

CHAPTER-I

INTRODUCTION

1.1 Background of the study

Marketing, in today business is getting complex day by day due to the globalization. The modern Marketing accepts consumer as the king because they have the purchasing power and no force on the earth would compel him to buy a particular product or service. Marketing aims at delivery of rising standard of living. It must serve customer's demand by offering right goods and services in right quantity, at right place as well as price, to right customer. It aims at creating, capturing and maintaining demand through appropriate marketing mix.

To the general public, marketing is selling through advertising; however, selling and advertising are parts of marketing. Marketing helps organization to find out what their customer want. It also helps to decide what products to make it are carried on long even after the customer has brought the products. The success or failure of any new product in the market depends on consumer need satisfaction. Nepal is still known as Agricultural country. It is gradually shifting from the agricultural to industrial sector for sustaining it's economic life. Past experiences of the country have signaled that it cannot bring any significant positive change in its economy depending solely on agriculture. As a result, industrial activities are gradually increasing in the country. Number of units of different types of industry has been significantly increased in the last few years, basically in noodles industry, a product is as instrumental to achieve the ultimate goal. But successful marketing of a product today is a tough job. Any product, to be successfully marketed. Needs many things more than the core quality immanent into it. Core quality or core products alone are not sufficient for successful marketing therefore the products should be presented through proper branding, packaging and labeling. Almost all of the products today have got brand; that is to say, brand is prominent feature of almost products. In the modern business, world brand has become so strong that hardly anything goes unbranded. Even salt is packaged in distinctive manufactures packages. Developing a market strategy for individual products. The seller has to confront the branding decision that is the major issue in product strategy. A brand is essential a seller's promise to consistently deliver a specific set of features, benefits and services to the buyers. The best brand conveys a warranty of quality.

Brands vary in the amount of power and the value they have in the market place. At one extreme, there are brands, which are not known by most buyers in the market place. Then, there are brands for which buyers have a high degree of brand

awareness. Beyond this, there are brands with high degree acceptability, in other words, brands that most customers would not resist buying. Then, There are brands that enjoy a high degree of brand preference. The Marketing management is the growing interest of all types of organizations within and out side the business sector and in countries throughout the world.

1.2 Focus of the study

This study is mainly focused on brand preference in noodles in our market that means how much the people are aware about the brand in purchasing noodles.

In every sector competition plays a significant role, so, businessmen are devoting to present their products in the market for the sake of increasing sales. Each and every businessman is focusing their products to the consumers based on the preference towards the specific brands . The brand image of any product totally depends upon consumer's choice. So it's important to trace out the preference of specific brands in the market. The brand preference is the vital thing to reach to the targeted consumer and fulfill their needs and wants, so it is better to know about the brand preference. The researcher's interest is in the study of brand preference in noodles. Noodles have not been long that it has been introduced in Nepal, though, it is essential ingredient at present. Before 2017B.S. Nepalese people those who went aboard used it in foreign countries. When Chinese and Tibetan businessmen came from china, they introduced noodles in Nepal. After that a few restaurants started to sell noodles. Due to the increase in noodles' National trading limited imported the first lot of the equipments of plain noodles in 2032 B.S. noodles are made with a variety of ingredients. Noodles may contain wheat flour, mug, bean, starch .It is high in complex carbohydrates, which provide energy. Noodles may be added to soups, boiled and served with a Soya sauce, served cold with other ingredients in a salad, stuffed with meat, chess or vegetables and then boiled. It may also add MSG. As I am studying brand preference in Hetauda Municipality area, brand Images for manufacturers of various noodles are becoming more and more indispensable for its competitive market. The reason behind this logic is that there has been immense in the number if the firms in the recent years, which produce noodles. So far as contemporary brands of noodles in Nepalese market is concerned, wai wai , mayos, Marry, marry, sakalaka boom, j-mee, golmol, jojo and so on are striving to exist in the competitive market. Among these, waiwai, Mayos, Marry, marry have secured prominent status in the market. In this thesis, researcher is going to examine the brand preference of these five noodles.

In Hetauda, The market of noodles is prospering because the lifestyle of Hetaudaties is becoming habit than before that has direct influence on the food culture. They want instant food service in order to save time. Furthermore, it is

easy to consume up for not only to children but also to young and adults as well as the market for noodles is expanding the manufacturers are emerging in a large number to quence customers demand. As a result, there is more competition in noodles industry than ever before. Brand preference as, brand loyalty is a part of marketing success. Therefore, every manufacturer is obliged to think about its brand name, quality and consumer's satisfaction to survive in this competitive market. Thus, the researcher has chosen the subject brand preference of WaiWai, Mayos, 2pm, Sakalaka boom and Marry under the above mentioned circumstances.

Five different types of noodle brands are selected for this study. The brands/products for this study and the briefing identity/overview/described for taken brand are mention below.

A. WAI WAI

This brand is the leading brand of noodles in the Nepalese noodles market. It is produced by fast food (Nepal) Pvt.,Ltd., Chaudhary Udhyog Gaun, in technical collaboration with thai preserved food factory company ltd., Thailand. The plant is located at Nawalparasi District. It is marketed by Chaudhary Group and also described as "a Quality Product Of Chaudhary's". It posses the quality standard Certificate for product, the symbol of N S.138, which is certified by Nepal Government. This brand is an instant seasoned noodles, it is available in vegetarian and non-vegetarian taste auch as hot and sour , waiwai quick, mutton flavor chicken flavor(20% extra protein)etc. the consumer cost prise is Rs.11 per packet weighted 75 grams. In this packsge of waiwai noodles add the monosodium Glutamate (maximum 1%) so the company has no recommended for Infants below 12 momths.It is best to Consurme within 9 months from the date of manufacturing.

<u>Nutritional Value</u>	<u>(prepackage of 75 gram)</u>
Total Carbohydrate	48.65g
Fat	14.5g
Protein	9.5g
Dietary Fabre	0.6g
Calcium	14.2mg
Iron	1.7mg
Sodium	1.15mg
Energy	363 Kcal

Source- General Information on its packaging cover.

The brand name of waiwai was introduced in Nepal by chauthary group with that collaboration. before that , only Rara was available In the market as Nepalese noodle. Waiwai appeared with different taste seasoned noodles and established its own image to the noodles lover of domestic as well as international market. It has celebrated 20 years and made it the taste of Nepal. The company has export this brand more than 30 countries aboard including Asia. Europe and also America.

B. MAYOS

The brand name of mayos is not so new and not familiar among the Nepalese noodles lover with comparison to the Waiwai and Rara brands. It has been produced by Himalayan snax & Noodles Pvt. Ltd. Its plant is located at Ugratara, Janagal VDC-1, and kavrepalanchok District. It has produced under technical license of that president Food Plc., Thailand . It is and instant seasoned noodle also available in vegetarian and non-vegetarian taste.

Nutritional Facts

Ingredients Nutritional value per pack % of daily requirements.

Carbohydrate	48.22gms	4.82%
Proteins	780gms	22.29%
Fat	15.50gms	70.45%
Dietary Fiber	0.58gms	3.00%
Calcium	15.10ms	3.78%
Iron	1.90mg	6.33%
Sodium	1.17mg	9.45%
Total Calories	363 kcal	14.54%

Source-General information on its packaging cover.

This brand came to the market to compete with Waiwai noodles. Obviously both of these two brands Waiwai and Mayos have many similarities like consumer price (Rs. 11 per packet), technology (Thai technology), same weight (75gm), target market (Nepalese consumer), taste (instant seasoned noodle), taste Divaricating (Veg and Non-veg), same promotional tools and activities etc. Though having such similarities consumers have their own preference. It has got symbol of N.S. 138, quality taste of Nepalese standard and cooking instructions and general information about this brand has been given in its packaging cover.

C.2PM

This brand of noodles is produced by Asian Thai foods Pvt.Ltd. Biratnagar, Nepal, which is an ISO 9001:2000 certified company. This company is also a member of Snack food Association on Virginia USA. Its factory is located in sonapur, sunsari district of Nepal.

<u>Nutritional Value</u>	<u>Per 75gms (packet)</u>
Total Carbohydrate	48.75g
Fat	14.25g
Protein	7.50g
Dietary Fibre	0.60g
Calcium	14.20mg
Iron	1.7mg
Sodium	1.1mg
Energy	355Kcalorie

Source- General Information on its packaging cover.

Its consumer price is Rs. 11. Per packet of 75 grams. This noodle contains Monosodium Glutamate which is not fit for consumption by infants below 12 months.

D.SAKALAKA BOOM

This brand of noodles is available in instant nature in Nepalese Market. It has been produced by Himalayan snax & Noodles Pvt.Ltd. Its plant is located at Ugratara, Janagal VDC-1, and kavrepalanchok District. It has produced under technical license of Thai president Food Plc., Thailand. It is and instant seasoned noodles also available in vegetarian and non-vegetarian taste.

<u>Ingredients</u>	<u>Nutritional value per pack</u>
Carbohydrate	48.32gms
Fat	15.50gms
Protein	7.50gm
Dietary Fibre	0.56g
Calcium	14.90mg
Iron	1.80mg
Sodium	1.15mg
Total calories	362Kcalorie

Source- General Information on its packaging cover.

The company offers consumer price Rs. 10 per packet of 75 gram. It contains added Monosodium Glutamate so it is not recommended for infants below 12months.

E.MARRY

This brand of noodles is made my Multi Food industries Pvt.Ltd. Balaju. The company has launched marry noodles recently. The main feature of this noodles

is MSG free (Monosodium Glutamate free). In our language, it is made without ajino Moto which is very good for consumer's health. So, it might be popular in future. The company has offered its consumer price Rs. 11 per 75 grams packet. It is best within 9 months from the date of manufacture .

<u>Nutritional Value</u>	<u>per 75gms</u>
Total Carbohydrate	47.25g
Fat	15.5g
Protein	7.3g
Dietary Fibre	0.6g
Calcium	14.6mg
Iron	1.7mg
Sodium	1.13mg
Energy	334Kcalorie

Source- General Information on its packaging cover.

1.2 concept of Brand Preference

The brand is not product but it gives the product meaning and defines its identity in both time and space. Companies are discovering that this brand equity has to be managed. Nourished and controlled. Branding is raising new questions for managers. How many brands do you need? How do you manage your brand portfolio? What extensions can you give the brand and which products and services could and should these encompass? Or on the other hand, into what areas should you not extend the brand even if you expect it to sell? Going too far may weaken brand equity. How do you manage brands over time and keep them up to date as technology, products and customers' change? How do you optimize image in the relationship between products and their brand? How far can a brand be extended geographically? Several companies have the same name as their brand, so is the difference between managing a brand image, a corporate image and an msrirurional image? Finally, given that brand has a value, how can this be measured so as to survey and control it? Should it be included on the balance sheet to indicate its true economic value to shareholders, investors and financial partners?

These are all new questions. For a long time, the answers to these questions were found intuitively and the decisions made on trial and error basis. Too often brands are examined through their component parts: the brand name, its logo, design or packaging, advertising or sponsorship, the level of image and brand awareness or more recently, in terms of financial valuation.(Kapferer, 1997:17-18)

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

"Brand is a name, term, symbol, mark, design or a combination of them which is mended to identified goods or services of one seller or group of sellers and to differentiate them those of competitors."

