

**THE IMPACT OF ADVERTISING ON CONSUMER'S
ATTITUDE WITH SPECIAL REFERENCE TO WAI WAI
INSTANT NOODLE AT LALITPUR**

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December, 2011

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Researcher

DECLARATION

I here by, declare that to work reported in this thesis entitled "**The Impact of Advertising on Consumer's Attitude with Special Reference to Wai Wai Instant Noodle at Lalitpur**" Submitted to Central Department of Management University T.U., Kirtipur is my original piece of work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies Under the supervision and guidance of Dr. K.D. Koirala, Prof. Central Department of Management.

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ABBREVIATIONS

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

CHAPTER - I

INTRODUCTION

1.1 Background of the study

Advertising is the key tool for a product, service and ideas we presented and promoted in the market. It influences consumer's attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading consumers. The technique of advertising may be directed by one or more objectives of advertising depending upon the situation. Company can create good and effective stimuli through advertising towards products or services.

Advertising is a method of communication as a consequence; it is more important aspect of human behavior. The effective advertising needs to be familiar with certain effects that lead to particular response. So the advertiser requires comprehensive understanding of psychology of consumers. Consumers are the life blood of any business organization. So to sustain in the competitive market the companies need to use the most effective promotional tools such as advertising, personal selling, publicity, sales promotion etc in a very efficient manner to persuade the prospective consumers towards the goods and services. Advertising helps to boost up the financial strength of any business houses.

Advertising can be defined as "Any paid form of non-presentation and promotion of ideals, goods or services by an identified sponsor."

This definition emphasis to communicate the information consists with products, services and ideas for the purpose of presenting and promoting them, which designed by the related expert from the side of owner and paid some charges instead of using various media, which is non-personal.

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

Actual purchased of advertised products in general advertising is done in expectation of tangible gains such as favorable attitudes, better image of the firm and increased sales. The techniques of advertising depending upon the situation, however, it is the matter of decision of the marketing manager to blend all promotional tools- advertising, personal selling, sales promotion to arrive at a right mix. Each of the promotional tools has got unique characteristics and is complementary.

The general history of instant noodles are very famous in Nepal. In the early 1980s, Gandaki noodles (P)Ltd. of Pokhara city, introduced Rara, a white instant noodles named after the largest lake of Nepal . It was a fair success among urban population. Then in around 1985, Chaudhary Groups (CG) entered the market with Wai-Wai. Wai-Wai noodles, a brown, spicy and precooked noodle, become a big hit among the people. Over the years, its popularity has grown heavily and consist of a major part of the dry foods sold in Nepal and are available in any part of the country. There are many producers and brands of instant noodles in Nepal, where they are a staple food. Famous instant noodles brands are:

- Wai-Wai noodles, Golmol produced by CG. Wai-Wai is popular in India too. CG has established its factories in India.
- Mayos, Ru-Chee, Hurray produced by Himalayan Snacks and Noodles Pvt. Ltd. (HSNPL)
- 2PM, Rumpum by Asian Thai Foods Pvt. Ltd. (ATF)

1.2 Focus of the Study

This study has been focused mainly on the impact of advertising on consumers' attitude with special reference to Wai-Wai Noodles. It also focuses on the marketing system of instant Noodles in Lalitpur City. Lalitpur city is a very important commercial centre of Nepal. As in the middle of the state this city have quite high population with favorable demand for the Wai-wai Noodles. The importance of the instant Noodles is increasing day by day to save of money and time. Today's world have busiest schedule that why saving of time and money is most important. Therefore instant Noodles are so popular in Nepal that people are having them as snack, lunch and dinner. It is widely available in different brand name in different size, shape, variety and flavors. Despite the convenience factor involved only few brands are successful in the market. The reason for this price, taste, quality and other health related factors.

In this research study, main focus is given to Wai Wai Noodles at Lalitpur district. To conduct this research work many factors are taken into consideration. Before moving further lets have quick view on its general background.

1.2.1 The Chaudhary Group's Major Noodles

Wai Wai was launched in Nepal initially with the collaboration of Thai Foods Industries and has lead to establishment of a huge market for instant noodles in Nepal. After about two decades, there are over 20 different brands of instant noodles in Nepal, providing various seasoning, flavors and diets. The Chaudhary Group is the leading and one of the most reputed business house in Nepal. The group's diverse business includes processed foods and beverages, edible oils, consumer electronic, lubricants, steels, health care, hospitality, tourism, financial service, Insurance service and infrastructure. The group has strategic alliances with globally well known companies including Raj Reyholds, Gulf oil, LG National Panasonic Suzuki, Thai preserved foods Nepal Pvt. Ltd. both belongs to

Chaudhary group. Nirvana Chaudhary is currently the company's Managing Director and overseeing its rapid expansion plan.

Nepal Thai food is located in Sainbu, Bhainsspati in Lalitpur district. It was established in 2041-04-16 B.S and in 2042-04-08 B.S, it started to produce instant noodle Wai Wai. Its technology was imported from Thailand .It has got 1550m.t.production capacity annually. Now, it is worthy export purpose. It exported to India, Bhutan and Bangladesh.

Fast Foods (Nepal) Pvt. Ltd was established in 2049-11-19 B.S, it started to produce “wai wai”. It has got 13,250m.t.capacity annually. Furthermore it has produced Wai Wai, Mama, Mimi, 1-minute and Mimi noodles etc.

1.2.2 The Wai wai Noodles Serving Styles

Wai Wai can be eaten straight from the package or cooked in soup form. Unlike ordinary noodles, Wai Wai pre-cooked, flavoured, seasoned and fried before packaging. It comes in various seasoning flavors. A pack of Wai Wai includes chili powder, masala (mixed spices) and onion oil which can be used to prepare the soup. Wai Wai are rich in carbohydrates, minerals and proteins. Chicken and vegetarian flavored Wai Wai are the most popular flavors.

I. Flavors

- Chicken
- Vegetarian
- Spinach
- Schezwan
- Manchurian
- Wai Wai Quick- Chicken Curry
- Wai Wai Quick in Chinese Flavors

II. Popularity

Wai Wai is perhaps the most common brand of dry foods in Nepal. Instant noodles consist of a major part of the dry foods sold in Nepal and are available in any part of the country. Wai Wai produced in Nepal used to be exported to India. The rising popularity of Wai Wai in India Ltd. CG Foods to open factories in India. Wai Wai has gained popularity in about thirty countries around Asia and Europe, with most foreign tourists taking a liking to it and importing it into their respective countries.

The retail price of Wai Wai per packet is Rs 15. The company sources revealed that is going to get major market share in south Asia. Recently Wai Wai has achieved Iso-900 Certificate. Iso-900 is the international standard certificate adopted by 100 countries all over the world. Wai Wai has got 1550m.t. export capacity soon to increase considering the increasing demand and competition of Noodles . Wai Wai industry has expanded the field of market research and advertisement programme since 2056B.S. The research department is regularly operating the activities to understand the needs and wants of consumer and nature of market in order to prepare appropriate strategies.

III. Advertising Strategies of Wai Wai Instant Noodles

For the promotion of Wai Wai Noodle, the Chaudhary Group has specially adopted the advertisement technique. The advertisement of Wai Wai noodle is rapidly and widely increasing since 2056 B.S. The media adopted by the Wai Wai Noodle for its advertisement campaign are as follows:

- i. “Wai Wai” Noodle adopted in door media: i.e. Radio, T.V., F.M., Newspaper, Film, Zee news etc.
- ii. “Wai Wai” Noodle adopted outdoor media: i.e. Posters, Banners, Boards, Electronic sign, Hanging Boards, Paintings etc.
- iii. “Wai Wai” Noodle adopted display media: i.e. Show-room, Counter display, Trade fairs and Exhibition etc.

- iv. “Wai Wai” Noodle adopted other media: i.e. personal selling and promotional ideas pocket book, calendar, Wai Wai ambassadors etc.

To promote the sales and market activities of Wai Wai noodle, it has followed other strategies in recent days. One of the latest trend followed by CG Group is wai wai Vividta ma ekta was a multi-lingual, TV Commercial communicating that whatever be the caste, creed, language or geography all Nepalese enjoy wai wai. This publicity stunt really boost up the sales rate of Wai Wai to greater extent.

1.3 Statement of the Problem

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

Advertising plays a pivotal role in the promotional efforts by familiarizing, awaring, informing and influencing the consumer to buy the products and helps them about the buying decision. Most of Instant Noodles spending more money for the advertisement and sales promotion. Many companies are facing problem of choosing effective media and promotional tools. Every day the taste of consumer is changing. The problem of price, quality and taste is facing by the producer.

Advertising is an integral part of the budget of the manufacturer. Business organizations measure always cost benefits in relation to the investment. It may however be difficult to measure the effective of advertising on sales and profit. Advertising and return on investment are not the unique ways of evaluation rather how far it contribute in terms of communication goal should be measured. This

Wai Wai instant noodle company need to make proper strategies, understanding and evaluation its consumer's attitude. This research prepare intends to explore the following basic agendas:

- I. What are the overall consumer's attitudes about Wai Wai noodles for different types of consumer's in Lalitpur City?
- II. What is the position of Wai Wai in present Instant Noodles market?
- III. How was the impact of advertising of Wai Wai noodles in consumer's attitude?
- IV. What is the sales of Wai Wai in the Lalitpur city?
- V. What is inducing the consumer's for buying the product Wai Wai?
- VI. What are consumer's perceptions of Wai Wai advertisement?

1.4 Objectives of the Study

The overall objectives of the study are to identify and evaluate the impact of advertising on consumer's attitude of Wai Wai instant noodles. The specific objectives are:

- I. To study the position of Wai Wai in present instant noodles market.
- II. To find out the sales of Wai Wai in the Lalitpur city.
- III. To identify the factors which induce the consumer for buying the instant noodles Wai Wai.
- IV. To examine the consumer's perception of Wai Wai advertisement.

1.5 Importance of the Study

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

item (FMCG). FMCG has a vast and dynamic market, where innovation takes place continuously, which create stiff competition. Hence, this helps the company.

- I. To know its product demand.
- II. To cope with the changing market environment to serve with stiff competition.
- III. To identify its weakness and also helps to overcome it and approaches the market with full strength.
- IV. To understand the various aspects of consumer attitude.

1.6 Limitation of the Study

The following are the major limitations of the study:

- I. The study limited only to the Wai Wai although there are other instant noodles.
- II. The study is limited within the sub metropolitan city Lalitpur.
- III. Findings have been presented on the basis of the respondent only.
- IV. The data analysis is based on simple statistical technique like percentage, pie-chart, graph and tables.

1.7 Organization of the Study

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

Chapter-I: Introduction

This chapter deals with brief introduction of the related topic. This chapter discusses about background of the study, focus of the study, statement of the problem, objectives of the study, limitations of the study and lastly rational choose study area.

Chapter-II: Review of Literature

The review of literature deals with some related matters of the study. It consists of the theoretical framework and the reviews of relate studies.

Chapter-III: Research Methodology

In this chapter, research design, data collection and procedure, period covered, nature scope and sources of the data, data gathering instrument and statistical tools and it also provides data presentation technique.

Chapter-IV: Data Presentation and Analysis

The fourth chapter is the data presentation and analysis deals with the issued identified in the introduction phase. What has been analyzed, how it has been analyzed and what has been found are the concern of this chapter.

Chapter-V: Summary, Conclusion and Recommendation

The fifth chapter provides summary conclusion and recommendations. In the summary, the present study is discussed briefly besides. At the endbibliography, questionnaire and appendices are attached.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Origin, History and Concept of Advertising

Advertising as we understand today has considerable influence on contemporary society and commerce, but this was not always the case although the advertising's main purpose is to inform and persuade has not changed throughout its history.

Since the very beginning advertising has practiced as manifold form. It has the longest history taking us back to the history taking us back to the history of mankind and human civilization. Advertising by “word” of mouth is probably the earliest form of advertising because oral skills were developed before reading and writing did advertising was given the commercial status the day man entered into the process of exchanges.

The Chinese invented paper and Europe built it first. Paper mill by the year 1275 when Johnnes Guttenberg invented movable type. It made possible new advertising media and first forms of mass advertising including printed posters, handbills and newspaper advertisements. In London in about 1472 the first printed advertisement in English tacked on church doors, announced a prayer book for sale. The first newspaper advertisement, which appeared on the back of the London, newspaper in 1650 offered a reward for the return of 12 stolen horses. Later advertisement appeared for coffee, chocolate tea real estate and medicines as at “personal ads”. The advertising was directed to a limited number of people who were customers of coffee houses where the newspapers were read.

Advertising has come a long way from the simple sign on boot maker's shop. Today it is a powerful device of promotion and persuasion. It has been very much of presence a long our way and it would seem destined to span our future as well.

Most advertising is to stimulate people to buy a particular branded product offered for sale by a particular seller. Despite, some widely held misconceptions, advertising alone works on miracle. It is an important element in modern marketing process but it can produce consistently profitable results only when the entire structure is sound and coordinated.

Today, we all have strong concept of what advertising is and we also tend to have very strong opinions and prejudices about it. The definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relation process, depending on the point of view.

Today, advertising is a worldwide phenomenon, many advertiser use advertisements for many purposes with many different possible effects. For example: there is highly fanciful advertising for consumer goods such as noodles, toothpastes, detergents, soaps or soft drinks and highly technical messages dealing with vehicles, medical supplies or computer services. They advertise because they find it is a convenient means of communication for their consumer. Their intents can range from altering behavior to attracting the way people. Think about a particular social or economic position. The result of their effort can range from enormously influential to waste of the advertiser's money.

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

So every business organization must care about the consumers. Rejection of consumers need and want is like disable people in business organization. The terms consumer behavior can be defined as the behavior that the consumer display in searching for purchasing, using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs (L.G. Schiffman and L.L kkanuk 1990)

2.2 Conceptual Review

The Study of Consumer Behavior

The study of the consumer behavior is the study of how individual make decision to spend their available resources (time, money, effort) on consumption–related items. It includes the study of what they buy, why they buy it. When they buy it, where they buy it, how they buy it, and how often they use it.

Advertising is helpful to consumer, because it contains information about the things they want. “Promotional elasticity measures the responsiveness of sales to change in the amount of advertising with constant price. In one from it is the ratio proportionate change in sales to the proportionate change in the advertising that causes the change.”

“The communicator must start with the audience, because the audience determines what is to be said and who is to say it.”

It is important to know what kind of message and media is suitable for communicating to the target audience. For this only answer to study about the consumer behavior. Psychological, sociological, cultural and anthropological factor of the group provide the way for the communication process between the consumers.

2.2.1 Models

Almost 80 years ago John Dewelly itemized the step in buying decision process (James F. Engel and R.D. Blackwell 1982.) models of consumer decision making e.g. Nicosia (1966), Howard and Seth (1969), Engel Kollat and Bettman (1968). Bettman(1979), Lutz and Bettman (1978) describe consumer pre–purchase decision making extensive information search and evaluation of alternative. (L.G. Schiffman and L.LKanuk 1990.) These models agree that there are certain steps in consumer buying decision making process as follows.

2.2.1. (A) Nicosia Model

Francesco M. Nicosia provided a model of consumer decision process in 1969. It focuses on the relationship between and its potential consumer (Francesco M. Nicosia 1969). It is an interactive design, according to which “the firms tries to influence consumers and consumers by their actions influence the firm. Nicosia model is divided into four major fields. (L.G Schiffman and L.L. Kanuk 1990)

- I. Consumers’ attitude based on the firms’ message.
- II. Search and evaluation.
- III. The act of purchase.
- IV. Feedback

2.2.1. (B) Howerd and Seth Model

Johan A. Howard and Jagdish N. Seth provided another model of consumer decision making, which is basically major revision of an earlier effort to develop a comprehensive theory of consumer decision making. This model distinguishes between three stages of decision making i.e.

- I. Extensive problem solving.
- II. Limited problem solving .
- III. Routinised response behavior

The extensive problem solving behavior is characterized great amount of information needed and slow speed in decision making, that of limited problem solving in moderate and in routines response behavior little amount of information is needed and speed of decision is fact. The model consists of four major sets of variables (John A. Howard and Jagdish N. Seth 1969)

- I. Input variables.
- II. Physical and brand characteristics.
- III. Verbal and visual product characteristics.
- IV. Consumer social environment.
- V. Perceptual and learning constructs of the buyer.
- VI. Outputs either may be purchase behavior or anything like attention, intention, and brand comprehension.
- VII. Exogenous variables e.g. importance of purchases consumer personality traits, time pressure and financial status etc.

The more important conclusion of the model is that informal influence (particularly information acquired from friends) was more critical than information supplied by advertisement (L.G. Schiffman and L.L. Kanuk 1990)

2.2.1. (C) Webster and Wind Model

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

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

- I. User: the ultimate user who often initiates the buying process and help in defining specifications.
- II. Influence: their views or judgments of a products or a supplier carry a lot of weight age.
- III. Buyers: those people whose negotiate the purchase.
- IV. Deciders: the people who take the actual decision.
- V. Gate keeper: the people who regulates the flow of information.

2.2.1. (D) Engel Kollat and Backwell Model

It is originally designed to serve as a framework for organizing the fast growing body of knowledge concerning consumer behavior. Its latest version consists of four sections. (J.R. Engel, R.D. Blackwell and paul W. Minard 1990.)

- I. Decision process stage:
Problem reorganization, search information alternative evaluation purchase and outcomes.
- II. Information inputs.
- III. Information processing.
- IV. Variables influencing the decision processes.

2.2.1. (E) Bettman's Information Processing Model of Consumer Choice

The Bettman model has seven basic components (J.R. Bettman, 1990)

- I. Processing capacity.
- II. Motivation.
- III. Attention and perceptual encoding.
- IV. Information acquisition and evaluation.
- V. Memory.

- VI. Decision processes.
- VII. Consumption and learning processes.

2.2.1. (F) Seth-Family Decision Model

The Seth-family decision model considered the family as the appropriate consumer decision making unit and it suggests that joint decision making tends to prevail in families that are middle class, newly married and close knit, with few prescribed family roles. In terms of product specific factors it suggests that joint decision making is more prevalent on situation of high perceived risk or uncertainty, when the purchase decision is considered to be important and when there is considered to be important and when there is ample time to make a decision. (L. G. Schiffmon and L.L.Kanuk, 1993)

2.2.1. (G) Seth-Newman-Gross Model

The Seth-Newman-Gross model of consumption value was recently developed to explain why consumers make the choice they do.

The model concentrate on accessing consumption relevant value that explains why consumers choose to buy or not to buy and to use or not to use a specific product, why consumers choose one product type over another and to consumer choices involving a full range of product types. (J.M Seth, B.J. Newman and B.L. Cross) the Seth–Newman–Gross Model is rooted in three central propositions.

- I. Consumer choice is a function of a small number of consumption values.
- II. Specific consumption values make differential contribution in any given choice situation.
- III. Contribution in any given choice situation. Different consumption values are independent.

This model of consumer choice behavior identifies the five consumption values mainly.

- I. Functional Value
- II. Social Value
- III. Emotional Value
- IV. Epidemic Value
- V. Conditional Value

Of all the consumers' behavior model presented here, only the Howard and Seth model have been subjected to more than a minimum of systematic testing. The Engel, Kollat, Blackwell model has received only modest small scale testing and Nicosia and Bettman model have not been tested at all. (L.G. Schiffman and L.L. Kanuk 1990)

Seth family decision model deals family decision making and Seth, Newman Gross model is considered with consumption values especially why consumers choose to buy or not to buy a specific product, specific type of product or a specific brand.

2.2.1. (H) Economics Model

Under economic model, it is assumed that man is a rational being who will evaluate received and selects the products/service which gives them maximum satisfaction (utility). Economic model of consumer behavior is one dimensional. This means that buying decisions of a person are governed by the concept of utility.

The principles of Economic Models are:

- I. Lesser the price of the products more will be the quantity purchased.

- II. Lesser the price of the substitute products, lesser will be the quality of the original product bought (Substitution Effect)
- III. More the purchasing power, more will be the quantity purchased (Income Effect)

2.2.1. (I) Psychological Models

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

Motivation is the mental phenomenon. When a person perceives a stimulus, he/she may or may not respond to such a stimulus.

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

- I. **Physiological needs:** these are the basic needs of food, water and shelter.
- II. **Safety needs:** this is the need felt for being free of physical danger or self-preservation. For example: LIC has got various insurance policies on the fear of death, health, accident, theft, house and loans and real estate etc.
- III. **Social needs:** men are social beings, he feeds the need to belong and be accepted by various groups in the society. For example: advertising of Baby Food like Cerelac, lectogene and chocolate for children convey the feeling of love and affection.
- IV. **Esteem needs:** these needs are concerned with self respect, self confidence, a feeling of personal worth.
- V. **Self-actualization needs:** this refers to the development of intrinsic capabilities opportunities to utilize their potential, to become everything that one is capable of becoming.

2.2.1. (J) Learning Model

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

Learning process involves the following.

- I. **Drive:** strong stimulus the impel action.
- II. **Cue:** any object in the environment perceived by the individuals.
- III. **Response:** response is an answer to a given drive and stimulus
- IV. **Reinforcement:** it is defined as environment event exhibiting the property of increasing the probability of occurrence of response of responses they accompany.

2.2.1. (K) The Sociological Model

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

Intimate groups comprising of family, friend and close colleges exercise a strong on the life style and the buying behavior of an individual member.

Similarly depending on the income occupation, place of residence etc also influence buying behavior.

