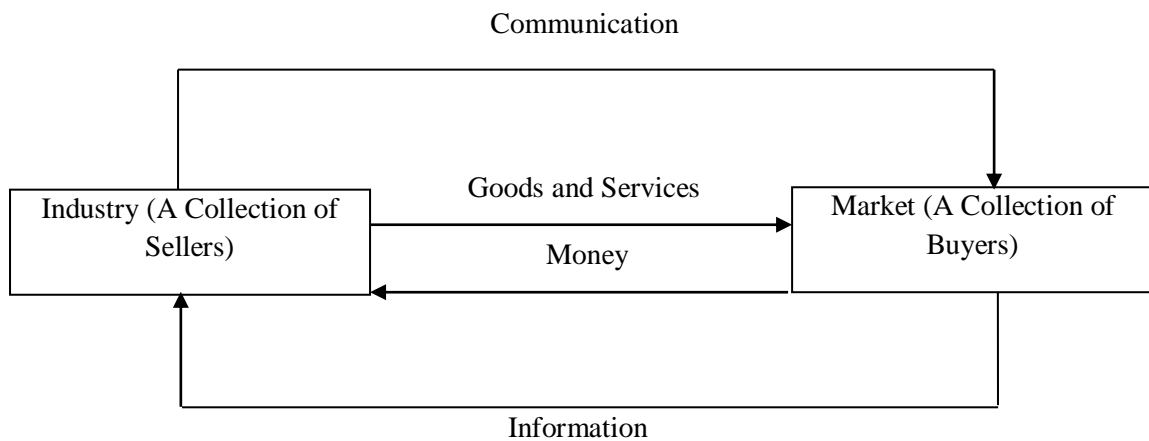
a) Market

The concept of exchange leads to the concept of a market. A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want.

Thus the size of the market depends upon the number of persons who exhibit the need, have resources that interest others, and are willing to offer these resources in exchange what they want. Originally the term market stood for the place where buyers and sellers gathered to exchange their goods, such as a village square. Economists use the term market to refer to a collection of buyers and sellers who transact over a particular product or product class, hence the housing market, the grain market, and so on. Marketers, however see the sellers as constituting the industry and the buyers as constituting the market. The relationship between the

industry and the market is shown in figure below:

Figure No. 1: Relationship between the Industry and the Market



The sellers and the buyers are connected by four flows. The sellers want to sell goods and services and communicate it to their market; in return they receive money and information. The inter loop shows an exchange of money for goods. The outer loop shows an exchange of information.

Each nation's economy and whole world economy consist of complex interacting sets of markets that are linked through exchanged processes. The concept of markets brings us full circle to the concepts of marketing. Marketing means human activity taking place in relation to markets. Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants.

b) Competitor

In a general sense, a competitor is one who sells a product or service that in the view of the buyer is substitutable for some other brands. Competitor is one who would be supplying the same type of substitutable product in the target market. Competitions operate at two levels; industry level and market level.

(i) The Industrial Level

At the industrial level, competition is generic where several firms offer different products that can satisfy a particular class of need. In simple meaning if two or more companies have similar products, same markets and consumers, these companies are competitors of each other. We can distinguish four levels of competitors based on

the concept of product substitution.

- A company can see its competitors as other companies offering a similar product and services to the same customers at similar prices. Thus Bike might see its major competitors to be Ford, Toyota, Honda, Renault, and other manufacturers of moderate price automobile. But it would not see itself as competing with Mercedes, on the one hand, or Yug Automobiles, on the other.
- A company can see its competitors more broadly as all companies making the same product or class of products. Here Bike would see itself as competing against all other automobile manufacturers.
- A company can see its competitors even more broadly as all companies manufacturing products that supply the same service. Here Bike would see itself competing against not only other automobile manufacturers but also manufacturers of Bikes, bicycles, and trucks.
- A company can see its competitors still more broadly as all companies that compete for the same consumer dollars. Here Bike would see itself competing with companies that sell major consumer durable, foreign vacations, new homes, major home repairs, and so on.

(ii) The Market Level

At the market level, competition is between product class and between brands. This is closer concept of competition where each firm has to closely watch the plan, programs, activities, and action of competitors.

The sellers in the product class of computers are more closely, IBM PC has to compete with Compaq, Dell and many other manufacturers and assemblers of personal computers. In Nepal we can take an example of WaiWai and Mayos (Koirala, 2070 : 135/136.)

2.6. Segmentation

Market segmentation is the process of dividing the total market into homogeneous groups of customers who share similar needs and characteristics. According to Prof. William J. Stanton, Market for a good or service into several smaller groups, such that the members of each group are similar with respect to the factors that influence demand.

Requirements for market Segmentation: -

- a) Measurable
- b) Differentiable (Divisible)
- c) Accessible
- d) Profitable
- e) Actionable

Benefits of Segmentation: -

- a) Effective identification of market opportunities
- b) Effective use of marketing resources
- c) Effective competitive response
- d) Market specialization
- e) Environmental adaptation

Disadvantages of Segmentation:-

- a) Increase in Production cost
- b) Increase in marketing expenses
- c) Poor Market coverage
- d) Lack resources
- e) High Risk

(Agrawal, 2014 : 51/52/53/54)

New Criteria for Market Segmentation

Segmentation analysis has developed out of several key premises:-

1. Traditional demographic methods of market segmentation do not usually provide this knowledge. Analysis of market segments of age, sex, geography, and income level are not likely to provide as much direction for marketing strategy as management requires.
2. In today's economy, each brand appears to sell effectively to only certain segments of any market and not to the whole market.
3. Sound marketing objectives depend on knowledge of how segments, which produces the most customers for a company's brand, differ in requirements and capabilities from the segments, which produces the largest number of

customers for competitive brands.

Once the marketing director discovers the most pragmatically useful way of segmenting his market, it becomes a new standard for almost all his evaluations. He will use it to appraise competitive strengths and weakness, to plan his product line, to determine his advertising and selling strategy, and to set precise marketing objectives against which performance can later be measured (Daniel, 2010 : 37/38).

2.7. Some Repeated Terminologies

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

Brand Name: That part of a brand which can be vocalized the utter able.

Brand Marks: That part of a brand, which can be recognized but is not utter able, such as symbol, design, or distinctive coloring or lettering.

Trade Mark: A brand or part of a brand that is given legal protection because it is capable of exclusive appropriation. A trademark protects the seller's exclusive rights to use to brand name and / or brand mark.

Copyright: The exclusive legal rights to reproduce, publish, and sell the matter and form of a literary, musical, or artistic work.

Packaging: Packaging consists of the activities of designing and producing the container or wrapper for a product. The container or wrapper is called the package. The package might include up to three levels of material.

1. The primary package is the product's immediate container. Thus the bottle holding old spice after-shave lotion is the primary package.
2. The secondary package refers to material that protects the primary package and is discarded when the product is about to be used.
3. The shipping package refers to packaging necessary for storage, identification, or transportation.

Labeling: It refers to the process of giving label in the packaging. It consists of printed information, as Brand, grade description.

Producers: The producers of consumer products are manufactures, processors and assemblers who gather factors of production to make products desired to be used by individuals and households. The size of producers widely differs between products and markets, ranging from cottage level producers to large multinational companies who often operate several manufacturing units across the world.

Many small producers perform all the distribution functions and directly deal with the consumers, while some manufactures also maintain their own distribution networks. However, all large number of manufacturers depends on marketing intermediaries to distribute their products. Producers perform major distribution function, such as carry of inventory, demand or sale generation, physical distribution, and after-sales service and credit extension to customer. The producer usually transfers a part of the distribution function to other channel components, such as agents, wholesalers and retailers.

Agents: Agents generally work for the principal. They negotiate the sales or purchase transaction on behalf of the principal. In the consumer marketing channel system, the agents generally work for the producer. Agents normally work on a commission on sale basis. Agents do not take title to the goods they handle however, they unit the producer with the buyers. Brokers and sales agents provide an important link between the producer and wholesalers. Brokers have limited authority on negotiation to deal and mainly perform the function of identifying, locating and contacting buyers for the producer. The sales agents have fully authority to negotiate the deal on behalf of the producer.

Wholesalers: Wholesalers are merchants who normally buy from several producers and sell to a large number of retailers and other institutional customers. They are often called dealers or distributors. There are different types of wholesale establishments who differ in terms of merchandise they handle, their methods of operation and breadth of services they provide to producers and retailers. However, they have one common feature: they take full title to the merchandise they handle. They also perform storing, promotion and credit extension functions in the channel system. In case of consumer products, wholesalers are an important link

between the producer (or agent) and the retailers.

Retailers: Retailers buy merchandise from the producers and wholesalers and sell them to the consumers. Retailers vary widely in terms of their size of operation. They range from street vendors to large retail establishments like department stores and super markets. Retailers also take full title to the merchandise they handle. Retailers also perform storing, Promotion and credit extension functions to a limited level (Koirala, 2014: 215/16/17/18).

2.8. The Marketing Concept in Nepal

- a) The economy of Nepal is characterized by excessive dependence on agriculture. The industrial sector is in a developing stage. The role of services has been growing in the recent years. Due to the topographic diversity of the country coupled with poor transport and communication facilities, marketing has remained fragmented.
- b) Marketing has traditionally remained a neglected aspect in Nepal. Enterprises tend to concentrate on production and selling rather than marketing. The selling concept has been serving as the marketing philosophy of Nepalese managers. The public sector has generally remained indifferent to the marketing concept.
- c) The public sector remains dominant in the Nepalese economy. The private sector is developing and dominated by the family owned and managed business. The advent of global companies, especially in tourism and finance sectors, has resulted in the transfer of new marketing skill along with capital and technology.
- d) The marketing concept has not been embraced by most Nepalese organizations. This is clear from the following points.
 - Management Philosophy of most organizations of Nepal do not emphasize customer orientation.
 - Target markets have not been clearly defined by most Nepalese organizations
 - Marketing information system has remained very weak in most organizations.
 - Marketing activities have remained fragmented in the organization structures. They have not been organizationally coordinated. Marketing department has

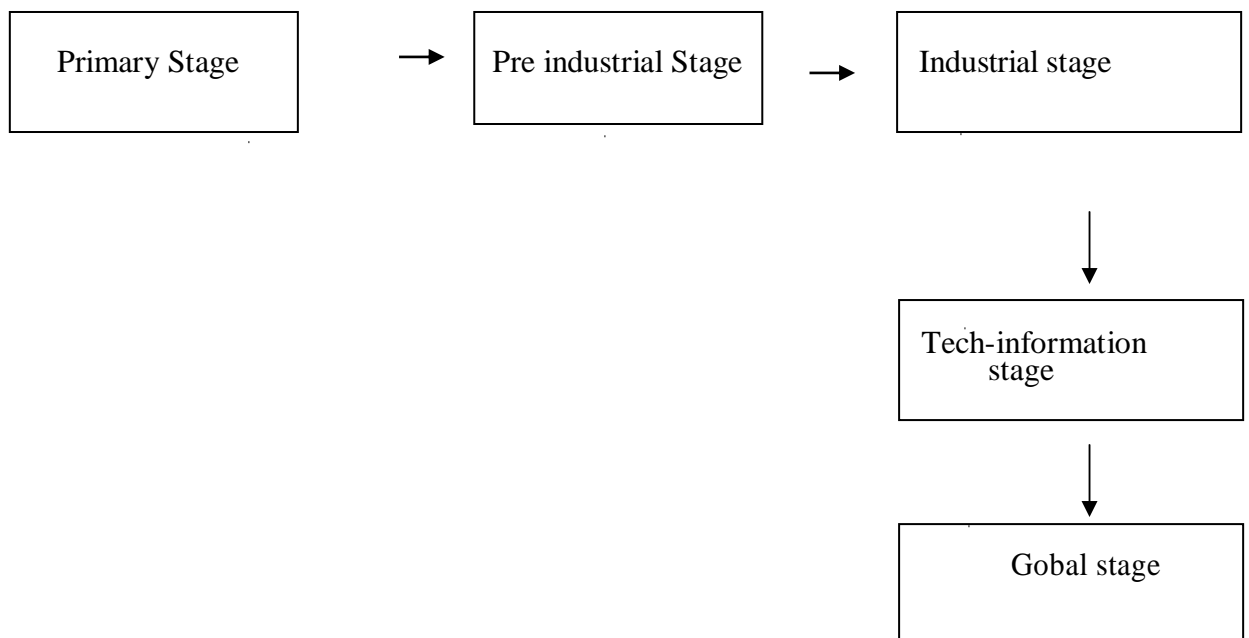
not become a part of the top management team.