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

1.4 significance of the study:

Companies now realize that their brands are and essential asset, even though they do not appear on the balance sheet. To consider a brand as an asset has important implications for management. The main idea is to capitalize on a few brands. They have to be constantly nourished by new products in order to maintaining their market share. To get the most from them means that it is necessary to concentrate all one's efforts over the long term on a few viable brands to increase their potential and value. Several brands which were part of our youth and still exist in our conscious awareness will soon disappear (kapfere, 1997:425). The future lies in the brands of those companies which understand brand and are able to in still this understanding throughout their organization. Even if a company's

culture is internally focused, what the brand stands for reminds us of the competitive priorities and the need for continuous improvement in serving the market by the creation of new products. To understand the brand requires a true brand professional who knows everything about it is able to integrate all of its facts, richness and Dynamism and has an intimate relationship with it. This is even more necessary when there is a high staff turnover and brand managers are constantly changing. It is good to have integrated the corporate culture, but it is better if the brand manager is immersed in the meaning of the brand of which he is in charge. It is not just the marketing managers who have to understand what a brand stands for. Everybody, throughout the organization, must consider the brand in a professional light, become an active supporter of it and play an essential part in its functioning. Thus all those who are involved in the production process, in factories, in laboratories, and those who are responsible for the maintenance and growth of these brands, have a role to play, the people involved at the other end of chain, both nationally and internationally, all the way to the shop-floor assistant and the after sales service staff who have an influence on the brand's performance well after the goods are sold, must also be involved. (Kapferer, 1997:426).

Knowledge of the brand preference helps consumer's attitudes towards the brand (i. e. product), and this understanding in turn sheds light on different aspects such as effectiveness of branding policy, advertisement, consumer's response to the price and availability of the products, consumers' perception of the total image of the manufacturer.

Brand preference is one way of segmenting a market. On the basis of brand preference we can segment the market as loyal and non-loyal. If the consumers prefer the brand they can be identified as loyal consumer market and if they don't prefer the brand they can be identified as non-loyal consumer market. Brand preference gives sellers or marketers protection from competition and greater control in planning marketing mix.

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

1.5 Statement of the problem

Industrial activities are gradually increasing in the country. Even in the last few years the number of Noodles Company has significantly increased in the country and still is on an increasing trend. This development of the industrial sector has

provided varieties of noodles. Different types of noodles are available in the Nepalese Market.

Now a – days consumers have much alternative choice to select the brand so the manufacturers are facing very tough competition to sell their products. At present the consumption of noodles is increasing tremendously and it is the contributing to the national income. This is the main reason to trace out the problem faced by these industries. The problem of the study is summarized as:

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

1.6 Objective of the study

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

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

1.7 Limitation of study

This study has taken under partially to fulfillment of requirement of Masters Degree in Business Studies. So this study aims at finding out brand preference of noodles in only Hetauda municipality on the basis brand preference. It has some limitations which are as follows:

1. This study is limited inside Hetauda municipality requires area where targeted responses would be available so it might not represent the overall consumer's view in term of low sample size.
2. We have selected only ten brands of noodles such as Wai Wai, Mayos, 2pm, Sakalaka boom, Marry.
3. Most of data used in this study have been obtained through questionnaire, interview so most of data are primary based on sample survey.

4. This study covers small segment of Nepalese market.
5. Time is also limited during this study.

1.8 Organization of the study

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

The first chapter contains background of the study, focus of the study, statement of the problem, significance of the study, objectives of the study, limitation of the study and organization of the study.

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

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

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

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

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

CHAPTER-II

REVIEW OF LITERATURE

This chapter highlights on the literature that is the topic. While doing research, the previous study cannot be ignored because it provides the foundation of present study. In other words there has to be continuous research. Review of relevant literature provides the knowledge of the status of the field of research to the researches. According to Howard K. Wolf & Prem R. Pant, "The purpose of literature review is to find out what research studies have been conducted in one is chosen field of study and what remains to be done. It provides the foundation for developing a comprehensive the practical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead-ends in research."

2.1 Marketing and customer satisfaction.

In a board sense, marketing is any exchange activity intended to satisfy human wants in a business sense, marketing is a system of business action designed to plan, price, promote and distribute want satisfying products, service and ideas to markets in order to achieve organizational objectives. Marketing's evolution has gone through three stages. It has been with a production; pass through a sales orientation and now in the marketing orientation. In this third stage a company's efforts are focused on identifying and satisfying customer's needs. More recently, the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customer and at the same time fulfill its social responsibilities.

Marketing is often dynamic, challenging and rewarding.

It can also be frustrating and even disappointing. But it is never dull ; Welcome to the part of the organization where an organization's ideas, planning and execution are given the acid test of the market acceptance or rejection (Stanton, 1994 :1).

Quality marketing has always been important to consumer as well as marketer; the best measure of quality is customers' satisfaction. In a competitive environment, the ultimate indication of satisfaction is whether or not the customer returns to buy product a second, third, or fourth time. However a firm can't afford to gamble that its marketing decisions are correct and then wait for repeat purchase to confirm or reject those judgments. Instead, managers realize that satisfaction is determined by how closely experiences with a product meet or exceeds a costumer's expectation. Therefore markets must do two things. First of

all ensure that all the marketing activities, such as the price of the product, the claims made for it in advertising, and places in which it is sold, contribute to creating reasonable expectations on the part of the customer. Secondly, eliminate variation in customers' experiences in purchasing and consuming the product (Pantano, 1998:23)

"Where the buyer is satisfied after purchase depends on the offer's performance in relation to the buyers' expectation. In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations". As this definition makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectation the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with brand, not just or rational performance. The result is high customer loyalty. (Kotler, 2000:36)

2.2 Meaning of the Brand

A world economic interest in brand is a recent phenomenon. Indeed, some would argue that for long time now advertising agencies and marketing managers have been doing their best to convince others that brand are companies more precious assets.

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

The word brand is comprehensive; it encompasses other narrower term. A brand is a name and /or mark intended to identify the product of one seller or a group of

sellers and differentiate the product from competing product. A brand name consists of words letters and/or numbers that can be vocalized.

(Stanton, 1982:308)

Kolter has defined branding is the art and corner stone of marketing. Brand should suggest something about the product's benefit and products qualities such as action or color. It should easy to pronounced, recognized and remember and distinctive and also should not carry poor meaning in other countries and language perhaps the most distinctive skill of professional marketers in their ability to create maintains protect and enhance brand. Marketers say" branding is the art and corner stone of the marketing". The American marketing association defines a brand as follows:

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

In essence, a brand identifies the seller or marker. It can be name, trademark, logo, or other symbol. Under the trademark law, the seller is granted exclusive rights to use of the brand name in perpetuity. Brand differs from other assets such as patents and copyrights, which have expiration dates. A brand is essentially a seller's promise to deliver a specific set of feature, benefits and service consistently to the buyer. The best brand conveys warranty of quality. But a brand name is an even more complex symbol. It can convey up to six levels of meaning i.e. attributes, benefits, values, culture and personality. They define the brand's essence. (kotlert, 2000:405)

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

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

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

What is Brand Identity?

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

How to create brand identity?

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

-) What is the Mission?
-) What does the company want communicate?
-) What image does the company want to convey?
-) Which words best describe the business?

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

Developing your logo and brand identity

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

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

Make your brand identity Consistent

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

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

2.3 reason for branding

A brand is a name, symbol or other distinguishing features that serve to identify the goods or services of and organization and to set them apart from those of

competitors. Most goods and services were unbranded until after the American civil war. Today almost all goods and services are branded. Brand decisions are critical dimension of products management strategy and overall marketing strategy" (Pnta, 1998:27).

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

For sellers, brand can be promoted. They are easily recognized when displayed in a store or included in advertising. Branding reduces price comparisons. Because brand are another factors that needs to be considered in comparing different product branding reduces like hood of purchase decision based solely on price. The reputation of a brand also influences customers' loyalty among buyers of services as well as business and consumers goods. Finally, branding can differentiate commodities (Stanton, 1982:308).

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

2.4 Reason for not Branding

Two responsibilities come with brand ownership:

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

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

Some items remain unbranded because they cannot be physically differentiated form other firms' product. Nails and raw materials (coal, cotton and wheat) are example of goods for product differentiation, including branding, is generally unknown. The perishable nature of products such as

fresh fruits and vegetables tend to discourage branding. However, well-known brands such as river land oranges and Bellow apples demonstrate that even agricultural products can be branded successfully (Stanton, 1984:310).

2.5 Brand loyalty and switching

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

(Kumar, 2001:33)

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

As the name implies **Brand Switching** means consumer habit of consistently shifting from one brand to another in this sense brand switching is opposite to brand loyalty a brand loyal consumer is attached to a specific brand or a set of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior is very important for complete understanding of brand loyalty behavior. Because why consumers switch brand explain to a great extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behavior." It is not unusual to switch brands simply because of variety seeking" say Leigh McAlister and Edgor Pessimier (Engel, 1997:31)

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

A consumer having been loyal to a brand for long time may switch to other brand because of being dissatisfied or being bored with the brand he has been using for long time. Similarly, if the consumer is more price conscious than brand then

even a slight price-cut in the competitive brands may make him move those brands. Consumers have varying degree of loyalty of specific brands stores and other entities. Buyers can be divided into four groups branding to brand loyal status (Kotler, 2000:269).

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

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

2.6 Types of brand

A good brand should possess certain characteristics as through discussed in most advertising and marketing text books. In essence, a brand should be short distinctive, easy to pronounce and able to suggest product benefits without negative conditions. Although branding provides the manufacturers with some insulation from price competition, a firm must still find out whether it is worthwhile to brand the product. In general, these prerequisites should be met (Onkvisit & Shaw, 1997:429).

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

According to S.A. Sherlekar, the types of brand are as follows (Sherlekar, 1982:133-34):

A. Individual Brand

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

B. Family Brand

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

C. Umbrella Brand

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

D. Combination Device

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

E. Private or Middleman's Brand

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

2.7 Consumer Behavior and Preference on Brand or Product

Consumer behavior is a cognitive aspect of n individual and it results from the interaction with things, substances, environments, persons and so on. This behavior makes a high effect on purchasing decisions. In course of analyzing

consumer behavior for developing different marketing plans and doing marketing planning, the analysts need to examine consumer behavior incorporating their tastes and preferences, liking or disliking attitudes, buying pattern, buying frequency, buying decisions, etc. These are influenced by social, cultural, religious and psychological and other various individual factors (Sharma, 1997:25)

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

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

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

Attribute bundles that consumers perceive to involve a somewhat higher level of risk, but for which they expect to exert only limited time or monetary effort, are called preference products. The difference, then, between convenience products and preference products is largely one of the risk of effort. The point about preference products is that the expected product satisfaction from an alternative choice is relatively low. Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus, the marketer can develop a preference for and perhaps loyalty to this type of product usually through advertising. Toothpaste marketers, soft drink marketers, and airlines build customer preference for a known and trusted brand (Murphy, 1987:232).

2.8 Brand Preference and Purchase Intention

How does the consumer process competitive brand information and make a final value judgment? The consumer arrives at attitudes (judgment, preference) toward the various brands through an attitude evaluation procedure. In the evaluation stage, the consumer forms a preference among the brands, however, two factors can intervene between the purchase intention and the purchase decision. The first

factor is the attitudes of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consume motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person is to the consumer, the more the consumer will adjust his or her purchase intention. (Kotler, 2000:180-182) the converse is also true. A buyer's preference. For a brand will increase if someone he or she respects favors the same brand strongly. The second factor is unanticipated situational factor that may erupt to change the purchase intention. According to the Mason and Ezel, the stages of consume decision making process for the purchase shown in **the hierarchy of effects model are** awareness, knowledge, linking, preference, conviction and purchase

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

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

Linkage: the attitude of the consumer towards a product or services.