2.2.2 Factors Influencing Consumer Behavior

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

2.2.2 (A) Cultural Factors

Cultural factor has the deepest influence on consumer behavior (Clyde Kluckhohn, "The concept of culture," in Richard Kluckhohn (ed.) , culture and Behavior, The Free Press New York, 1962, p 26 It consists;

i) Culture:

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

ii) Leisure time:

Most of the couples are working and hence seeking more ways to increase leisure time spends on holidaying and sports. They are interested in the purchase of time saving home appliances and services like washing machines, ovens, vacuum cleaners etc.

iii) Health conscious:

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

iv) Informality:

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

v) Sub-Culture:

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

vi) Social Class:

Social class may take the form of caste system where members of different castes are reared for certain roles and cannot change their castes membership; social class also influences buying behavior. Higher social class customers may prefer to purchase their clothes at peanuts at New road, where as lower socio class customers may prefer to shop at small retail out let. (Richard P. Coleman, "The continuing significance of social class to Marketing, "journal of consumer Research, December 1983, pp. 265-280.)

2.2.2 (B) Social Factors

Consumer behavior is also influencing by social factor. (W. Lloyd Aarner and Paul hunt, The social life of a Modern community, Yale University Press, New Haven, Conn, 1941.) Pierre Martineau, "Social class and Spending Behaviour, "Journal of Marketing, out 1958, pp-121-130 It consists;

i) Reference Group:

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

ii) Family:

Members of the buyer's family can exercise a strong influence on the buyer behavior. Marketers are interested in the roles and relative influence of the husband, wife, children and parents and services.

iii) Role and status:

A person is a member of many group-family, clubs, organization, etc, and the person's position in each group can be defined in terms of role and status.

2.2.2 (C) Personal Factors

A consumer purchase decision are also influencing by personal characteristics. (K. Koffka, Principles of Gestalt Psychology, Harcourt, Brace and World Nic., New York 1935, Wolfgang Kohlor, Gestalt Psychology, live right Publishing corporation New York 1947.) Journal of consumer Research, Dec 1982, pp 287-300 It consists;

i) Age and stage of life cycle:

People's choice of goods and services changes over their lifetime. This change can be observed in taste and preferences related to clothes, furniture and recreation activities.

ii) Occupation:

A person's occupation has direct effect on his choice of goods and services.

iii) Economic Circumstances:

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

iv) Life Style:

“A person’s life style refers to the person’s pattern of living expressed through his/her activities Interests and opinion.” Life style of a person conveys more than the person’s social class or personality alone.

v) Personality and Self concept:

Each person has got a distinctive personality which will influence his/her buying behavior. Some of the traits used to describe a person’s personality are: self confidence, dominance, aggressiveness, defensiveness, achievement, deference etc.

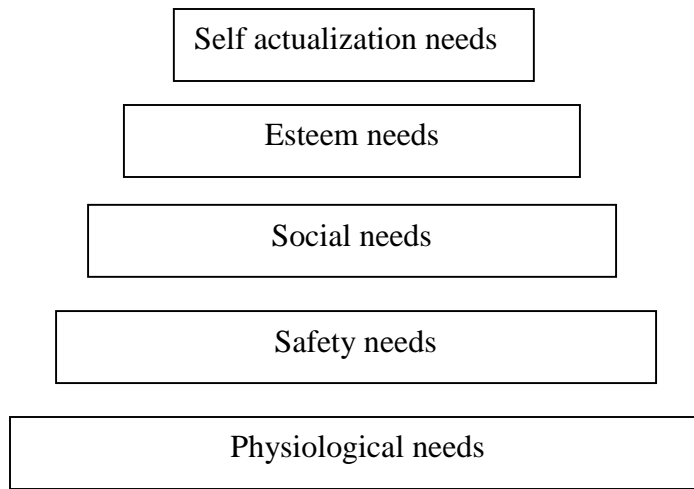
2.2.2 (D) Psychological Factor

It is also a major factor which influencing consumer buying behavior decision directly or indirectly. For the purpose of understanding consumer’s buying behavior following factor have been described. (A.H. Maslow, Motivation and personality, Harper and Row, Publishers, Inc, New York 1954, pp-80-106)

i) Motivation:

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

Maslow's Hierarchy of Needs



ii) Perception

“Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment.”

iii) Perceived Risk

Any action on the part of the consumer behavior/ purchase will compete with the numerous alternative uses of the same financial resources.

iv) Attribution process

There is also tendency of individuals to perceive causality or attribute and interrelationship when events occur in a chain. It consists,

- a. Distinctiveness / unique quality (prominently noticed both if present or when absent)
- b. Consistency over time (the individuals reaction should be the same, each time the thing is present.)
- c. Consistency over modality (even if mode of interaction with the thing varies, the individuals reaction must be consistent)
- d. Consensus (same experience is voiced by all)

Thus, marketers have to consider all the aspects related to perception while sending out message about their products/ services to their target customers.

2.2.3 Consumer Buying Process

To be a success marketer every business organization must learn about the buying process of consumer. Now the world is a changing world it means every things is changing day by day and the process of buying also depend on nature of consumer so buying process of consumer also changing. Flowing steps shows the buying process of consumer i.e. (Philip Kotler The Millennium Edition. Now Delhi: Prentice Hall of India Pvt. Ltd. 2001. pp 203-209, K.D Koirala, Marketing Decisions, Kathmandu: M.K. Publishers and Distributors. 1995, pp. 45-53

2.2.3 (A) Need Recognition

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

2.2.3 (B) Product Awareness or Information Search

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

When the consumer is directly aware of a product and subsequently recognizes a need then the products. Awareness is active and immediately converted in to interest.

2.2.3 (C) Interest

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

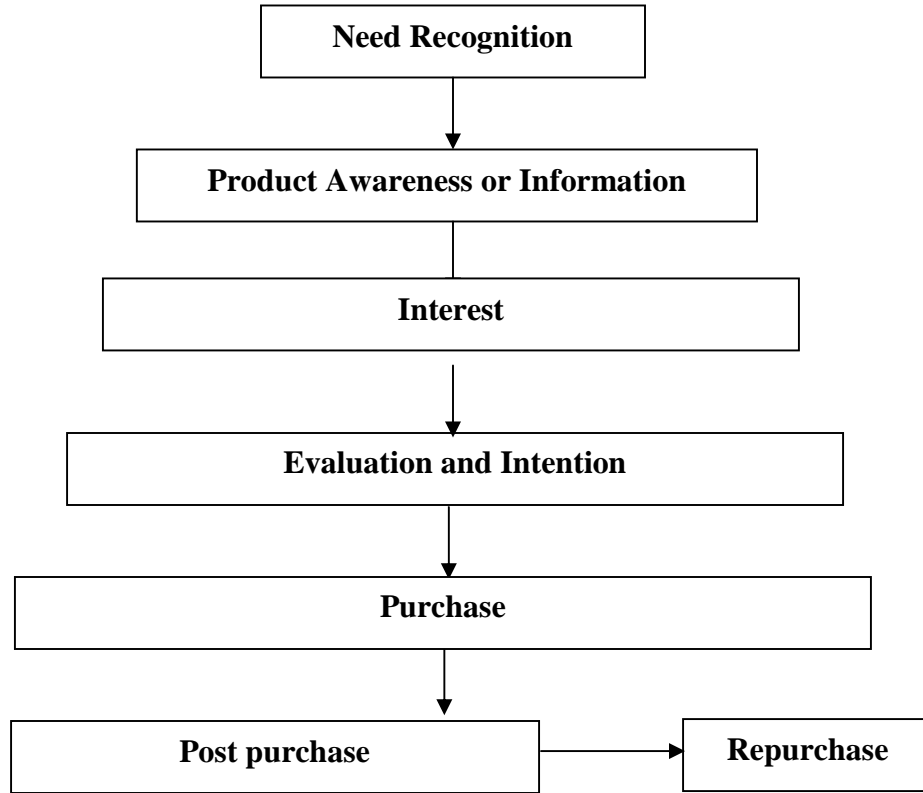
2.2.3 (D) Evaluating and Intention

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

2.2.3 (E) Purchase

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

Consumer Buying Process



2.2.4. Consumer's perception of Instant Noodles

2.2.4. (A) Advertising

First we have to learn about the concept of advertising, advertisement arise from two Latin word i.e. “ad” means “toward” and “veto” means “turn.” So meaning of advertisement in to turn people’s attention to the specification things. It is an important element in modern marketing process.

Advertising is a form of mass communication where “the source is in direct contact with the receiver and the receiver is always a group or more precisely and aggregation rather that another individual.”

The advertisement is defined as “a form of mass communication where as such message is distributed by marketers through different sources by sougning and acquired by the consumers”. it is any promotion of ideal, goods or services by and identified sponsor.

2.2.4. (B) Consumer Advertising

Most advertising are for consumer. They are sponsored by the manufacturer of the products or the dealer who sells the product, they are usually directed at the ultimate consumer of the product for someone else use. For example a magazine advertisement of instant noodles Wai–Wai may be aimed at both the purchaser and consumer. A commercial for the baby food like Cerelac on T.V. is aimed at the purchaser not the consumer of the products.

We can say that advertising is heart of marketing to be brand leader in market. The role of advertising in FMCG (Fast Moving Consumer Goods) products is very important. It takes vital role in the promotion of FMCG products. Instant noodles are also a FMCG. So consumer’s perception of instant noodles advertising is very high. By advertising only organization must accept this, that advertising take vital role to make consumer for their brand.

In Lalitpur city FM and Nepal Television is more reliable than Radio Nepal. And paper advertisement also very popular in Nepal. Most of business organization using FM as a important media for advertising. Most of people pass their time by hearing FM. So FM is very important advertising media for every business organization to promote their products. FM is cheap media for advertising. Every business organization if they are small also can afford for advertisement of their products.

Another important media is TV. It is also very important media for advertising. But small organization can’t afford TV for advertising.

Paper advertising is also very popular in Lalitpur area. For paper advertising, The Kantipur daily and The Kathmandu Post are more popular than Gorkha Patra, Samachar Patra, The Rising Nepal, The Himalayan Times etc. Most of the government agencies are using instant noodles like Wai–Wai, Rum–Pum, Mayos etc use Kantipur Daily for paper advertising.

Nowadays, other important media is Internet. International business firms are using Internet for wave advertising. In Nepal Internet is also very popular for all information. Only few marketers insert their web page in Internet in the context of Nepal. But most of international companies deal through internet.

2.2.5 Instant Noodles Industries and Marketing in Nepal

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

As a marketing way, the concept of noodles in Nepalese market is introduced by Indian company i.e. Nestle India Ltd. They increase the market and done monopoly business for few years. After some year due to heavy demand of noodles in Nepal, Gandaki Noodles Ltd. established noodles industries in 1980. They produce noodles in the name of RARA with Japanese Technology, Gandaki Noodles Ltd. which establishes as the first company introduce instant noodles in Nepal and well-done a good business and became brand leader in market. In 1984, Chaudhary Group entered in instant noodles market and introduces WAI-WAI as pre-cooked instant noodles (Brown Noodles) that can be eaten directly from the packet. In few time, WAI-WAI became a brand leader in the market of instant noodles. After this in the few years, many companies introduce different products

i.e. YUM-YUM, MIN-MIN, HITS, RAMBA, RUM-PUM, BIG-MIMI, MAYOS, SATHI, GOL-MOL, U-KEY etc and fighting to be a brand leader in Nepal market. WAI-WAI, MAYOS, RUM-PUM are doing export to India also. WAI-WAI have share of market both in Nepal and India in the compare of other noodles.

The total sizes for noodles are expected to be above Rs1400 million in Nepal. Total sales of instant noodles in Nepal in quantity are expected about 4.18 million cases. Every year the market of Instant Noodles growing by 10% to 15%. Every company is searching new market for the instant Noodles. It means they are growing the consumer of Instant Noodles day by day. Instant Noodles can be divided into two groups, they are as follows.

2.2.5 (A) White Instant Noodles

This type of Noodles is uncooked that it has to cook for two minute to make ready to eat. The first introducing noodles as white noodles in Nepal are RARA by Gandaki Noodles Pvt. Ltd before it, had imported from third country like India and Thailand. The popularity of white Instant Noodles is increasing day by day. It is very much popular in hilly and mountain area.

2.2.5 (B) Brown Instant Noodles

This type of Noodles is pre-cooked. It can either eat directly or by cook. This type of noodles is very much popular in hilly area. People of plain area also use this type of Noodles. Least number of people uses brown instant noodles in mountain area. WAI-WAI is the first brown Instant Noodles Introduce in Nepal by Chaudhary Group.

2.3 Review of Previous Related Studies

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

Rajendra Krishana Shrestha (2001), conducted a research entitled “**The Role of Advertising in Brand Choice and product Positioning**” (with special reference to soft drink and instant noodles”) with the following objectives.

- i. To analyze the effective of advertising on brand of consumer product.
- ii. To evaluate the role of advertising in brand choice and product positioning from the consumer prospective.
- iii. Do consumers give more importance to advertisement making young selection decision?

Major findings of the study:

Advertising had been established as an important promotional tool both in high involvement and low involment goods.

- i. Advertiding importance to consumer’s goods is comparatively weightier than industrial goods.
- ii. Consumer get knowledge about product through different media of advertising. Advertising is considered as the primary source of information.
- iii. The instant noodles and soft drink advertisements are found mostly appealing to the consumers about financial persuasion.
- iv. Advertising believability is found satisfactory.
- v. The role of advertising in course of changing brand is important but not ultimate.

- vi. Television is the mostly favorite medium for advertisement and radio station is second position. At the same time FM Broadcasting is also becoming popular in the world among young people.

Binaya Kumar Thakur (2002), conducted the research entitled “**The Role of Advertising in Brand Loyalty**” (with special reference to soft drink) with the following objectives.

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

Major findings of the study

- i. Both Coca-Cola and Pepsi Cola realize the essence of advertising in the present situation.
- ii. Advertising is the main source of information about particular brand as well as most sensitive subject in the country in course of promotion.
- iii. Advertising plays important role in changing brand of soft drinks.
- iv. Soft drink holds the second position in consumption after tea among the drinks in the Nepalese market.
- v. Brand awareness of the Nepalese consumers is found to be high.
- vi. Majority of Nepalese consumer are found brand loyal.

Sunita Sharma (2003), conducted a research entitled “**Impact of Nepal Television Advertising on Audience**” with the following objectives:

- i. To identify the existing advertising problem launched by NTV.
- ii. To identify different sorts of advertisements preferred by audience.
- iii. To find out the different problems of advertisements faced by NTV.
- iv. To ascertain different advertisers groups willing to telecast their advertisements on NTV.
- v. To prove suitable suggestions.

Major findings of the study

- i. Majority of children, young and old age audience preferred musical instruments whereas other prefers good wording one.
- ii. Considering the educational level of the audience, mostly below S.L.C and uneducated people prefer musical advertisements whereas educated audience prefer good wording advertisements.
- iii. Considering the gender, most of the female audience prefer musical advertisement rather than the good and vice versa.
- iv. Most of the audience prefers the television advertisement rather than other media.
- v. Most of the audience likes NTV advertisement.
- vi. Repetition of the advertisement attract the most of the audience.
- vii. Few advertisements of NTV are good and other few are boring.
- viii. Because of some advertisement produce in India, language dubbing is incorrect and mispronounced.

Prakash Bhandari (2004), conducted the research entitled A study on “**The Impact of Advertising on Consumer’s Attitude**” (with specially reference to WAI-WAI noodle at Lalitpur sub-metropolitan city) with the following objectives:

- i. To evaluate other role of advertising in changing the consumers attitude towards WAI-WAI noodles.
- ii. To calculate the consumers market of WAI-WAI noodles in the Lalitpur sub-metropolitan city.
- iii. To obtain the consumers attitude of WAI-WAI noodles with other.
- iv. To uplift the consumer’s positive attitude towards WAI-WAI noodles.

Major findings of the study

- i. The advertisement is an important of getting knowledge about the noodles. Advertisement is considered as the first source of information.
- ii. The WAI-WAI noodles is preferred most of consumers due to its quality, packaging and other aspects.
- iii. Most of consumers used three packets noodles in a day in family group; it means people are fascinated with quick made noodles.
- iv. Frequency Modulation (FM) is the best information coverage to the consumers about noodles.
- v. Advertising of WAI-WAI noodle is found better satisfied than other noodles.
- vi. Advertising believably is found satisfactory of various brands of noodles.
- vii. Most of noodles price is high.

- viii. Packaging save products, so, it must be better and packaging of WAI-WAI noodle is comparatively good than other.
- ix. The quality (test, performance) of WAI-WAI is very good than other noodles.
- x. The most of consumers preferred the gift send coupons of promotional techniques.
- xi. The satisfaction of Wai Wai noodle is very good.

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

- i. To examine the effectiveness of advertising.
- ii. To understand advertising and brand preference.
- iii. Which is the popular media for advertising.
- iv. What are their strength and weakness while advertising of instant noodles?

Major findings of the study:

- i. Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.
- ii. There is high degree of association between brand preference and advertisement qualities.
- iii. The advertisements are still traditional and ordinary in nature and style.
- iv. It s necessary that advertising should be more attractive informative enjoyable both readers as well as listeners.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

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

3.2 Research Design

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

3.3 Nature and Sources of Data

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

are collected directly from the buyers of the products. Different noodles companies, local news papers, magazines, publications, various books published and unpublished reports, bulletins, journals, etc. are the secondary data.

3.4 Sampling Plan

Consumers of instant noodles of Lalitpur area are considering as the population of this study. It consists of all the consumers in Lalitpur. The respondents represent the resident of Lalitpur. From the population a sample of only 150 consumers are taken for this study. To collect the primary data, 150 buyers, 25 retailers and 5 advertising agency have been surveyed for this study. Retailers are also taken as a consumer in this study. Among them 100 are male and 501 are female including students and children. However, this study has taken the consumers of 5 to above 30 years age of people exposed to different varieties of instant noodles as its population from people of different sectors including housewives.

3.5 Data Collection Procedure

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

3.6 Data Processing, Tabulation and Analysis

The data are collected thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. The tabulated data have been

analyzed and interpreted using simple linear regression model, percentage, index figure and also preserved in graph. Different tool like graphs, bar diagrams and pie chart have been used to make the information easy and understandable. And other relevant data are collected from the different instant noodles companies, newspaper, magazine, other published and unpublished materials etc.

CHAPTER - IV

DATA PRESENTATION AND ANALYSIS

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

4.1 Consumer Level Survey

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

4.1.1 Instant Noodles Users (Sex Wise Classification)

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

Table 4.1

Instant Noodles Users (Sex Wise Classification)

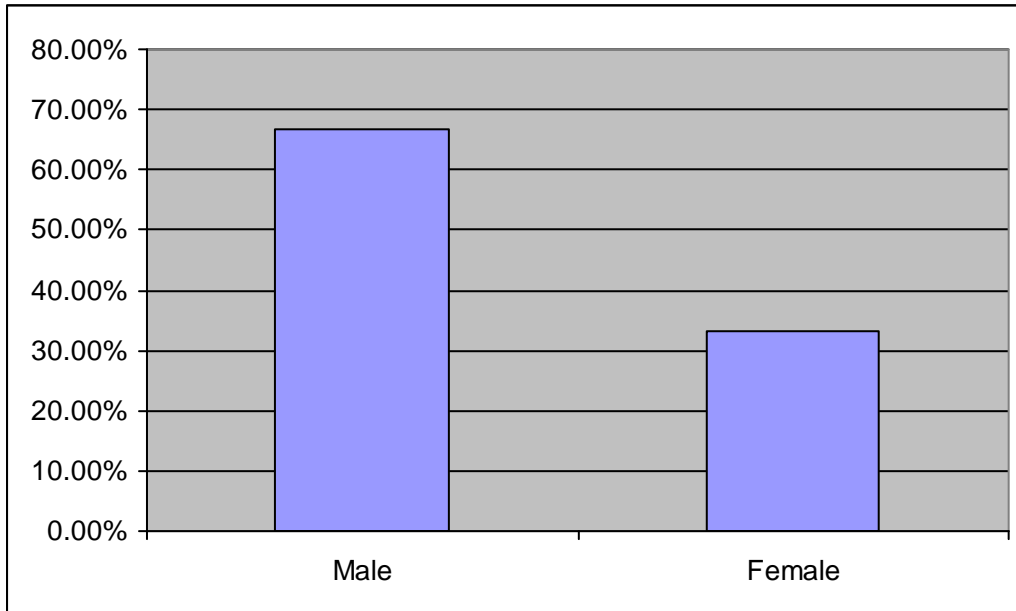
Sex	No of Respondents	Percentage
Male	100	66.67%
Female	50	33.33%
Total	150	100%

In the above table no 4.1.1, out of 100% respondents 66.67% are male consumers and 33.33% consumers are female who use instant noodles in Lalitpur.

From the above analysis we can infer that most of the consumers are male.

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

Figure 4.1
Instant Noodles Users (Sex Wise Classification)



4.1.2 Instant Noodles User (Age Wise Classification)

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

Table 4.2
Instant Noodles User (Age Wise Classification)

Age	No of Respondents	Percentage
5 to 20	65	43.33%
20 to 35	55	36.67%
Above 35	30	20%
Total	150	100%

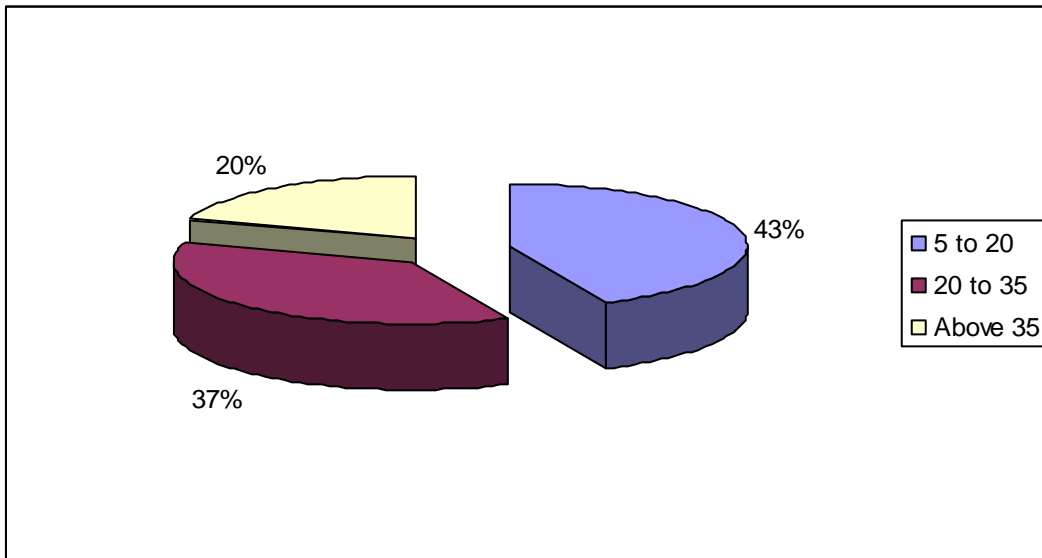
Source: Primary Data

From the above table 4.2 it can be analyzed the age of different age group. Here the age group of 5-20 arc 43.33%, 20-35 are 36.67% and 35 above are 20 %.