- Organizations tend to be more interested in producing products and making profit through selling and production. They seem least concerned about satisfying the needs of the customers.
- e) Prospects for the Marketing Concept: Nepal has experienced significant socio economic changes over the last 25 yrs. The supply-driven marketing where organizations could sell everything is increasingly way to demand driven marketing. The realization is gradually coming that customers and their needs are important in marketing. Giving The increasing intensity of competition in the Nepalese market has also helped in these regards

2.9. Development of Marketing

Marketing has developed in an evolutionary rather than revolutionary fashion. Its development has been influenced by the progress of civilization and economic development of nations.

Figure No. 2: Stages of Marketing Development



(Agrawal,2014 : 2)

2.10. Basic Principle of Marketing Concept

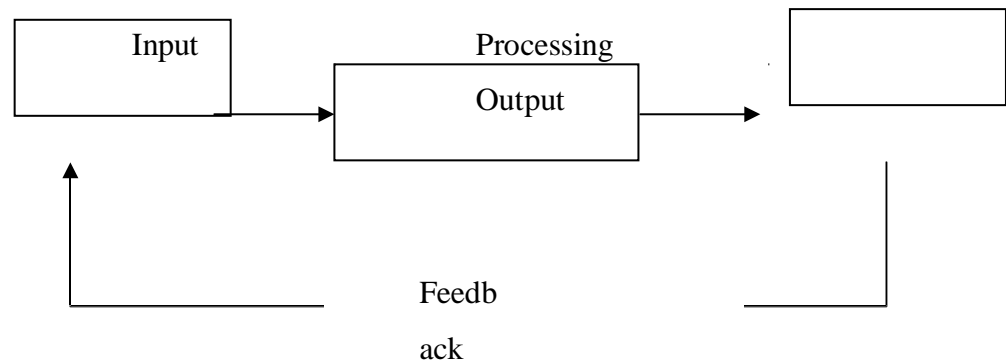
1. **Target Market focus:** The principle of marketing concept emphasizes that no organization, business or non-business, big or small can operate in every market and satisfy every category of needs of the market. An organization can do better if it can define the boundaries of its operation and follow a market tailored business strategy.
2. **Customer orientation:** The principle of customer orientation calls for the organization to carefully and accurately define customer needs from the customers' point of view. They have to use the tool of market research to understand customer needs.
3. **Integrated marketing:** The principle of integrated marketing calls for a full coordination and integration of the various marketing activities performed within the organization.
4. **Profitability:** The principle of profitability calls for an analysis of every business opportunity from the view point of profitability and survival of the organization. The market oriented organization, however, sacrifices short-term profit opportunities and targets at long term profits through creating and retaining satisfied customers. (Koirala, 2070:16).

2.11. Marketing System

A marketing system is an unified whole composed of interrelated and interacting subsystem to achieve desired objectives. Marketing is a dynamic system consisting of Input-processing-output-Feedback showing in figure.

- a. Input of the marketing system consists of the marketing mix elements product, price, and promotion, place.
- b. Processing of the marketing system consist of environmental influences and buyer decision processes.
- c. Output of the marketing system consists of customer response reflected by profit, market, share, social welfare, and organization image.
- d. Feedback provides information to design input.

Figure No. 3: Marketing System



(Agrawal,2014: 25.)

2.12. Marketing Mix

Marketing is the process of choosing markets to be in, products to offer, prices to change, distributors to use, and messages to send. Organization must create and maintain an effective marketing mix that satisfies customer needs (Agrawal, 2014: 28/29).

Definition

Marketing mix is the set of marketing tools that organizations use to pursue their marketing objective in the target market.

2.13. The Tools of Marketing Mix are Known as 4 Ps

It is necessary to go in brief of tools of marketing mix. Always market situation is measured with the help of tools of marketing mix i.e. 4 Ps. If we neglect one from other the effectiveness of market situation is not measured by better way. Now, respectively we discuss about: - product, price, distribution channel and promotion.

2.13.1. Products

In a narrow sense, a product is a set of attributes assembled in an identifiable form. Each product is identified by a commonly understood descriptive (or generic) name, such as steel, insurance, tennis rackets or entertainment. Product attributes such as brand name and post sale service that appeal to consumer motivation or buying patterns play no part in this narrow interpretation.

In marketing we need a broader definition of product to indicate that consumers are not really buying a set of attributes, but rather benefits that satisfy their needs. A product is a set of tangible and intangible attributed, including packaging, color,

price, quality, and brand, plus the seller's services and reputation. A product may be a good, service, place, person, or idea. In essence, then, consumers are buying much more than a set of physical attributes when they buy a product. They are buying want satisfaction in the form of the benefits they expect to receive from the product. We divided all products into two categories –

(a) Consumer products

(b) Business Products

This research is concerning with consumer product so, goes ahead with consumer product:-

Consumer products are intended for use by household consumer for non business purposes. A product is anything that is capable of satisfying human needs and wants. Philip Kotler defines a product as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need. (William J. Stanton, 2008: 210/211).

What is Product Quality?

When considering the physical product apart from the additional attributes, real or fancied, bestowed on it by an effective marketing program, the manufacturer's attention is usually centered on "product quality". In this context product quality is often measured in terms of the purity or grade of material used, the technical perfection of design, and exacting standard of production. The level of quality is usually set in terms of either meeting or beating competition. Once a level of product quality, in this sense, has been determined, most firms carry out rigorous programs of quality control and product testing to ensure that technical standards of product quality are upheld.

How Brands Influence People?

This first thing to recognize when we talk about brands is that they are not just names, terms, symbols, designs or combinations of these, although it is true to say that such things can differentiate certain products and companies from others. The additional ingredient that makes a successful brand is personality.

Today leading brands are personalities in their own right and are well known in all

societies and cultures as film heroes, cartoon characters, sports stars, or great leader. Thousands of people relate to brand personalities in the same ways as they do to human personalities. There is of course, a psychological basis to this, and the psychology behind brands really stems from Carl Jung's work where he described the four functions so mind-thinking, sensation, feeling and intuition. The secret to successful branding is the influence the ways in which people perceive the company or product, and brands can affect the minds of customers by appealing to these four mind functions, or combinations of them.

Some brands appeal to the rational part of a person, to the elements of logic and good sense (the thinking dimension) such as noodles, which prevents decay and cholesterol-free foods. Others appeal to the sense of smell, taste, sight, and sound such as fashion and cosmetic products. Some brands attract the emotional part of people appealing to the feeling's dimension to which consumers react with feelings of warmth, affection, and belonging. Products such as Harley-Davidson motorcycles and companies like Benetton with its global village branding exemplify these. (Catatan, 20Aug, 2010)

People Prefer to Buy Brands

Brands are also successful because people prefer them to ordinary products. Today's world is characterized by more complex technology, and this can be extremely confusing to people who are not technology minded. Brands can play an important role here by providing simplicity and reassurance to the uninitiated, offering a quick, clear guide to a variety of competitive products and helping consumers reach better, quicker decisions.

Ethics and target marketing (The Role of Product Harm and consumer Vulnerability)

It is not surprising to find that Tedlow's (1990) historical account of marketing in America is a history of market segmentation. Market segmentation, with its concomitant target marketing (targeting), is one of the most important concepts in marketing. The essence of market segmentation, recognizing the differences among customers and choosing to target segments of them with similar needs has reached its zenith in the late 20th century. Many consumer markets have fragmented, increasing the need for sharply focused target marketing. Marketers, aided by

information technology, have responded with strategies aimed at smaller and hence more exclusive groups of consumer, even to the point of program directed at the individual consumer. The sophistication of target marketing and reorganization of its importance as a means of achieving efficiency and effectiveness have never been greater. But despite its role in identifying and servicing customer needs, more focused target marketing has been accompanied by increased criticism. In particular, extensive media attention has been devoted to the targeting of adult consumer segments viewed as “vulnerable”, with products considered “Harmful”, which is the focal issue addressed here. This criticism of targeting has included products such as lottery tickets, fast food, weight loss products, contraceptives, rental furniture and electrical equipment, food supplements, and financial services, such as auto insurance and credit cards. Most extensive, however, has been the criticism of the targeting to alcohol and tobacco products, notable uptown and Dakota cigarettes and power master malt liquor. In many respects, targeting epitomized the marketing concept. Nonetheless, on occasion it has resulted in controversy and even has been criticized as unethically. This seemingly paradoxical outcome has received little theoretical or empirical scrutiny, yet it is clearly of importance to marketing theory and practice. Certainly, marketers and public policymakers must respond if there is public disquiet over targeting and therefore should be interested in its causes and consequences. Marketers might need to be especially responsive if their practices result in diminished reputation of the firm, lost sales, and potentially, the regulation of targeting. From a theoretical standpoint, it is important to determine whether there are boundary condition to the assumed benefits of the targeting concept, in other word, the potential for controversy and ethical concern might suggest that targeting is in appropriate for some products and markets.(Smith N.C. and Martin E.C. vol 61. 2012).

2.13.2. Pricing

Price is the value placed on what is exchanged. Something of value; usually purchasing power is exchanged for satisfaction and utility. Goods, services, ideas, advice, rights etc., are exchanged and their value measured by their price. Price is usually expressed in term of monetary units. Pricing is the act of determining the exchange value between the purchasing power and utility or satisfaction acquired by an individual, group or an organization through the purchase of goods, services, ideas,

rights etc.

Traditionally, price has operated as the major determinant of buyer choice. This is still the case in poorer nations, among poorer groups, and with commodity-type products. Although non-price factors have become more important in buyer behavior in recent decades, price still remains one of the most important elements determining company market share and profitability. Consumers and purchasing agents have more access to price information and price discounters. Consumers shop carefully, forcing retailers to lower their prices. Retailer put pressure on manufacturers to lower their price. The result is a market place characterized by heavy discounting and sales promotion.

All profit organizations and many nonprofit organization set prices on their products or services. Price goes by many names.

Price is around us. You pay rent for your apartment, tuition for your education, and fee to your physician or dentist. The airline, railway, taxi and bus companies charge you a fare, the local utilities call their price a rate, and local bank charges your interest for the money you borrow. Your regular lawyer may ask for a retainer to cover her services. The 'Price' of an executive is a salary, the price of a salesperson may be a commission, and price of a worker is a wage. Finally, although economists would disagree, many of us feel that income taxes are the price we pay for the privilege of making money (David J. Schwartz, 2001: 271).

Price is the marketing-mix element that produces revenue, the others produce costs. Price is also one of the most flexible elements. It can be changed quickly, unlike product features and channel commitments. At the same time, price competition is the number one problem facing companies. Yet many companies do not handle pricing well. The most common mistakes are these:-

1. Pricing is too cost-oriented.
2. Price is not revised often enough to capitalize on market changes.
3. Price is set independent of the rest of the marketing mix rather than as an intrinsic element of market positioning strategy, and
4. Price is not varied enough for different product items market segments, and purchase occasion.

(Kotler Philip, 2014: 456.)

In setting its pricing policy, a company follows a six-step procedure: -

1. It selects its pricing objective survival, maximum current profit, maximum market share, maximum market skimming, or product-quality leadership.
2. It estimates the demand curve, the probable quantities that will select each possible price.
3. It estimates how its cost varies at different levels of output, at different levels of accumulated production experience, and for differentiated marketing offers.
4. It examines competitor's cost, price and offers.
5. It selects a pricing method.
6. Finally, it selects the final price, taking into account psychological pricing, and the influence of other marketing-mix elements on price, company pricing policies, and the impact of price on other parties.

Company do not usually set a single price, but rather a pricing structure that reflects variations in geographical demand and cost, market-segment requirements, purchase timing, order levels, and other factors.