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

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

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

2.9 Classification of Brand Preference Segment

The brand preference is very vital in reaching the target consumers to fulfill their needs and wants. So it would be better to know the different pattern of preference segments (kotler, 2000:261-62).

Homogeneous preference

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

Diffused preference

Consumer preference may be scattered throughout the space indicating that consumer vary guilty in their preference. The first brand in the center minimizes the sum total of consumer dissatisfactions. A second competitor could locate next to the first brand and fight for market share or, it could locate in a corner to attack

a customer group that was not satisfied with the center brand. If several brands are in the market they are likely to position throughout the space and show real difference to catch consumer preference differences.

Clustered preference

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

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

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

2.10 The function of the Brand for the consumer

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

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

perceived risk. The last three functions have a more pleasurable side to them ethics show the buyers are expecting more and more responsible behavior from their brands.

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

The usefulness of these functions depends on the product category. There is a need for reference point or risk reducers when the product is transparent (i.e. its inner qualities are accessible through contact). These functions are neither laws nor dues, not are they automatic, they must be defended at all times. Only a few brands are successful in each market thanks to their supporting investment in quality, R & D productivity, communication and research in order to better understand foreseeable changes in demand. A priori nothing confines these functions to producers' brands. Moreover, several producers' brand doesn't perform these functions.

2.11 Historical background of Noodles

At first, noodles came from china in the name of chawmein or "chau chau" and from Italy, in name of spaghetti. Similarly, it is pronounced as fetching and cut

Marconi by Italians. Thus, it is considered as of Mongolian origin. China and Italy started to use this food as their main meal. In the different names and they prepared it in different varieties. Its shape, quality and preparation techniques are different in each country after introducing of noodles in China in 17th century gradually it was introduced in Burma, Japan, Thailand and South Asian countries. Possibilities of immediate consumption are the main cause of development in noodles. Japan claimed the noodles made of buckwheat as *suba*. In Japan, these foods brought a great change in the kitchen as instant food. After that, these foods became popular in Western countries especially in France, Italy and England, as one of the best foods. There are about 50 to 60 varieties of instant noodles in Japan more than 200 industries are producing more than 11 lakhs of noodles in single shift per day. These products are exported in most of the countries of the world. The development of instant noodles started only around 1952 AD. With the Japanese technology. In the history of instant noodles, there is a parable about it "fashion" from Paris "jazz" from American and instant noodles from Japan. Origin of noodles in Nepal is very new. Before 2017 BS, Nepali people those who went abroad used it in foreign countries. When Chinese and Tibetan business men came from China they introduced noodles in Nepal after that a few restaurants started to sell noodles. Due to increase in interest in noodles national trading limited imported 1st lot of equipment of plain noodles in 2032 BS. In the context of Nepal, people consume noodles by pronouncing "chau chau". Before two decades there were only plain noodles called "sinkee chau chau" in the market. There were not any industries to produce noodles in instant nature before Gandaki noodles company produced it people consumed it generally in Chinese style because noodles were introduced here by Chinese people (Basnet, 2000:30). At present, some people make noodles in their home for self-use. Different factories use different materials to make it but in general noodles are made of wheat, flour, egg, baking powder, salt, herbs, etc. There are some vegetarian noodles, which are also producing/available in the market place. Now a day there are so many varieties in noodles in our country Nepal. There is a cut-throat competition among the different noodles. Nepal Thai foods (CG foods) has firstly produced waiwai and then golmol, saathi, wah wah, big mimi, mimi, waiwai premium, mama100, waiwai quick with chicken pizza, waiwai chicken tanduri, waiwai mutton (white noodles with 2 seasoning inside) etc. recently it has launched waiwai (sarbagun sampanna 20% extra protein). Himalayan snacks and noodles has firstly produced mayos which means mine as well as yours and then it started to launch lekali, hurray, yes papa, ruche, shakalaka boom (especially for kids) etc. we still find rare of Gandaki noodles in the market. Pokhara noodles pvt. Ltd. has produced Marry, phuchee, lotpot, 2pm and phata phat etc. Kanchanjunga process food has launched U-Key. Everest noodles have launched

ayah, aaha 50/50. general foods industries have launched yum yum. We also find hits, femee, khaja, rodhi, mamananoodles of different noodles company. Multi foods industries have launched min min , minmin khaja etc. recently himshree food Pvt.Ltd have launched phewa noodles .multi foods industries have launched marry instant noodles which are made wuth out Arjino Moto. We have also seen a new noodles in our market that is j-mee instant noodles, lcader instant noodles etc. certainly we will see the different noodles in future.

2.12 Popularity of instant noodles

Along with the development of human civilization mans lifestyle has been changing over the centuries. The more people becomes civilized, the more change is observed in their life style. People are becoming so busy so that they could not get enough time to eat well. Due to the time constants, people are attached to taking well process foods, which is easy to consume. Though it is a matter of debate whether in take of well process food is good or bad for health, people are consuming highly process food as a sign of human civilization. What so ever be the debate, the process food has a deep rooted influence in to days world. Nobody can imagine carrying out the busy life with out the process food and instant food. Instant noodles are gaining more popularity in the world that it can not be replaced by any other foods from a rural areas to big cities everybody has been helping people to save time and in the rural areas it has become fashion and status symbol to consume such food therefore it has been extending its route from city to the rural and creating wider and wider market everyday.

2.13 Noodles industry in Nepal

In Nepalese context of origin of noodles is just 2 decades old .before 2017BS the people who went abroad ate noodles and brought noodles as souvenirs. The Tibetan refuses who settled down in Nepal stated opening restaurant having chaumein.In menu. Nepalese people learned to eat noodles from them. The concept of instant noodles in the Nepalese market was first introduced by an Indian company: national India Ltd. they introduced maggy instant noodles with the concept of "two minutes noodles ". For a few years it enjoyed the monopoly in the Nepalese market. Due to the heavy demand of noodle in Nepal, the national trading imported the first lot of equipment for manufacturing plain noodles in2032BS. In the early 1980s Gandaki noodle ltd started to produce instant packed noodles with RARA Brand with Japanese technology. Thus, noodles ltd in the pioneer company in Nepal that produced instant noodles. This concept clicked in the market and with in a short period of time. RARA was a big hit in the Nepalese market. After gandaki noodles Ltd.,chaudhary group interred

in the instant noodles market. They introduced WAI WAI as pre-cooked instant that can be eaten noodles directly from the packet the technology was in collaboration with Thai preserved Foods and first of its own in the country. The concept has become highly successful, and wai wai has become the market leader in pre-cooked noodles segment. Within a few years, many other company or brands like MIN MIN, YUM YUM, MAYOS, GOL MOL, MARRY, JO JO, MARRY, 2PM, SAKALAKABOOM, RUCHEE, J-MEE, LAI BARI LAI etc. in the market in Nepal.

According to the boss Magazine the information about the noodle is as follows:

The noodle riddle

Noodles have become necessity items of Nepali consumer shopping list. Although home made noodles have been long there, it was only in 1984 that a major brand came in to the picture. It was virtually a monopoly market for the noodle leader-waiwai, with an 80 percent of market share while other brands emulated the rest of the noodles of the noodles market until year 2000 when two other brands from different companies were launched- Marry and Mayos. Ever since, there has been mushrooming of various noodle brands. With more than 15 brands on the market hot plate, the industry is still growing.

In 2000 the industry worth was at Rs. 1250 million. Today the market has grown to approximately Rs. 3200 million Rara has remained a flavored brand in the white noodle category with lekali in hot pursuit of the number one lost However, consumer preference has seen a definite shift to the brown variety, in which more than a dozen brands are available at different prices. The white noodle commends its presence in the hills and mountains, while the brown noodles take center stage in the urban and semi urban centers. Another category within the brown noodle is the snack variety, which is low priced and targeted at school going children, a segment that is gathering pace. With only a handful of players in the market, the 80s, and 90s saw an aggressive marketing effort by WaiWai to build its brand. Consumer awareness on instant noodles was very low and waiwai seized this opportunity and explored and expanded its brand going on to become a household name. The brand recognition was so strong that today instant noodles are almost synonymous with waiwai.

Innovation and Differentiation of noodles

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

different foil packing techniques. There are huge number of brands within each company introducing different categories snack noodles, white noodles, instant and some just with a different seasoning for taste, to capture sales from other companies and also to develop new tastes among consumers to expand the market. Every company is a quest of producing a different noodles brand but only a handful has succeeded. Differentiation is created in terms of marketing inputs only. The positioning of brands varies from each other. While Mayos positions itself as family noodles, waiwai is a noodle for all, sakalaka boom for kids and so on. Similarly the communication is different in terms of positioning only, but as far as communication, is concerned it is only the consumer promotion that has taken the largest share of focus with none given to the brand.

Strategic focus of noodles

Unlike, it was till 1999 when the push strategy was working for waiwai, now it is the pull strategy for the noodles industry as a whole. The stage from push to pull was not an overnight result. The trade schemes were offered to distributors and wholesaler to push the product and make consumers buy. Since the entry of Marry ann Mayos in year 2000 the industry has started moving towards brand building process. This was when the marketing strategy shifted gears towards the pull strategy. A major reason behind this was that push strategy doesn't work for a long time and the second reason was the new entrants in the market. As the market leader waiwai as an established brands was strong so the new entrants focused on promotional activities to create sales volume and brand awareness. Promotional activates are not restricted to advertisement and trade only: to driving factor here is the consumer schemes. With every noodle packet placed on the retail shelf a consumer hopes to win. This millennium brought consumers more value to whatever they were paying before. Before this, it was only couple of imported brands from India and Thailand that used to offer bowls of spoons as adds on value to the product. Domestic brand played the game with exchange offers- so many wrappers gets you a free gift, etc. the year 2000 saw the saw.

Entrants Marry launching the first ever scheme launched by any domestic product the "The Bingo Hangama", closely followed by market leader waiwai with "mauka ma chauka", "diamond set", "aaja ko arjun ko" with both the noodles drawing higher sales. Mayos also dived in to the pool with "say ma say uphar", "mayos super challenge". Since then none of the companies has dared to take off the schemes from the noodles. Offers worth millions have been placed in packets worth Rs Five to any premium priced brand since then till date.

Successful amongst them were "Bingo Hungama", by Marry, " Mayos Diamond offer", "Marry most wanted", "hami sabai ko waiwai", "waiwai hero", "Dashin Khashi Kukhura Upahar", by jojo snack noodles and last buy not least" 2pm jackpot. The 2pm jackpot came up with a different campaign and almost immediately took a huge chunk of the market share. The common factor almost all the offers talk about the monetary value of the commodities given.

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

2.14 Review of related study in Nepal.

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

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

The Major findings of studies are:

-) In each of products selected for this study at least 65 percent consumers are found to have knowledge of almost all alternative brands available in the market. Thus, brand awareness of the Nepalese consumers is found to be high.
-) A positive association is found between consumers' income and brand loyalty in all the products included in this study except shaving blade. In shaving blade, however, no association is seen between income and brand loyalty.
-) Brand loyalty has positive association with store loyalty. In all the products except soft drink it is found that out the total respondents

showing high degree of store loyalty, at least 85% respondents are found relationship with store loyalty.