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

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

Figure 4.2
Instant Noodles User (Age Wise Classification)



4.1.3 Instant Noodles (Profession Wise Classification)

The researcher has studied use of instant noodles from consumer having different profession. The result of responses has been shown in table 4. 3. The interpretation and analysis with inference have been mentioned below table.

Table 4.3
Instant Noodles (Profession Wise Classification)

Profession	No. of Respondent	Percentage
Student	75	50%
Service	40	26.6%
Business person	25	16.67%
Others	10	6.66%
Total	150	100%

Source: Primary Data

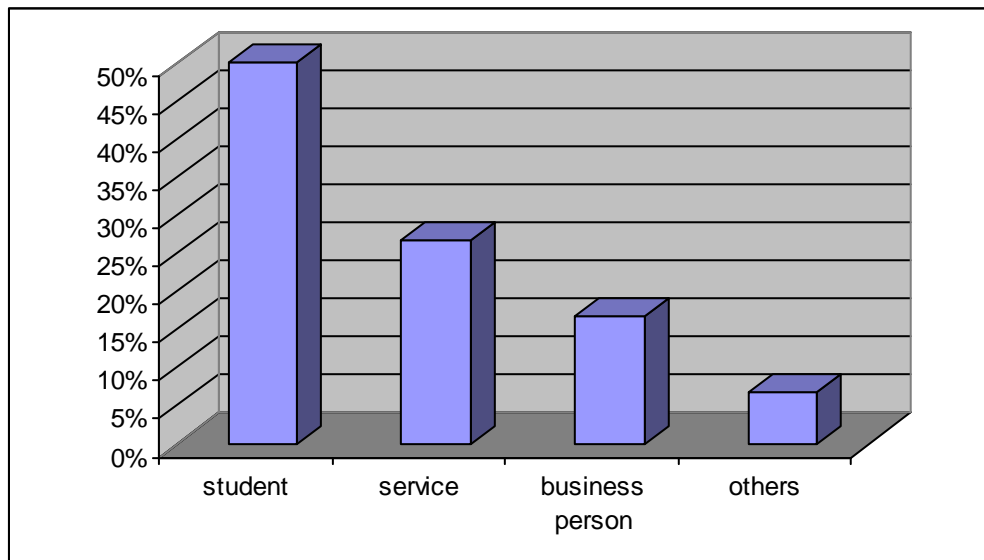
From the above table it can be analyzed that 50% of the consumers of Instant Noodles included in the survey are students, 26.67% are Service holders, 16.67% are Business persons and 6.66% are others, such as housewives.

From the above analysis it can be inferred that most of the consumers of Instant Noodles are student, then after service holders, business persons and others.

The same data have been presented in graphic form as under:

Figure 4.3

Instant Noodles (Profession Wise Classification)



4.1.4 Instant Noodles User (Education Wise Classification)

The researcher has studied use of instant noodles from consumers having different level of education. The result of responses has been shown in table 4.4. The interpretation and analysis with inference have been mentioned below table.

Table 4.4

Instant Noodles User (Education Wise Classification)

Education	No. of Respondents	Percentage
Literate	5	3.33%
School	75	50%
SLC	30	20%
Intermediate	25	16.67%
Graduate and above	15	10%
Total	150	100%

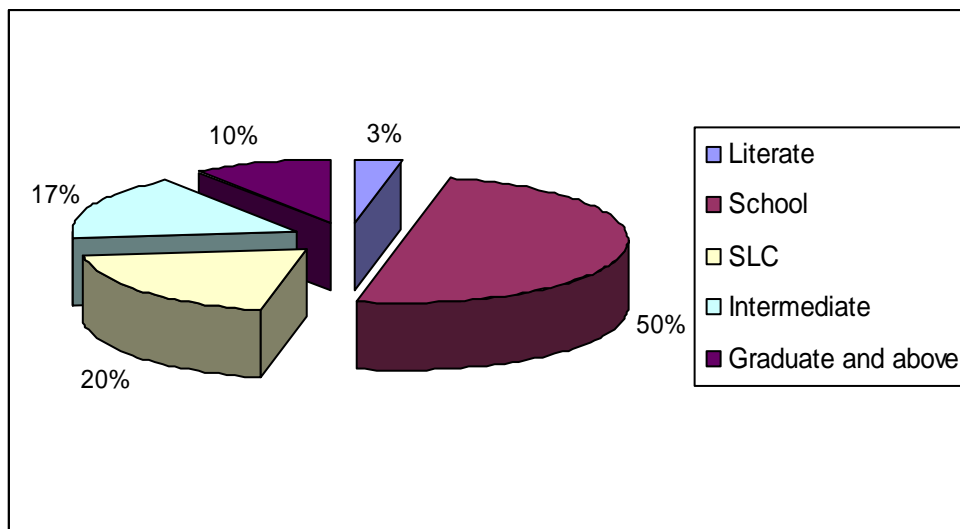
Source: Primary Data

From the above table 4.4 it can be analyzed that among the consumers surveyed, according to education background 3.33 % of the consumers are literate, 50% consumers are school students, 20% are SLC students 16.67% are Intermediate students and 10% consumers are Graduate and above.

From the above analysis it can be inferred that most of the consumers of the Instant Noodles are student of school then after students of SLC, Intermediate, Graduate & above and Literate.

The same data can also be presented in figure form as under.

Figure 4.4
Instant Noodles User (Education Wise Classification)



4.1.5 Instant Noodles Users (Area Wise Classification)

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

Table 4.5

Instant Noodles Users (Area Wise Classification)

Area	No. of Respondents	Percentage
Sanepa	65	43.33%
Jawalakhel	55	36.67%
Satdobato	30	20%
Total	150	100%

Source: Primary Data

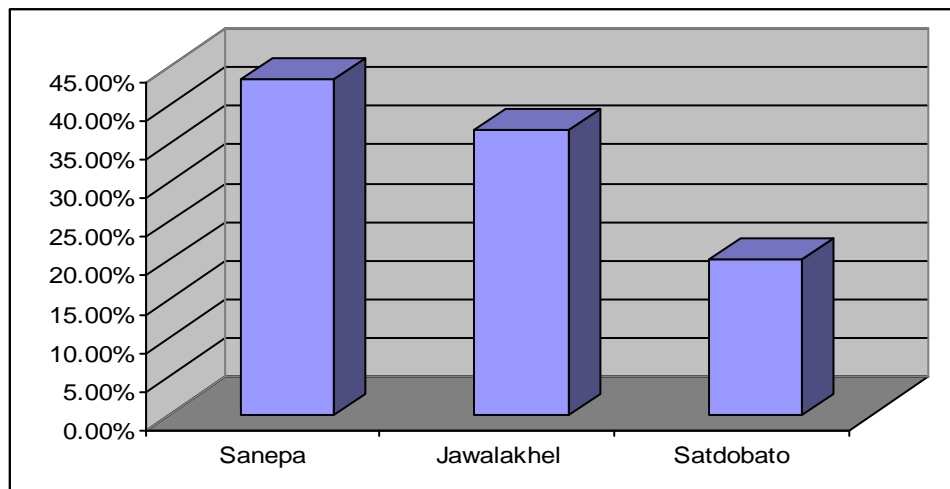
From The above table 4.5 it can be analyzed that 43.33% consumers are from Sanepa, 36.67% consumers are from Jawalakhel and 20% are from Satdobato.

From the above table 4.5 it can be inferred that most of the consumers of Instant Noodles are from Sanepa, then after from Jawalakhel and Satdobato.

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

Figure 4.5

Instant Noodles Users (Area Wise Classification)



4.1.6 Daily Consumption of Instant Noodles

The researcher has studied use of instant noodles by volume of daily consumption. The result of responses has been shown in table 4.6 The interpretation and analysis with inference have been mentioned below table.

Table 4.6

Daily Consumption of Instant Noodles

Consumption volume	No. of respondents	Percentage
1 packet	80	53.33%
2 packet	15	10%
3 packet	5	3.33%
More	50	33.34%
Total	150	100%

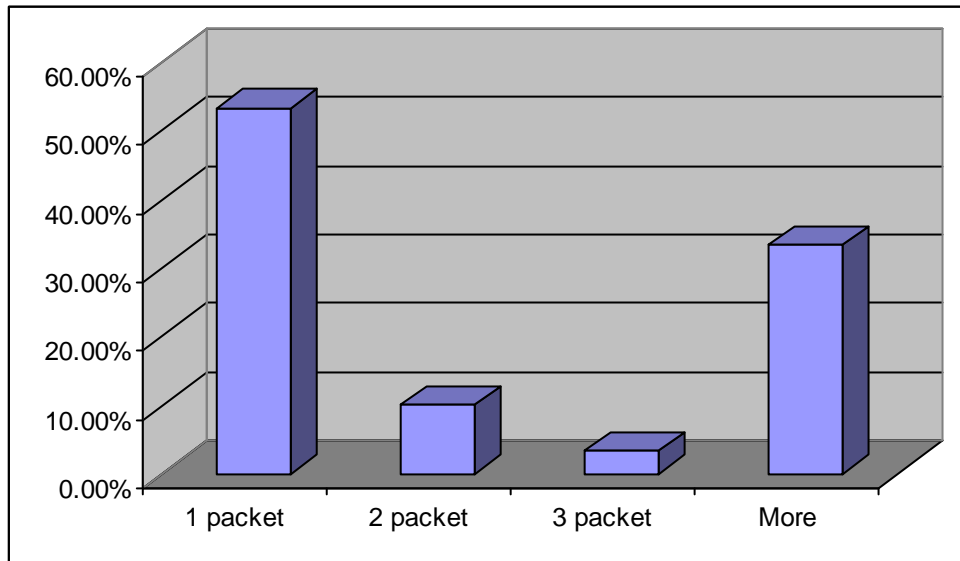
Source: Primary Data

From above table 4.6 it can be analyzed that 53.33% consumers are used 1 packet instant noodles per day, 10% are used 2 packets, 3.33% are used 3 packets and 33.34% are used more than three packets per day.

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

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

Figure 4.6
Daily Consumption of Instant Noodles



4.1.7 Purpose of taking Instant Noodles

The researcher has studied use of instant noodles by the purpose of taking instant noodles. The result of responses has been shown in table 4.7. The interpretation and analysis with inference have been mentioned below table.

Table 4.7
Purpose of Taking Instant Noodles

Option	No. of Respondents	Percentage
As a breakfast	5	3.33%
As a lunch	0	0%
As a dinner	5	3.33%
As a Tiffin	90	60%
Any time	50	33.4%
Total	150	100%

Source: Primary Data

From the above table 4.7 it can be analyzed that 3.33% consumers like to have instant noodles as a breakfast, 3.33% consumers like to have as dinner ,60%

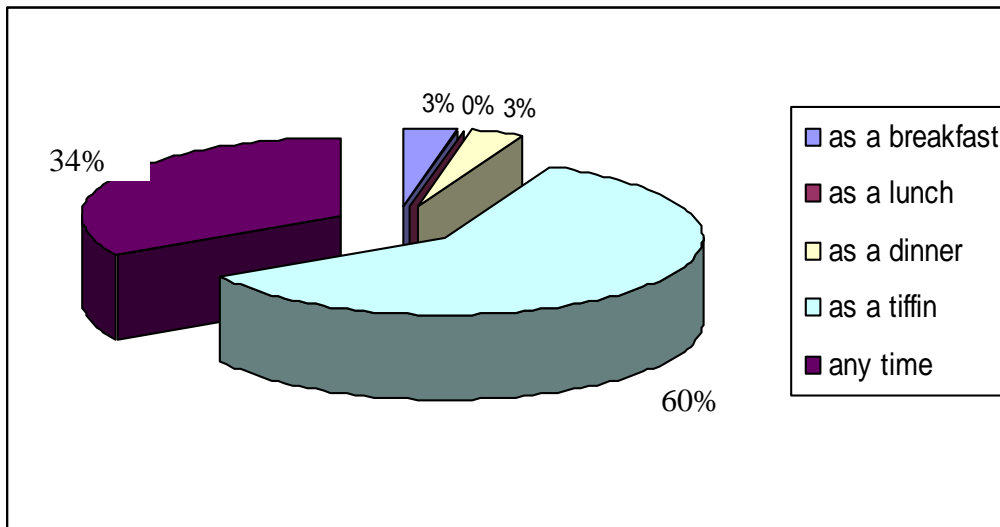
consumers like to have instant noodles as Tiffin and 33.4% consumers like to have any time.

From the above analysis it can be inferred that most of the consumers like to have instant noodles as Tiffin, then after any time and least no. of consumers like to have instant noodles as a dinner.

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

Figure 4.7

Purpose of Taking Instant Noodles



4.1.8 Mostly Taken Place of Instant Noodles

The researcher has studied the mostly taken place of instant noodles. The result of responses has been shown in table 4.8. The interpretation and analysis with inference have been mentioned below table.

Table 4.8

Mostly Taken Place of Instant Noodles

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

Source: Primary data

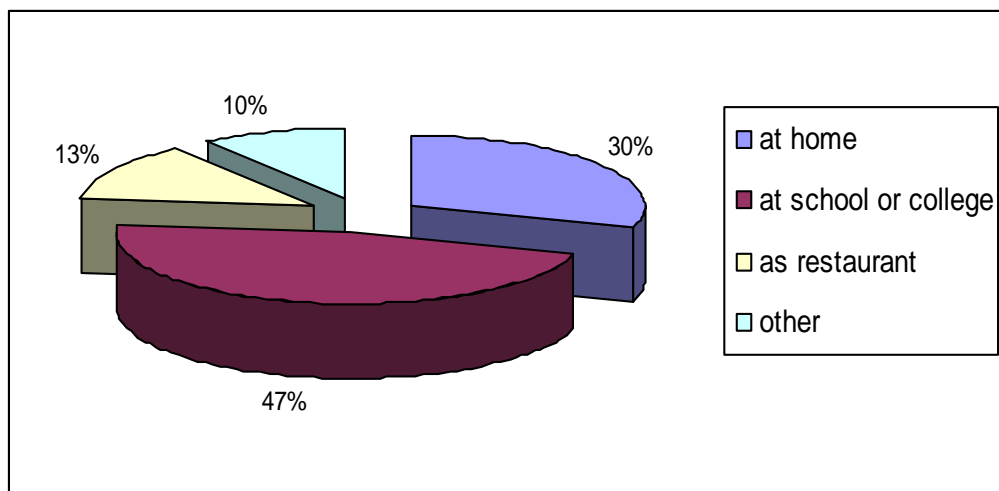
From the above table 4.8 it can be analyzed that 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at school or college, 13.33% consumers consumed at restaurant and 10% consumers consumed instant noodles at other place.

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

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

Figure 4.8

Mostly Taken Place of Instant Noodles



4.1.9 Reason of Taking Noodles

The researcher has studied the reason of taking Instant Noodles. The result of responses has been shown in table 4.9 the interpretation analysis with inference have been mentioned below table.

Table 4.9

Reason of Taking Noodles

Place	no of Respondents	Percentage
For fun	15	10%
Easy to cook	40	26.67%
Can eat directly without cook	85	56.67%
Enough for meal	10	6.66%
Total	150	100%

Source: Primary Data

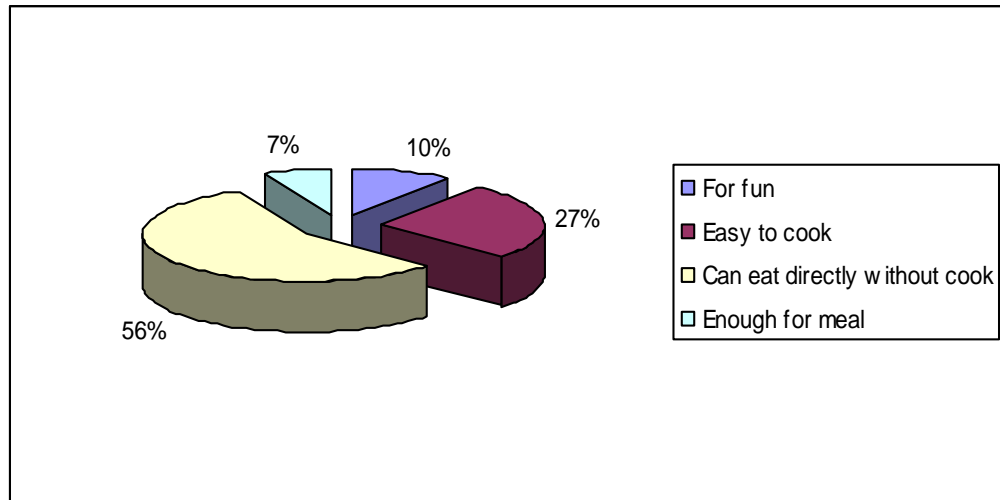
From the above table 4.9 it can be analyzed that 10% consumers eat noodles for tiffin, 6.67% consumers eat due to easy to cook, 56.67% consumers eat due to directly eat without cook and 6.66% consumers eat instant noodles for enough meal.

From the above analysis it can be inferred that most of consumers eat instant noodles due to directly can eat without cook, then after due to easy to cook, for fun and least no. of consumers eat for enough mail. It means only for the few consumers eat as meal.

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

Figurer 4.9

Reason of Taking Noodles



4.1.10 Classification of Preference Toward Brand by the Consumers

The researcher has studied the preference toward brand by the consumers. The result of responses has been shown in table 4.10. The interpretation and analysis with inference have been mentioned below table,

Table 4.10

Classification of Preference toward Brand by the Consumers

Brand	No. of Respondents	Percentage
Wai Wai	65	43.33%
Mayos	30	20%
Rum pum	35	23.33%
Ruchee	5	3.33%
RaRa	10	6.66%
Others	5	3.33%
Total	150	100%

Source: Primary Data

From the above table 4.10 it can be analyzed that among the surveyed of 150 consumers in Lalitpur area 43.33% consumers prefer Wai Wai 20% prefer Mayos,

23 33% prefer Rumpum, 3.33 % prefer Ruchee 10% prefer RaRa and 3.33% consumer prefer other brand.

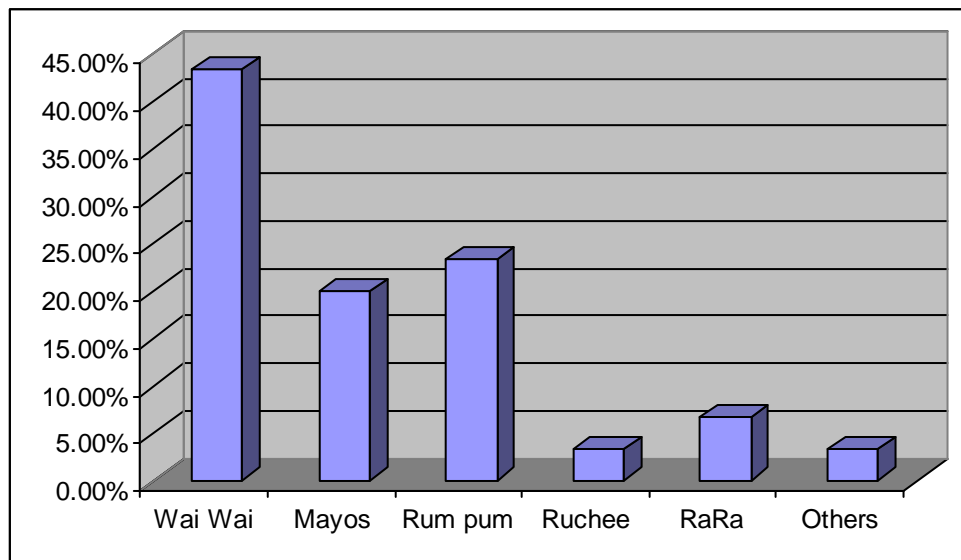
From the above analysis, it can be inferred that Most of the consumers prefer to have Wai Wai. It proves that Wai Wai is the brand leader in instant noodles. Then after Ruin Pius,

Mayos, RaRa, other brands. Gol Mol. In white noodles RaRa is the brand leader.