Several Price-adaptation strategies are available:-

1. Geographical Pricing
2. Price discounts and allowances
3. Promotional Pricing
4. Discriminatory Pricing

Product-mix pricing, which includes setting prices for product lines, optional features, captive products, two part items, by-products, and product bundles.(Kotler,2014:482/83).

Quality Tier Competition: How Price Change Influences Brand Choice and Category Choice?

National brand expenditures on sales promotion for frequently purchased consumer products have increased dramatically in the past decade, with many companies spending more on promotions than they do on advertising. Understanding the effects of price promotional strategies has become important with the growing success of private label brands. Indeed, the increasing presence of private-label brands means that brands price promotions. Managers of national brands must understand the exact nature of the impact of private-label brands so compete effectively in the marketplace.

Previous research on quality tier competition focuses on brand switching between high and low-quality brands (i.e., “what” aspect). Evidence from these early studies suggests that quality tier competition is asymmetric—that is, consumers respond to price promotions more to: switch up than to “switch down” quality tiers. These findings could be explored further by considering the category purchase aspect of the consumer choice decision. The incidence aspect of purchase behavior, the “whether” decision, is the choice to buy the product category now or later. Manufacturers are typically more interested in the “What” aspect and retailers in the “whether” aspect, but investigation how asymmetric competition completion works in both of those dimensions could have very different implications. For example, the dominance of the “what” aspect calls for strategies to attract customers from other brands, dominance of the “Whether” aspect, however, indicates that the competition is not direct.

Past research shows the relative advantages of high quality brands over low-quality brands when prices are cut, however, the effects of price increases have not been examined. A separate and independent stream of research on responses to price changes established that consumer in fact a respond differently to price increases and decrease. Consequently, research on quality tier competition could benefit by incorporating the differential responses to price increase and decrease (Sivakumar and Raj, 2012:71/84)

Moreover other important part is buying behavior so we review in short for this concept also.

How to convert Customer Desire into a Sale?

Consumers always want more. It does not matter what is being offered. If it is there, they have at least a twinge of desire for it. But how do you take that desire and convert it into a sale? To push a sale across the finish line you need buying stimulators. The stimulators are:

a. Fear of Loss

One of the best stimulants for buying is not only to say how the customer will benefit from your product, but to mention how they will use if they do not buy your product. The fear of loss drives a sale as much as the customer’s desire for the product or service remind the customer that they can either use your product or service, or they and live with the consequences, you could say

something like, The choice is yours. You can live the life you have always dreamed of, or you can stick with your dead-end job for the next thirsty years.

b. Increase Buying Options

A wide variety of buying methods exist for one reason not everyone likes to buy the same way. Some people like to order over the phone, someone line, some through mail, some through fax. And not everyone likes to use credit cards; some people like to use cheques or cash. The points are, when you increase your buying options, you appeal to more people. Give your customers what they want and they will give you what you want.

c. Appeal to the Emotions

People buy a product or use a service because they expect to feel a certain way afterward. We buy vitamin supplements because they will make us feel stylish and affluent. So think about the benefits of your product and convert those benefits into feelings. If you are selling a business opportunity, emphasize on how great people will feel when they work for themselves with no boss and no set schedule. I you sell sports equipment, focus on how your quality goods will improve technique and make your customers winners. Use vivid, picturesque words to dramatize the feelings your customers will experience after they buy your product or service.

d. So Many Choices, So Much Indecision

The most successful advertisement focus on one product or service. Do not make the mistake of trying to list all your products and services in one advertisement. Do not give the customer a choice. If they have to deal with more than one product, your will have mass indecision on your hands. Make the choice as easy as possible, or you will lose the sale.

e. Simplify the Process

The easier something is, the more people want to do it your customers do not want to deal with a difficult ordering or purchasing process, so make the procedure as simple, quick and pleasant as possible.

2.13.3. Distribution

Distribution is concerned with all business activities revolving around the problem of getting the product from the place of manufacturing to the final consumer.

Distribution deals with two aspects of product movement: marketing channels and distribution is the system of relationship among the various persons and institutions involved in the process of movement and ownership of products and facilitating exchanges. Distribution logistic is concerned with the physical movement of products.

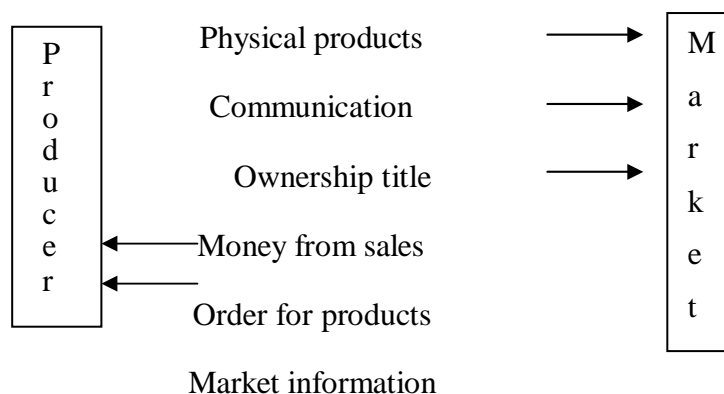
Most producers do not sell their goods directly to final users. Between producers and final users stands one or more marketing channels, a host of marketing intermediaries performing a variety of functions. Marketing channel decisions are among the most critical decision facing management. The company's chosen channel(s) profoundly affect all other marketing decision.

Channels of distribution

Meaning of marketing channels

According to William J. Stanton, A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product move from producer to ultimate consumer or business user (William, 2015: 363). The channel of distribution involves several individuals and institutions such as producer, suppliers, industrial users, brokers, agents, wholesalers, retailers and consumers. It also includes several flows in the system. It consists of forward flows and backward flows. The forward flows move from producers to the market. There are three forward flows: product flow, communication flow and ownership flow. The backward flows move from the market to the producers. The backward flows are: money from sales, orders for products, and market information.

Figure No. 4: Channel Structure for Consumer and Industrial Products



The channel structure is a combination of channel components and channel levels. The channel components are the type of channel participants involved in the channel system. The channel structure of consumer products and industrial products are different. Similarly, the type of channel components also differs between the two types of products (Koirala , 2070: 215).

Physical distribution

In the marketing channels the products must be moved in the right quantity at the right time to the right place in order to deliver desired satisfactions to the end users or consumers. Physical distribution or marketing logistic is concerned with the management of flow of goods from the point of origin to the point of consumption. Marketing organizations must manage the flow of goods and services from their production locations to the market, and also make arrangement for a flow of information between the two points.

2.13.4. Promotion

The marketing mix activities of product planning, pricing, and distribution are performed mainly within a business or between a business and the members of its distribution channels. However, through its promotional activities, a firm communicates directly with potential customers. And, as we will see, it is not a simple process.

Promotion is the element of an organization's marketing mix that serves to inform, persuade, and remind the market of a product and for the organization selling it, in hopes of influencing the recipient feelings, beliefs, or behaviour.

Advertising

A product, service and Idea can be presented and promoted in a variety of ways, and advertising is only one of them. Advertising influences consumer attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the consumers. The technique of advertising may be direct by one or more objectives of advertising depending upon the situation. (Shrestha, 2012: 36)

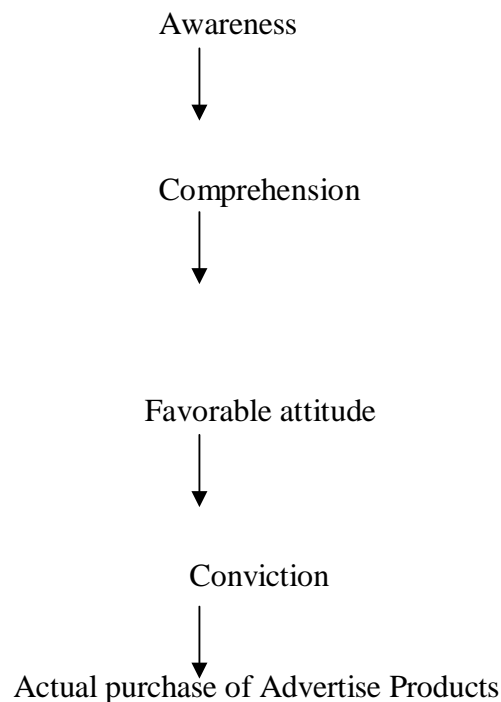
According to William J./Michael J. and Bruce J. Advertising is impersonal mass

communication that the sponsor has paid for and in which the sponsor is clearly identified. The most familiar forms of ads are found in the broadcast (T.V. and Radio) and print (newspapers and magazines) media. However, there are many other advertising alternatives, from direct mail to bill boards and the telephone directory yellow pages also Internet.

The advertiser needs comprehension of psychology. The effective advertising needs to be familiar with certain effects that lead to certain response. Advertising is a method of communication, which is one of the most important aspects of human behavior.

Today business organization, non-business social organization, political organization and governmental and non-governmental organizations are also using advertising as tools of promoting and presenting goods and services as well as political candidates for votes.

Advertising can be understood as form of communication, which aims at bringing about some change in the behavior of the target audience, particularly the potential buyers or non-buyers towards the product or service advertised. A generally theoretical model seeks to identify a step-wise behavioral progression from non-buyers towards buying action.



This is the progression from awareness to comprehension. From comprehension to

favorable attitude, favorable attitude to conviction and finding actual purchase of a product concerned, which can be presented in the diagram to answer how advertising convert form potential to an actual one.

It is opened to question if this model represents what actually happens in real life for one thing actual purchase occurs as a result of many factors and advertising is only one of them. Sometimes advertising can do its job and bring the customer to the retail outlets, but if the distribution plan of the company is uneven, and retailer doesn't have stocks of the products, purchase may not result. Simply advertising stimulates the potential buyers to go to the store to buy actual advertised products.

In general, advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firms, and increased sales. The techniques of advertising depending upon the situation however, is the matter of decision of the marketing manager to blend all promotional tools advertising, personal selling, and sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary (R.K, 2012:52).

Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media.(Count. L. Bovee/William F. Arens 2015:2)

Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms but also charitable, nonprofit, and government agencies that advertise to various publics.

Developing in advertising program is a five-step process:

1. Set advertising objectives
2. Establish a budget that takes into account the stages in product life cycle, market share and consumer base, competition and clutter, advertising frequency and product substitutability.
3. Choose the advertising message, determine how the message will be generated, evaluate alternative messages for desirability, exclusiveness, and believability, and

execute the message with the most appropriate style, tone, words, and format and in a socially responsible manner.

4. Decide on the media by establishing the ad's desired reach, frequency, and impact and then choosing the media that will deliver the desired results in terms of circulation, audience, effective audience, and effective ad-exposed audience.
5. Evaluate the communication and sales effects of advertising (Kotler, 2016: 203).

Advertising and other Promotional Activities

It should be made clear here that advertising and promotions seem the same but are not exactly the same thing. Promotion is a broad term whereas advertising is just a part of promotion. When we talk of promotion it generally includes sales promotion, publicity, personal selling, public relation and advertising. Advertising is considered to be one arm of promotion.

a. Sales Promotion

According to the American Marketing Association, sales promotion consists of those marketing activities, other than personal selling, advertising, and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, show, demonstrations and various non-recurrent selling efforts not in the ordinary routine. Sales promotion is the third major promotional tool. It is used to coordinate and supplement the advertising and personal selling programs. Sales promotion has increased considerably in importance in recent years as management has sought measurable, short-term sales results. Sales promotion should receive the same strategic attention that a company gives to advertising and personal selling. This means establishing objectives and appropriate strategies.