-) There is no association between number of brands available and brand loyalty. It is found that increase or decrease in number of brands available does not increase or decreases the number of brand- loyal consumers.
-) Majority of the Nepalese consumers are found loyal. The following table reveals the who findings on brand loyalty of the Nepalese consumer.
-) Studies on brand loyalty should be made on continuous basis. Most of the consumer showing brand loyalty indicates toward hidden assets of the manufacturers or seller. They should have knowledge of this valuable asset. It will give them effective guideline for developing successful marketing strategies.

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

-) To examine the effectiveness of advertising of RARA and YUM YUM noodles.
-) To examine the popular media of advertising.
-) To find out the strengths and weakness of advertisement of instant noodles.

The major findings of the study were:

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

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

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

Major finding of the study are as follows:

-) Most of the educated people of Kathmandu are aware of both brands (Rara and Maggy) of instant noodles because of their advertisements.
-) Most of the uneducated people of Kathmandu could not say anything about the advertisements.
-) Of all the advertising media available in Nepal, the Radio has proved itself a leading one to create awareness in customers about the advertised products, especially edible goods like instant noodles. After the film/ensiled comes or orderly.
-) Advertisement qualities of instant noodles have made no change in brand preference.

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

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

The major finding of the study were:

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

A dissertation title "A study in market situation of Instant Noodles YUM YUM" (A case study in Narayangarh) conducted by Anup Kumar Shretha in 1998 has the following objectives:-

-) To test the market of YOM YUM in Narayangarh.
-) To obtain and analyze the information on the sales of different kinds of Instant noodles in Narayangarh.
-) To obtain the consumers opinion on price, quality and test of different brands.
-) To compare the position of 'Yum Yum' instant noodles with other brands.
-) To assess the average percentage of consumers' loyalty over several brands.
-) To compare the price, quality & taste of 'Yum Yum' with other brands.
-) To suggest the company of 'Yum Yum' of overall marketing activities for better distribution.

On the basis of the field survey and subsequent analysis, the study has found following. All wholesalers are under the distributorship of Chitwan Supplier the single distributor of yum yum in Narayangarh. Wholesalers prefer the brands of noodles on the basis of sales volume. On the basis of sales volume waiwai stands at the top and yum yum. After introduction of yum yum in the market, 90% of wholesalers expressed that it is satisfactory and rest of the wholesalers expressed that the quality is not satisfactory regarding the distribution of different brands by their quality, waiwai is the best quality noodle and Yum Yum was in second position. Out of 100 Percent 65% use noodles as Tiffin and rest 35% respondents use it as both tiffin and dinner. This study concluded that the use of instant noodles has become a general consumption phenomenon in Narayangrah. There are various brands of instant noodles available in the market and market of noodles has turned to be competitive in recent years. The company does not save effective & reliable channel to collect information from wholesalers, distributors and consumer.

The study has recommended that an improvement in the test and quality and fixing reasonable price can be helpful measure to increases the volume of sales in the market. The company should increases the incentive to the wholesalers/distributors so as to motivate and encourage them to their transactions on Yum Yum. The company should diversity its market by penetrating in to potential rural areas. It should establish efficient distribution networks and provide reasonable amount of commiserate each level.

A dissertation title "Market situation of Instant Noodles" (A case study in Pokhara valley) conducted by Bhagabati Parajuli in 2002 has following objectives:

-) To know the demand and supply in instant noodles in the market of Pokhara valley.
-) To examine the potential consumers of instant noodles in Pokhara valley .
-) To obtain the consumers opinion on price, quality and taste of instant noodles.
-) To examine the popular media of advertisement are the instant noodles. Major findings of this study are:-
-) Demand of instant noodles is highly increasing pokhara valley.
-) Regarding instant noodles, only 100 consumer of Pokhara consumers given more preference to the taste and less preference to the brand and quality.
-) Most of the consumers who consumed the instant noodles are under 20 years of age.
-) Most of the students has been using instant noodles as Tiffin tin comparison to other professional area.
-) The advertisement of the Wai wai of Nepal Television is much more attractive than that of RaRA.
-) Most of the responds think that the quality of instant noodles is of moderate quality with reasonable price. Instant noodles have been taken as hygienic food compared with different taste of fast food.

A dissertation title "Advertising policy of Himalayan snax and noodles pvt its and fast foods Nepal Pvt Ltd: A Comparative study", conducted by Niraj Pratap KC in 2005 has following objectives:-

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

Major findings of the study are:-

-) Advertisement is the main source of information regarding instant noodles.
-) Waiwai is more popular than Mayos instant noodles.

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

CHAPTER-III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology is a way to solve the problems "Market research specifies the information required to address there issue, designs the method of collecting information, manages and implements and data collection process, analyze the result, and communicate the finding and their implications" (marketing News, 1987:1).

The objective of this study is to examine the brand preference of instant noodles in Makawanpur i.e. Hetauda Municipality. Besides this basic Objectives this study has also aimed at identifying the factors associated with preference and examine the brand loyalty of the Nepalese consumers. Studying brand preference is very much necessary to keep face with the increasing competition in the market. In the cost competitive modern business world, research on consumer behavior is considerate most essential activity to be carried on to become a successful marketer. In this study the necessary and relevant data have been collected from the sample consumer. To achieve this objective the study follows a research methodology, which has been described as the following.

3.2 Research design

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

This study is based on a survey research design limited scale survey has been conducted among the consumers of instant noodles in Hetauda. A set of questionnaire have been administered in order to generate data and other information is filling to the research questions adopted for this study.

3.3 Population and Sample

As the total population of noodles users of presently available brands is hard to find in number the study takes the population as the total consumers of noodles in Makawanpur in Hetauda. This study has included 120 consumers of instant noodles based in Makawanpur i.e. Hetauda though the sample size is very small in comparison to the total population, sufficient efforts have been made to make the sample representative by including consumers from the different professions, age group, educational background and sex.

3.4 Nature and sources of data

This study is based mainly on primary data collected directly from the respondent. The respondents for this study are consumers of instant noodles in Makawanpur in Hetauda area more information has been collected from the primary source about to the questionnaires and oral conversation with concerned distributor and consumers. The questionnaires were distributed to the consumers of Hetauda for collecting necessary information. The size of sample and respondents are 120 consumers who were given 120 sets of questionnaires. For this study 120 consumers were interviewed by the researcher with the help of a set of structured questionnaires and data are collected by researcher himself. The questionnaire used in this study is presented in the appendix.

s.n	Area	No. Of respondents
	<u>Agewise</u>	
1	Below 15 years	65
2	15-30 years	31
3	30 years above	<u>24</u>
	Total	120
	<u>Sexwise</u>	
1	Male	50
2	Female	<u>70</u>
	Total	120
	<u>Profession wise</u>	
1	Student	65
2	Job holder	28
3	Business man	<u>27</u>
	Total	120
	<u>Education</u>	
1	Literate only	24
2	SLC	44
3	Graduate	35
4	Post graduate	<u>17</u>
	Total	120

3.5 Data collection procedure

As of structured questionnaire was developed for the purpose of collecting data from the consumers. The questionnaires were distributed through personal contact in which the respondent were requested to fill up the questionnaire. The researcher personally visited to take interview of the consumers who were chosen from different socio-economic background. In the process of collecting data the researchers was also in touch with the responsible officers of companies selling wai-wai, Mayos, 2Pm, Sakalaka, Marry Boom and Marry products.

3.6 Data processing and analysis

The raw data collected through the questionnaire have been manually processed and presented in the form of tables. Once the data are arranged sequentially, simple statistical tools are used for analysis. The processed data have also been presented in graph, bar diagram and pie chart. All the questionnaires were distributed and collected by the researcher himself. Every questionnaire was thoroughly checked after the collection.

CHAPTER-IV

ANALYSIS AND INTERPRETATION OF DATA

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

Table No. 4.1

Brand Preference by age

Brand	Age						Total	
	Below 15 yrs		15-30 yrs		Above 30yrs		NO	%
	NO	%	NO	%	NO	%	NO	%
Waiwai	25	20.83	5	4.17	10	8.33	40	33.33
Mayos	15	12.5	10	8.33	5	4.17	30	25
2pm	15	12.5	7	5.83	3	2.5	25	20.84
Sakalaka boom	5	4.17	5	4.17	0	0	10	8.33
Marry	0	0	4	3.33	6	5	10	8.33
Others	5	4.17	0	0	0	0	5	4.17
Total	65	54.17	31	25.83	24	20	120	100

Source: Primary data from questionnaire

Table No. 4.1 depicts the brand preference of the noodles consumers of different age groups. The brand waiwai is most preferred one among the age group of below 15 yrs. Which is 20.83% out of 120 respondents. However, in the age of 15-30 yrs, Mayos has more popularity than waiwai indicating that Mayos is the most popular brand in the active group segment which is 8.33% of the total population. Likewise 2pm has also liked by below 15 yrs age group by 12.5% sakalaka boom has the 4th position which are equally liked by the below 15yrs age group and 15-30 yrs age group. i.e. 4.17% Marry is liked by the age group of above 30 yrs (5%) than the age group of 15-30 yrs. The age group of above 30 yrs did not like the sakalaka boom. There was still 4.17% responded who liked other brands of noodles in the age group of below 15 yrs. The rest the brand has insignificant preference out of 120 respondents.

Above data has clearly indicated that waiwai brand is the most preferred in the age group of below 15 yrs by 20.83% in the same group, mayos brand is

preferred by 12.5% the most preferred age group of 2pm is also below 15 yrs. By 12.5%

The most preferred age group of sakalaka boom is both below 15 yrs and 15-30 yrs. By 4.17% of total population. The most preferred age group of Marry brand is above 30 yrs. By 5% and the respondents of below 15 yrs preferred other brands by 4.17% out of total respondents.

Table No. 4.2
Noodles Consumption and Brand Preference by Profession

	Profession						Total	
	Students		Job Holders		Businessman		NO	%
Brand	NO	%	NO	%	NO	%		
Waiwai	25	20.83	10	8.33	11	9.17	46	38.33
Mayos	26	21.67	7	5.83	9	7.5	42	35
2pm	2	1.67	8	6.67	4	3.33	14	11.67
Sakalaka boom	7	5.83	2	1.67	1	0.83	10	8.33
Marry	3	2.50	1	0.83	2	1.67	6	5
Others	2	1.67	0	0	0	0	2	1.67
Total	65	54.17	28	23.33	27	22.5	120	100

Source: primary data from questionnaire

Table No. 4.2 depicts with noodles consumption and brand preference by profession. The data has revealed that a large number of consumers are found under the category of students that is 54.17% of the total respondents, followed by job holders and businessman by 23.33% and 22.5% each out of total respondents. The brand mayos is the most preferred among the student group which is 21.67% out of total respondents, followed by Waiwai brand which is 20.83% the least preferred brand under this category is Marry and others. Only 52% of the total respondents prefer Marry. However, wai wai is the most preferred brand under the category of businessman and job holder profession (9.17%) in the same table jobholder by 23/33% who preferred wai wai brand by 8.33%, 2pm brand by 6.67%, Mayos brand by 5.83% and rest of brand are least preferred in this segment. The same percentage (23.33%) of businessman consumes noodles that preferred the brand wai wai by 9.17%, Mayos by 7.5% an 2pm by 3.33%.

