

CHAPTER-1

1. INTRODUCTION

1.1 INTRODUCTION OF CONSUMER BEHAVIOR

Consumer behaviour, also called as Consumer Psychology, is a branch of applied Psychology, marketing and Organizational Behaviour. It examines consumer's decision making processes and ways in which they gather and analyze information from the environment. See, the consumer behaviour article for an overview. Consumer behaviour is a multidisciplinary field which is integral to Industrial Psychology and aspects of household economy studied in microeconomics. Consumer behaviour also means these actions shown by consumers while making decision to select household and consumer items. Consumer behaviour is a very interesting theory to learn for MBA students.

1.2 ORGANIZATIONAL CHAUDHARY GROUPS BRIEF

The catastrophic earthquake of 1933 crippled commerce and social infrastructure in Nepal. This acted as the catalyst, which augmented the need for rebuilding. Under the Rana Regime, the first row of shops along the popular Juddha Sadak (the present New Road) took shape.

It was here that the founder Mr. Bhuramull Chaudhary was given a shop on a yearly rental fee of Rs. 200, which eventually increased to Rs 500. It was situated opposite the present Bishal Bazaar and dealt in textiles imported from various parts of India.

The late Bhuramull Chaudhary having started his business in a humble manner by importing fabrics from India was also one of the few privileged businessmen permitted to enter the then Rana palace of Shri Shri Shri Judha Shumsher Jung Bahadur Rana.

Mr. Bhuramull Chaudhary along with his son carried items from his shop to the palace with the help of several porters and arranged an open shop in the courtyard for the Queen, courtiers and the King's people.

This operation functioned under the informal name of Bhuramull Lunkaran Das (those were the days when no registration of private business firms was required).

After the demise of the founder, Mr. Bhuramull Chaudhary, young Lunkaran Das Chaudhary took over the reins of the business at the age of 23 and took it to a whole new dimension. He embarked on a lucrative business of exporting jute from Biratnagar

to USA & Europe. He imported fabrics from Japan & Korea under the name of Bhuramull Lunkaran and Arun Impex.

Modern Hosiery Industries Pvt. Ltd.-1965 A modern hosiery industry producing high quality hosiery goods under the brand name of 'RHINO'. Although a pioneer in this field, the industry maintains its leadership by marketing its products competitively with imported substitute.

Nepal Spinning, Weaving & Knitting Pvt. Ltd: 1965 a modern textile unit manufacturing synthetic fabrics from imported yarn. This industry has been licensed to manufacture 6.3 million meters, process/finish 8.0 million meters of fabric and produce 1,166 meters of partially oriented yarn.

Ratna Stainless Steel Pvt. Ltd. was established in 1967 in Birgunj. It is a leading manufacturing unit of stainless steel utensils and tableware, which is also a semiautomatic plant.

This was the first ever-furnishing outlet in Nepal under the banner of Flooring and Furnishing Centre. In a short time the centre had setup several major branches all over the country and had also established linkages with leading manufacturers of flooring and furnishing materials from India as well as abroad.

By this time, Mr. Lunkaran Das Chaudhary had carved for himself a niche in the fabric trade and this encouraged him to start Arun Emporium in 1968. This was the first and largest modern departmental arcade in Nepal with individual departments for ladies, gents, electronic and household goods. It was situated in Khichapokhari, the heart of the capital. The departmental arcade was marketing worldwide renowned products such as: WAI WAI Shiel and Dormeuil Suiting's, Hilltop Blankets, Worldwide Electronic and Home appliances and also Christian Dior Cosmetics.

Arun Impex: 1970 One of the most active import/export firms of the 1970s, its import lines include among others, textile, construction materials, hardware, food stuff and spices. The Sole Distributorship of a number of World known European Manufacturers, include: Moulinex, S.A. France (manufactures of electrical household appliances); Max Factor, London (manufacturers of the world famous cosmetic products).

Soon he diversified and established a construction company under the name of United Builders. It was arguably the foremost construction company of Nepal at that time. Some of the prestigious projects undertaken were Jor Ganesh Press at Balaju, the first phase of the Soaltee Hotel, Janakpur Cigarette Factory and the road leading from Kathmandu to Trishuli.