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

Figure 4.10

Classification of Preference Toward Brand by the Consumers



4.1.11 Classification of Effective Advertisement Media for Introducing Instant Noodles

The researcher has studied the effective advertisement media for introducing instant noodles to the consumers. The result of responses has been shown in table 4.11. The interpretation and analysis with inference have been motioned below table,

Table 4.11

Classification of Effective Advertisement Media for Introducing Instant Noodles

Advertisement media	No. of respondents	Percentage
From advertisement of NTV, KTV and Image	80	53.34%
From advertisement of Radio Nepal	8	5.34%
From advertisement of Fm	20	13.33%
From advertisement of newspaper and magazine	20	13.33%
From the advertisement of poster	3	2%
From friends	5	3.33%
From hoarding board	2	1.33%
From neon sign and glow sign	2	1.33%
All of the above	10	6.67%
Total	150	100%

Source: Primary Data

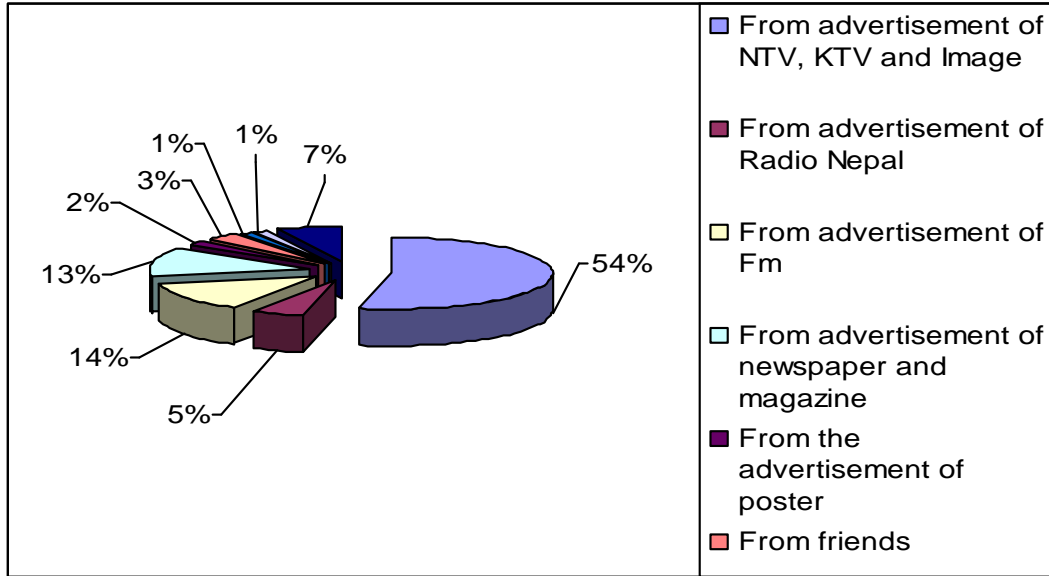
From the above table 4.11 it can be analyzed that 53.34% effective media of instant noodles is NTV, 5.34% is Radio Nepal, 13.33% effective media of instant noodles is FM, 13.33% is News Paper and magazine, 2% is Poster, 3.33% is friends, 1.33% is hoarding board, 1.33% is neon sign and glow sign and 6.67% effective media of instant is all

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

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

Figure 4.11

Classification of Effective Advertisement Media for:



4.1.12 Brand's Best Advertisement of Instant Noodles

The researcher has studied (lie best advertisement of the Noodles. The result of responses has been shown in table 4.12. The interpretation and analysis with inference have been mentioned below table:

Table 4.12
Brand's Best Advertisement of Instant Noodles

Brand	No. of Respondents	Percentage
Wai Wai	40	26.67%
Mayos	50	33.34%
Rum pum	35	23.33%
Ruchee	10	6.67%
RaRa	10	6.67%
Others	5	3.33%
Total	150	100%

Source: Primary Data

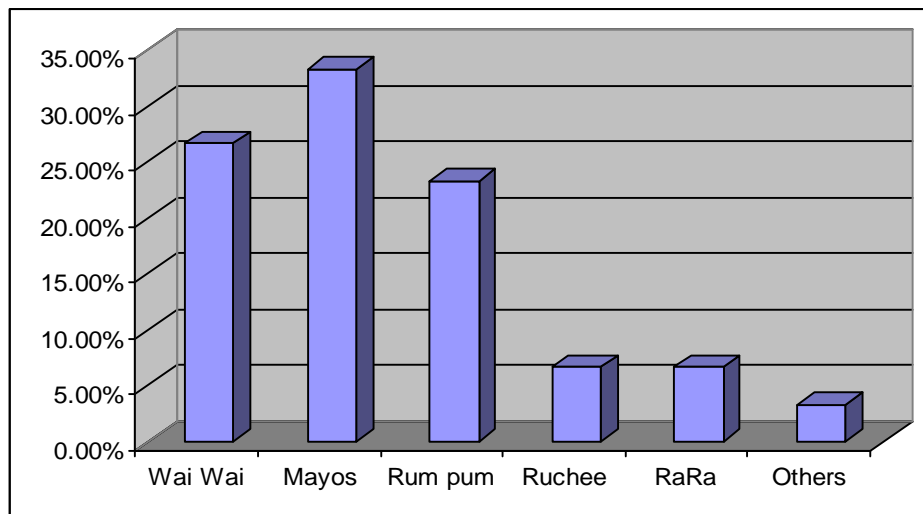
From the above table 4.12 it can be analyzed that 26.67% consumers like the advertisement of Wai Wai, 33.34% consumers like the advertisement of Mayos, 23.33% like the advertisement of Rum Pum, 6.67% like the advertisement of

Ruchee and RaRa, and 3.33% consumers like the advertisement of others brand like MiMi, Big MiMi, Hurya, Le-Kali etc.

From the above analysis it-can be inferred that most of the consumers like the advertisement of Mayos, then after the consumers like the advertisement of Wai Wai, Rum Pum, other brands like Min Min. Big MiMi, Hurya, Lckali etc, U-key, Gol Mol, JoJo and RaRa.

The data from the above table 4.12 can also be presented in graphic form as under,

Figure 4.12
Brand's Best Advertisement of Instant Noodles



4.1.13 The Popular Advertisement Media for Instant Noodles

The researcher has studied the popular advertisement media for instant noodles. The result of responses has been shown in table 4.13. The interpretation and analysis with inference have been mentioned below table,

Table 4.13

The Popular Advertisement Media for Instant Noodles

Brand	TV	Per	FM	Per	News paper	Per	Friend	Per	Total
Wai Wai	100	66.67	20	13.33	20	13.33	10	3.67	150
Mayos	110	73.34	10	6.67	20	13.33	10	6.67	150
Rum Pum	100	66.67	15	10	15	10	20	13.33	150
Ruchee	110	73.34	15	10	20	13.33	5	3.33	150
RaRa	90	60	30	20	20	13.33	10	6.67	150

In Wai-Wai TV advertisement is 66.67% popular, FM is 13.33% popular, News paper is also 13.33%, from friends' circle 6.67% popular.

In Mayos TV advertisement is 73.34% popular, FM is 6.66% popular, News paper is also 13.33%., from friends' circle 6.67% popular.

In Rum Pum TV advertisement is 66.67% popular, FM is 10% popular, News paper is also 10%, from friends' circle 13.33% popular.

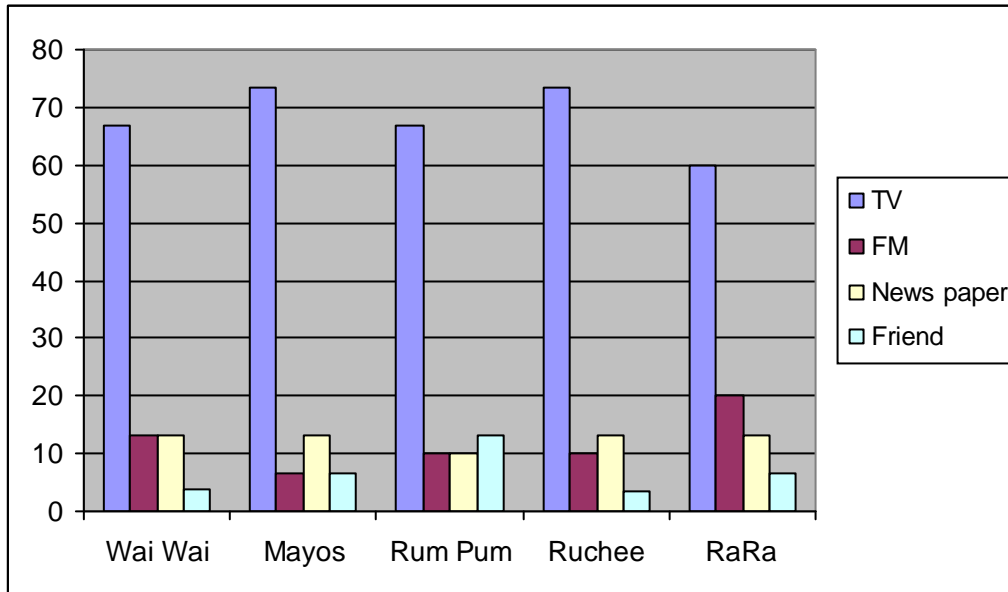
In Ruchee TV advertisement is 73.34% popular, FM is 10% popular, News paper is also 13.33%, from friends' circle 3.33% popular.

In RaRa TV advertisement is 60% popular, FM is 20% popular, News paper is also 13.33%, from friend? Circle 6.67% popular.

From the above analysis it can be inferred that TV media of the advertisement is the most popular for all brand of instant noodles then other media

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

Figure 4.13
The Popular Advertisement Media for Instant Noodles



4.1.14 Habit of the Consumers Taking Instant Noodles

The researcher has studied habit of use of instant noodles by the consumer. The result of responses has been shown in table 4.14. The interpretation and analysis with inference have been mentioned below table.

Table 4.14

Habit of the Consumers Taking Instant Noodles

Habit	No. of Respondents	Percentage
Always	60	40%
Often	75	50%
Sometime	15	10%
Total	150	100%

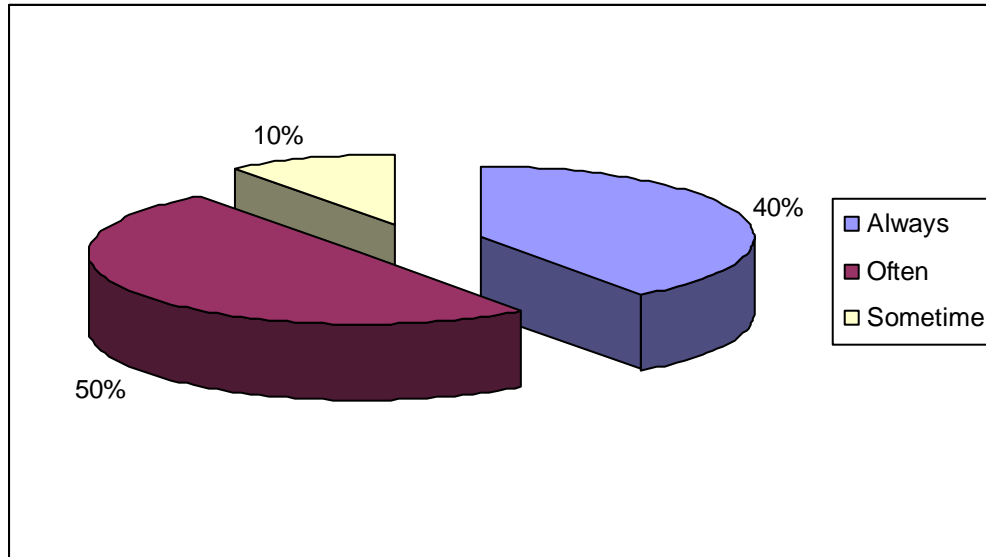
Source: Primary Data

From the above table 4.14 it can be analyzed that 40% consumers take always the instant noodles, 50% consumers take often the instant noodles and 10% consumers take sometimes the instant noodles.

From the above analysis it can be inferred that most of the consumers take instant noodles often then after consumers take instant noodles always and sometime. The data from the above table 4.14 can also be presented in the form of chart as under,

Figure 4.14

Habit of the Consumers Taking Instant Noodles



4.1.15 Decision Making to the Particular Brand of Instant Noodles before going to

Shop

The researcher has studied the decision making to the particular brand of instant noodles before going to shop by the consumer. The result of responses has been shown in table 4.15. The interpretation and analysis with inference have been mentioned below table,

Table 4.15

Decision Making to the Particular Brand of Instant Noodles Before going to Shop

Habit	No. of Respondents	Percentage
Yes	130	86.67%
No	20	13.33%
Total	150	100%

Source: Primary Data

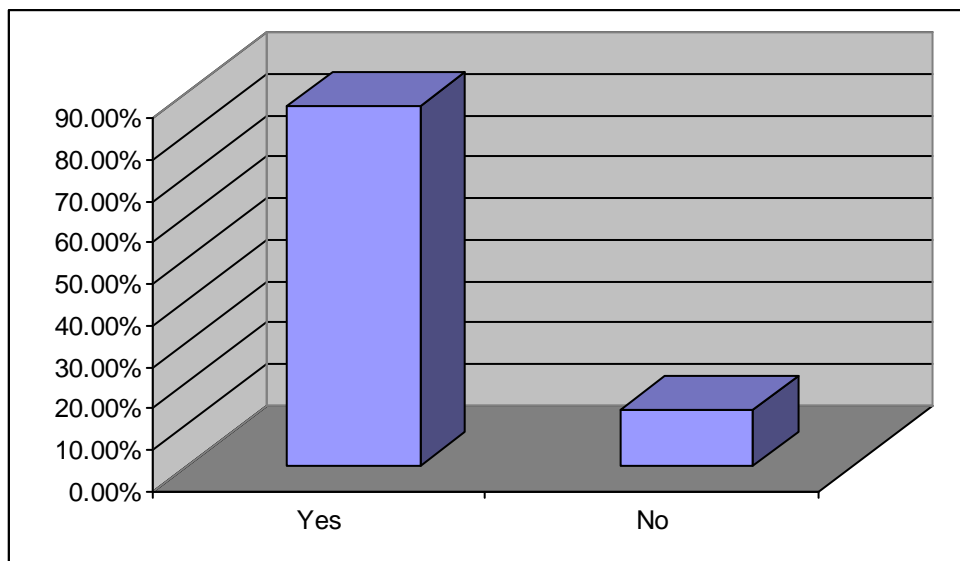
From the above table 4.15 it can be analyzed that 86.67% consumers already take the decision which brand they had to buy before going to shop and 13.33% consumers take the decision to the shop.

From the above analysis it can be analyzed that most of the consumers already take the decision before going to shop and few consumers only take the decision to the shop.

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

Figure 4.15

Decision Making to the Particular Brand of Instant Noodles before going to Shop



4.1.16 Behavior in Case of Unavailability of the Favorite Brand

The researcher has studied the behavior in case of unavailability of the favorite brand. The result of responses has been shown in table 4.16. The interpretation and analysis with inference have been mentioned below table:

Table 4.16
Behavior in case of Unavailability of the Favorite Brand

Option	No. of Respondents	Percentage
Wait for favorite brand	30	20%
Take any other available brand	120	80%
Total	150	100%

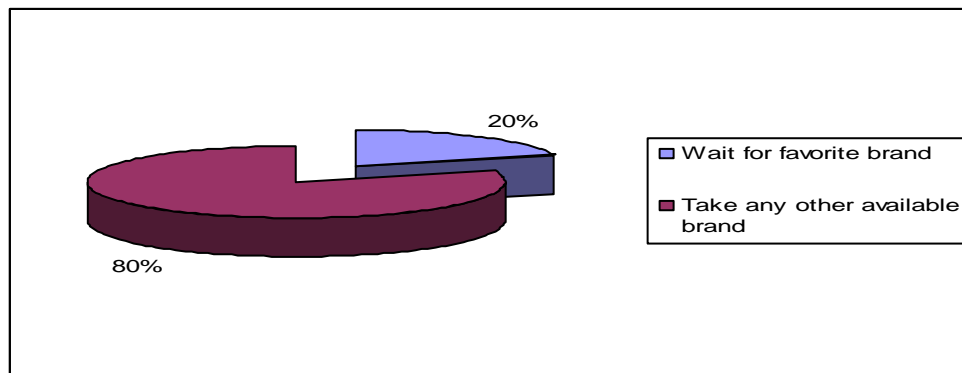
Source: Primary Data

From the above table 4.16 it can be analyzed that 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand.

From the above analysis it can be inferred that most of the consumers would take any other available brand if there would not their favorite brand. It means most of the consumers would be ready to accept any brand. And few consumers did not want to substitute the brand and wait for their brand.

The same data from the above table 4.16 can also be presented in chart form as below:

Figure 4.16
Behavior in Case of Unavailability of the Favorite Brand



4.1.17 Quality Awareness of Consumer Towards the Instant Noodles while Purchasing

The researcher has studied the quality awareness of consumers towards the instant noodles while purchasing. The result of responses has been shown in table 4.18. The interpretation and analysis with inference have been mentioned below table:

Table 4.17

Quality Awareness of Consumer towards the Instant Noodles while Purchasing

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

Source: Primary Data

From the above table 4.17 it can be analyzed that 6.67% consumers are very highly aware in quality, 26.67% are highly aware, 40% are moderately aware, 6.67% are lowly aware,

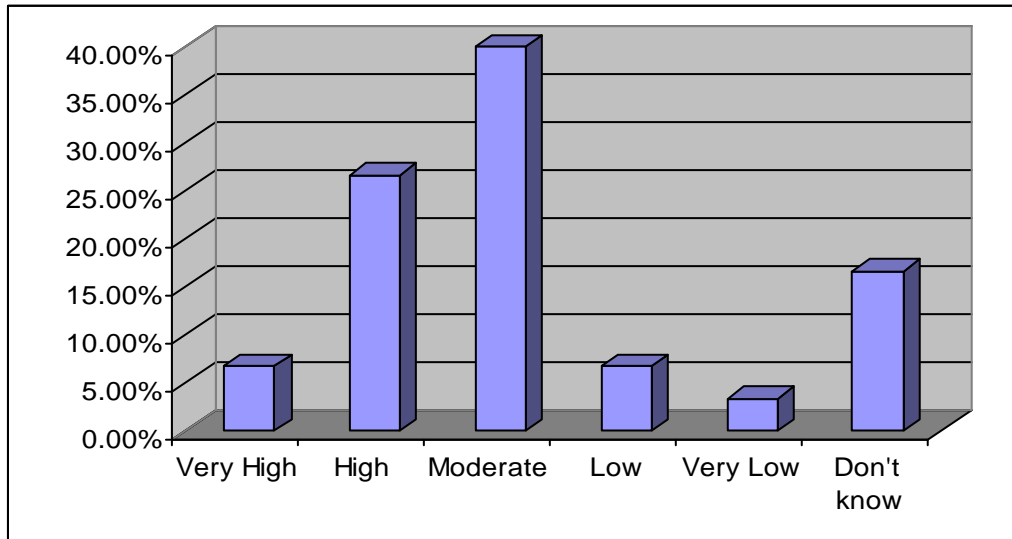
3.33% are very lowly aware, 16.66% consumers are unknown about the quality of instant noodles.

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

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

Figure 4.17

Quality Awareness of Consumer towards the Instant Noodles while Purchasing



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

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

Table 4.18

Evaluation of Brand of Instant Noodles in the Basis of Quality

Brand	Good	%	Very Good	%	Bad	%	Very bad	%	Don't Know	%
Wai Wai	95	63.33	30	20	0	0	0	0	25	16.67
Mayos	100	66.67	15	10	0	0	0	0	35	23.33
Ruchee	50	33.33	10	6.67	10	6.67	0	0	80	53.33
RaRa	100	66.67	30	20	0	0	0	0	20	13.33
RumPum	100	66.67	20	13.33	0	0	0	0	30	20

Source: Primary Data

Wai Wai:

From the above table 4.18 it can be analyzed that 63.33% consumers said that the quality of wai wai is good, 20% said very good, 16.67% consumers are unknown about the quality of wai wai.

Mayos:

From the above table 4.18 it can be analyzed that 66.67% of the consumers said that the quality of the mayos is good, 10% said very good, 23.33% are unknown about the quality of mayos.

Ruchee:

33.33% consumers said that the quality of Ruchee is good, 6.67% said very good, 6.67% said bad and 53.33% are unknown about the quality of Ruchee.

RaRa:

66.67% consumers said that the quality of RaRa is good, 13.33% said very well and 13.33% are unknown about the quality of RaRa.

Rum Pum:

66.67% consumers said that the quality of Rum Pum is good, 13.33% said very well and 20% are unknown about the quality of Rum Pum.