Table 4.3
Brand Preference by Educational Level

	Education level								Total	
	Literate only		S.L.C.		Graduate		Post graduate		NO.	%
Brand	NO.	%	NO.	%	NO.	%	NO.	%		
Waiwai	12	10	16	13.33	10	8.33	8	6.67	46	38.33
Mayos	4	3.33	18	15	14	11.67	6	5	42	35
2Pm	0	0	3	2.5	9	7.5	2	1.67	14	11.67
Sakalaka boom	5	4.17	5	4.17	0	0	0	0	10	8.33
Marry	3	2.5	2	1.67	0	0	0	0	5	4.17
Other	0	0	0	0	2	1.67	1	0.83	3	2.5
Total	24	20	44	36.67	35	29.17	17	14.17	120	100

Source: primary data from questionnaire

Table no. 4.3 shows brand preference by educational level. The data has shown that large number of noodles consumer are found in S.L.C level by 36.67 who preferred brand Mayos by 15% followed by wai wai by 13.33%, sakalaka boom by 4.17 and the rest of brand are least preferred by them out of 120 respondent. Further more, under the category of graduate level which is 29.27% of the consumers (1.67%). The rest of the consumers are interested in other brand (0.83%). No consumer under this category found consuming the noodles of sakalaka boom and Marry.

Table no. 4.4 presents the reason for noodles consumption. Data clearly indicates that easy to consume is the main reason for consuming noodles by 28.33%, time saving by 25.83%, easily available by 24.17% and get to rid from hunger by 21.67% out of 120 respondents.

Figure no 4.1

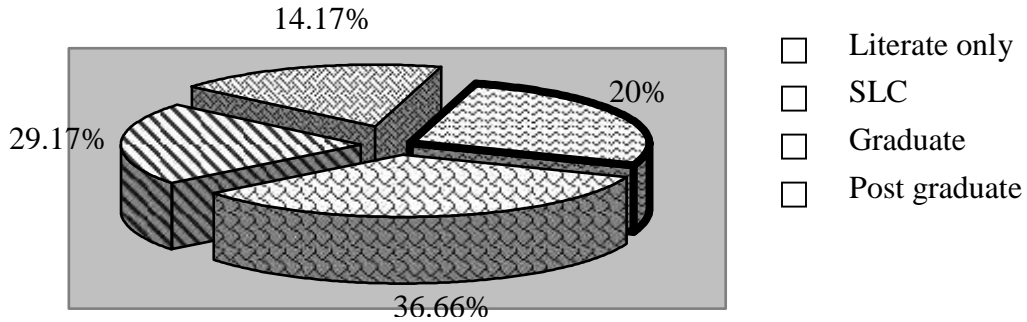


Table 4.4
Brand Preference by Sex Level

Sex	Male		Female		Total	
	NO	%	NO	%	NO	%
Waiwai	25	20.83	20	16.67	45	37.50
Mayos	26	21.67	13	10.83	39	32.50
2pm	3	2.50	8	6.67	11	9.17
Sakalaka boom	7	5.83	2	1.67	9	7.50
Marry	5	4.17	3	2.50	8	6.67
Others	4	3.33	4	3.33	8	6.67
Total	70	58.33	50	41.67	120	100.00

Source: primary data from questionnaire

Table no 4.4 depict with noodles consumption and brand preference by sex. The data has colleted that a large number of consumers are found under the male is 58.33% of the total respondents, followed by female by 41.67% of the total respondents.

Table No. 4.5
Buying habits and duration of consuming noodles

Habits	Very frequently		Frequently		Occasionally		Total	
	NO	%	NO	%	NO	%	NO	%
Recently	0	0	0	0	8	1.67	10	8.33
Since a year	1	0.83	0	0	3	0	4	3.33
Since 2 yrs	2	1.67	4	3.3	1	0	7	5.83
Since 3 yrs	10	8.33	17	14.1	3	3	33	27.5
More than 3 yrs	22	18.33	31	25.8	8	5	66	55
Total	35	29.17	52	43.3	23	10	120	100

Source: Primary data from the questionnaire

Table No. 4.5 related to the consumers buying habits and duration (current) of consuming noodles. The data has shown the habits of noodles consumption that consume the noodles, 29.17% consume very frequently, 43.33% frequently. 19.17% occasionally and 8.33 rarely consume the noodles.

The same tables shows the duration (current) of noodles' consumption which is as follows: 8.33% recently, 3.33% since a year, 5.33% since 2 yrs, 27.5% since 3yrs and 55% more than 3 yrs. It shows that a large number of consumers are consuming noodles since 3 yrs. Or more.

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

Table 4.6
Consumer's Alternative way if their favorite brand is not Available in the Market

S.N	Option	No. of responde	%of respondents
1	Wait for the preferred brand	16	13.33
2	Buy any alternate one	40	33.33
3	Buy the second preferred	64	53.33
4	Total	120	100.00

Source: Primary Data from questionnaire

Figure 4.2
Consumers' Alternative way if Their Favorite Brand is not available

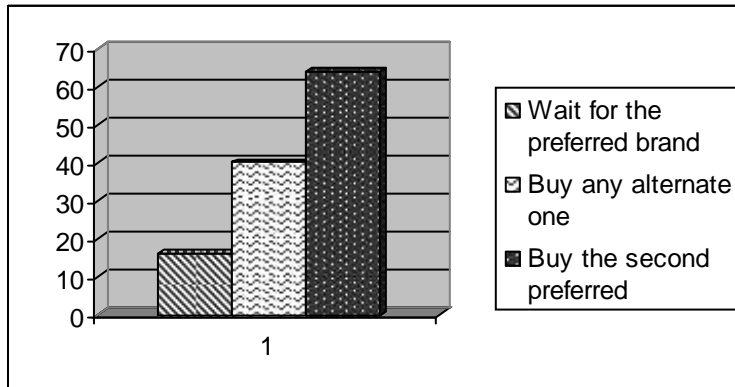


Table No. 4.6 present the consumers' alternative way if their favorite brand is not available in the market. It has clearly shown that 53.33% consumers will buy the second preferred brand, 33.33% will buy any alternate one and 13.33% will wait for the preferred brand in case of unavailability of their favorite brand.

Table No. 4.7
Alternative choice of Brand if Favorite Brand is not available

S.N.	Alternative Choice of brand	Number of Respondent	% of Respondent
1	Waiwai	33	27.50
2	Mayos	48	40.00
3	2pm	11	9.17
4	Sakalakaboom	18	15.00
5	Marry	6	5.00
6	Others	4	3.33
	Total	120	100.00

Source: primary Data from questionnaire

Table No. 4.7 is related to alternative choice of brand if favorite brand is not available in the market. As shown in table, most respondents have been found in the alternative choice of brand as mayos, by 40% whereas waiwai 27.50%, 15%, 2Pm by 9.17% and Marry by 5% and other brands by 3.33%.

Figure 4.3
Alternative Choice of Brand if Favorite Brand is not available

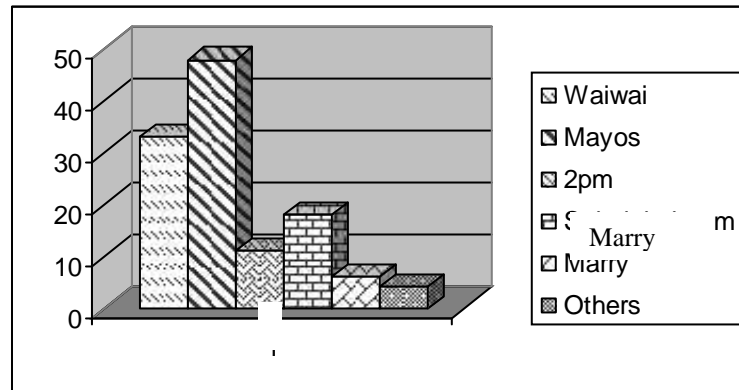


Table No. 4.8
Place and Purpose of Noodles consumption

Place	Home		School/ colle		Restaurant		Travel/Journey		Other		Total	
	NO	%	NO	%	NO	%	NO	%	NO	%	NO	%
Meal	0	0	0	0	2	1.67	0	0	0	0	2	1.67
Breakfast	4	3.33	0	0	15	12.5	3	2.5	1	0.83	23	19.17
Snacks	26	21.6	27	22.5	9	7.5	18	15	4	0.33	84	70
Dinner	1	0.83	0	0	6	5	0	0	1	0.83	8	6.67
Others	0	0	0	0	0	0	3	2.5	0	0	3	2.5
Total	31	25.8	27	22.5	32	26.67	24	20	6	5	120	100

Source: Primary data from questionnaire

Table No. 4.8 is related to the place and purpose of noodles consumption regarding the place the consumers consume the noodles in this way: home 25.83%, school/school/college 22.5%, restaurant 26.67%, travel/journey 20% and others 5%.

It also shows the purpose behind consuming noodles which is as follows: meal 1.67% breakfast 19.17%, snacks 70%, dinner 6.67% and others 2.5%

Above data has clearly shown that the large percentage of noodles consumer consume it as snacks which is 70%. In regard of place of consumption, large Percentage of consumers prefers to consume noodles in the restaurant, which is Out of 12, respondents.

Table no. 4.9

Pre determined Decisions for Buying Brand of Noodles While Buying Noodles

S.N.	Option	No. OF Respondents	% of respondent
1	Yes	80	66.67
2	No	40	33.33
Total		120	100

Source: Primary data from questionnaire.

Table No. 4.9 is related to the consumers predetermined decision for buying brand of noodles while buying noodles. As Shown in this table 66.67% of consumers would have already decided which brand to buy and 33.33% of consumers are not decided about it is shows a high degree of brands loyalty in noodles.

Figure No. 4.4

Pre determined Decisions for Buying Brand of Noodles while buying noodles

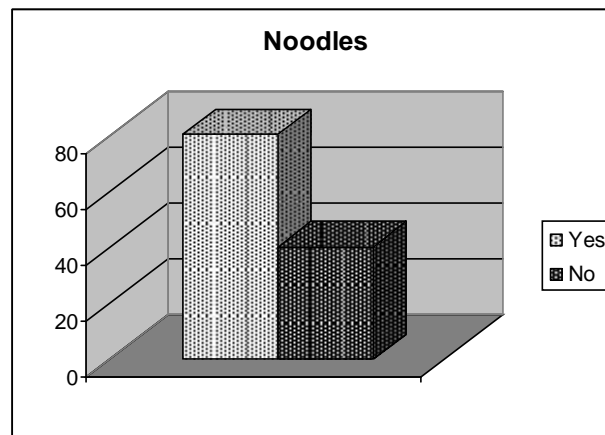


Table No. 4.10

Most Preferred Brand of Noodles

S.N.	Name of brand	Number of Respondent	% of Respondent
1	Waiwai	40	33.33
2	Mayos	30	25
3	2Pm	25	20.84
4	Sakalaka boom	10	8.33
5	Marry	10	8.33
6	Other	5	4.17
	Total	120	100

Source: Primary data from questionnaire.

Table No. 4.10 presents the comparative figure of brand preference between different brands. Among them waiwai is preferred by 33.33%, Mayos by 25%, 2pm by 20.48%, sakalaka boom by 8.33%, Marry by 8.33% and other brand by 4.177% out of the 120 respondents.