He envisioned the spurt of the Industrial Revolution in a country that the west hadn't even reached and knew little of. However, he saw the nation empowered.

Although Nepal was neither infra-structurally prepared nor geographically positioned to keep pace with the western world, he persevered.

Today Chaudhary Group has over 40 Companies under its umbrella and an investment outlay of over \$1Billion. Being the first Nepalese organization to have a distribution network spanning the subcontinent, it has made substantial presence in South Asia's fiercely competitive Food and Beverages market. Our Food & Beverages products have been a common household name in Nepal for decades. With ISO 9002 certification, providing the lead, our F&B products have crossed the borders to become a favourite in South Asian cities.

The Group's progress over the last sixty-seven years has been a trial-blazer on the Nepalese horizon. In a land-locked, developing third world nation, this spells nothing short of very hard-earned success. Apart from also being a responsible citizen, Chaudhary Group forms an intrinsic part of every realm of life from Biotech, Cement, Education, and Electronics & White goods, Energy and Infrastructure, Financial Services, FMCG, Hotels & Resorts, Realty to Retail. Since its inception, Chaudhary Group has contributed to the enlistment of the nation's economy, equalizing the infrastructure and entrepreneurial capability of Nepal with other developing nations. As Nepal's investment potential progressively draws the attention of leading multinationals, Chaudhary Group continues to lead, harnessing global partnerships in core sectors and offering cost-effective procurement affiliation to corporate worldwide. The company offers its products and services through dealers, distributors, retailers, and suppliers. Chaudhary Group is based in Kathmandu, Nepal.

ABOUT WAI WAI -WAI WAI QUICK

WAI WAI is a brand of instant noodles produced by Chaudhary Group under CG FOODS (Nepal) Pvt. Ltd in Nepal and India.

CONTENTS: WAI WAI Quick products contains following subject matter to study the research works like History, serving style, Flavors, Popularity, Health Concern and Criticism, Ingredients, advertising, and WAI WAI Quick.

HISTORY

WAI WAI was launched in Nepal initially with the collaboration of Thai Foods Industries, and has led to establishment of a huge market for instant noodles in Nepal. After about 2 decades, there are over 20 different brands of instant noodles in Nepal,

providing various seasoning, flavors and diets. Nirvana Chaudhary is currently the company's Managing Director and overseeing its rapid expansion plan.

SERVING STYLES

WAI WAI can be eaten straight from the package or cooked in soup form. Unlike ordinary noodles, WAI WAI is pre-cooked, flavored, 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 WAIs are rich in carbohydrates, minerals and proteins. Chicken and vegetarian flavored WAI WAI is the most popular flavors.

FLAVORS

Maruchan offers three distinct products with a wide variety of popular flavors in cup and 'quick' variants. Following are the various flavors like Chicken, Vegetarian, Spinach, Schezwan and Manchurian

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 led CG Foods to open factories in India. WAI WAI has gained popularity in about thirty countries around Asia and Europe, with most foreign tourists taking a liking to it and importing it into their respective countries.

HEALTH CONCERN AND CRITICISM

WAI WAI is often criticized for the presence of Monosodium glutamate in it, although it is said to be present in less than 1%. A warning mentioned on the packet clearly forbids infants below 1 year age to eat WAI WAI (in extremely small print, behind the flap). Being very popular among kids in Nepal, it's a major health concern. A case of bone malfunction of a 12 year old child due to heavy consumption of WAI WAI was once reported in the National Channel, NTV, of Nepal.

INGREDIENTS

Following Ingredients are used to prepare vegetarian WAI WAI quick product like Wheat flour, Vegetable Oil, Salt, Chili, Onion, Garlic, Soya Sauce, Spices, Hydrolyzed vegetable protein, Edible gum, Black Pepper, Monosodium glutamate (1%).

ADVERTISING

WAI WAI Vividta ma ekta Lado Kha was a multi-lingual, TV Commercial communicating that whatever be the cast, creed, language or geography all Nepal is enjoy WAI WAI.