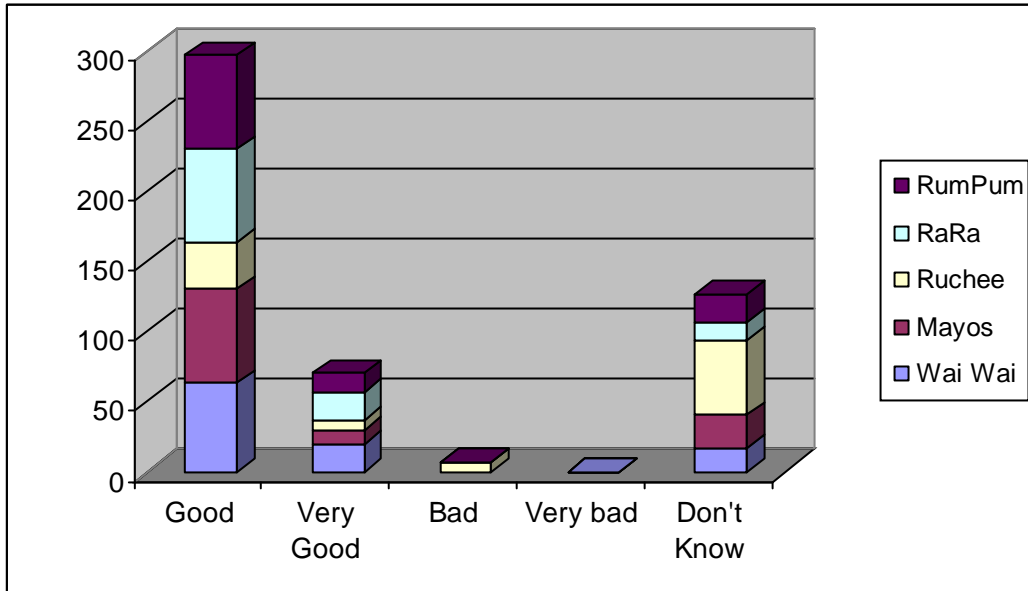
From the above analysis it can be inferred that most of the consumers liked the quality of

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

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

Figure 4.18

Evaluation of Brand of Instant Noodles in the Basis of Quality



4.1.19 Price Preference of the Instant Noodles given by the Consumers

The researcher has studied the price preference of the instant noodles given by the consumers. The result of responses has been shown in table 4.19 the interpretation and analysis with inference have been mentioned below table,

Table 4.19

Price Preference of the Instant Noodles given by the Consumers

Option	No. of Respondents	Percentage
Very High	5	3.33%
High	10	6.67%
Moderate	85	56.67%
Low	20	13.33%
Very Low	10	6.67%
Don't know	20	13.33%
Total	150	100%

Source: Primary Data

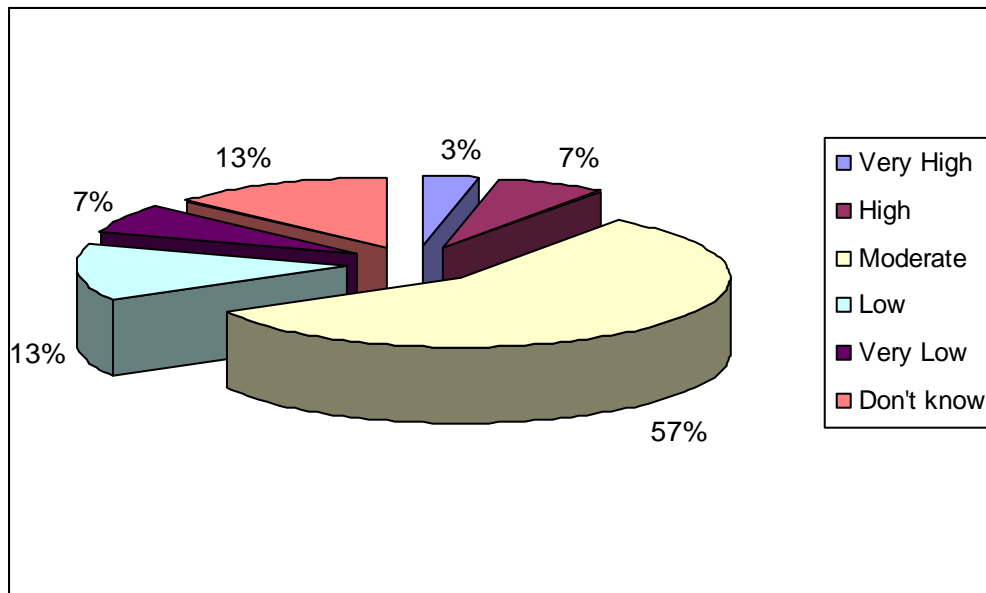
From the above table 4.19 it can be analyzed that 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference highly, 56.67% consumers give the price preference moderately, 13.33% consumers give the price preference lowly, 6.67% consumers give the price preference very lowly, 20% consumers are not care about the price of instant noodles.

From the above analysis it can be analyzed that most of the consumers give the price preference of the instant noodles moderately. It means consumers didn't give the price preference while buying the instant noodles. Even some consumers don't care about the price of instant noodles, only least number of consumers is very conscious about the price of the instant noodles.

The data from the above table 4.19 can also be presented in the form of chart as under,

Figure 4.19

Price Preference of the Instant Noodles given by the Consumers



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

The researcher has studied the evaluation of brand of instant noodles in the basis of price. The result of responses has been shown in table 4.20. The interpretation and analysis with inference have been mentioned below table,

Table 4.20

Evaluation of Brand of Instant Noodles in the Basis of Price

Brand	Exp.	%	Very Exp.	%	Chp.	%	Very Chp.	%	Ok or Reso.	%
Wai Wai	10	6.67	5	3.33	0	0	0	0	135	90
Mayos	15	10	10	6.67	0	0	0	0	125	83.33
Ruchee	40	26.67	15	10	0	0	0	0	95	63.33
RaRa	0	0	0	0	85	56.67	15	10	50	33.33
RumPum	15	10	5	3.33	5	3.33	0	0	125	83.34

Source: Primary Data

Note: Exp.: Expensive Chp: Cheap Reso: Reasonable

Wai Wai:

From the above table 4.20 it can be analyzed that 6.67% consumers said that the price of wai wai is expensive, 3.33% said very expensive, 90% consumers said that the price of Wai Wai is ok or reasonable.

Mayos:

From the above table 4.20 it can be analyzed that 10%-of the consumers said that the price of the mayos is expensive, 6.67% said very expensive, 83.33% consumers said that the price of mayos is ok or reasonable.

Ruchee:

From the above table 4.20 it can be analyzed that 26.67% of the consumers said that the price of the Ruchee is expensive, 10% said very expensive, 63.33% consumers said that the price of Ruchee is ok or reasonable.

RaRa:

From the above table 4.20 it can be analyzed that 56.67% of the consumers said that the price of the RaRa is cheap, 10% said very cheap, 33.33% consumers said that the price of RaRa is ok or reasonable.

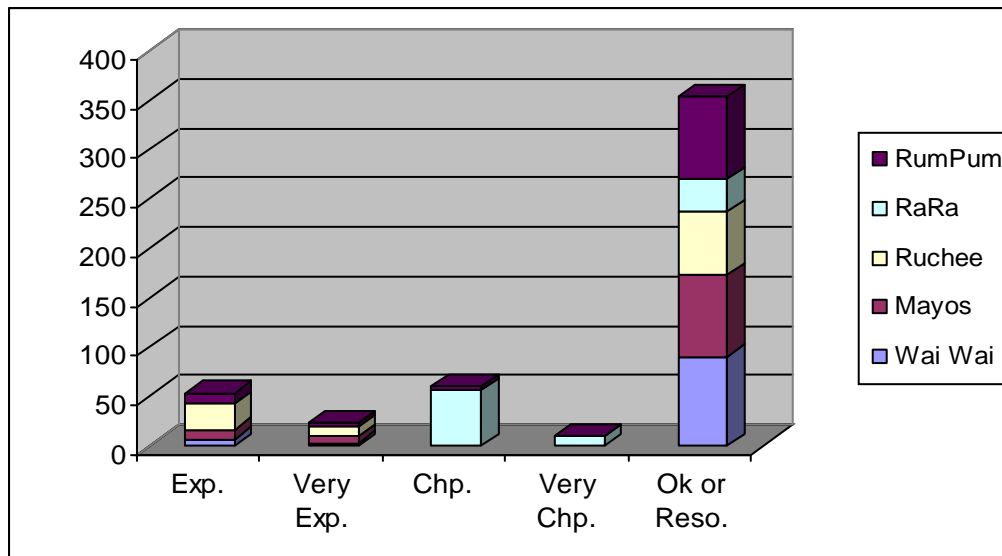
Rum Pum:

From the above table 4.20 it can be analyzed that 10% of the consumers said that the price of the Rum Pum is expensive, 3.33% said very expensive, 3.33% consumers said the price of Rum Pum is cheap. 83.34% consumers said that the price of Rum Pum is ok or reasonable.

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

Figure 4.20

Evaluation of Brand of Instant Noodles in the Basis of Price



4.1.21 Factor Influence to leave the Favorite Brand and Switch to Alternative Brand

The researcher has studied the influencing factor which made the consumer leave his/her favorite brand and switch to alternative brand. The result of responses has been shown in table 4.21. The interpretation and analysis with inference have been mentioned below table,

Table 4.21
Factor Influence to leave the Favorite Brand and Switch to Alternative Brand

Brand	Price active	%	Adv. Camp.	%	Test new brand	%	Non of above	%
Wai Wai	5	3.33	45	30	90	60	10	6.67
Mayos	10	6.67	50	33.33	80	53.33	10	6.67
RumPum	10	6.67	40	26.67	90	60	10	6.66
Ruchee	20	13.33	35	23.33	80	53.34	15	10
RaRa	0	0	40	26.67	100	66.66	10	6.67

Source: Primary Data

Note: Active: Activity, Adv. Advertisement, Camp: Campaign

Wai Wai:

From the above table 4.21 it can be analyzed that 3.33% consumers changed their favorite brand wai wai due to price activity, 30% consumers changed their favorite brand wai wai due to advertisement campaign by the competitor brand. 60% Consumers changed their favorite brand wai wai due to desire to test new brand and 6.67% consumers had no reason to change their favorite brand wai wai.

Mayos:

From the above table 4.21 it can be analyzed that 6.67% consumers changed their favorite brand mayos due to price activity, 33.33% consumers changed their favorite brand mayos due to advertisement campaign by the competitor brand,

53.33%, consumers changed their favorite brand mayos due to. desire to test new brand and 6.67% consumers had no reason to change their favorite brand mayos.

Rum Pum:

From the above table 4.21 it can be analyzed that 6.67% consumers changed their favorite brand Rum Pum due to price activity, 26.67% consumers changed their favorite brand Rum Pum due to advertisement campaign by the competitor brand, 60% consumers changed their favorite brand Rum Pum due to desire to test new brand and 10% consumers had no reason to change their favorite brand Rum Pum.

Ruchee:

From the above table 4.21 it can be analyzed that 13.33% consumers changed their favorite brand Ruchee due to price activity, 23.33% consumers changed their favorite brand Ruchee due to advertisement campaign by the competitor brand, 53.33% consumers changed their favorite brand Ruchee due to desire to test new brand and 10% consumers had no reason to change their favorites brand Ruchee.

RaRa:

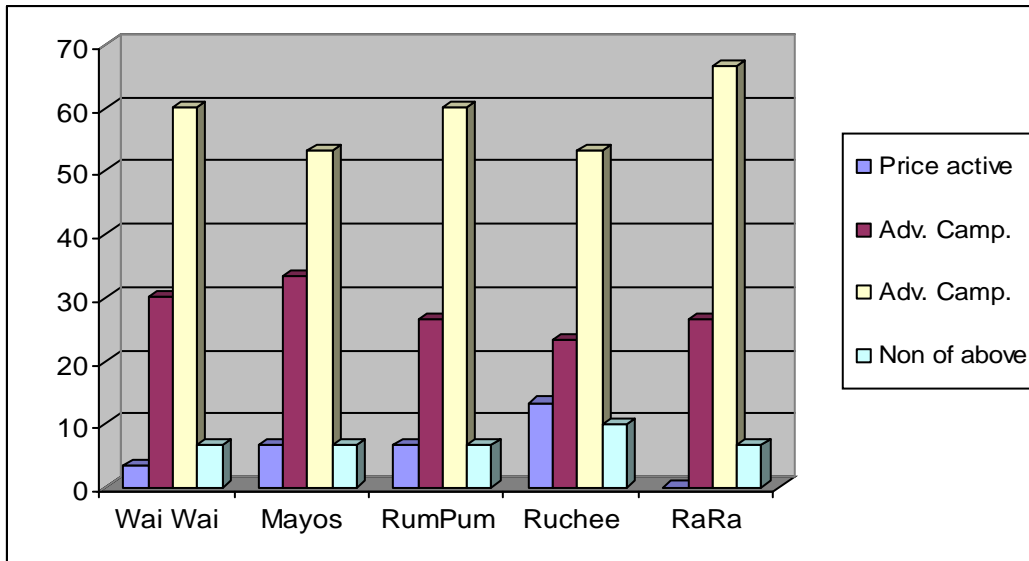
From the above table 4.21 it can be analyzed that consumers changed their favorite brand RaRa due to price due to advertisement campaign by the competitor brand, 66.6% Consumers changed their favorite brand RaRa due to desire to test new brand and 6.67% consumers had no reason to chaos their favorite brand RaRa.

From the above analysis it can be inferred that Most of the consumers changed their favorite brand due to desire to test new brand. And secondly consumers changed their favorite brand due to attractive advertisement campaign by the competitor brand. Least number of consumers tinged their brand due to price.

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

Figure 4.21

Factor Influence to leave the Favorite Brand and Switch to Alternative Brand



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

The researcher has studied. (lie changing of favorite brand due to attractive scheme of competitor brand. The result of responses has been shown in table 4.22. The interpretation and analysis with inference have been mentioned below table:

Table 4.22

Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand

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

From the above table 4.22 it can be analyzed that 40% consumers changed their favorite brand if any competitor brand give them the attractive. Scheme 60% consumers did not change their favorite brand if the competitor brand gives them attractive scheme.

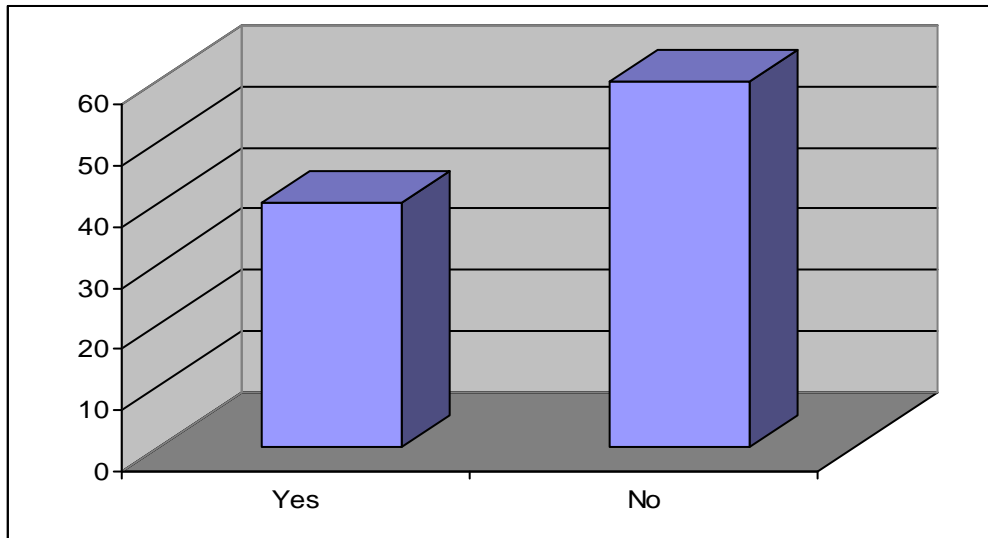
From the above analysis it can be inferred that most of the consumers did not want to change their favorite brand. It means any attractive scheme would not affect the

consumers to leave their favorite brand. Only least no of consumers changed their favorite brand due to attractive scheme from competitor brand,

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

Figure 4.22

Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand



4.1.23 Factor affecting in the Purchase of Instant Noodles

The researcher has studied the affecting factor in the purchase of Instant noodles.

The result of responses has been shown in table 4.23. The interpretation and analysis with inference have been mentioned below table.

Table 4.23

Factor affecting in the Purchase of Instant Noodles

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

Source: Primary Data

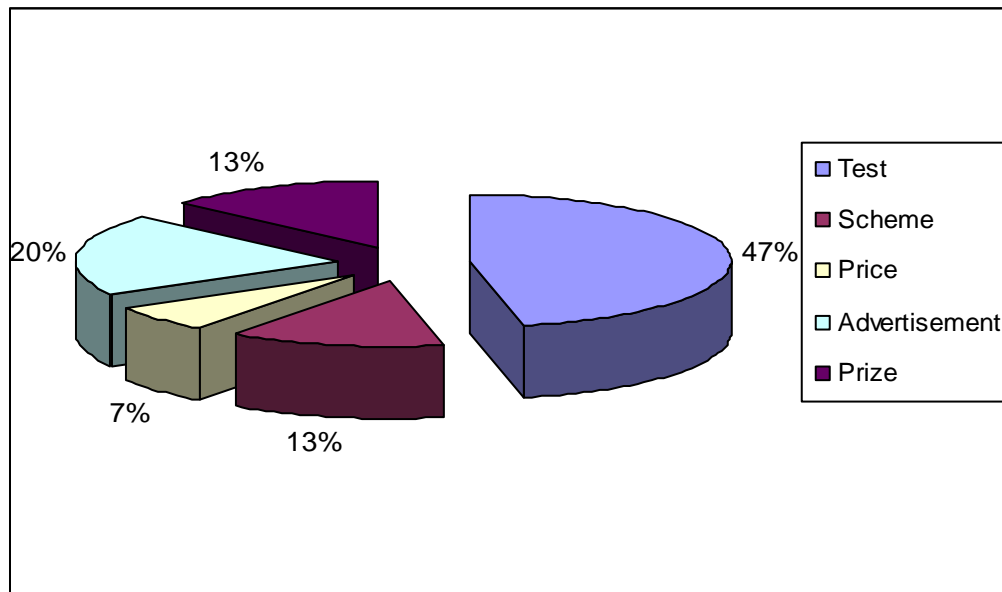
From the above table 4.23 it can be analyzed that 46.67% consumer bought the instant noodles due good test, 13.33% bought due to scheme, 6.67% bought due to low price, 20% consumers bought the instant noodles due to good advertisement and 13.33% bought due to good prize.

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

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

Figure 4.23

Factor affecting in the Purchase of Instant Noodles



4.1.24 Effective Scheme Which Influence in the Purchase of Instant Noodles

The researcher has studied the scheme influencing in the purchase of Instant Noodles. The result of responses has been shown in table 4.24. The interpretation and analysis with inference have been mentioned below table:

Table 4.24

Effective Scheme Which Influence in the Purchase of Instant Noodles

Option	No of Respondents	Percentage
Cash prize inside	15	10%
Chocolate inside	55	36.66%
Sticker inside	10	6.67%
Empty packet scheme	10	6.67%
Others	60	40%
Total	150	100

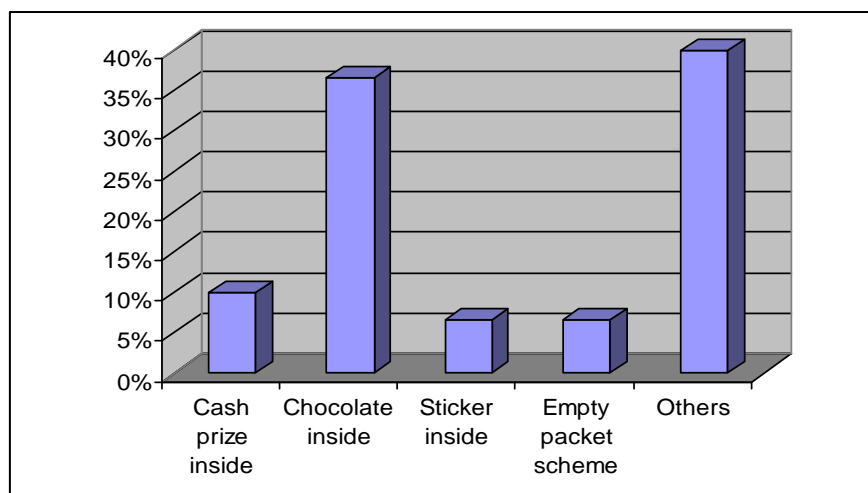
From the above table it can be analyzed that 10% consumers bought the instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% consumers bought due to Sticker inside, 6.67% consumers bought due to empty packet scheme and 40% of the consumers bought instant noodles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

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

The same data from the above table 4.24 can also be presented in the form of graph as below,

Figure 4.24

Effective Scheme Which Influence in the Purchase of Instant Noodles



4.1.25 Judgment, Ability of the Consumer in the Purchase of Instant Noodles

The researcher has studied the judgment of the consumer in the buying of Instant Noodles. The result of responses has been shown in table 4.25. The interpretation and analysis with inference have been mentioned below table:

Table 4.25
Judgment, Ability of the Consumer in the Purchase of Instant Noodles

Option	No of Respondents	Percentage
Very high	10	6.67%
High	45	30%
Moderate	85	56.66%
Low	10	6.67%
Very low	0	0%
Total	150	100

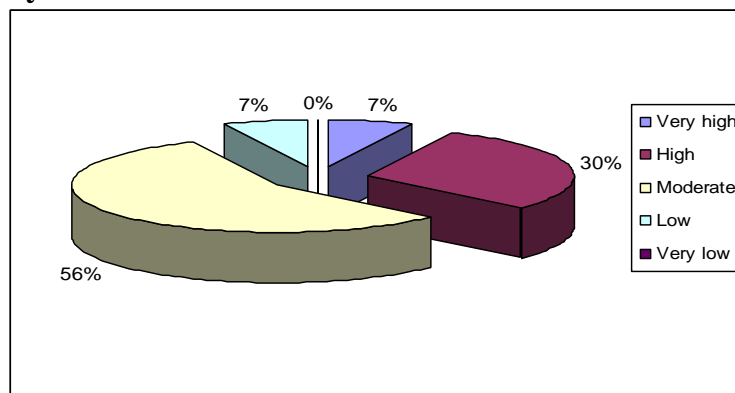
Source: Primary Data

From the above table 4.25 it can be analyzed that 6.67% consumers have very high judgment ability, 30% have high judgment ability, 56.66% have moderate judgment ability and 6.67% have low judgment ability.

From the above analysis it can be inferred that most consumers have neither high nor low judgment ability. It means most of the consumers have middle judgment ability. Then after high and low judgment ability.