Separate budget should be set for sales promotion. Sales promotion can be directed towards final consumers, middlemen, or a company's own employees.

b. Personal Selling

Personal selling consists of person-to-person communication between the sales persons and their prospects. Unlike advertising, it involves personal interactions between the source and the destination. The most effective method of promotion probably is to have sales persons call upon every target consumer. For many

institutions, especially those that appeal to the mass market, this would be terribly inefficient. As a result, they employ mass marketing techniques, such as advertising. Personal selling is very important in industry.

c. Public Relation

Marketers engage in public relation in order to develop a favorable image of their organizations and products in the eyes of the public. These activities to parties are directed towards other than target consumer. They are public at large, labour union, the press, and environmental groups. Public relation activities include sponsoring, lobbying, and using promotional messages to persuade members of the public to take up a desired position. The term public relation refers to a firm's communications and relationships with the various section of the public. These sections include the organization customers, suppliers, shareholders, employee, the government, the general public and the society in which the organization operates.

d. Publicity

Publicity is a means of promoting the mass market and is similar to advertising except that it is found in the additional promotion of the news media pertains to newsworthy events. The most common type of publicity is news releases (press release), photographs and feature stories. Promotion can be directed towards final consumers, middlemen, or a company own employees. Public relations and publicity are the last two promotional methods. Public relations are the broad, overall promotional vehicle for improving or maintaining an organization's image and its favorable relationship with its publics... Publicity, a part of public relations is any promotional communication regarding an organization and/or its products that are not paid for by company benefiting from it. Typically there two activities are handled in a department separate from the marketing department is a firm(B.S. Rathor,2015:91/92).

2.14. Can Repeating an Advertisement More Frequently than the competition Affects Brand Preference in a Mature Market?

The extent of advertising in mature markets cannot be exaggerated, because in most developed economic like the United States nature product categories are more typical of what is advertise, In a mature product market, most marketing

researcher would declare the rate of advertising to be limited, especially if product attributes were integral to the brand choice process and preference were well formed. In truth, there is probably a strong presumption that under most circumstances the answer to the question posed here is negative. Business practice would be explained as resulting from competition, signaling, and the creation of barriers to entry of justify in terms of reminder advertising. At present a considerable body of research into the effects of advertising has accumulated, and even though most of the focus has been on new markets or users, it is possible to build on these results in order to start providing answers to the important query posed here. We report results of an experiment emphasizing ecological validity and careful preference measurement. The major findings are that advertising more than the competition can influence awareness and brand choice, and especially the role of brand name in preference.

There are several reasons why it would be hard to detect advertising effects in mature markets or why such effects if detected are likely to be weak. First, it is highly probable that in mature markets firms are operating on or next to the saturation point of their advertising response curves. Second, there is small likelihood that new users exist, so most users will have had prior product experience, and much brand choice will be based on inertia, especially for low priced, frequently purchased product. Third, mature markets are competitive, so there are bound to be high levels of competitive advertising, fourth, consumer's product-brand knowledge structures are likely to be well formed, so, information needs will be minimal and product evaluation could be memory based. In many cases, advertising may be working simply to maintain the status, Quo, and the only way to detect the impact of advertising would be to eliminate it entirely and see if sales decline, as Maxwell house discovered in the late eighties. Therefore, advertising effect is likely to be detected in mature markets if certain conditions hold. These include non- packaged goods product category in which product experience is ambiguous, advertising is common practice, attributes are pertinent to choice and are numerous enough to make constant product evaluations cognitively demanding, and the advertised products are part of the consumer's consideration set. Even then it may still be impossible to detect advertising effects in which case experimental methods are needed(Giles and Rao, 1995:32/42).

2.15. A Review of Previous Research Work

The sales promotion is very powerful, which can easily boost the sales have its impact of market share.

From the interpretation and analysis of the data and information collected from the consumer it is found that brand awareness of the Nepalese consumers is high and most of them are brand- loyal in each of the products selected for this study. Similarly, it is also found that the factors such as the consumer sex, age, marital status (Parajuli Sanjay, 2001:53).

There has been no research on the noodles and marketing in Nepal. So, only related some topics of marketing have been revising below.

In summary, sales promotion works as a starter to the noodles users. People, who are not so educated, are not loyal towards any particular brand. Due to this, the sales promotion, advertisement easily attracts attention of those noodles users and as result the sales of that particular noodles will increase (Aryal Kishor Raj, 2002:52).

CHAPTER-3

3. Research Methodology

3.1. Introduction

Research Methodology is an art of scientific inquiry. In other words, it is systematic product of knowledge. C.K. Kothari Defines, Research methodology is a way to systematically solve the research is done scientifically. In it we study the various styles that are generally adopted by a researcher in studying the research problem along with logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Most of the data used in this study are primary in nature. Some secondary data have been also used for the purpose of study. Most of information is collected from the sample sizes for the different professions, age groups, areas and educational background.

3.2. Data Collection Procedure

The questionnaire developed for different aspects according to objectives of the study and marketing complications are applicable to different aspects of marketing practices. Two different sets of questionnaires were prepared. 13 questions were prepared in one set of the questionnaire to be distributed among consumers and 10 questions were prepared in another set of the questionnaire to be distributed among shops. While distributing the set of the questionnaire, the researcher personally visited to the respondents one by one and obtained the same process in gathering information. Few consumers' form was distributed and collected by personal contact.

During the time in research some shopkeepers were unable to fill the questionnaire. Under this situation researcher filled that questionnaire with the help of their oral answers. This study is mainly based on above mentioned two questionnaires and oral conversation & interview with concerned distributor, wholesalers, retailers and consumers. Besides this the researcher also has conducted field survey as well. The questionnaires were distributed to the consumers and businessman of Siddhartha Municipality for the collection of necessary information.

3.3. Population

The populations of the study area were the consumer and the shopkeeper of Hetauda Sub-metropolitan City respectively.

3.4. Sampling

It is almost impossible to include the total population in the study. So, out of total population only 500 consumers and 140 shops were surveyed.

Even though the sample size is very small in the comparison of the total population, sufficient efforts have been made to make the representative of the whole population.

The formal questionnaire has attached in the appendix column.

3.5. Data Processing and Analysis

All the questionnaires were distributed and collected by the researcher. So, there was not any delay in collection of questionnaires, which were distributed among the respondents. Every questionnaire was thoroughly checked after the collection and was found correct in style of filling.

The same responses of the collected questionnaires were put into one place under the respective headings and the total responses were counted. The total responses were presented in one master table with the help of the data of the master table. Necessary adjustments have been made for attaining the objectives of the study.

3.6. Data Presentation

The collected information related with objectives of the researcher are systematically analyzed.

After then the collected data are presented and interpreted in different heading. Data has been presented clearly and vividly either in table and bar graph according to its nature.

CHAPTER-4

4. Data Presentation and Interpretation

Before going to field two types of questionnaires were prepared for primary data collection and were randomly distributed to the respondents who were different in age, sex, educational status and social status and differed in religions aspects so that sample could represent the population most effectively. Some of them were distributed and collected by the personal contact and some were visited in their schools campus and other places.

After collection of data the required information was classified and tabulated and presented in the form of various table and bar graph, according to the needs and objectives

4.1. Consumers' view

Out of total distribution of 500 questionnaires only 450 were returned back from the consumers, so the respondents were 90%.

4.1.1. Age and occupation of the consumers

Table No. 2: Age and Occupation of the consumers

Age Group/ Occupation	15-25 yrs	26-35 yrs	36 and above	Total	Total in%
Students	152	48	15	215	47.78%
Service Holders	30	62	93	185	41.11%
Shopkeeper	10	16	24	50	11.11%
Total	192	126	132	450	
Total in %	42.67%	28%	29.33%		100%

Source: Primary Data

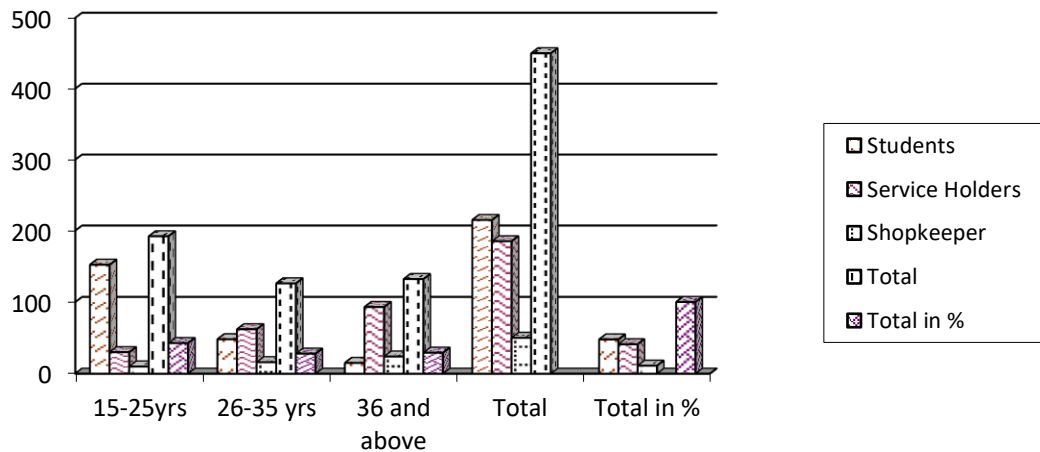


Figure No. 5: Age and Occupation of the consumer

Among 450 respondents 42.67% (192) are (15-25) yrs, 28% (126) are (26-35) yrs and 29.33% (132) are (36-45) year's groups. It shows that most of respondent group is young group. By occupational wise 215 (47.78%) are students, 185 (41.11%) service holder and 50 (11.11%) are shopkeepers. It shows maximum respondent are students.

4.1.2. Qualification of the Respondents

Table No.3: Qualification of the Respondents

Studying in	S.L.C.	+2	Bachelor	Master	Service Holder	Shop Keeper	Total
Respondent	60	50	80	70	150	40	450
Percent	14%	11%	18%	15%	33%	9%	100%

Source: Primary Data

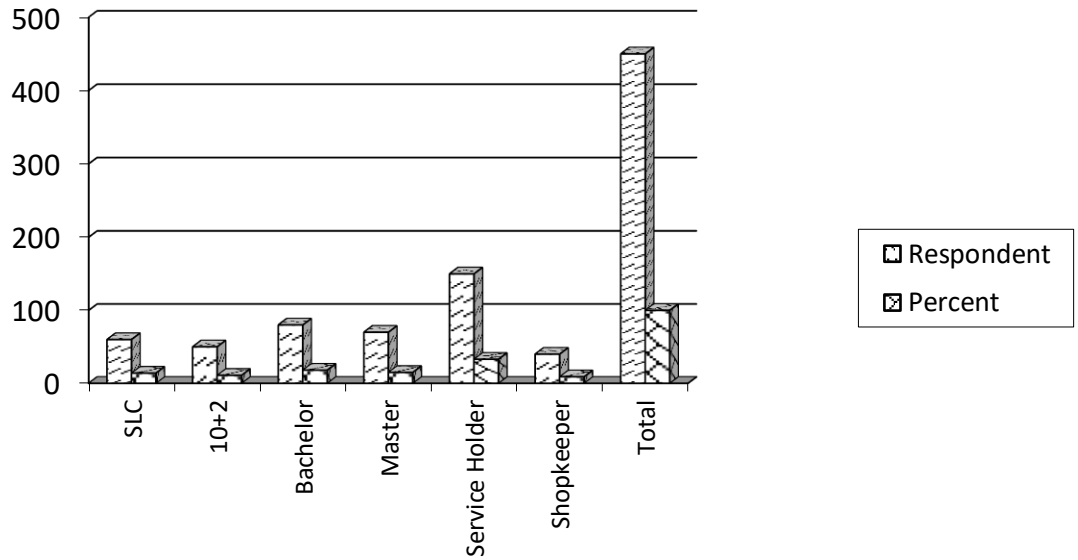


Figure No. 6: Qualification of the Respondents

Table is showing that all respondent are educated

4.1.3. Use of different brands of Noodles

Table No.4: Use of different Brand of Noodles

Brands	Number	Percentage
WaiWai	200	44%
Mayos	85	19%
Rumpum	55	12%
Rara	35	8%
Different Brands	75	17%
Total	450	100%

Sources: Primary Data

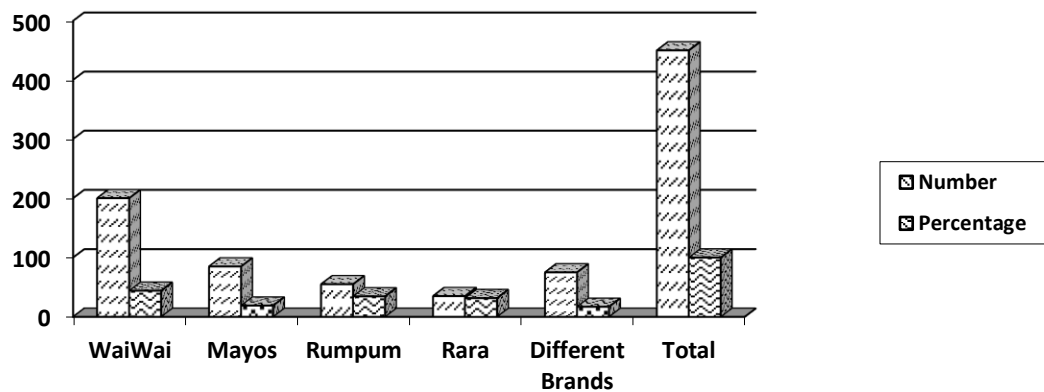


Figure No. 7: Use of different brands of Noodles

Bar is showing 44% (200) are consuming WaiWai, 19% (85) are using Mayos 12% (55) are using Rumpum, 8% (35) are using Rara and rest 17% (75) are using

different brands. It shows WaiWai user group is very high in the comparison of other brands. There are 17% consumers who are using different brands so company should give attention for them.