WAI WAI QUICK

WAI WAI has also recently released a new version subtitled "quick", which is available in many different flavours. WAI WAI QUICK is available in various flavors; they are Indo Mie Mi Goreng, Indomie Nigeria, Koka Noodles, Maggi Noodles, Mr. Noodles, Pot Noodle, Sapporo Ichiban, Shin Cup, Shin Ramyun, Super Noodles.

1.3 STATEMENT OF THE PROBLEM

Rum Pum, Golmol, Rin-Tin are the main competitor in the noodles market. Following are the problems of the study.

-) What is the buying behavior of consumers (age group, sex group, and occupation and other group?)
-) It determines the effective factor while making buying decision.
-) What are the consumption patterns of consumers (age group, sex group, and, occupational group and other group)?
-) Are the Nepalese consumers of Pepsi product satisfied with what they get in the market?
-) Which of the promotional tools is used by the WAI WAI Quick a product of Chaudhary group?
-) Which of the advertising media are most effective to remote consumer?
-) Does the location, brand awareness, and shop awareness affect the purchase are set as follows

1.4 OBJECTIVES OF THE STUDY

Following are the objective traced out during the study period.

1. To ascertain and compare buying behavior of age group, sex group and occupation group consumers.
2. To find out consumption patterns of these categories of consumers.
3. To know the degree of satisfaction that consumers get from WAI WAI Quick.
4. To evaluate the effective promotional activities the company uses.
5. To measure the effectiveness of advertising media, used by the company.
6. To examine to what extent the location, brand awareness, and shop awareness of consumers influence their purchasing decision.
7. To evaluate factors that influence consumer purchase decision.
8. To provide suggestions on findings of the study.

1.5 RESEARCH HYPOTHESIS

This research has the following hypothesis

Null Hypothesis (H₀): there is no significant difference between the views expressed by different groups of respondents relating to consumption pattern price, quality, quantity, brand image, advertising media, and promotional activities.

H₁: There is significant difference between the views expressed by different groups of respondent relating to consumption pattern, price, quantity, quality, brand image, advertising media, and promotional activities.

1.6 SIGNIFICANCE OF THE STUDY

Consumers are the gods of the market so consumer's satisfaction is the main motto of any organization or producer. Consumer's behavior plays a significant role in consumption pattern. Consumption is the optimum use of the product. For knowing the complexity of the consumers, behavior; studies are conducted from time to time.

The Nepalese market has been gradually heading towards cutthroat competition. In this context, different types of product with a large number of the alternative brand are available in the market. It is essential for the manufactures and /or marketers of the products to know the buying behavior of target customers to achieve its goods.

The focus of the study, therefore, is on buying behavior of WAI WAI of different groups of customers having their own values belief and customs. This research, therefore, occupy, the following importance.

- a) This study will be a good asset for the library.
- b) This research will help other researchers while reviewing their literature.
- c) This study will also be useful for Varun Beverages (Nepal) Pvt. Ltd. as it will mention same suggestions,
- d) The research will meet the partial requirement of completing mater degree.

1.7 LIMITATION OF THE STUDY

Following are the limitation of the research study

1. Because of small sample size the research has used limited statistical tests.
2. The findings have been derived from only those dates which were responded by the sampled consumers and the organization.
3. Simple is used; it may not reach some areas of true representation of WAI WAI Quick.

1.8 ORGANIZATION OF THE STUDY

This chapter has been prepared under five specific chapters.

1. **First chapter:** this chapter includes background of the study, background of the industries, statement of the problem, objectives of the study, research hypothesis, significance of the study, limitation of the study, and chapter scheme.
2. **Second chapter:** this chapter contains reviewed and review of previous studies. Conceptual review includes introduction of consumer behavior traditional models of consumer behavior, and contemporary models of consumer behavior, introduction of advertising of promotional activities.
3. **Third chapter:** this chapter includes research design, nature and sources of data, sampling plan, data collection procedure, and analytical tools and procedure.