Figure No. 4.5
Most preferred brand of Noodles

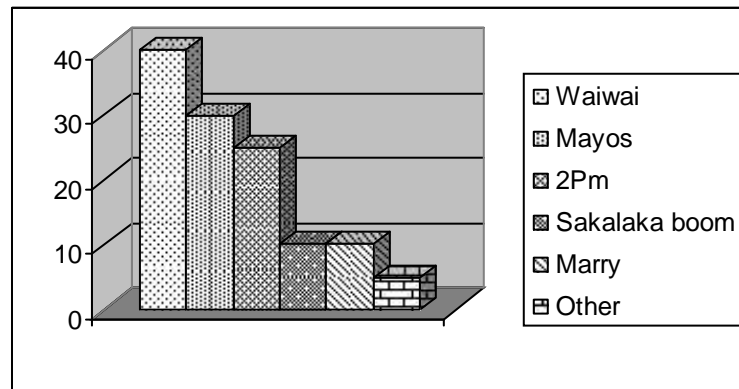


Table 4.11
Reason For Noodle Consumption

S.N.	Reason	No. Respondents	% of Respondents
1	Easy to Consume	34	28.33
2	To get rid from hunger	26	21.67
3	Easily Available	29	24.17
4	Time Saving	31	25.83
	Total	120	100

Source: Primary data from Questionnaire

In table No 4.11 is related to find out the reasons for noodles consumption. The table is shown that the respondents consume the different noodles easy to find in local area is 28.33% , reasons for easily available is 24.17%, to get ride from hunger is 21.67% and reasons for time saving is 25.83%. Most of the people are used different noodles for time saving and easy to consume.

Figure 4.6
Reason For Noodle Consumption

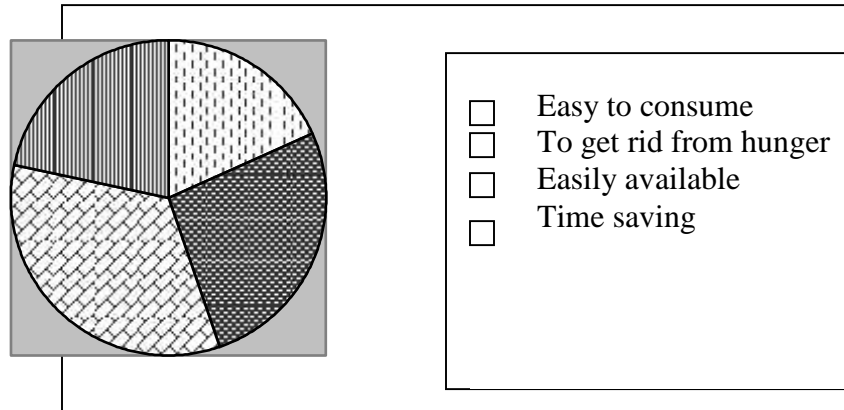


Table No. 4.12
Familiar Media of Noodles Advertisement by age groups

Age group	Below 15yrs		15-30yrs		Above 30 yrs		Total	
	No.	%	No.	%	No.	%	No.	%
T.V.	20	20.00	24	20.00	8	6.67	52	43.33
Radio	15	15.83	19	15.83	7	5.83	41	34.17
Hoarding board	2	1.67	2	1.67	9	7.50	13	10.83
Magazine/paper	0	0.00	0	0.00	12	10.00	12	10.00
Other	0	0.00	0	0.00	2	1.67	2	1.67
Total	37	30.83	45	37.50	38	31.67	120	100.00

Source: primary data from questionnaire

As shown in table No. 4.12, the most familiar media of advertisement is T.V. by 43.33%, followed by radio, hoarding board, magazine/paper and other by 34.17%, 10.83% and 1/67% respectively.

Above data has also obviously shown that highly familiar media is T.V. (16.67%) followed by Radio (12.50%) with the age with the age group of below 15 yrs.

In the same trend highly familiar media is T.V. (20.00%) followed by radio (15.83%) with the age group between 15-30 yrs. With the same group 1.67% is familiar with the hoarding board and no respondents is familiar with the magazine/paper and other media.

Highly familiar is magazine/paper (10.00%), followed by hoarding board (7.50%) with the age group of above 30 yrs. T.V. and Radio are familiar with

6.67% and 5.83% respectively. Negligible respondents were found familiar with other media (1.67).

Table NO. 4.13

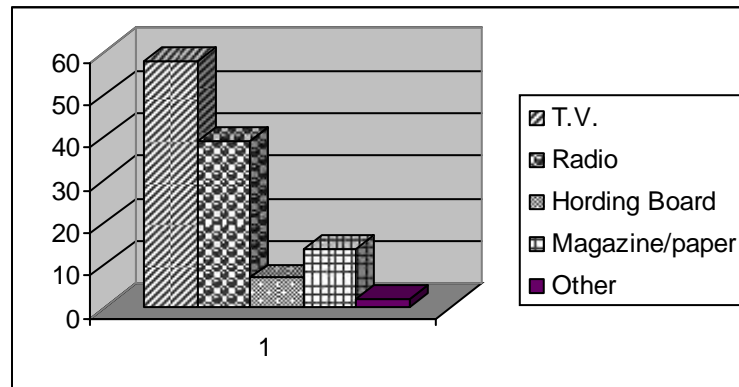
The best Media of Noodles Advertisement According to the consumer's opinions

S.N.	Media	No. of Respondents	% of respondents
1	T.V.	58	48.33
2	Radio	39	32.50
3	Hording Board	7	5.83
4	Magazine/paper	14	11.67
5	Other	2	1.67
	Total	120	100.00

Source: Primary data from questionnaire

Figure 4.7

The best media of noodle advertisement



The table no. 4.13 is related with consumers' opinion about the best media of noodles advertisement that is the best media T.V. opined by 48.33% Radio by 32.50%, Hoarding board by 5.83%, Magazine/paper by 11.67% and other by 1.67% out of the 120 respondents.

Table No. 4.14

Effectiveness of advertising media upon consumption of Noodles

S.N.	Option	No. Of respondents	% of respondents
1	Very high	19	15.83
2	High	48	40.00
3	Moderate	29	24.17
4	Low	13	10.83
5	Very low	9	7.50
6	Poor	2	1.67
	Total	120	100.00

Source: Primary data from questionnaire

Figure 4.8

Effectiveness of Advertising Media upon Consumption of noodles.

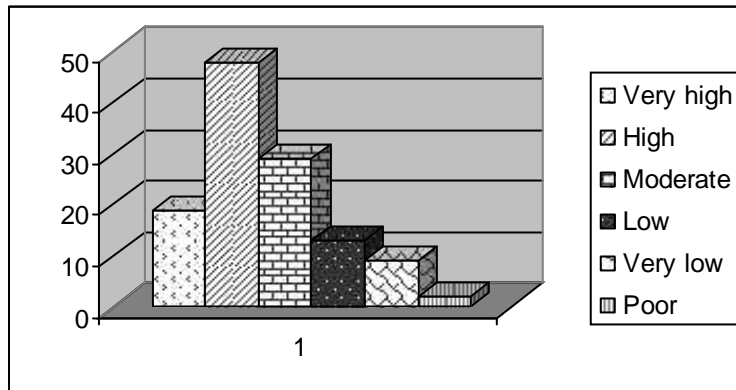


Table no. 4.14 present the e effectiveness of advertisement media upon consumption of noodles. The data has shown high effectiveness by 40%, moderate by 24.17%, very high by 15.83%, low by 10.83%, very low by 7.5% and poor by 1.67%. it shows that advertising efforts have been generally effective.

Table no. 4.15**The most impressive Advertised brand of Noodles by age.**

Brand	Age						Total	
	Below 15yrs		15-30yrs		Above 30 yrs		No.	%
	No.	%	No.	%	No.	%	No.	%
Waiwai	5	4.17	21	17.50	20	16.67	46	38.33
Mayos	18	15.00	18	15.00	10	8.33	46	38.33
2Pm	0	0.00	2	1.67	6	5.00	8	6.67
Sakalaka boom	11	9.17	4	3.33	0	0.00	15	12.50
Marry	3	2.50	0	0.00	2	1.67	5	4.17
Total	37	30.83	45	37.50	38	31.67	120	100.00

Source: Primary Data From the questionnaire

Table No. 4.15 depicts impressiveness of advertisement of different brands of noodles in different age groups. The data has shown the brand Mayos and Wai wai are highly and equally impressive as rated by 38.33% each, followed by sakalaka boom 12.50% , 2pm and Marry are least impressive as rated by 6.67% and 4.17% respectively out of 120 respondents.

With below 15 yrs age groups, the brand mayos is the most impressive (15%), followed by sakalaka boom (9.17%), Waiwai (4.17%) and Marry 2.5%) is the least impressive No impressiveness had been revealed of 2 pm. With 15-30 yrs group, the wai wai is the most impressive (17.50%) followed by Mayos (15.00%), sakalakaboom (3.33%) and 2Pm (1.67%) is the least impressive. No impressive has been revealed of Marry brand.

With above 30 yrs age group, the brand waiwai is the most impressive (16.67%), followed by mayos (8.33), 2Pm (5.00%) and Marry (1.67) is the least impressive. No impressive has been revealed of sakalaka boom brand.

Table No. 4.16
Consume 's perception on advertisement of noodles

	Age						Total	
	15 years		15-30 years		30 years		NO	%
Preference	NO	%	NO	%	NO	%		
Informative	0	0.00	5	4.17	7	5.83	12	10.00
Entertainment	17	14.17	13	10.83	10	8.33	40	33.33
Attractiveness	20	16.67	24	20.00	17	14.17	61	50.83
Just for Notice	0	0.00	3	2.50	4	3.33	7	5.83
TOTAL	37	30.83	45	37.50	38	31.67	120	100.00

Source: Primary Data from Questionnaire

Table No.4.16 depicts the consume perception on advertisement of noodles in different age group. The large numbers of respondents are founding attractiveness factor (50.83%)whereas entertainment (33.33%)followed by information(10%)and the least respondents (5.83%)are found in just for notice of noodles advertisement out of 120 respondents.

In below 15yrs age group, a large numbers of respondents is found in attractiveness factor(16.67%)followed by entertainment (14.17%). The rest factors do not have any role in this age group.

In 15-30 yrs age group, a large numbers of respondents is found in attractiveness factor (20.00%)whereas entertainment(10.83%),followed by information (4.17%)and the least numbers of respondents (205%)is found in just for notice of noodles advertisement out of120 respondents.

In above 30yrs age group , a large numbers of respondents is found in attractiveness factor(14.17%)whereas entertainment (8.33%)followed by information (5.83%) and the least respondents (3.33%) are found in just for notice factor of noodles advertisement out of 120 respondents.

No. 4.17
Ranking on Brand preference

Rank	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Waiwai	46	38.33	35	29.17	11	9.17	7	5.83	9	7.50	12	10.00	120
Mayos	42	35.00	44	36.67	13	10.83	0	0.00	11	9.17	10	8.33	120
2pm	15	12.50	12	10.00	24	20.00	46	38.33	23	19.17	0	0.00	120
Sakalaka boom	10	8.33	18	15.00	42	35.00	19	15.83	0	0.00	31	25.83	120
Marry	5	4.17	9	7.50	30	25.00	26	21.67	45	37.50	5	4.17	120
Other	2	1.67	2	1.67	0	0.00	22	18.33	32	26.67	62	51.67	120
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	120

Source: Primary Data from the questionnaire

Table No. 4.17 discloses the ranking by consumers on brand preference the data has shown 1st ranking on waiwai brand by 38.33%, 2nd ranking on Mayos brand by 36.67%, 3rd ranking on sakalakaboom by 35% 4th ranking on 2pm by 38.33%, 5th ranking on Marry by 37.50% and 6th ranking on other brand by 51.61%.