4.1.4. Actual users of the WaiWai Brand

Table No. 5: Actual users of the WaiWai Brand

User Type	Number	Percentage
Regular Users	200	44%
Sometimes Users	170	38%
Not Users	80	18%
Total	450	100%

Source: Primary Data

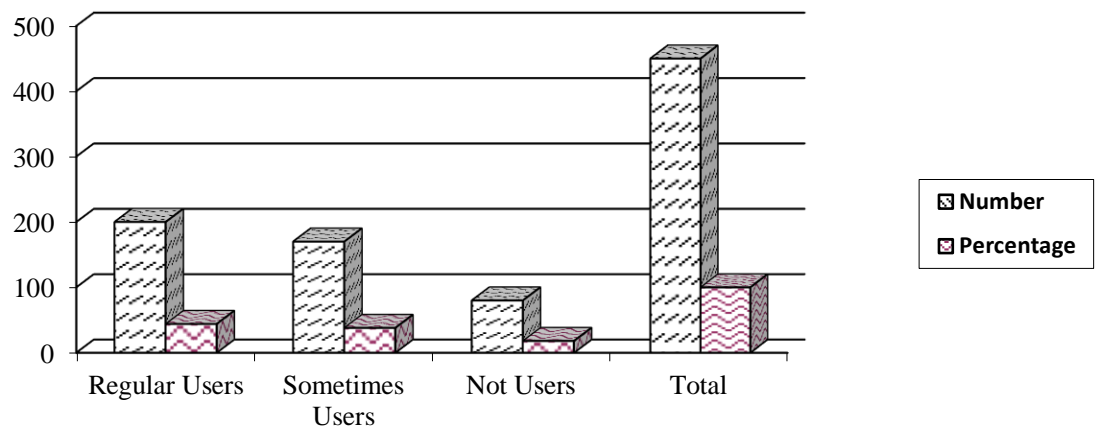


Figure No. 8: Actual users of the WaiWai Brand

Diagram is showing that 44% (200) are using WaiWai regular, 38% (170) are using sometimes and 18% (80) are not using till now. It shows users of WaiWai are in good condition. The company should give attention for sometimes user consumers.

4.1.5. Reasons for Preferred WaiWai Brand (Only for Regular Users)

Table No. 6: Reasons for Preferred WaiWai Brand

Basis of Preferred	Number	Percentage
Habitually	80	40%
Quality	60	30%
Advertisement	25	12%
Price	20	10%
No response	15	8%
Total	200	100%

Sources: Primary Data

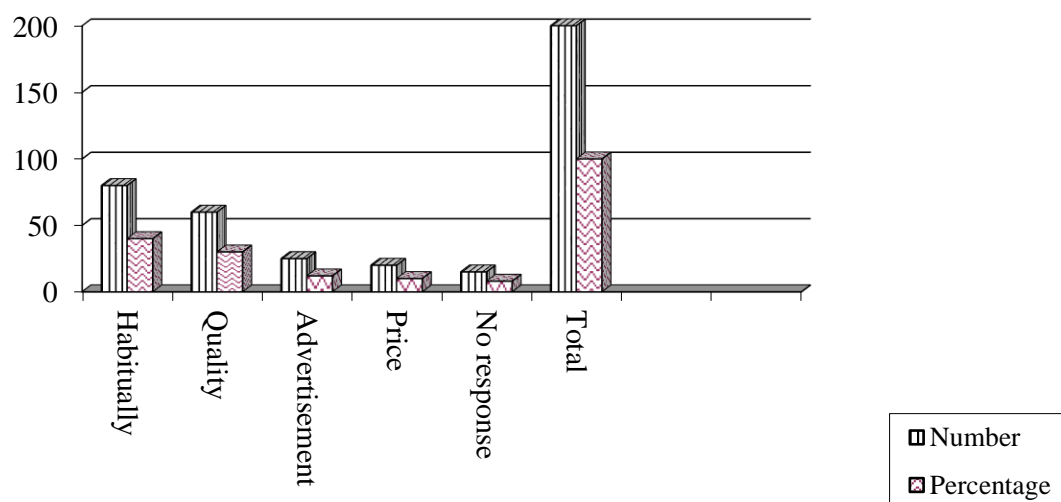


Figure No. 9: Reasons for Preferred WaiWai Brand

Among 200 respondents who are regular users of WaiWai, 40% (80) are habitually faith with Wai Wai brand from long time ago. 30% (60) are agree with quality, 12% (25) are attracted from advertisement of this brand, 10% (20) prefer on price and not response by 8% (15). It shows most of consumer have brand loyalty and gives priority for quality.

4.1.6. Availability of WaiWai

Table No. 7: Availability of WaiWai

Availability	Number	Percentage
Easily available	295	65%
Not Easily available	85	19%
Not response	70	16%
Total	450	100%

Sources: Primary Data

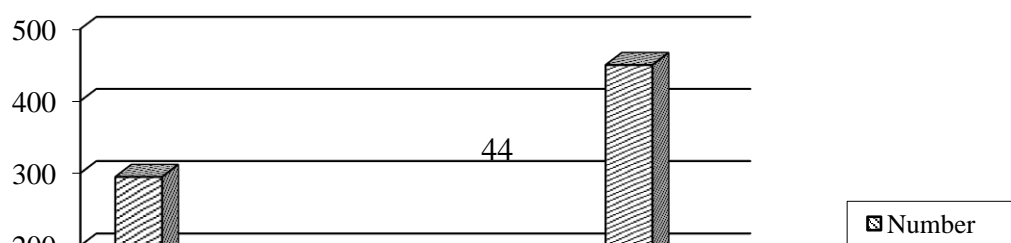


Figure No. 10: Availability of WaiWai

In context of availability, 65% (295) respondent were seemed in the favor of easily availability, 19% (85) Respondents response in the against of availability and 16% (70) were keep quiet (no response). It shows availability of WaiWai is strong and very good.

4.1.7 Reasons for Sometimes Preferred WaiWai Brand

Table No. 8: Reasons for sometimes users WaiWai Brand

Preferred in	Number	Percentage
Quality	88	52%
Price	22	13%
Advertisement	19	11%
Pack	0	0%
All of the Above	41	24%
Total	170	100%

Sources: Primary Data

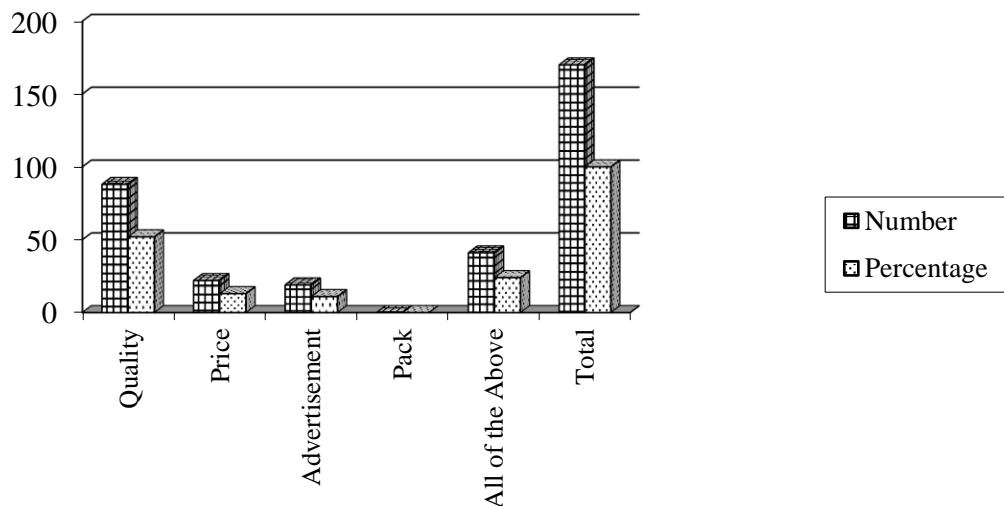


Figure No. 11: Reasons for not Preferred WaiWai Brand

Among the sometimes users they comment Wai Wai as, 52% (88) comment on quality, 13% (22) on price, 11% (19) on advertisement, % (0) on pack and 24% (41) comment on all of above. It shows most of consumers comment on quality at first where no concern with pack, and 24% on all of above.

4.1.8. Suggestion taken from non users of WaiWai.

Table No. 9: Suggestion taken from non-users of WaiWai

Suggestion in	Number	Percentage
Quality	35	44%
Price	25	31%
Advertisement	15	19%
Packing	5	6%
Total	80	100%

Sources: Primary Data

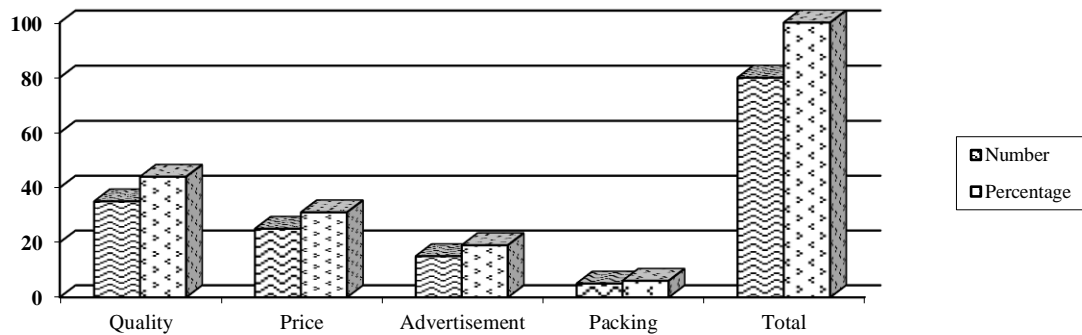


Figure No. 12: Suggestion taken from Non users of WaiWai

Bar is showing among 80 Respondents suggest for WaiWai brand 44% (35) for quality, 31% (25) for price, 19%(15) for advertisement and 6% (5) for packing. It shows Wai Wai should increase their quality and decrease price, so it can attract to the other brands users.

4.1.9. Trends of Watching Advertising of WaiWai

Table No.10: Trends of Watching Advertising of WaiWai

Trends	Number	Percentage
Watching	350	78%
Not Watching	100	22%
Total	450	100%

Sources: Primary Data

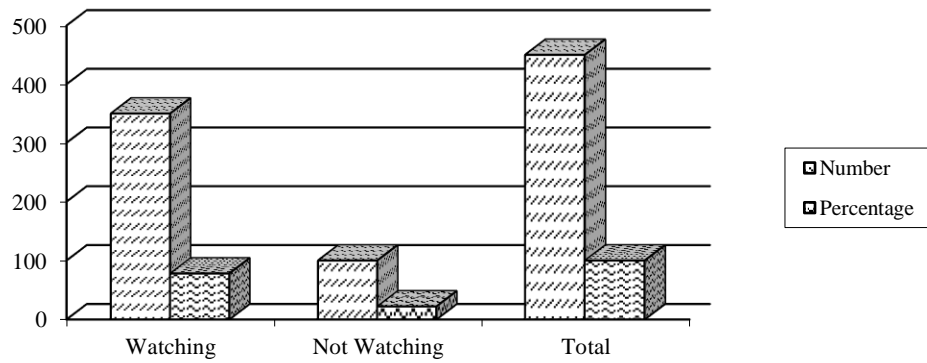


Figure No. 13: Trends of Watching Advertising of WaiWai

Bar shows that 78%(350) have watched WaiWai advertisement where 22 % (100) have not watched WaiWai's advertisement. It shows that % of watching T.V. is higher than not watching T.V.