4. **Fourth chapter:** this is explanatory in nature and deal with consumption pattern of WAI WAI Quick consumers, degree of consumer's satisfaction, effectiveness of promotional schemes of the industry, locations, stress, and brand awareness of the industries, and factors influencing consumer purchase decision.

5. **Five chapters:** this chapter includes summary, conclusions and major findings of the study, and recommendation.

This research work also includes the bibliography appendix and other reference also.

CHAPTER-2

2. REVIEW OF LITERATURE

2.1 INTRODUCTION

Not to be confused with a book review, a literature review surveys scholarly articles, books and other sources (e.g. dissertations, conference proceedings) relevant to a particular issue, area of research, or theory, providing a description, summary, and critical evaluation of each work. The purpose is to offer an overview of significant literature published on a topic.

Many students are instructed, as part of their research program, to perform a literature review, without always understanding what a literature review is.

Most are aware that it is a process of gathering information from other sources and documenting it, but few have any idea of how to evaluate the information, or how to present it.

A literature review can be a precursor in the introduction of a research paper, or it can be an entire paper in itself, often the first stage of large research projects, allowing the supervisor to ascertain that the student is on the correct path.

A literature review is a critical and in depth evaluation of previous research. It is a summary and synopsis of a particular area of research, allowing anybody reading the paper to establish why you are pursuing this particular research program. A good literature review expands upon the reasons behind selecting a particular research question.

2.2 MEANING AND DEFINITION OF CONSUMER BEHAVIOR

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotony, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer.

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

-) The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers);
-) The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
-) The behavior of consumers while shopping or making other marketing decisions;
-) Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
-) How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
-) How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:

- J Behavior occurs either for the individual, or in the context of a group (e.g., friend's influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).
- J Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- J Consumer behavior involves services and ideas as well as tangible products.
- J The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

2.3 IMPORTANCE AND APPLICATIONS OF CONSUMER BEHAVIOR

Following are the importance of consumer behavior

The most obvious is for marketing strategy—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that (1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and (2) it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices.

A second application is public policy. In the 1980s, Accurate, a near miracle cure for acne, was introduced. Unfortunately, Accurate resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug. To get consumers' attention, the Federal Drug Administration (FDA) took the step of requiring that very graphic pictures of deformed babies be shown on the medicine containers.

Social marketing involves getting ideas across to consumers rather than selling something. Marty Fishbein, a marketing professor, went on sabbatical to work for the Centers for Disease Control trying to reduce the incidence of

transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic.

As a final benefit, studying consumer behavior should make us better consumers. Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain.

There are several units in the market that can be analyzed. Our main thrust in this course is the consumer. However, we will also need to analyze our own firm's strengths and weaknesses and those of competing firms. Suppose, for example, that we make a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward our market. To assess a competing firm's potential threat, we need to examine its assets (e.g., technology, patents, market knowledge, and awareness of its brands) against pressures it faces from the market. Finally, we need to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically.

2.4 HISTORY OF CONSUMER BEHAVIOR

History of consumer behavior seems to be highly intertwined with the history of marketing thought. The purpose of this paper is to trace the historical dependence and allegiance of consumer behavior on the discipline and practice of marketing. It then attempts to - forecast emerging trends in consumer behavior research and theory as a consequence of new and emerging schools of marketing thought.

Over the years, marketing has shifted its reliance on other disciplines as well as its focus of understanding. For example, the classical schools of marketing thought relied on the social sciences such as economics, sociology and anthropology and focused on aggregate market behavior. This gave way to the managerial schools of marketing thought in which the focus of attention and understanding shifted to the individual customers while social sciences disciplines continued to dominate marketing thinking.

Eventually, marketing kept its focus on individual customers but began to borrow more and more from the behavioral sciences. This resulted in what I will call as the behavioral schools of marketing thought. More recently, marketing has begun to shift its attention away from the individual customers and concentrate on the markets. In the process, it is also relying less on the behavioral sciences and more on the traditional social sciences. We shall call this emerging trend as adaptive schools of marketing thought.

It appears that each marketing era has motivated specific types of consumer behavior research, and thereby shape its history with respect to a substantive body of knowledge, research methodology as well as theory development. Figure 1 summarizes the parallels between marketing and consumer behavior. The rest of the paper will enumerate elements of each of the four phases of marketing thought and its impact on consumer behavior.