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

Figure 4.25
Ability of the Consumer in the Purchase of Instant Noodles



4.2 Retail level survey

Retail's Profile: In this chapter 25 retailer are taken

4.2.1 Availability of Different Brand of Instant Noodles

The researcher has studied the availability of different brand of instant noodles in the market. The result of responses has been shown in table 4.26, The interpretation and analysis with inference have been mentioned below table,

Table 4.26

Availability of Different Brand of Instant Noodles

Brand	No of Retailers	Percentage
Wai Wai	25	100%
Mayos	24	96%
RumPum	20	80%
Ruchee	10	40%
Hot Pot	10	40%
GolMol	10	40%
RaRa	22	88%
Others	15	60%

Source: Primary Data

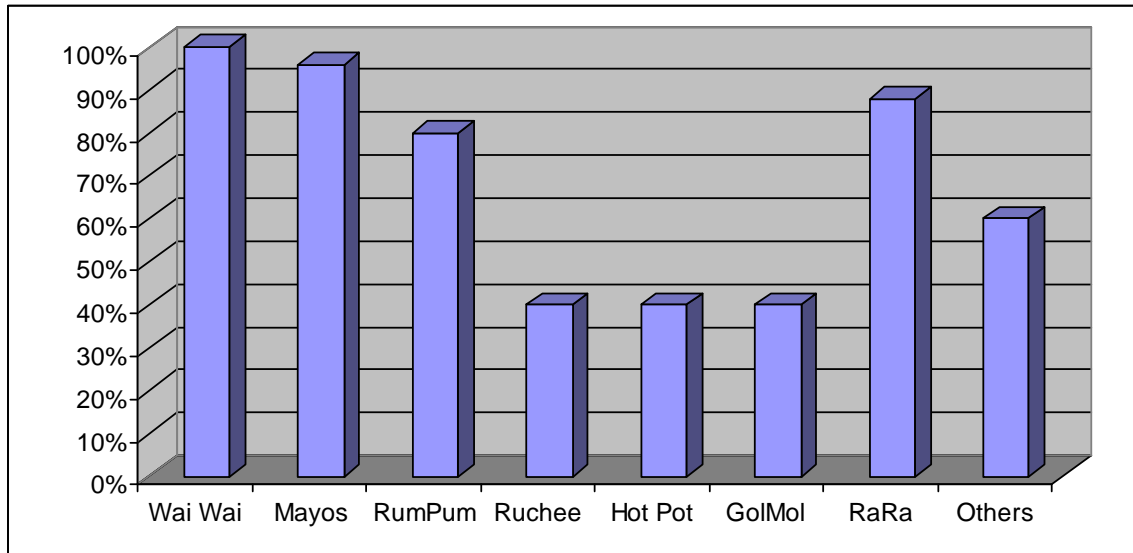
From the above table 4.26 it can be analyzed that Wai Wai is available in 100% shop, Mayos is available in 96% shop, Rum Pum in 80%, Rumpum in 80%, Ruchee in 40%, Hot pot in 40%, GolMol in 40%, RaRa in 88% and others brand like , Hurray, ABC are available in 60% shop.

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

The same data from the above table 4.26 can also be presented in graphic form as under.

Figure 4.26

Availability of Different Brand of Instant Noodles



4.2.2 Brand Wise Sales of Instant Noodles

The researcher has studied the brand wise sales of instant noodles. The result of responses has been shown in table 4.27. The interpretation and analysis with inference have been mentioned below table:

Table 4.27

Brand Wise Sales of Instant Noodles

Brand	No of Retailers	Percentage
Wai Wai	7	28%
Mayos	5	20%
RumPum	5	20%
Ruchee	2	08%
Hot Pot	2	08%
GolMol	1	04%
RaRa	2	08%
Others	1	04%
Total	25	100%

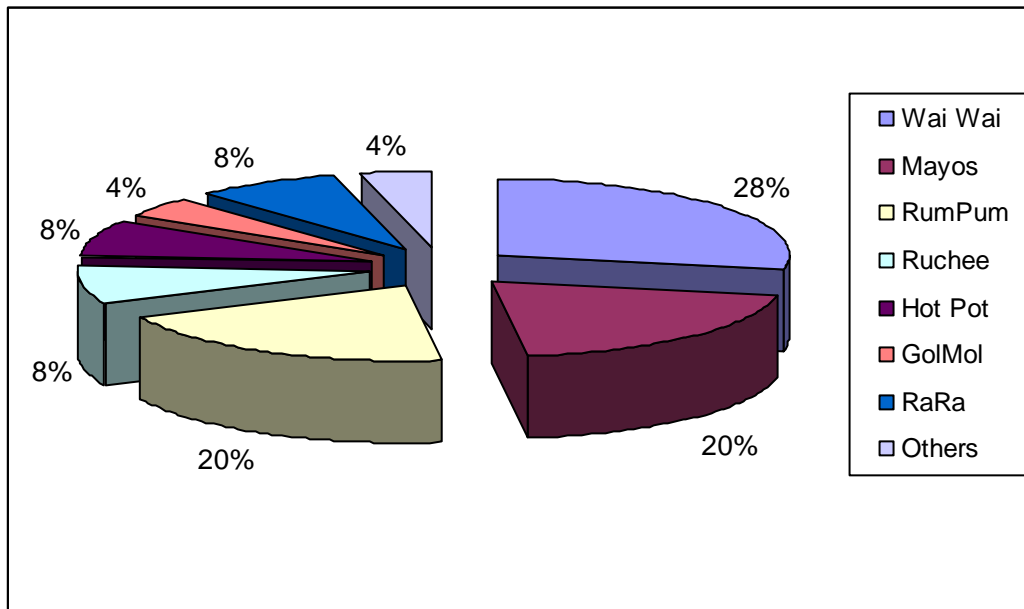
Source: Primary Data

From the above table 4.27 it can be analyzed that 28% retailers sales the brand Wai Wai more, 20% retailers sales the brand Mayos more, 20% retailers sales the brand Rum Pun' more. 08% retailers sales the brand Ruchee, Hot Pot, Gol Mol, RaRa and other brand like Big MiMi, MiMi, Hurray, Lekali etc. From the above analysis it can be inferred that most of the retailer's sales the brand Wai Wai more. Then after Mayos, Rum Pum and RaRa, Least number of retailers sales the brand Ruchee, Hot Pot, Gol Mol, and others brand like Big MiMi, MiMi, Hurray, Lekali etc. more.

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

Figure 4.27

Brand Wise Sales of Instant Noodles



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

The researcher has studied the age group of consumer who buy the instant noodles in retail. The result of responses has been shown in table 4.28. The interpretation and analysis with inference have been mentioned below table,

Table 4.28
Brand Wise Sales of Instant Noodles

Age group	No of Retailers	Percentage
05 to 10	04	16%
10 to 20	14	56%
20 to 30	03	12%
30 to 40	03	12%
40 above	01	01%
Total	25	100%

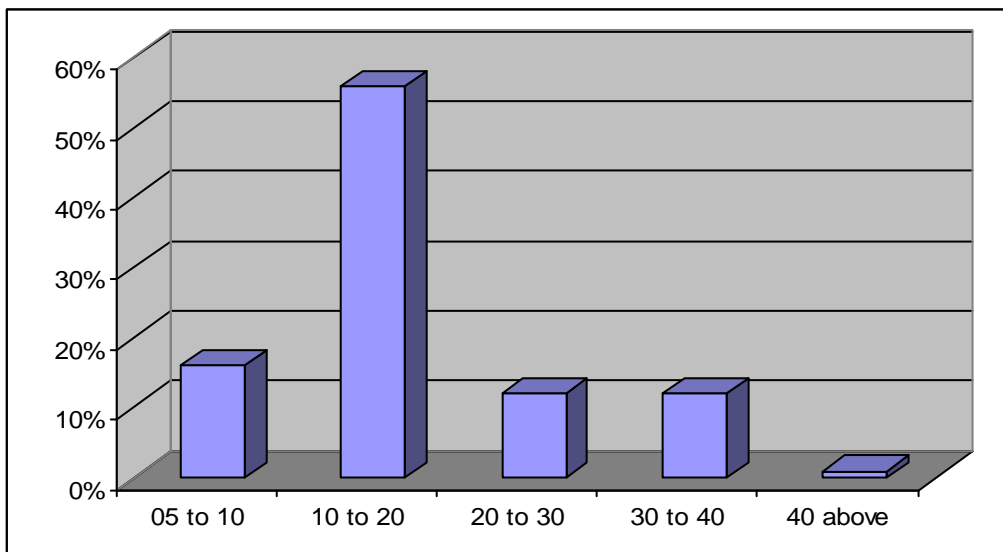
Source: Primary Data

From the above table 4.28 it can be analyzed that the buyers of instant noodles in retails, 16% of the consumers are in the age of between 5-10, 56% in the age of between 10-20, 12% in the age of between 20-30, 12% in the age of between 30-40 and 4% are in the age of above 40.

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

The data from the above table 4.28 can also be presented in graphic form as under,

Figure 4.28
Brand Wise Sales of Instant Noodles



4.2.4 Effect of Advertisement in the Sales of Instant Noodles

The researcher has studied the effect of advertisement in the sales of Instant Noodles. The result of responses has been shown in table 4.29. The interpretation and analysis with inference have been mentioned below table:

Table 4.29

Effect of Advertisement in the Sales of Instant Noodles

Option	No. of Retailers	Percentage
Yes	20	80%
No	05	20%
Total	25	100%

Source: Primary Data

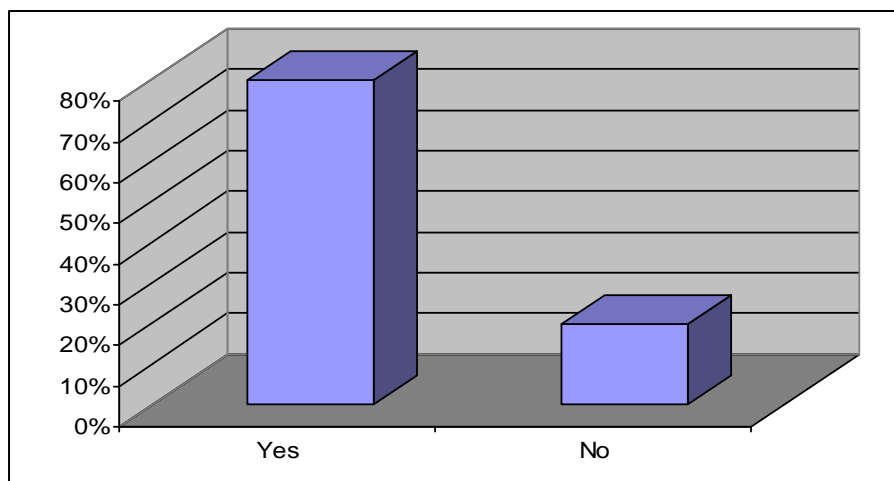
From the above table 80% retailers said that advertisement affects the sales of instant noodles and only 20% retailers do not agree with this.

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

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

Figure 4.29

Effect of Advertisement in the Sales of Instant Noodles



4.2.5 Highly Affected Brand by the Advertisement

The researcher has studied the highly affected brand by the advertisement. The result of responses has been shown in table 4.30. The interpretation and analysis with inference have been mentioned below table:

Table 4.30

Highly Affected Brand by the Advertisement

Option	No. of Retailers	Percentage
Wai Wai	05	20%
Mayos	10	40%
RumPum	05	20%
Ruchee	00	00
HotPot	02	08%
GolMol	01	04%
RaRa	00	00
Others	02	08%
Total	25	100%

Source: Primary Data

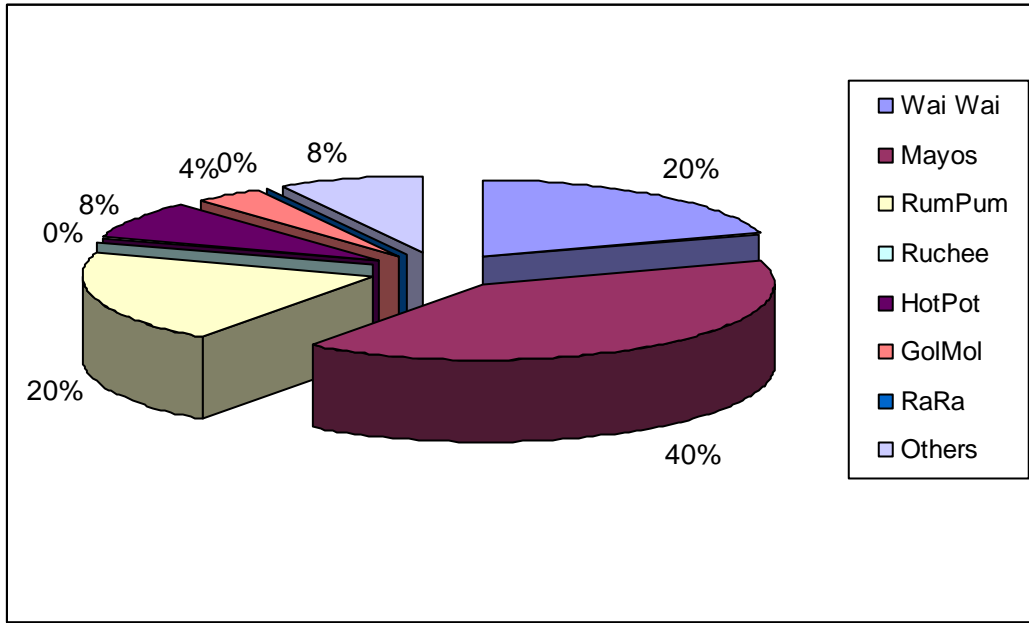
From the above table 4.30 it can be analyzed that 20% of the retailers think that the sales of Wai Wai is affected by the advertisement, 40% of the retailers think that the sales of Mayos is affected by the advertisement, 20% of Rum Pum, 8% of Hot Pot, 4% of Gol Mol and 8% of others brand like Big MiMi, MiMi, Hurray, Lekali etc.

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

The same data can also be presented in chart form as under,

Figure 4.30

Affected Brand by the Advertisement



4.2.6 Quality wise Classification of Different Brand of Instant Noodles

The researcher has studied the quality wise classification of different brand of instant noodles. The result of responses has been shown in table 4.31; the interpretation and analysis with inference have been mentioned below table;

Table 4.31
Quality wise Classification of Different Brand of Instant Noodles

Option	No. of Retailers	Percentage
Wai Wai	08	32%
Mayos	07	28%
RumPum	04	16%
Ruchee	00	00
HotPot	01	04%
GolMol	00	00
RaRa	05	20%
Others	00	00
Total	25	100%

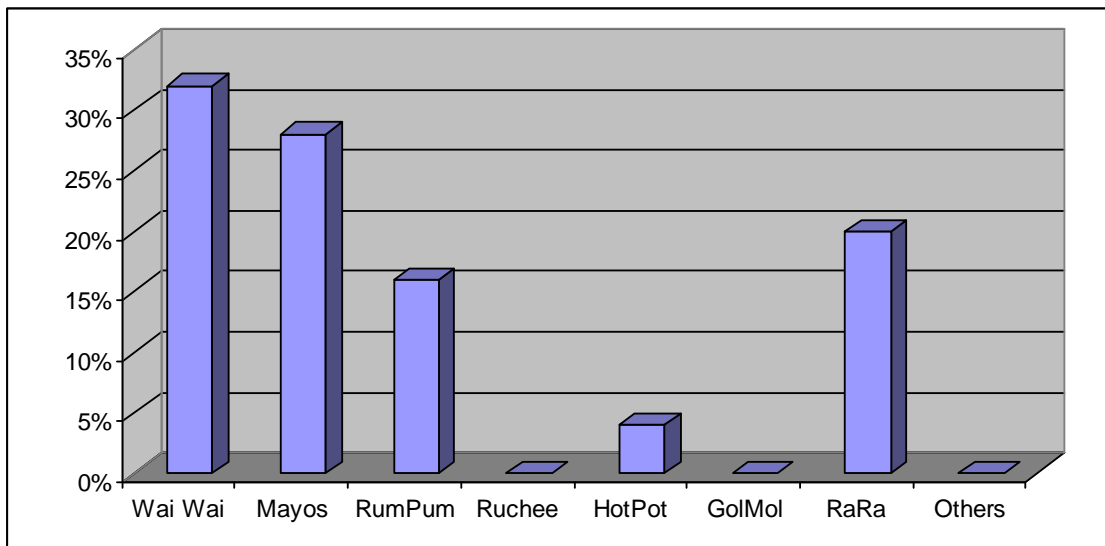
Source: Primary Data

From the above table 4.31 it can be analyzed that 32% retailers said that the quality of Wai Wai is good, 28% retailers said that the quality of Mayos is good, 16% said that quality of Rum Pum is good, 4% retailers said that the quality of Hot Pot is good and 20% retailers said that the quality RaRa is good.

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

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

Figure 4.31
Quality wise Classification of Different Brand of Instant Noodles



4.2.7 Reason of Selling Instant Noodles by the Retailers

The researcher has studied the reason of selling Instant Noodles by the retailers. The result of responses has been shown in table 4.32 the interpretation and analysis with inference have been mentioned below table,

Table 4.32
Reason of Selling Instant Noodles by the Retailers

Reason	No. of Retailers	Percentage
Good sales	12	48%
Good commission	10	40%
Good scheme	03	12%
Total	25	100%

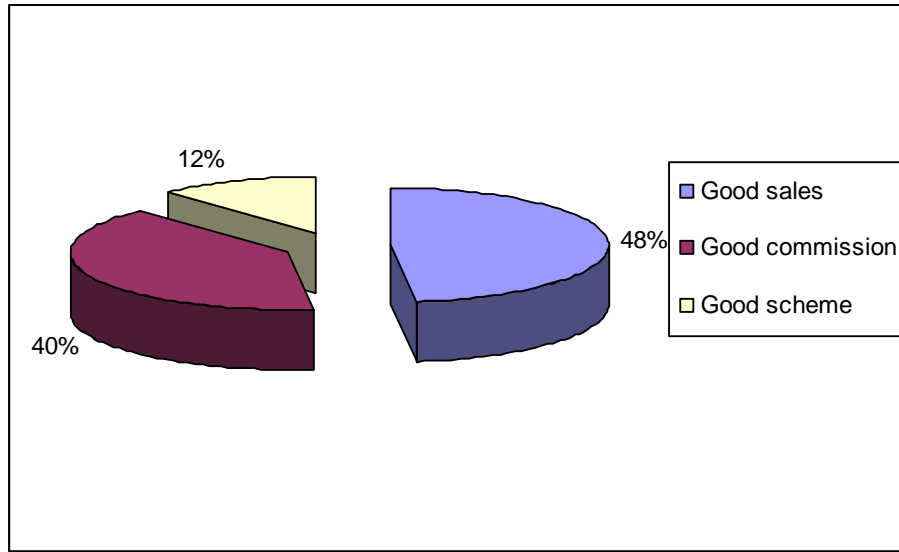
Source: Primary Data

From the above table 4.32 it can be analyzed that 48% of the retailers' sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 12% retailers' sales the instant noodles due to good scheme.

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

The data from the above table 4.32 can also be presented in the form of chart as below,

Figure 4.32
Reason of Selling Instant Noodles by the Retailers



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

The researcher has studied the classification of instant noodles in the basis of commission. The result of responses has been shown in table 4.33. The interpretation and analysis with inference have been mentioned below table;

Table 4.33

Classification of Brand of Instant Noodles in the basis of Commission

Brand	No. of Retailers	Percentage
Wai Wai	02	08%
Mayos	12	48%
RumPum	08	32%
Ruchee	00	00
HotPot	00	00
GolMol	00	00
RaRa	03	12%
Others	00	00
Total	25	100%

Source: Primary Data

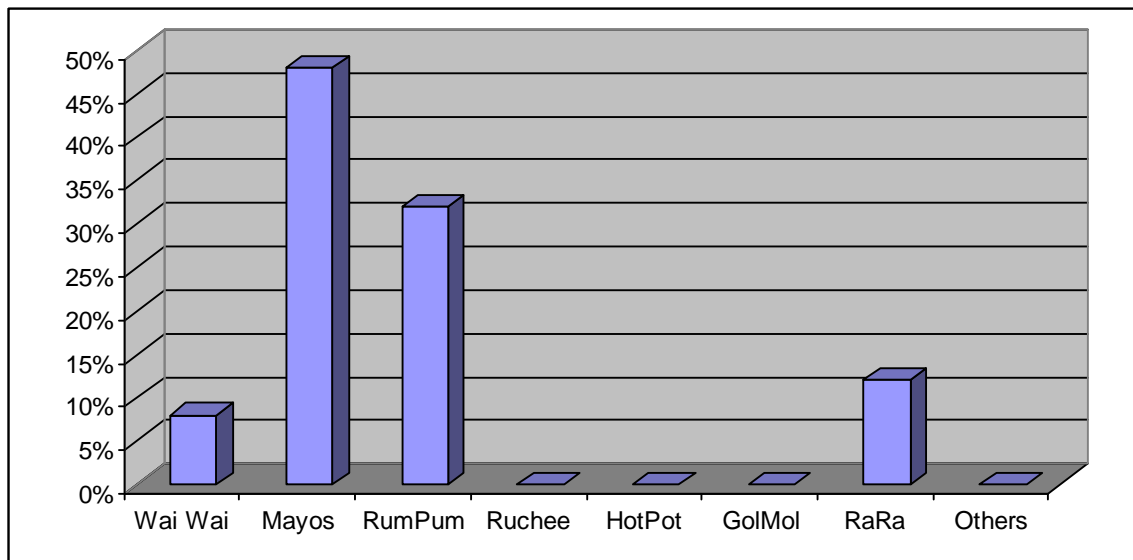
From the above table it can be analyzed that 8% of the retailers getting good commission in the brand Wai Wai, 48% retailers are getting good commission from Mayos, 32% retailers are getting good commission from the brand Rum Pum, 12% retailers are getting good commission from the brand RaRa.