4.1.10. Having T.V. on Respondent Home

Table No. 11: Having T.V. on Respondent Home

Responding	Number	Percentage
Having T.V.	370	82%
Not having T.V.	80	18%
Total	450	100%

Sources : Primary Data

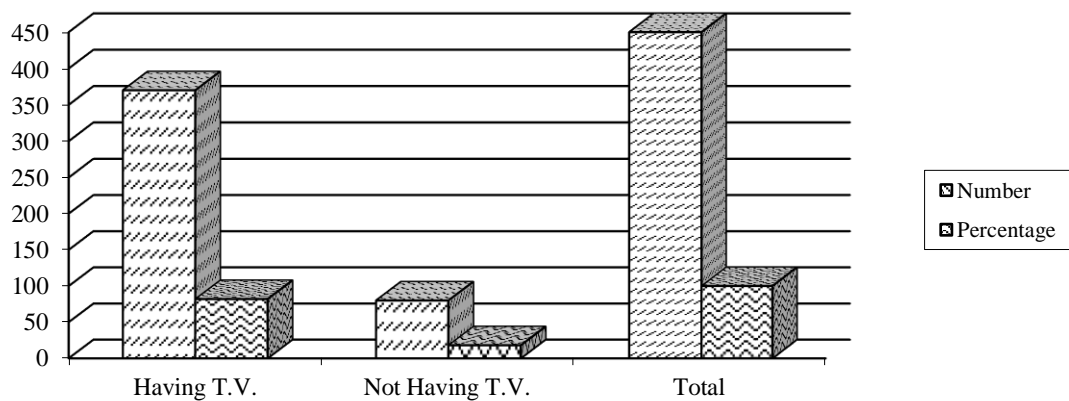


Figure No. 14: Having T.V. on Respondent Home

Among 450 respondents, 82% (370) have a T.V. at their home and not having T.V. are 18% (80), It shows now a day's most of consumers have a T.V.

4.1.11. Attraction of advertisement on T.V.

Table No. 12: Attraction of advertisement on T.V.

Advertisement on TV	1 st Sight	2 nd Sight	3 rd Sight	Total	Total in %
Wai Wai	80	68	47	195	43.33%
Mayos	51	32	22	105	23.33%
RumPum	48	29	15	92	20.44%
Saka Laka Boom	0	9	8	17	3.78%
RaRa	7	7	5	19	4.22%
2Pm	9	8	5	22	4.90%
Total	195	153	102	450	100%

Source: Primary Data

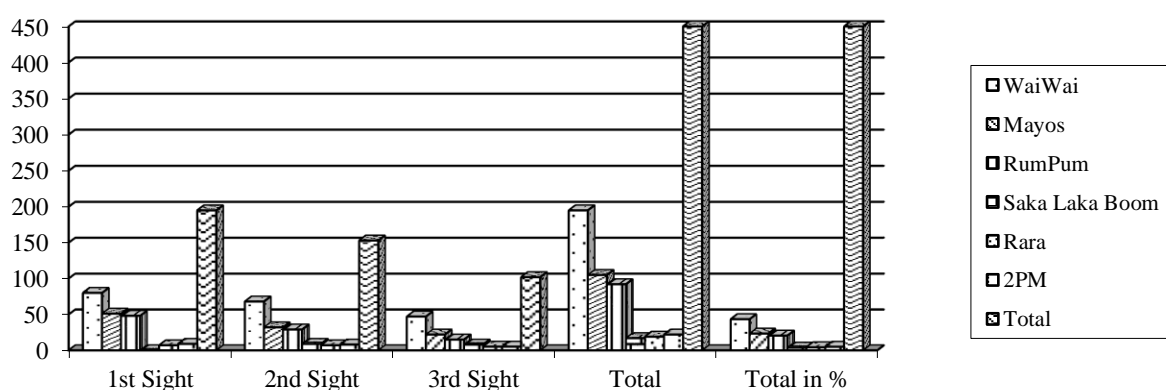


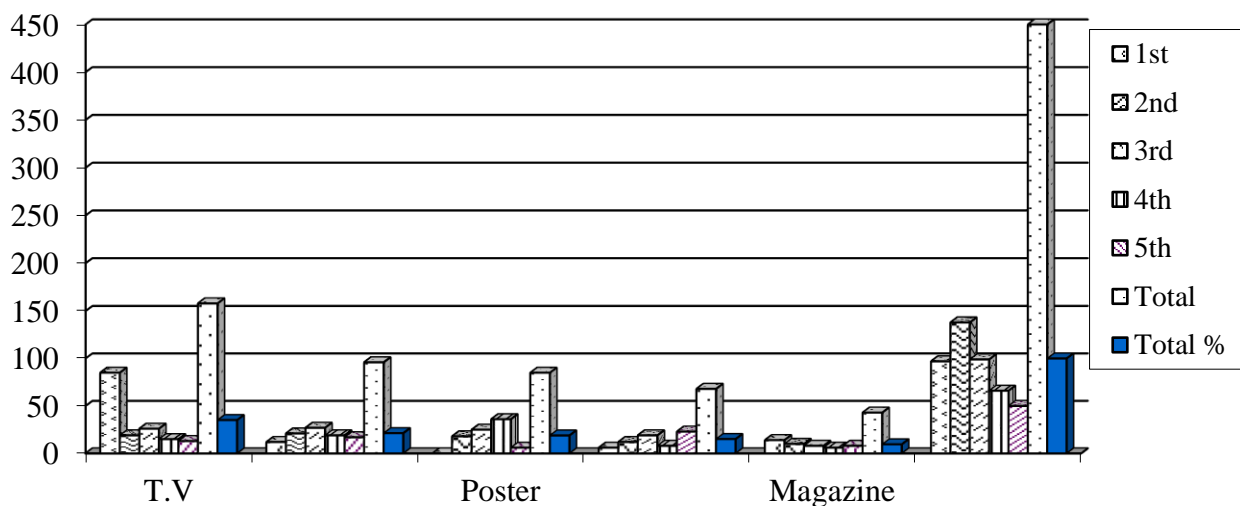
Figure No. 15: Attraction of advertisement on NTV

According to Respondents percent, 43.33% (195) are responding for WaiWai, 23.33%(105) for Mayos, 20.44% (92) for Rumpum, 3.78% (17) for Saka Laka Boom, 4.22% (19) for Rara and 4.90% (22) for 2Pm. It shows that WaiWai is in first position, Mayos and Rumpum is like same position by respondent view.

4.1.12. Effective Advertisement from Different Media

Table No.13: Effective Advertisement from Different Media

Advertisement	1 st	2 nd	3 rd	4 th	5 th	Total	Total in %
T.V.	85	19	26	15	13	158	35.11%
Radio	12	21	27	19	17	96	21.33%
Poster	0	18	25	36	6	85	18.89%
Hoarding/Wall	6	12	19	8	23	68	15.11%
Magazine	14	10	8	6	8	43	9.56%
Total	97	138	99	66	50	450	100%



Sources: Primary Data

Figure No. 16: Effective Advertisement from Different Media

In this data, we have request to ranking 1st - 5th position of effective adv. from different media, the result is showing in graphs. Respondents for T.V. (85) is ranked in 1st position, for Radio (21) is ranked in 2nd position, for radio again (27) ranked 3rd position ,for Poster (36) is ranked in 4th position and lastly (23) is ranked for hoarding board and wall in 5th position. It shows that T.V. is the highly effective advertising media where another media are respectively.

4.2. Businessman's View

Researcher has visited randomly 140 shops at Hetauda . Respondent shops were 95% (133). Some Shopkeepers filled up questionnaires on their own way and some requested researcher to fill up questionnaire on their behalf giving the oral answer.

4.2.1. Types of Shop

Table No. 14: Types of Shop

Kinds	Quantity	Percent
General Store (Kirana)	60	45%
Cold Store	25	19%
Departmental Store	20	15%
Wholesale	15	11%
Company's Distributor	13	10%
Total	133	100%

Sources: Primary Data

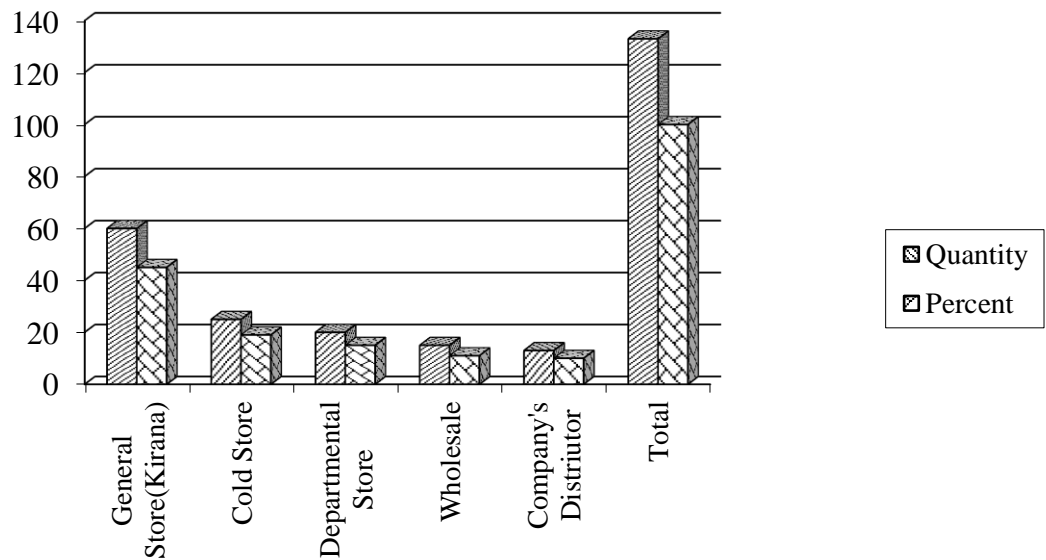


Figure No: 17: Types of Shop

Table is showing most of the research is focused in general store because most of shops available in the market are general stores and there are only two distributor from company side which supply WaiWai through his limited number of wholesalers.

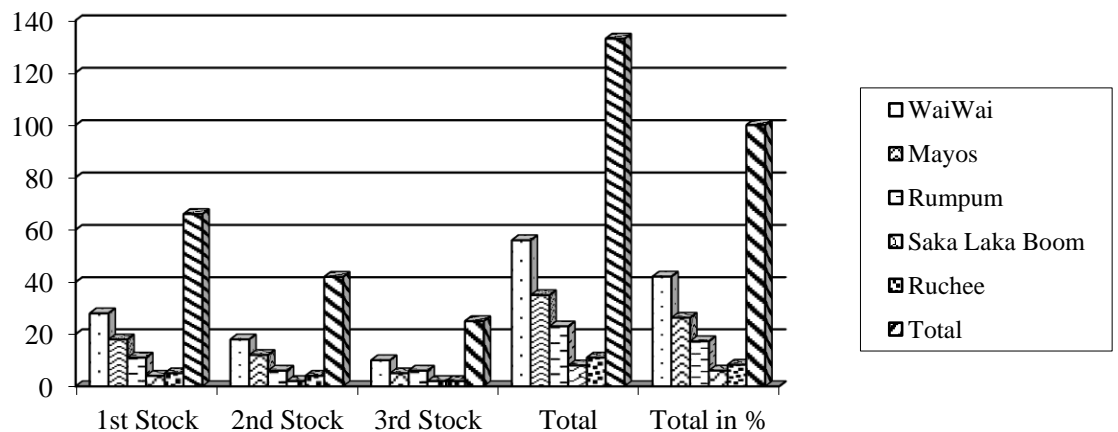
4.2.2. Stock-Wise Situation of Noodles

Table No. 15: Stock-Wise Situation of Noodles

Noodles	1 st Stock	2 nd Stock	3 rd Stock	Total	Total in %
WaiWai	28	18	10	56	42.10%
Mayos	18	12	5	35	26.31%
Rumpum	11	6	6	23	17.29%
Saka Laka Boom	4	2	2	8	6.02%
Ruchee	5	4	2	11	8.27%
Total	66	42	25	133	100%

Sources: Primary Data

Figure No. 18: Stock-Wise Situation of Noodles



The above bar is showing that Stock-wise 42.10% (56) shops have WaiWai, 26.31%(35) have Mayos, 17.29% (23) have Rumpum, 6.02% (8) have Saka Laka Boom and 8.27%(11) have the stock of Ruchee in their shop. It shows that stock of Wai Wai is greater.