Under 1st ranking category waiwai brand occupies 38.33%, followed by Mayos brand by 35.00% 2pm places in third position with 15.00% and the rest of the brands are insignificant under this category.

Under 2nd ranking category Mayos Brand occupies 36.67%, followed by waiwai brand by 29.17%, sakalakaboom places in third position with 15.00% and the rest of the brands are insignificants under this category.

Under 4th ranking category 2pm brand occupies 38.33%, followed by Marry brand by 21.67% other brand places in third position with 18.33% and the rest of the brands are insignificants under this category.

Under 5th ranking category Marry brands occupies 37.50%, followed by other brand by 26.67%, 2pm brand places in third position with 19.17% and the rest of the brands are insignificants under this category.

Under 6th ranking category other brand occupies 51.61%, followed by sakalaka boom 25.83%, waiwai brand places in third position with 10.00% and the rest of the brands are insignificants under this category.

Table No. 4.18
Degree of Price sensitivity on Brand preference

S.N.	Option	No. of Respondents	% of Respondents
1	Very High	20	16.67
2	High	29	24.17
3	Moderate	32	26.67
4	Low	29	24.17
5	very low	10	8.33
6	Poor	0	0.00
	Total	120	100.00

Source : Primary data from questionnaire

Table No. 4.18 is related with degree of price sensitivity on brand preference. It has clearly found that large percentage of Respondents were found in moderate degree of price sensitivity by 26.67%, high sensitivity and low sensitivity by 24.67% equally, very high by 16.67% very low by 8.33%. Nothing is found in poor sensitivity out of 120 respondents.

Figure No. 4.9
Degree of price sensitivity on Brand Preference

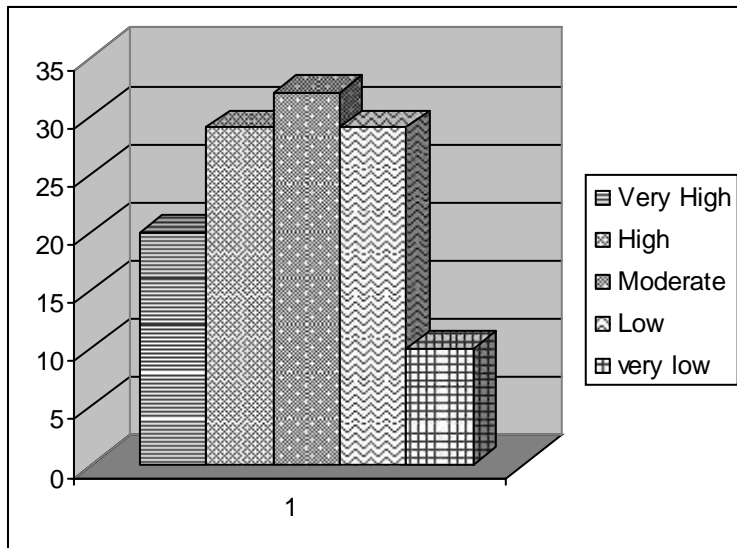


Table No. 4.19
Brand Evaluation in Respect to Price

S.N.	Evaluation	Cheap		Reasonable		Expensive		Total
		NO.	%	NO.	%	NO.	%	
1	Wai wai	5	4.17	46	38.33	69	57.50	120
2	Mayos	3	2.50	51	42.50	66	55.00	120
3	2pm	83	69.17	28	23.33	7	5.83	120
4	Skalakaboom	32	26.67	59	49.17	29	27.17	120
5	Marry	34	28.33	52	43.33	34	28.33	120

Source: Primary data from questionnaire

Table No. 4.19 shows the evaluation price of noodles that most of consumers found the brand 2pm as cheap price by 69.17%, followed by Marry 28.33%. the reasonable brand have been found skalaka boom by 49.17% followed by Marry by 43.33% and those brands waiwai and Mayos are found expensive by 57.05% and 55% respectively out of 120 respondents.

It has clearly shown that 2pm brand is cheap in price than other brands.

Table No. 4.20
Ranking on Brand preference in Respect to price only

Rank	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Waiwai	7	5.83	0	0.00	8	6.67	28	23.33	52	43.33	25	20.83	120
Mayos	5	4.17	6	5.00	14	11.67	44	36.67	28	23.33	23	19.17	120
2pm	55	45.83	16	13.33	15	12.50	6	5.00	4	3.33	24	20.00	120
Sakalaka boom	23	19.17	46	38.33	27	22.50	18	15.00	6	5.00	0	0.00	120
Marry	12	10.00	32	26.67	42	35.00	16	13.33	12	10.00	6	5.00	120
Other	18	15.00	20	16.67	14	11.67	8	6.67	18	15.00	42	30.00	120
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	120

Source: Primary data from questionnaire

Table No. 4.20 discloses ranking on brand preference in respect to price only. The data shows 1st ranked brand is 2pm by 45.83%, 2nd as sakalaka boom by 38.33%, 3rd as Marry by 35%, 4th as mayos by 36.67%, 5th as wai wai by 53.33%

and 35% respondents other brands as 6th brand out of 120 respondents of noodles consumers.

Under 1st ranking category, 2pm brand occupies 45.63%, followed by sakalaka boom brand by 19.17%, other brand places in third position with 15.00% and the rest of the brands are insignificant under this category.

Under 2nd ranking, sakalaka boom brand occupies 38.33%, followed by Marry brand by 26.67%, other brand places in third position with 16.67% and the rest of the brands are insignificant under this category.

Under 3rd ranking, Marry brand occupies 35.00%, followed by sakalaka boom 22.50%, 2pm brand places in third position with 12.50% and the rest of the brands are insignificant under this category.

Under 4th ranking, mayos brand occupies 36.67% followed by waiwai brand by 23.33%, sakalaka boom brand place in third position with 15.00% and the rest of the brands are insignificant under this category.

Under 6th ranking, other brands occupies 35.00%, followed by wai wai brand by 20.83%, 2pm rand places in third position with 20.00% and the rest of the brands are insignificant under this category.

Table NO. 4.21
Ranking on Brand Preference in Respect to Quality Only

Rank	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Waiwai	35	29.17	29	24.17	28	23.33	6	5.00	3	2.50	19	15.83	120
Mayos	33	27.50	30	25.00	34	28.33	3	2.50	6	5.00	14	11.67	120
2pm	29	24.17	37	30.83	11	9.17	13	10.83	13	10.83	17	14.17	120
Sakalaka boom	6	5.00	8	6.67	22	18.33	20	16.67	46	38.33	18	15.00	120
Marry	4	3.33	5	4.17	9	7.50	32	26.67	20	16.67	50	41.67	120
Other	13	10.83	11	9.17	16	13.33	46	38.33	32	26.67	2	1.67	120
Total	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	120	100.00	120

Source: Primary data from questionnaire

Table No. 4.21 indicates the ranking on brand preference in respect of quality only the brand wai wai is ranked on first by 29.17%, followed by Mayos by 27.50%, second ranked on 2pm by 30.83% followed by 25%, third ranked on Mayos by 28.33%, followed by wai wai 23.33%, fourth ranked on other brands by 38.33%, followed Marry by 26.67%, fifth ranked on sakalaka boom by 38.33% followed by others by 26.67% and Marry brands has got sixth rank by 41.67% followed by waiwai by 15.83% out of 120 respondents .

Table No. 4.22
Consumers' Suggestion About Noodles' Improvement

S.N.	Suggestion	No. Of Respondents	% of Respondents
1	Improve the quality	41	34.17
2	Reduce the price	37	30.83
3	More promotional activities	25	20.83
4	Fascinating advertisement	17	14.17
	Total	120	100.00

Source: Primary data from questionnaire

Table No. 4.22 presents the consumer's suggestion about noodles improvement a large number of respondents have been found in quality improvements by 34.17%. in the same way, reduced the price by 30.83%, more promotional activities by 20.83% and less are found in fascinating advertisements by 14. 17% of 120 respondents of noodles consumers.

Figure 4.10
Consumer suggestion About Noodle Improvement

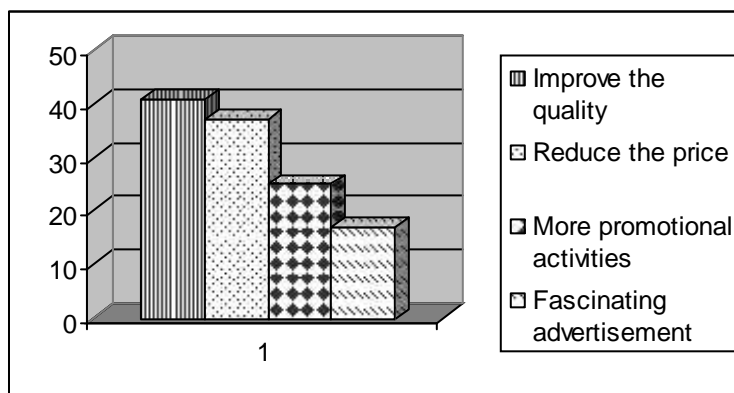


Table No. 4.23
Consumer's Motivation in promotional Activities.

S.N.	Activities	No. of Respondents	% of Respondents
1	Advertisement	42	35.00
2	Sponsorship	38	31.67
3	Gift/Prize	24	20.00
4	Any other	16	13.33
	Total	120	100.00

Source: Primary data from questionnaire

Table No. 4.23 is related with consumer's motivation in promotional activities. The data shows motivation in promotional activities that is advertisements by 35%, sponsorship by 31.67% , and gift/Prize by 20% and other activities by 13.33% out of 120 respondents of noodles consumers.

In the same table, it is clearly found that the key motivational activities are advertisement and sponsorship. And, rests of the activities are least important to the noodles' consumers' point of view.

Table No. 4.24
Brand switching in attractive Gift/prize program

S.N.	Option	NO. of Respondents	% of Respondents
1	Yes	67	55.832
2	NO	53	44.17
Total		120	100

Source: primary data from questionnaire

The above table No. 4. 24 shows that the brand switching activities in attractive gift/Prize program which offered by another brand . it has been found that 55.83% respondents switched to another brand because of another brand's attractive gift/prize program and 44.17% didn't switch to another brand in that condition out of 120 Respondents.