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

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

Figure 4.33

Classification of Brand of Instant Noodles in the basis of Commission



4.2.9 Reason of the Good Sales of Instant Noodles

The researcher has studied the reason of the good sales of Instant Noodles. The result of responses has been shown in table 4.34. The interpretation and analysis with inference have been mentioned below table,

Table 4.34

Reason of the Good Sales of Instant Noodles

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

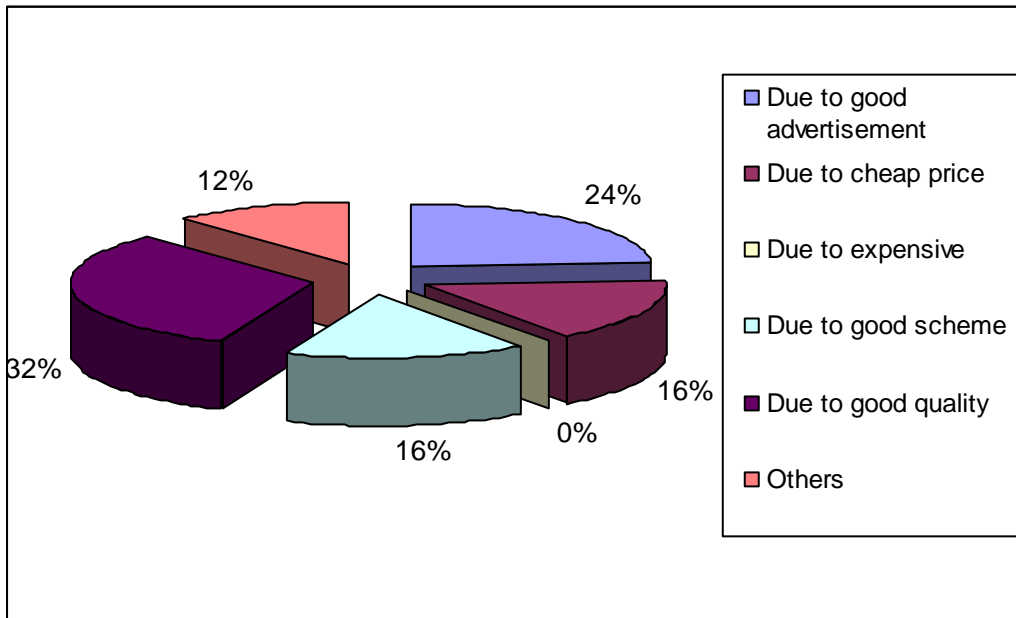
Source: Primary Data

From the above table 4.34 it can analyzed that 24% of the retailers think that the good sales of the instant noodles is due to good advertisement, 16% of the retailers think that the good sales of the instant noodles is due to cheap price, 16% of the retailers think that the good sales of the instant noodles is due to good scheme, 32% of the retailers think that the good sales of the instant noodles is due to good quality and 12% of the retailers think that the good sales of the instant noodles is due to others reason like good prize, attractive packing etc.

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

The same data can also be presented in mart form as under;

Figure 4.34
Reason of the Good Sales of Instant Noodles



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

The researcher has studied the acceptance of the consumers in the substitution of their favorite brand by the retailers. The result of responses has been shown in table 4.35. The interpretation and analysis with inference have been mentioned below table,

Table 4.35
Acceptation of the consumers in the Substitution of their Favorite Brand by the Retailers

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

Source: Primary Data

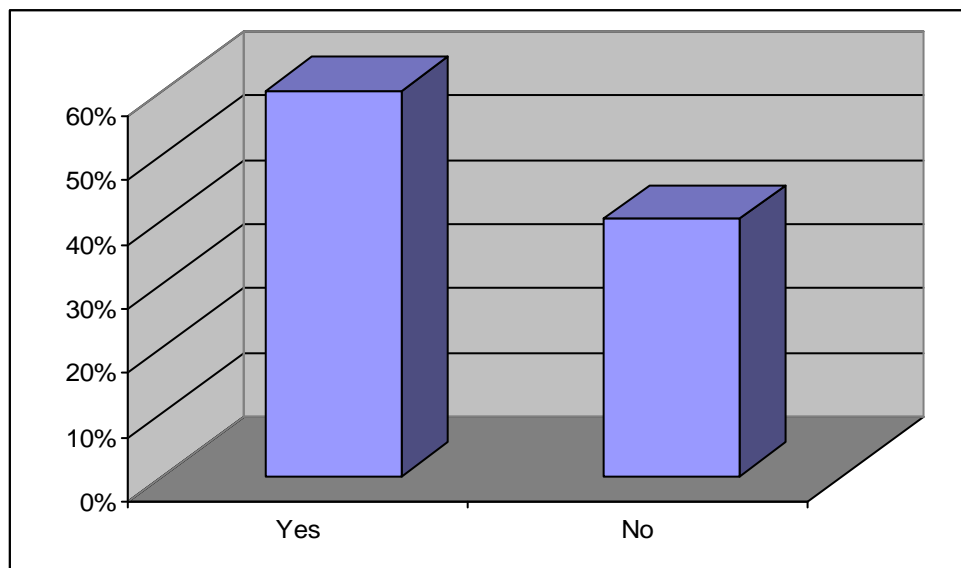
From the above table 4.35 it can be analyzed that 60% of the retailers said that the consumers take the alternative or substitution brand if there is not available their favorite brand and only 40% wait for their favorite brand.

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

The same data from the above table 4.35 can also be presented in graphic form as under,

Figure 4.35

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



4.2.11 Classification of the brand in the basis of Good Marketing Strategy

The researcher has studied the classification of the brand in the basis of good marketing strategy. The result of responses has been shown in table 4.36. The interpretation and analysis with inference have been mentioned below table,

Table 4.36

Classification of the brand in the basis of Good Marketing Strategy

Brand	No. of Retailers	Percentage
Wai Wai	04	16%
Mayos	10	40%
RumPum	08	32%
Ruchee	00	00
HotPot	00	00
GolMol	00	00
RaRa	03	12%
Others	00	00
Total	25	100%

Source: Primary Data

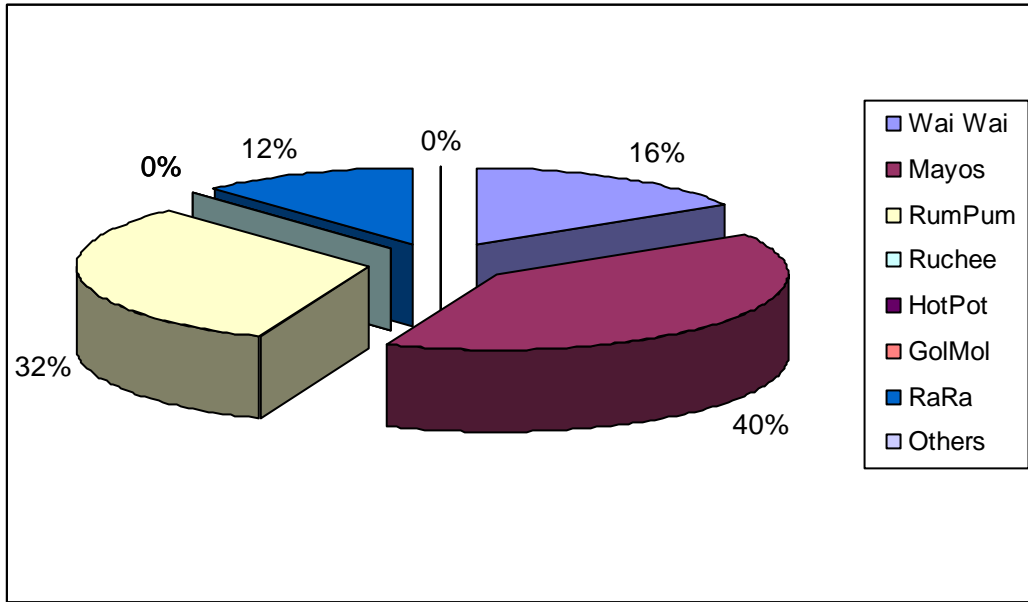
From the above table 4.36 it can be analyzed that 16% retailers liked the marketing strategy of Wai Wai, 40% retailers liked the marketing strategy of Mayos, 32% retailers liked the marketing strategy of Rum Pum and 12% retailers liked the marketing strategy of RaRa.

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

The data from above table 4.36 can also be presented in chart form as under,

Figure 4.36

Classification of the brand in the basis of Good Marketing Strategy



4.3 Advertising Agency Level Survey

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

4.3.1 Role of Advertising Agency in Nepal

The researcher has studied the role of advertising agency in Nepal. The result of responses has been shown in table 4.37. The interpretation and analysis with inference have been mentioned below table,

Table 4.37
Role of Advertising Agency in Nepal

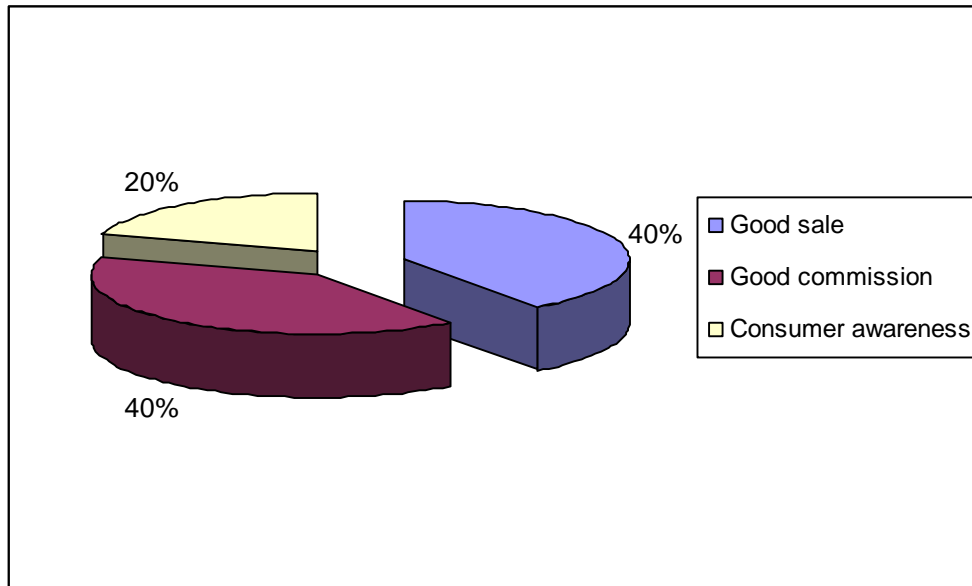
Role	No. of Agency	Percentage
Good sale	2	40%
Good commission	2	40%
Consumer awareness	1	20%
Total	5	100%

Source: Primary Data

From the above table 4.37 it can be analyzed that 40% of the Advertising Agency advertise the noodle due to good sale, 40% due to good commission and only 20% agencies advertise instant noodle due to consumer awareness.

The data from above table 4.37 can also be presented in Chart form as under,

Figure 4.37
Role of Advertising Agency in Nepal



4.3.2 Effects on Consumer Attitude by Advertising of Instant Noodles

The researcher has studied Effects on consumer attitude by advertising of instant noodle. The result of responses has been shown in table 4.38. The interpretation and analysis with inference have been mentioned below table,

Table 4.38
Effects on Consumer Attitude by Advertising of Instant Noodle

Effect	No of Agency	Percentage
Informative	1	20%
For fun	2	40%
Taste once time	1	20%
Other	1	20%
Total	5	100%

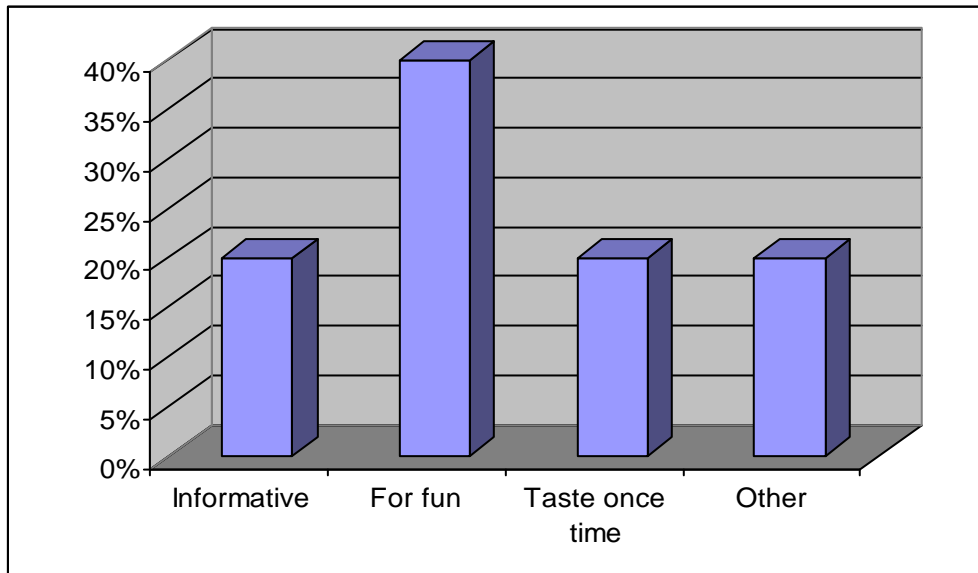
Source: Primary Data

From the above table 4.38 it can be analyzed that 20% of the Advertising Agency advertise the noodle for information to consumer, 40% for fun, 20% for taste once time and 20% other types of effects like entertainment, time pass etc.

The data from above table 4.38 can also be presented in graphic form as under,

Figure 4.38

Effects on Consumer Attitude by Advertising of Instant Noodle



4.3.3 Which Advertising Agency Play Effective Role to Develop Noodle Business

The researcher has studied which advertising agency play effective role to develop noodle business. The result of responses has been shown in table 4.39. The interpretation and analysis with inference have been mentioned below table,

Table 4.39

Which Advertising Agency Play Effective Role to Develop Noodle Business

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

Source: Primary Data

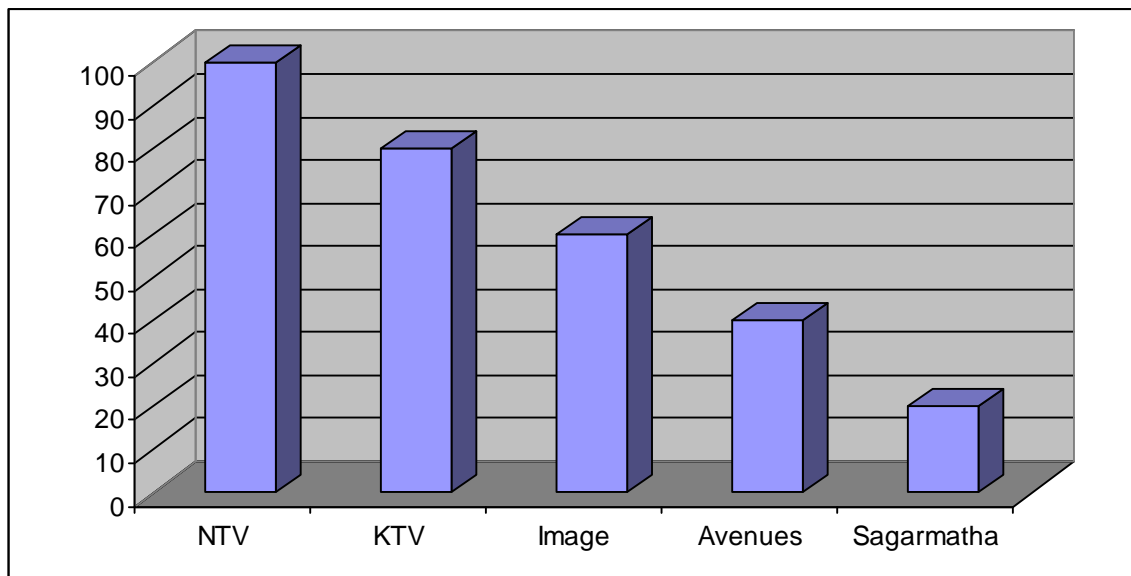
Note: NTV- Nepal Television, KTV- Kantipur Television

From the above table 4.39 it can be analyzed that 100% of the company advertise the noodle at NTV because of its network and goodwill it is very old media, 80% role play by KTV because of its picture quality and presentation, 60% by Image channel, 40% by Avenues TV and 20% by Sagarmatha TV.

The data from above table 4.39 can also be presented in graphic form as under,

Figure 4.39

Which Advertising Agency Play Effective Role to Develop Noodle Business



4.3.4 Need of Advertising Agency to Promote Noodle Business

The researcher has studied Need of advertising agency to promote noodle business. The result of responses has been shown in table 4.40. The interpretation and analysis with. From the above table 4.40 it can be analyzed that 100% of the company need very high of advertising agency to promote noodle business because of its network and good will.

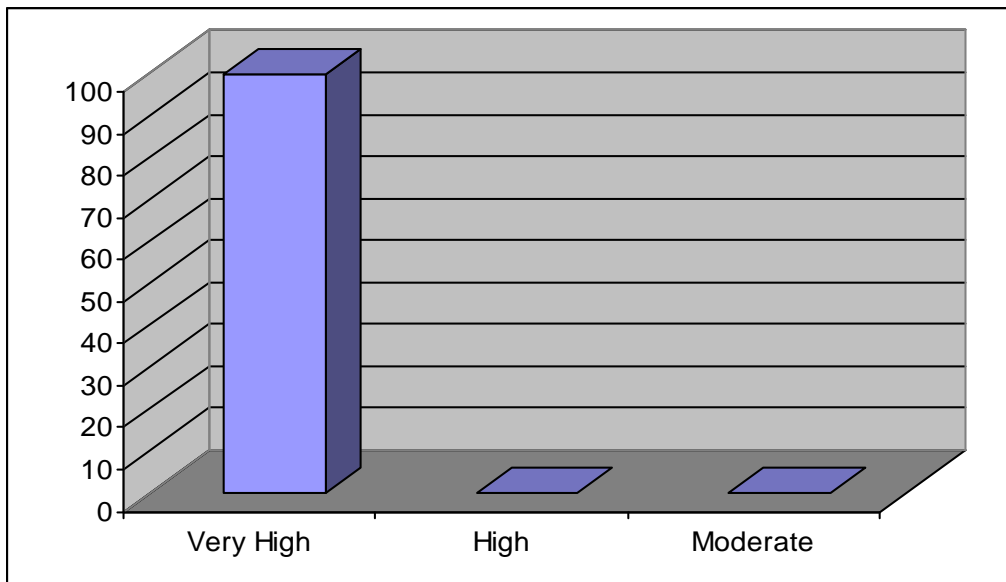
The data from above table 4.40 can also be presented in graphic form as under,

Table 4.40
Need of Advertising Agency to Promote Noodle Business

Need	No. of Agency	Percentage
Very High	5	100
High	0	0
Moderate	0	0
Total	5	100

Figure 4.40

Need of Advertising Agency to Promote Noodle Business



4.3.5 Give First Priority to Advertisement of Noodles in Advertise Agency

The researcher has studied what factor should give first priority to advertisement of noodles in advertise agency. The result of responses has been shown in table 4.41. The interpretation and analysis with inference have been mentioned below table;

Table 4.41

Give First Priority to Advertisement of Noodles in Advertise Agency

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

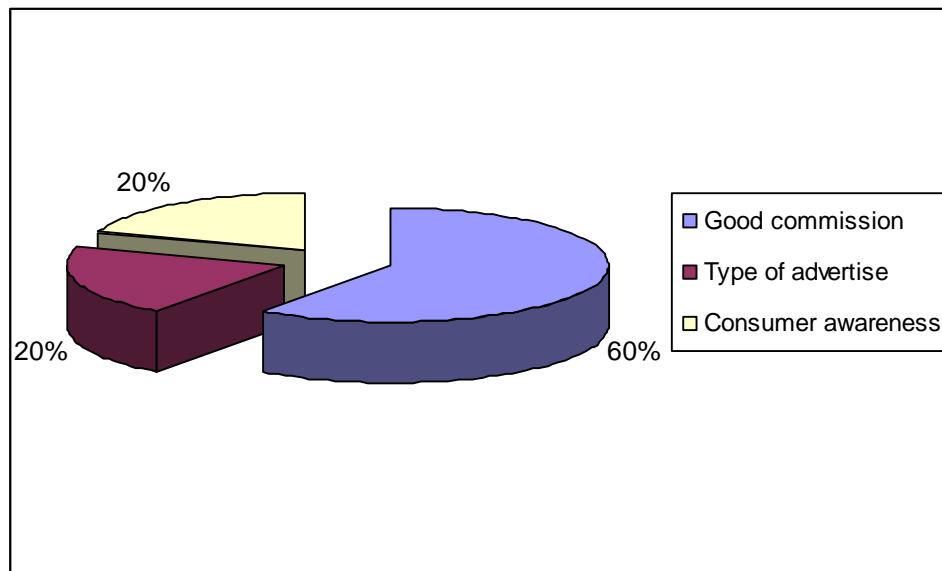
Source: Primary Data

From the above table 4.41 it can be analyzed that 60% of the advertise agency advertising noodle for good commission, 20% for type of advertisement like attractive, comedy type etc and 20% for consumer awareness.

The data from above table 4.41 can also be presented in chart form as under,

Figure 4.41

Give First Priority to Advertisement of Noodles in Advertise Agency



4.3.6 Cost of Advertising in Different Advertise Agencies

The researcher has studied the cost of advertising in different advertise agencies. The result of responses has been shown in table 4.42. The interpretation and analysis with inference have been mentioned below table:

Table 4.42

Cost of Advertising in Different Advertise Agencies

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

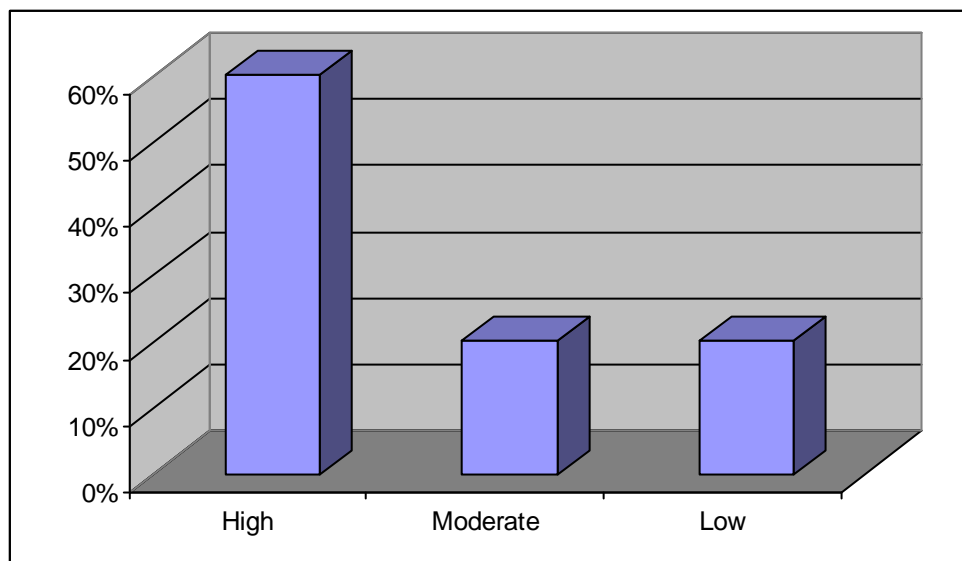
Source: Primary Data

From the above table 4.42 it can be analyzed that 60% of the advertise agency advertise in high cost like Nepal television, Kantipur television and Image channel. 20% advertise in moderate cost and 20% advertise in low cost.