4.2.3. Sale-Wise Situation of Noodles

Table No. 16: Sale-Wise Situation of Noodles

Noodles	1 st Stock	2 nd Stock	3 rd Stock	Total	Total in %
WaiWai	31	19	9	59	44.36%
Mayos	22	10	6	38	28.57%
Rumpum	8	6	4	18	13.53%
Saka Laka Boom	4	3	1	8	6.02%
Ruchee	6	2	2	10	7.52%
Total	71	40	22	133	100%

Sources: Primary Data

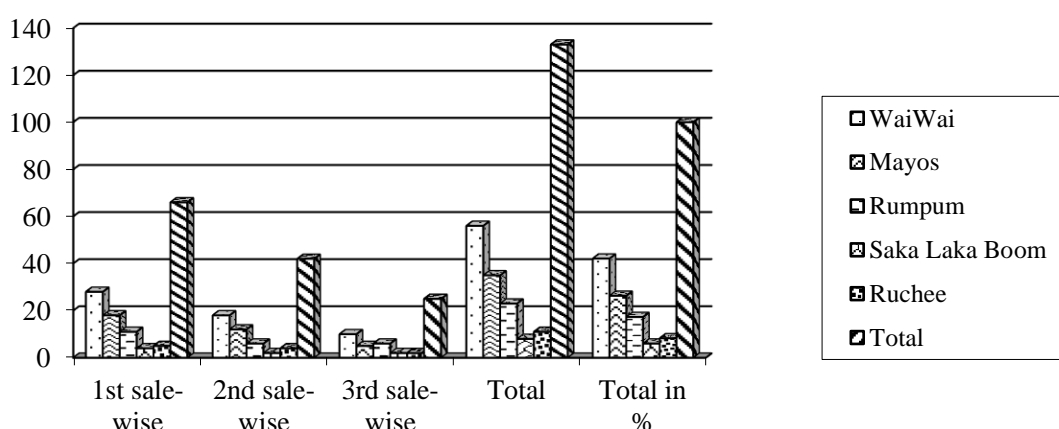


Figure No. 19: Sale-Wise Situation of Noodles

Respondents 44.36% (59) are selling WaiWai, 28.57% (38) are selling Mayos, 13.53% (18) are selling Rumpum, 6.02% (8) are selling Saka Laka Boom and 7.52% (10) are selling Ruchee. Sales-wise. It shows that Wai Wai is in 1st position and Ruchees is in 5th position.

4.2.4. Payment Status of WaiWai

Table No. 17: Payment Status of WaiWai

Payment	Number	Percentage
Middle	66	50%
Low	35	26%
High	32	24%
Total	133	100%

Sources: Primary Data

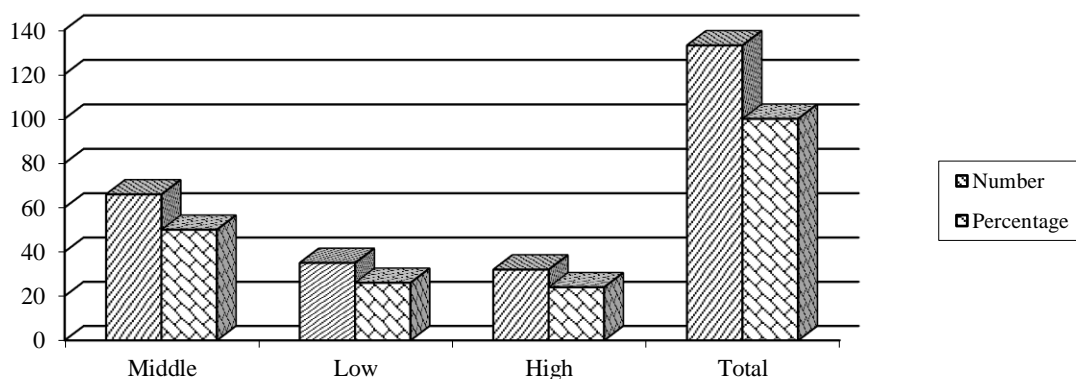


Figure No. 20: Payment Status of WaiWai

The Column chart is showing that payment status of WaiWai is middle, which is 50% (66). Where 26% (35), are feeling its payment is loose and 24% (32), are feeling that its payment is hard.

More over the researcher has done survey about payment Vs Sales growth asking questions whether the introduction of additional low payment will increase the sales volume. The answers were as follows.(Shown in the table below).

4.2.5 Payment vs Sales Growth

Table No. 18: Payment vs. Sales Growth

	No. of Reps.	Percent
Business can increase	60	45%
As same	73	55%
Total	133	100%

Sources: Primary Data

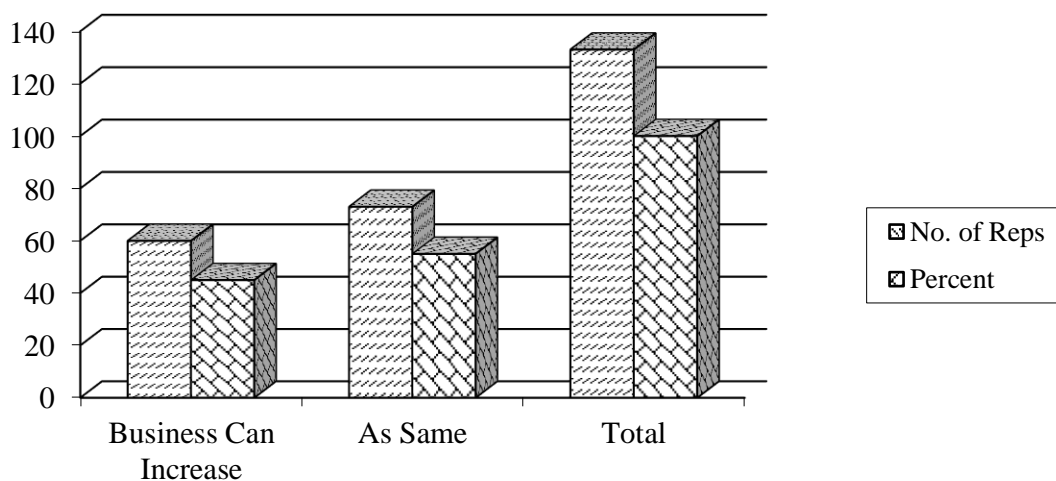


Figure No.21: Payment vs. Sales Growth

Most of shops i.e. 55% (73) are purchasing noodles even WaiWai by cash and hold the view that they are selling the maximum packets of noodles, additional facility of credit will not help in increasing sales. On the other hand, there are 45% (60) shops who believe that they will certainly increase the sales if additional facility of credit is provided to them.

4.2.6 Increasing of Noodles Market

Table No. 19: Increasing of Noodles Market

Condition	Respondent	Percent
Increasing 0 – 10(%)	33	25%
Increasing 10 – 15 (%)	45	34%
Increasing 15 – 25 (%)	17	13%
As Same	25	19%
Decreasing	13	9%
Total	133	100%

Sources: Primary Data

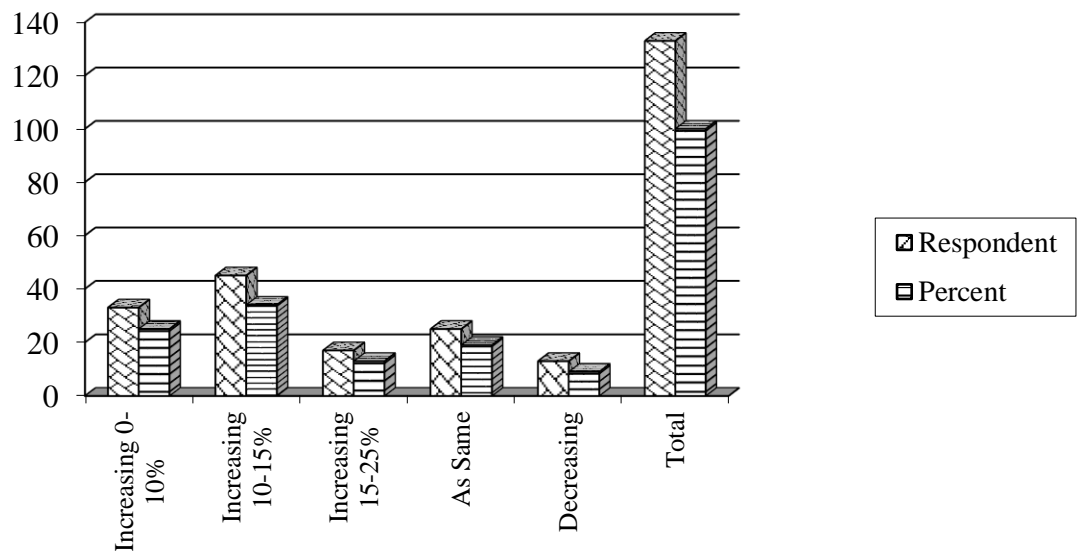


Figure No.22: Increasing of Noodles Market

The above mentioned table reveals the following facts. Out of the 133 respondent 25%(33) shops ,34% (45) shops and 13% (17) shops are of the opinion that annually the noodles market is increasing by 0 to 10%, 10 to 15% and 15 to 25% respectively. On the other hand 19% (25) hold the view that there is no increase in sales volume and it is the same as it was before. The experience of 9% (13) shops are quite different and they believe that the sales volume of noodles is decreasing while compared with the past achievements.

4.2.7. Trends of Consumer Taking Brands Name

Table No. 20: Trends of Consumer Taking Brands Name

Condition	Respondent	Percent
Taking name - 1 – 10%	22	17%
Taking name - 10 – 15%	22	17%
Taking name - 25 – 50%	35	26%
Taking name 75%	54	40%
Total	133	100%

Sources: Primary Data

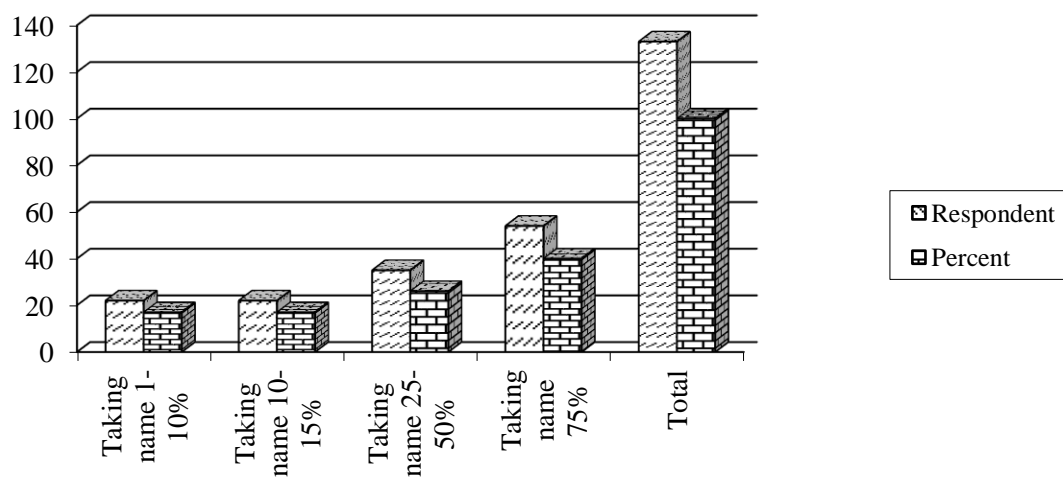


Figure No.23: Trends of Consumer Taking Brands Name

It is evident from the table mentioned above that the brand name of noodles is quite familiar with different type of consumers. They enter the shop and frankly ask for their respective brand. Out of 133 respondents 40% (54) shopkeepers have frank opinion that more than 50% consumers have their own brand loyalty. It shows that the brand loyalty is very high.