Figure No. 4.11
Brand Switching in attractive Gift/Prize program

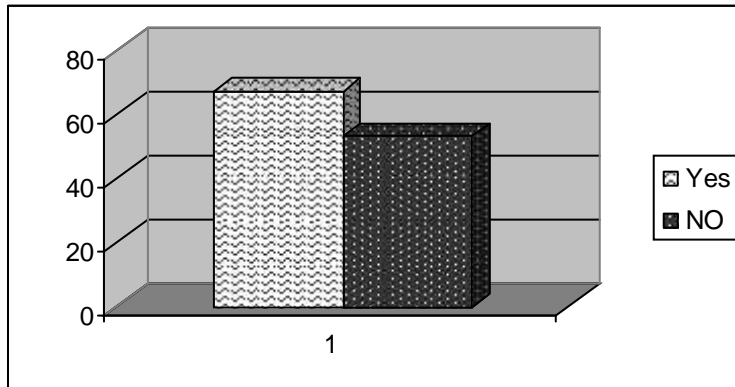


Table No. 4.25
Degree of motivation in gift/prize program

S.N.	Degree of Motivation	NO. of Respondents	% of Respondents
1	Very High	38	31.67
2	Moderate	42	35.00
3	Low	29	24.17
4	Very low	6	5.00
5	Poor	3	2.50
6	Total	2	1.67
		120	100.00

Source: Primary data from questionnaire

Table no. 4. 25 is concerned with the consumers' motivation degree in gift/Prize program. The data shows that the large percentage of respondents were found high degree motivation in gift/prize program 35%, moderate by 24.17%, low by 5%, very low by 2.5% and poor by 1.67% out of 120 respondents of noodles consumers.

In the same table, it is clearly found that large percentages of noodles consumers have highly motivation degree in gift/prize program out of 120 respondents in noodles consumption.

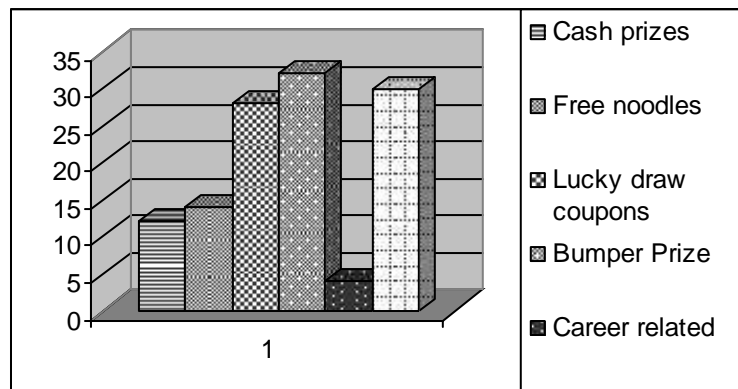
Table No. 4.26
Most effective promotional factors

S.N.	Promotional Factors	NO. of Respondents	% of Respondents
1	Cash prizes	12	10.00
2	Free noodles	14	11.67
3	Lucky draw coupons	28	23.33
4	Bumper Prize	32	26.67
5	Career related	4	3.33
6	Lottery program	30	25.00
7	Other	0	0.00
Total		120	100.00

Source: primary data from questionnaire

As shown in. table no 4.26 the most effective promotional factor bumper prizes has been found by 26.67%, followed by lottery program by 25.00%, lucky draw coupons by 23.33%, free noodles by 11.67%, cash prize by 10%, and least respondents were found in career related factor which is 3.33%, none is found in other factor out of 120 respondents.

Figure No. 4.12
Most Effective promotional factors



4.27 Major findings of the study

According to the presentation and analysis of chapter IV these findings can be drawn.

1. Most of the consumers are consuming noodles frequently and from more than 3 years.
2. The massive consumption of noodles purpose is snacks and the place to consume is restaurant.
3. The most preferred brand is Waiwai, Mayos as second, Marry is least preferred, sakalaka boom and 2pm are moderate preferred.
4. Most of the noodles' consumers are found in the age group of 15-30 yrs old and most of them preferred the brand mayos. Rest consumers and found to be below 15 yrs and above 30 yrs old who preferred in this segment.
5. The reason for noodles consumption has been found easy to consume.
6. It has been found that the highly familiar media is T.V. and Radio with the age group of below 30 yrs old of consumer and those consumers who are above 30yrs are familiar with hording board and newspaper.
7. Large number of consumer opened that the T.V. is the best media for noodles advertisement which is 48.33%.
8. 40.00% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
9. Most impressive advertisement has been found that these brands Mayos and wai wai equally but the Mayos is most impressive with the age group of below 30 yrs old and the brand waiwai is impressive with the age group of above 15yrs. Old consumers.
10. It has been found that the sales turnover of noodles is dependent upon their extensive advertisement. Even to survive and sustain in the market, advertisement is necessary.

11. 50.83% of respondents are found that the attractiveness factor of preference of noodles advertisement and most of them lies in the age group of 15-30 yrs old consumers.

12. It has been found that if favorite brand is not available in the market 53.33% consumers will buy the second preferred brand.

13. Most of the respondents seek the brand mayos as an alternative one if their favorite brand is unavailable.

14. The brand waiwai has been found in 1st rank, Mayos 2nd rank, sakalaka boom 3rd 2^{pm} 4th, Marry 5th and other brand in their preference.

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

16. According to the above analysis of consumer's suggestion about noodles' improvement that the large % of respondents have suggested to improve the quality of noodles.

17. In light of above analysis it is clear that large % of respondents says that the advertisement is the key motivational activity in promotion of noodles.

18. Large number of respondents shows the brand switching tendency in attractive gift/prize program.

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

CHAPTER-V

Summary, Conclusion and Recommendations

5.1 Summary

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

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

The researcher has analyzed the information from primary sources by using the statistical tools made on brand preference study of instant noodles in Balaju area through brand preference study of instant noodles in Balaju remain very tough study even then the researcher tried to trace out the problems faced by the concerned authority. The study was taken up as a challenge after knowing the problem facing by the concerned authorities regarding the brand preference of noodles. As per the study, this is an obviously a different and complex study which has not been done before. The brand waiwai and Mayos have equally as well as most impressing advertisement campaign rather than other brands. It shows that impressive advertisement will help to establish the brand image in the market, which directly assist in increasing the market share, for the noodles advertisement, the best and familiar media has been found in the television media and the radio as second, rest of media were found least familiar.

A large number of noodles consumers were found to be below 30yrs. Old who are students by profession, generally S.L.C. Level students, and they have been consuming noodles frequently and very frequently with the size of 71-80 gm. Since more than 3 yrs.

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

The research suggest that the majority of consumers will buy second-preferred brand is their favorite brand is not available in the market. And, in such case mayos is popular as second preferred brand. The ranking of brand preference also shows that the brand waiwai and mayos stand respective in terms of favorite brands. In the other hand, we base the choice of brand in regard of price sensitive is moderate. While taking taste and quality of purchase 2pm whose price sensitivity is moderate. While taking taste and quality of noodles. Remaining brands, such as sakalaka boom, Marry, and 2pm are remained in lower rank. And their consumers belong to the age group. Of below 30 and student profession while analyzing in terms of education level of consumers, it is found that waiwai is preferred by post graduate and literate, Mayos by graduate and S.L.C. level students, and the remaining brand rara is found to be liked most by post-graduate consumers. Besides, sakalaka boom and Marry are found to be much preferred by S.L.C and literate level of consumers.

The study prevails that importance of promotion cannot be denied in today's situation. Promotional activities and advertising plays a pivotal role in building brand preference in the market. In this study, it has been found that 55.83% of consumers are ready for brand switching for attractive gift/prize program which is offered by rival brands.

5.2 Recommendation

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

Finding of the brand preference make it easier to understand the consumer. Brand preference exposes the consumers' attitude, behavior and purchasing pattern relating to different brands of products available in their market. These factors like relating to different brands of products available in their market. These factors like attitudes, behavior and purchasing pattern etc are to a great extent,

directly or indirectly related with the consumers' satisfaction. Social status, earning, aspirations and ambitions.

Competition is becoming tougher and tougher together with the growth rapidity of noodles' market. Understanding the brand preference is a very effective measure of increase to competitive strength of manufacturers or sellers, so, the finding of this study have multifold implication for the Nepalese noodles, marketers. The following recommendation is made on the basis of the finding of the study.

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

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

Regarding the advertisement of below 30 yrs. Old consumers of noodles, T.V. and radio are found to be effective media, so it is clearly recommended that for the advertisement which is aimed to above 30 yrs. Old consumers the marketers should focus on print/magazine paper media.

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

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

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

Finding has provided that the advertising and promotional activities have always positive impact on both product and company. So, the noodles' manufacturers should have to develop the fascinating advertising as well as effective promotional campaigns.

These are the major recommendations for the manufacturers of noodles in the country. Above these recommendations may prove to be fruitful for them on increasing their market share, which immensely helps marketers to achieve their goals and objectives.

5.3 Conclusion

In this study, I am going to research to find the brand performance of instant noodles in Nepal based on Hetauda Municipality. During the research time, I worked hard to find the brand preference in Hetauda by the help of people, businessman, hotel and restaurant, school and college, different advertisement media. In the result most of the consumers are consuming noodles frequently. The most preferred brand is waiwai, mayos as second, marry is least preferred, sakalakaboom and 2pm are moderate preferred. The reason for noodles consumption has been found easy to consumed. Large number of consumer opened that TV is the best media for noodle advertisement. The most impressive advertisement has been found that these brands mayos and waiwai equally but the mayos is most impressive with the age group of below 13 years old and the brand waiwai is impressive with the age group of above 15 years old consumers.

According to the above analysis of consumer's suggestion about noodles improvement that the large percent of respondents have suggested to improve the quality of noodles. It is clear that large percent of respondent says that the advertisement is the key motivational activity in promotion of noodles. By above analysis it can be said that bumper prize is the most effective promotional

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Appendix

Questionnaire

I am a Arjun Prasad Chaulagai an MBS student of TU. This is a research study on brand preference in different noodles. I request you to co-operate me by filling up this questionnaire the more accurately you fill up this questionnaire, the more accurate and meaningful my study will be. A brand is a name, term, sign or combination of them which you use to differentiate the product of one product from that of the others. If there is any thing about which you are not clear please feel free to clarify it with the researcher.

Let me assure you that your opinions will be kept secure with in this research and will not be released any other party. Your co operation in this regard will be highly appreciated.

Demographic Profile

Name:- Address:-

1) **Age:** Below 15 years..... 15-30years.....
30 and above.....

2) **Sex:-** Male..... Female.....

3) **Profession:-** Student..... Jobholder.....
Businessman..... Other.....

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

4) **Education:-** Illiterate..... Literate.....

Slc & Above..... Graduate & Above.....

Please Tick (✓) mark the correct answer:

1. How often do you consume noodles ?
a. very frequently (.....) b. Frequently (.....) c.
Occasionally (.....) d. Rarely (.....)
2. In general, where do you like to enjoy the noodles?
a. Home (.....) b. School/collage (.....) c. Restaurent
(.....) d. Travel/ journey (.....) e. Others (.....)

12. How do you perceive the advertisement of noodles?

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

13. Rank the following brands from 1 to 6 as your preference assuming that 1 for the best 6 for the least one considering the taste of noodles?

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

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

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

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

Brand name	Expensive	Cheap	Reasonable
a. Wai Wai
b. Mayos
c. 2pm
d. Sakalaka Boom
e. Marry

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

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

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

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

18. What do you suggest the noodles company should do to improve noodles?

- a. Improve the quality (.....) b. reduce the price (.....) c.
More promotional Activities (.....) d. Fascinating advertise (.....)

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

- a. Advertisement(.....) b Aponsorship(.....)
c. Gift (.....) d. Any Other (.....)

20) If a new brand is offered with more attractive gift / prize, would you switched from the favourite brand ?

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

21. To what extent are you motivated by gift/prizes program?

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

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

- a. Cash prizes (.....) b. Free Noodles (.....) c. Lucky Draw
Coupon (.....) d. Bumper prizes (.....) e. Lottery Program
(.....) f. Career Related (.....)

The End