The data from above table 4.42 can also be presented in graphic form as under,

Figure 4.42

Cost of Advertising in Different Advertise Agencies



4.3.7 Factors that Develop Noodle Market in Nepal

The researcher has studied the factors that develop noodle market in Nepal. The result of responses has been shown in table 4.43. The interpretation and analysis with inference have been mentioned below table,

Table 4.43
Factors that Develop Noodle Market in Nepal

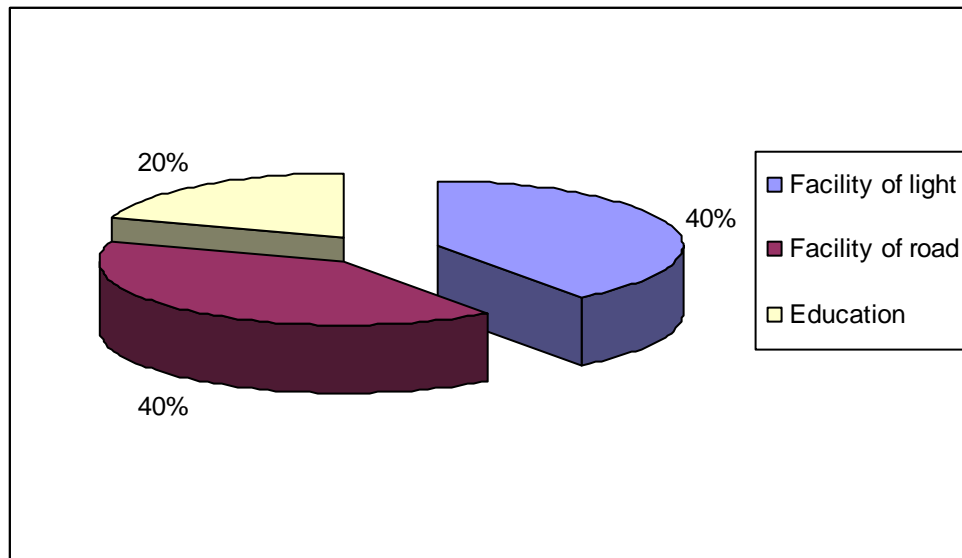
Factors	No. of Agency	Percentage
Facility of light	2	40%
Facility of road	2	40%
Education	1	20%
Total	5	100%

Source: Primary Data

From the above table 4.43 it can be analyzed that 40% of the advertise agency want facility of light to develop noodle market in Nepal, other 40% wants facility of road to develop noodle business in Nepal and remain 20% wants facility of education.

The data from above table 4.43 can also be presented in chart form as under,

Figure 4.43
Factors that Develop Noodle Market in Nepal



4.5 Major Finding of the Study

1. The consumers of the instant noodles are 66.67% male and 33.33% female. It indicated that most of the consumers of the instant noodles is male. Only half part of the male are the female consumers of instant noodles.
2. 43.33% consumers having age group between 5-20 of the instant noodles. It indicated that the large numbers of consumers of instant noodles are children and teenager. Second and third the age group of 20-35 and 35 above.
3. 50% of the consumers of instant noodles include in the survey are students,
4. 26.67% are Service holders' 16.67% are Business persons and 6.66% are others, such as house wives. It indicates that most of the consumers of the instant noodles are students and Followed by the service man.
5. 43.33% consumers are from Katmandu, 36.67% consumers are from Lalitpur and 20% are from Bhaktapur. Most of the consumers of Katmandu district used instant More than Lalitpur and Bhaktapur. Least no of consumers used instant noodles in Bhaktapur district.
6. About 20% consumers are used 50 gins. Instant noodles, 6.67% consumers are use 65 gms instant noodles and 73.33% consumers are used 75 gms. Instant noodles. It indicates that most of the consumers used 75 gms instant noodles is more than that of 50 and 60 gms. The consumption of 75 gms instant noodles is more.
7. 3.33% consumers like to have instant noodles as a dinner, 63.33% consumers like to have instant noodles as tiffin and 33.34% consumers like to have any time. It indicated that huge number of consumers used to take instant noodles any time.

8. About 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at restaurant and 15% consumers consumed instant noodles at other place. It indicated large number of consumers use to take noodles at school Second most of the consumers use to take noodles at home. (,J')
9. 56.67% consumers eat instant noodles due to directly easy to cook and can eat with out cook. It indicated that most of the consumers are attracted toward instant" noodles due to easy to cook as well as can with out cook.
10. About 43.33% consumers prefer Wai Wai, 20% prefer Mayos, 23.33% prefer Rumpum, 3.33% prefer Golmol, 6.66% prefer Rara and 3.33% prefer other brand like mimi, Hurey, Sathi etc. It indicates that more consumers prefer to have wai wai. Mayos and Rumpum also accepted by consumer in the market.
11. 53.34% effective media of instant noodles is NTV, 5.34% is Radio Nepal, 13.33% effective media of instant noodles are FM. It cleared that the most popular and effective media for instant noodles is TV. News paper and FM is the second popular and effective advertisement media for instant noodles.
12. In Wai Wai TV advertisement is 66.67% popular, In Mayos TV advertisement is 73.34% popular, in Rumpum 66.67% popular, In Golmol 73.34% popular and in Rara 60% popular. It indicates that TV is the most popular advertisement media for all brands of instant noodles.
13. About 40% consumers take always the instant noodles, 50% consumers take often the instant noodles and 10% consumers take sometime the instant noodles. It indicated that most of the consumers take instant noodles often the instant noodles.

14. More consumers always take the decision before going to shop to buy instant noodles.
15. About 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand. It indicated that most of the consumers did not wait for their favorite brand, they buy any available brand. There is no brand loyalty in instant noodles.
16. About 6.67% consumers are very highly aware in quality, 26.67% are highly, 40% are moderately aware, 6.67% are lowly aware, 3.33% are very lowly aware 16.66% are unknown about the quality of the instant noodles. Quality like vital role in the sales of instant noodles.
17. Most of the consumers told that the quality of Wai Wai is very good. Mayos, Rumpum and Rara also have good quality.
18. 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference of the instant noodles highly, 56.67% consumers give the price preference moderately, 13.33% consumers give the price preference lowly, 20% consumers are not care about the price of instant noodles It indicated that Most of the consumers think that price of the instant noodles is not so important factor. Most of the consumers told that the price of Rara is cheap and the rest of the brands have reasonable.
19. Most of the consumers changed their favorite brand due to desire to test new brand. And secondly changed their favorite brand due to attractive advertisement campaign by the competitor brand. Least number of consumers changed their favorite brand due to price.
20. About 46.67% consumer bought instant noodles due to good taste, 13.33% bought due to scheme, 6.67% bought due to low price, 20% bought due to

- good advertisement and 13.33% bought due to good prize. It indicated that most of the consumers bought due to good taste.
21. About 10% % consumer bought instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% bought due to sticker inside and 40% bought due to other scheme like motor bike, TV, cycle etc. It indicated that most of the consumers bought due to attractive and effective scheme for the instant noodles.
 22. Wai Wai has good availability ie 100% in the market, Mayos has 96%, Rumpum has 80%, Rara has 88%, followed by Ruchee, Hotpot, Golmol i.e. 40% and other brand like Hurey, Mimi, Sathi etc have also good available in the market.
 23. Calculation in brand wise sales of instant noodles about 28% retailers' sales the brand Wai Wai more. 20% retailers sales the brand Mayos and Rumpum, 8% sales the brand Ruchee, Hotpot and Rara. It indicated that most of the s" retailers sales the brand Wai Wai.
 24. 80% retailers said that advertisement affects the sales of instant noodles and only 20% retailers do not agree with this. It indicated that most of the retailers think that advertisement affects the sales of the instant noodles. So advertisement play key role in the selling of instant noodles.
 25. About 20% of the retailers think that the sales of Wai Wai is affected by the advertisement, 40% % of the retailers think that the sales of Mayos affected by the advertisement, 20% of Rumpum. It indicated that most of the retailers think that the sales of Mayos is highly affected by the advertisement. So nobody can reject the advertisement. Every company should be followed it.
 26. 32% retailers said that the quality of Wai Wai is good, 28% retailers said that the quality of Mayos is good, 16% said quality of Rumpum is good. It

- indicates that the most of the retailers liked the quality of wai wai is better than other brand
27. 48% of the retailers' sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 12% of the retailers' sales the instant noodles due to good scheme. It indicated that most of the retailers' sales the instant noodles due to good sales.
 28. About 60% of the retailers said that the consumers take the alternative or substitution brand if there is not available their favorite brand and only 40% wait for their favorite brand. It indicated that most of the retailers said that consumers take the alternative or substitution brand if their favorite brand is not available. It means consumers of the instant noodles can easily substitute to other brands.
 29. 16% retailers liked the marketing strategy of Wai Wai, 40% retailers liked the marketing strategy of Mayos, 32% retailers liked the marketing strategy of RumPum and 12% retailers liked the marketing strategy of RaRa. It indicated that most of the retailers liked the marketing strategy of the Mayos. It means the marketing strategy of the Mayos is better than other brand of instant noodles.
 30. 40% of the Advertising agency advertises the noodle due to good sale, 40% due to good commission and only 20% agencies advertise instant noodle due to consumer awareness. It shows that most of the advertising agency wants good sale and good commission from advertising the instant noodles.
 31. 20% of the Advertising agency advertises the noodle for information to consumer, 40% for fun, 20% for taste once time and 20% other types of effects like entertainment, time pass etc. It indicated that most of the advertising agency wants fan to consumers from advertising the instant noodles.

32. NTV is the best media for advertisement of instant noodles other than KTV, Image, Avenues, and Sagarmatha. NTV is first media of Nepal so it reaches Mechi in east from Mahakali in the west it is easily available media for Nepalese people.
33. 100% of the Advertising agency advertises the noodle for promote instant noodles business very high by advertisement because of increase their network and goodwill.
34. Most of the advertising agency wants Government help to promote noodles market only short listed advertising agency wants help from noodles company.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

Advertising is a method of communication, as a consequence it is more important aspect of human behaviour. The effective advertising needs to familiar with certain effects that lead to particular response, so the advertiser require comprehensive of psychology. Today, consumer Behaviour has become an integral part of the strategic marketing such practice of investigation and exploration on consumer buying behaviour are more in Nepalese business perspective.

The Nepalese consumer market is rapidly growing. Competition being tough day by day with this growth. Hence, Understanding the consumer desire in total is the secret of success today. Every successful product in the modern marketing world is an embodiment of the consumer needs, wants, preference, satisfaction and aspiration.

In such a circumstance, an attempt has been made in this survey to study an consumer analysis of Instant Noodles. The underlying objectives of the study are: to study the position of wai wai at present. Instant Noodles market, to find out the sales of wai wai in the Lalitpur city, to study the consumer's perception of wai wai advertisement. The study has been conducted over the consumers, retailers and advertising agencies of instant noodle wai wai in the Lalitpur district. To serve these 150 questionnaires were filled up by the consumer 25 questionnaires were filled up by the retailers and 5 questionnaires were filled by the advertising agencies.

From this study, it is obtained that wai wai noodle has very good image among the customers due to its quality, packaging, effective advertising etc. This research is based on Lalitpur sub metropolitan city on sampling basis, effective

advertising will impact consumer's attitude because of wai wai noodle varieties new schemes, gifts vouchers and coupons.

Conclusion:

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

-) Wai Wai is the brand leader in instant noodles. About 43.33% of consumers prefer to have wai-wai. After this most of about 23.33% consumers prefer Rumpum, followed by Mayos and Rara.
-) Most of the consumers of instant noodles are male. Its about 50% more than female. The instant noodles are mostly popular among children and teenagers . Most of the school students about 50% take the instant noodles as Tiffin.
-) The packet of 75 gms are more in use than that of 50 gms and 60 gms.
-) The Wai Wai noodle is preferred by most of the consumers due to its taste, quality, variety of flavors, packaging and other aspects.
-) The effective media for advertisement for all brands of instant noodles is TV media. Besides TV other popular as well as effective media are newspaper, FM radio, Magazine, friends circle, poster, hoardings boards etc.
-) Most of the consumers are moderately aware about the quality. This study found that most of the consumers liked the quality of wai wai followed by Mayos Rumpum, Rara and Ruchee. Wai Wai was considered best quality than other instant noodles.
-) Price factor did not play any role in the purchase of instant noodles by the consumers. All the consumers accepted that the price of instant noodles is ok.

-) About 80% of the consumers would go for any other brand if their favorite brand is not available. It means that there is no brand loyalty in instant noodles.
-) The availability of the wai wai is vary high than other brands. Most of the retailers sales wai wai because of good sale in the market.
-)
According to retailers and advertising agencies wai wai have best position in the market followed by Mayos, Rumpum, Rara and Ruchee.
-) NTV is the best advertising media for advertisement of instant noodles.
-) The role of advertisement in switching brand habit is found effective. Most of the consumers like entertaining advertisement than other types of advertisements.
-) The promotional techniques of wai wai is quite popular than that of its rival companies.
-) The satisfaction level and performance of wai wai instant noodles are very satisfaction

Recommendation

After researching the manifold aspects of the impact of advertising on consumer's attitude with specially reference to wai-wai noodle in Lalitpur sub-metropolitan city. Some suggestions have been forwarded or recommended for the better management of their business are as follows:

-) The wai wai noodle is preferred most, rather than Mayos and Rumpum noodles are also plausible among the customers. It means the company should more conscious with their competition and having applied the suitable strategies with time concern.
-) The CG Group should have initiative to add new flavors like shrimp, mutton, buff etc. to easily capture the market.

-) To retain their existing consumers the company should research the market regularly. To make new consumers they should bring different kind of activity like attractive advertisement campaign, attractive scheme, good prizes, quality awareness etc.
-) The most of consumers preferred the quality (taste, performance) of wai wai noodle but competitors are also thoughtful positions. So the company requires more conscious towards quality.
-) The company should gives attention in packaging should be attractive, comfortable and compact.
-) The companies should not use any harmful ingredients like artificial color, flavor etc, which make bad effect in the health of users. Using more monosodium glutamate can harm the health of people so minimum quantity of the monosodium of glutamate should be used.
-) The advertisement of wai wai noodle with others is better satisfied whereas. Rumpum and Mayos are also satisfied. So, the wai wai noodle should adopts more effective advertising than others, which helps to consumers for brand loyalty.
-) From the study it is found that TV is the most effective media for advertisement of instant noodles then local newspapers are also important medium of advertisement. So the manufacturer of instant noodles should be telecast their advertisement in the TV and published in the News paper.
-) The life stage of Wai wai noodle is in maturity. At this stage, the company abandons the old products and introduces a new on. If this is not possible the company should ponder over advertisement budget, emptying other promotional tools social welfare etc. through this product, which helps to strong brand loyalty.

) The awareness of wai wai noodle is preferred. It means consumer's attitude is fascinating by wai wai noodle but awareness means positive vision. So, the company should think over this most effective.

Advertising is life blood of modern marketing specially in course of promotion. The success of any product is depended upon the post purchase behaviour of consumers. Post purchase behaviour largely determined by the satisfaction received from consumption. To make advertising role more effective, the advertisement should be more creative and unique in design on style with truthful information and further more an excellent qualitative product with reasonable price is essential for its success to capture for staying at consumers attitude.

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Appendix - 1

Questionnaire for Consumer

Date:-.....

Questionnaire

Survey of Buyer's Instant Noodles

First of all I want to introduce myself as an MBS student at Tribhuvan University. I am conducting a behavior study on "The Impact of Advertising On Consumer's Attitude With Special Reference To WAI WAI Instant Noodle at Lalitpur on the Basis of consumer behavior of Nepalese Consumer under the guidance of my respective teacher Dr. K.D. Koirala of central department of management. I want to request you to Co-operate with me by helping to fill all the questions which are given below. the questions are as follows:

1. Have you taken Instant Noodles?

(A) Yes (B) No

2. How many packets have you taken per day?

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

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

(A) Asa breakfast (B) As a lunch

(C) Asa dinner (D) Any time

4. In what place you use to take Noodles?

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

5. Why you use to take Noodles?

(A) For fun (B) Easy to cook

(C) Can eat directly with out cooked (D) Enough for meal

6. Which brand you prefer?

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

7. Which is your favorite brand?

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

8. Above mention Instant Noodles Which you had said, how did you know about them?

Which media you had used to take information about the Instant Noodles.

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

9. Which brand's advertisement you like?

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

10. Habitually how you used take Instant Noodle?

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

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

(A) Yes (B) No

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

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

13. What make you to take your

(A) From the advertisement of "TV

(B) From the advertisement of radio

(C) From the advertisement of FM

(D) From the advertisement of and magazine

(E) From friends

(F) From poster

(G) From hoarding board

(H) From Neon sign and Glow s

(H) All of above

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

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

(D) Low (E) Very (F) Don't know

15. On the basis of quality how you amount Noodles?

	Good	Very good	Bad	Very bad	Don't know
(A)Wai Wai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(B) Mayos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(C) Rumpum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(D) Gol Mol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(E) Ruchee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(F) Hot Pot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(G) RaRa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(H)others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Did you give price preference While Purchasing Instant Noodles?

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

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

	Expensive	Very expensive	Cheap	Very cheap	Ok
(A)Wai Wai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(B) Mayos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(C) Rumpum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(D) Go1Mol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(E) Ruchee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(F) Hot Pot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(G) RaRa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(H) Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Which one of the following factor make you leave your favorite brand and switch to alternative?

- (A) Wai Wai: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (B) Mayos: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (C) Rumpum: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (D) Gol Mol: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (E) Ruchee: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (F) Hot Pot (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (G) RaRa: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above
- (H) Others: (a) Price activity (b) Advertisement campaign
(c) A desire to taste new brand (d) None of the above

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

- (A) Yes (B) No

20. Do you check the manufacturing And expiry date while purchasing Instant Noodle?

- (A) Yes (B) No

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

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

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

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

23. Who will take the decision to buy the Instant Noodle in your family?

- (A) Father (B) Mother
(C) Yourself (D) Any other member

24. How much confidence does you have in your ability to judge brand?

- (A) Very high (B) High (C) Moderate
(D) Low (E) Very low

25. Any information about the instant Noodles?

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Name: Male Female

Address:.....
.....

Education..... Age:.....

Appendix -2

Questionnaire For Retailers

First of all I want to introduce myself as an MBS student at Tribhuvan University. I am conducting a behavior study on "The Impact of Advertising On Consumer's Attitude With Special Reference To WAI WAI Instant Noodle at Lalitpur on the Basis of consumer behavior of Nepalese Consumer under the guidance of my respective teacher Dr. K.D. Koirala of central department of management. I want to request you to Co-operate with me by helping to fill all the questions which are given below. the questions are as follows:

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

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol

(B) Ruchee (F) Hot Pot (G) RaRa (H) Others

2. Which brand you sell more?

(A) Wai Wai (B) Mayos (C) Rumpum (D) Gol Mol

(B) Ruchee (F) Hot Pot (G) RaRa (H) Others

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

(A) 5-10 (B) 10-20 (C) 20-30

(D) 30-40 (E) 40- more

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

(A) Wai Wai (B) Mayos (C) Rumpum

(D) Gol Mol

(E) Ruchee (F) Hot Pot (G) RaRa (H) Others

5. Did advertisement make you to sale particular brand?

(A) Yes (B) No

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

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

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

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

8. Why you are selling the Instant Noodles?

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

9. In which brand you are getting good commission?

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

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

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

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

(A) Yes (B) No

12. Which brand has good marketing strategy?

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

13. In which brand you give stress for selling?

(A) Wai Wai (B) Mayos (C) Rumpum

(D) Gol Mol (E) Ruchee (F) Hot Pot

G) RaRa H) Others

And why?

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Name: Male Female

Address:.....

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Appendix -3

Questionnaire for Advertising Agency

First of all I want to introduce myself as an MBS student at Tribhuvan University. I am conducting a behavior study on "The Impact of Advertising On Consumer's Attitude With Special Reference To WAI WAI Instant Noodle at Lalitpur on the Basis of consumer behavior of Nepalese Consumer under the guidance of my respective teacher Dr. K.D. Koirala of central department of management. I want to request you to Co-operate with me by helping to fill all the questions which are given below. the questions are as follows:

1. Role of Advertising agency in Nepal?

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

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

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

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

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

4. Need of Advertising agency to promote noodle business?

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

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

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

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

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

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

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

8. Your view on which advertisement of instant noodles is more popular among the consumer?

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

9. Does any advertising agencies play supportive role in consumers brand choice decision?

- (A) Yes (B) No

10. What kinds of help advertising agency want to make better advertisement to promote noodles business in Nepal?

- (A) From Government (B) From Company (C) Others

And why?

Name: Male Female

Address:.....

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