4.2.8. Trends of Suggestion to Consumer

Table No. 21: Trends of Suggestion to Consumer

Category	Number	Percentage
Not Suggested	30	23%
Suggested	103	77%
Total	133	100%

Sources: Primary Data

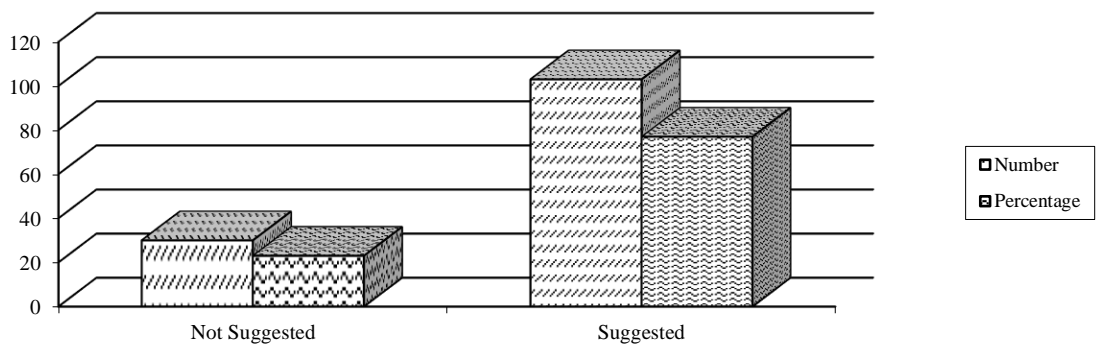


Figure No. 24: Trends of Suggestion to Consumer

Do Shopkeepers suggest carrying another brand, if consumer does not have their own brand? Yes! Among 133 Respondent, 77% respondents (103) shops suggest to another brand where only 23% respondents (30) shops don't give any suggestions to the consumers for alternate brand.

4.2.9. Convincing Capacity of Shopkeeper

Table No. 22: Convincing Capacity of Shopkeeper

Category	Number	Percentage
Convince	48	36%
Not Convince	20	15%
Neutral	65	49%
Total	133	100%

Sources: Primary Data

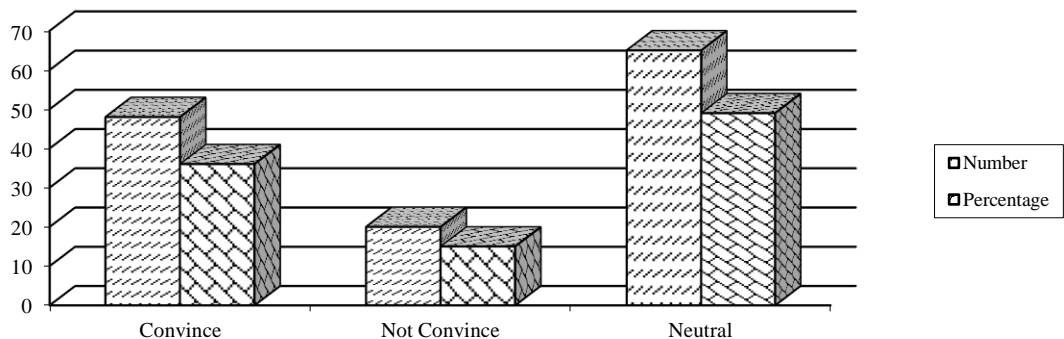


Figure No. 25: Convincing Capacity of Shopkeeper

Sometimes a consumer may not be in a position to acquire his loyal brand in a shop due to some unavoidable reason. Under such circumstances the convincing capacity

of shopkeepers is of immense value because he is the man who can influence the buyer to buy some other competitive brands. It is quite natural that he will try to sell an alternate brand that will give him much more profit. The table shown above clearly indicates that 15% shopkeepers (20) shops don't have any capacity to convince the consumers to have an alternate brand while 49% shopkeepers (65) shops are neutral and so are shy in suggesting for a competitive brand. There are only 36% shopkeepers (48) shops take active parts in convincing the consumers for purchasing a competitive brand. The role of such Shop Keepers is very much helpful to increase the sale of the particular brand.

CHAPTER-5

Summary, Major Findings and Recommendation

5.1. Summary

Marketing has gained the new dimensions in the recent years and passed through different stages to reach at the present stage of marketing concept which aims at maximizing social welfare through delivering goods and services that are produced to satisfy social wants and produced according to consumer preferences.

The topic of this research "A Study on Market Situation of Brand WaiWai in Hetauda Sub-Metropolitan City." was very vast for which researcher visited Hetauda. Before going on the field the specific objectives of the study were set and two types of questionnaire were developed to suit the objective. Out of these two questionnaires one is for the purpose of consumer's reaction whereas another aim at being aware of shopkeepers reaction towards 'WaiWai' brand separately. Specially marketing has 4 ps (Product, Promotion, Price & Place) and this study is conducted on these 4 ps activities of Chaudhary Group for 'WaiWai' brand.

It was not possible to visit more consumer and shopkeepers due to many limitations. So, randomly, questionnaires were distributed and collected. Among consumer 90% have response and among shopkeepers 95% have response for questionnaire. Most of consumers are students covering an age group of 15-25 years who are either from school or campus. Others are service holders from different office. By the study of the market situation of 'WaiWai' it has been seen that:

1. By sales position 'WaiWai' is in first position and Mayos is also aggressively coming behind it.
2. Consumers are brand loyal, most of consumers suggest to decrease or not to increase the price of 'WaiWai' and maintaining the best quality.

3. According to consumers WaiWai's Advertisement is very effective on T.V. and most of them watch the advertisement.
4. Distribution channel of 'WaiWai' is very much effective.
5. In Hetauda 2pm, Rara, Ruchee, Saka Laka Boom, Mama, are also available brands but the top most brands are WaiWai, Mayos & Rumpum respectively.
6. Overall CG has a good market situation in Hetauda .

5.2. Major Findings

On the basis of the field survey and subsequent analysis, the study reveals:

1. The "Subhakamana Trade Centre" and "Sungabha Trade Centre" are company's Authorized dealer in Hetauda .
2. Distributor themselves go in the market to give the service for concerned. Most of retailer purchases 'WaiWai' by dealers.
3. Although some retailers comment that the price is less in wholesale comparison to distributors.
4. Stock-wise 'WaiWai' is in first position.
5. Sales-wise 'WaiWai' is in first position.
6. Payment is not very strong of 'WaiWai'. 50% (66) shopkeepers say its payment is middle.
7. Most retailers purchase Noodles even 'WaiWai' in cash. If given credit facilities they have no confidence to increase sales 55% (73) retailers.
8. According to shopkeeper Noodles market is increasing 10 to 25% yearly. Although 19% say that its market is same like previous.
9. Most of consumers purchase Noodles by taking the brand's name. If consumers do not find their own brand most shopkeepers suggest carrying another brand. Rate of suggestion is 77%.
10. 36% consumers are convinced by the shopkeeper suggestion.
11. 44% consumers are regular users of 'WaiWai'.
12. Sometimes users consumers of 'WaiWai' is 38%.

13. Most of consumers are preferred WaiWai due to the case of quality.
14. Where 18% are not using 'WaiWai' because they are not habituate (in buying WaiWai), are not satisfied with the quality, price, advertisement and packing.
15. Quality and price are important factors because 52% of the consumers suggest increasing quality and 13% suggest decreasing price on the basis of 170 sometimes users consumers.
16. Availability of 'WaiWai' is quite well because 65% consumers can easily get it.
17. 78% consumers are aware with 'WaiWai' advertisements. Most of consumers have T.V. WaiWai, Mayos and Rumpum are respectively attractive ads. On NTV. Most effective media for advertisement is T.V. where as Radio, Poster, Magazine are also effective.

5.3. Recommendations

5.3.1. Suggestion from Consumer Side

1. Increase the quality and decrease the price is the most common suggestion for 'WaiWai' Company.
2. Make attractive pack and giving attention in promotion,
3. Should increase the quantity and make less oily.
4. Offer price/scheme for consumers.
5. Don not gives priority only for ads. Give priority for Health.

5.3.2. Suggestion from Shopkeeper Side

1. Some Shopkeeper is unhappy with agent and wants to substitute.
2. Retailers comment that they are not getting bonus/discount/scheme etc.
3. The product should improve its quality.
4. Retailers are middlemen between company and last user, so company should provide benefit to their retailer by giving different scheme/bonus.
5. If scheme/bonus is coming in near future it should be inform timely.
6. Retailing System should be more effective.
7. Credit facilities should be provided.

5.3.3. Suggestion given by Researcher

1. If possible price should be decrease and quality should be improved.
2. Offer different bonus/scheme/prize for targeting consumers and retailers to boost up the sales of 'WaiWai'.
3. Continue advertising by using different media.
4. In backward area retailer plays vital role to sell product so give priority for those retailers.

APPENDIX

Name:

Address:

Age:

Occupation:

Sex (Male/Female):

Marital Status:

QUESTIONNAIRE

(For Consumer purpose)

1) What brand of Noodles do you use?

a) Used
Brand..... b)

Don't use any Brand.

2) Have you used WAIWAI noodles?

a) Always b) Some Times

c) Have not used.

3) If used always reasons for using it?

a) Proper Price b) Attractive Packing

c) Good Quality d) Due to advertisement

f) All mentioned above

4) Suggestion to make WaiWai Noodle more improved if any?

.....
.....

5) Is WaiWai Brand easily available in any shop?

- a) Easily available
- b) Have to as in two or three shops.

6) If you don't prefer WaiWai, why?

- a) Habituated in another brand
- b) Due to more price
- c) Due to lower quality
- d) other brand's attractive advertisement

7) What factor Should be improved so that you could use WaiWai brand?

- a) Advertisement
- b) Price
- c) Quality
- d) Packing
- e) Others

8) Have you gone through the advertisement of WaiWai ?

- a) Yes
- b) No

9) If you have gone through the advertisement of WaiWai, what was its mode?

- a) T.V
- b) Radio
- c) Poster
- d) Holding Boards & walls
- e) Newspapers.

10) What mode of advertisement do you feel will be effective for WaiWai Brand?

a) T.V

b) Radio

c) Poster

d) Holding Boards & walls

e) Newspapers.

11. Do you have T.V in your home?

a) Yes

b) No

12. Have you seen the advertisement of WaiWai Brand in NTV?

a) Yes

b) No

13. What do you think the most effective advertisement that NTV is producing about the different brand of noodles?

a)..... b).....

c).....

QUESTIONNAIRE

(For Shopkeeper Purpose)

1. How many brands of Noodles do you sell from your shop?

WaiWai [] Mayos []
RaRa [] Ruchee []
Rumpum [] All Mentioned above []

2. Rate these brands on the basis of your daily sales figure.(Give 1,2,3,4 No).

WaiWai [] Mayos []
RaRa [] Ruchee []
Rumpum []

3. What brand you prefer to sell most, if a consumer is not loyal to any particular band ?

WaiWai [] Mayos []
RaRa [] Ruchee []
Rumpum []

4. What are the reasons for your preference to sell that particular brand?

Door to Door Supply [] More Commission []

Schemes []

5. Have you any kind of credit facilities in the case of WaiWai brand

Yes [] No []

6. Mention the Stock Position of the different brands in your shop?

WaiWai [] Mayos []
RaRa [] Ruchee []
Rumpum []

7. What types of Consumers Comes to your shop for buying WaiWai Band?

High Level [] Medium Level []

Low Level []

8. What is the payment status of WaiWai Brand?

High [] Middle [] Low []

9. How Many consumers come to your shop to buy Noodles by using brand name?

1-10% [] 10-15% []

25-50% [] 75% []

10. What are the trends in the noodle sales of your shop ?

- Increase 1 to 10%
- Increase 10 to 15%
- Increase 15to 25%
- No change at all
- Decreasing

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