2.4.1 CLASSICAL MARKETING AND CONSUMER BEHAVIOR

Emergence of the marketing thought in the early nineteenth century is eloquently documented by Bartels (1962). The Classical schools of marketing are identified as the commodity school, the functional School, and the institutional School.

The commodity school focused on the objects of market transactions, and generated the specialty - shopping - convenience goods trichotomy which is still popular in marketing practice. The functional school focused on the activities inherent in market transactions and generated a classification of functions such as grading, assortment and physical distribution. Finally, the institutional school focused on the agents of market transactions such as wholesalers and retailers which resulted in channels of distribution and value added services provided by the middlemen. (Sheth, Gardner and Garrett 1985).

The classical schools of marketing thought were influenced by concepts of demand theory in microeconomics, spatial markets and trading areas in economic geography, and by metro vs. non metro market definitions provided by economic anthropology. This focus on the aggregate market behavior and reliance on microeconomics, economic geography and economic anthropology resulted in a similar focus and reliance in consumer behavior. Thus, early history of consumer behavior generated theories, research methods, and substantive knowledge in such areas as Consumption economics (necessities vs. luxuries, household budgets, conspicuous consumption),

retail patronage (retail gravitation, store patronage and wheel of retailing), and in self-service concepts.

There also emerged distinct research traditions. For example, case studies, market surveys, and tire use of census data became more prevalent as methods of understanding consumer behavior.

2.4.2 MANAGERIAL MARKETING AND CONSUMER BEHAVIOR

'Fire classical schools of marketing thought with their emphasis oil descriptive market behavior gave way to the managerial schools of thought with their emphasis on controlling the market behavior.

The managerial schools of marketing thought emerged in the early fifties soon after World War If and tire consequent unprecedented economic boom partly fueled up new product introductions. It generated such concepts as the four Ps of marketing, marketing mix, product differentiation and market segmentation.

Tire managerial schools of marketing thought still relied on the social sciences but borrowed the more recent concepts and methodologies. For example, it eagerly borrowed Concepts and methods of the emerging field of managerial economics which shifted focus away from demand theory to the theory of the firm, and especially the concepts of monopolistic competition and product differentiation. Similarly, it latched onto the diffusion of innovations traditions generated in economic anthropology.

Finally, it also borrowed heavily from sociology the new and exciting research traditions related to social stratification and household structures.

2.4.3 MARKETING AND CONSUMER BEHAVIOR

As expected, this created a shift in consumer behavior. Rather than focusing on the aggregate market behavior, it became fashionable to study the individual Customers in the market place. However, consumer behavior also remained faithful to the disciplines at social sciences. This resulted in such substantive knowledge as opinion leadership, brand loyalty, and demographic segmentation based on socioeconomic status (SES) index and life cycle stages of households.

Along with the substantive knowledge, research methodology also shifted mostly due to the focus on individual customers. For example, consumer behavior began to rely

on longitudinal panel, attempted to use operations research techniques of stochastic processes to measure brand loyalty, and apply econometric modeling to measure impact at personal attributes at individual customers and their buying behavior. Finally, segmentation research became fashionable.

2.4.4 BEHAVIORAL MARKETING AND CONSUMER BEHAVIOR

As the focus of research shifted to individual customers in the market place, marketing discipline discovered that, behavioral sciences could contribute more to the understanding at individuals than the social sciences.

This resulted in search for other disciplines especially various branches of psychology as more relevant and useful. For example, economic psychology with its emphasis on customer expectations, clinical psychology with its emphasis on nonfunctional value in products and services, organizational psychology with its emphasis on power and conflict among organizations, and social psychology with its emphasis on cognitive consistency as the driver of human behavior became more exciting and interesting areas of marketing. It was this perception and not necessarily the reality which was considered as the driver of customer competition, and channel behavior.

The behavioral schools of marketing therefore, encouraged a similar shift in understanding the psychology of the customers. It became fashionable to assert that consumers are not logically but psychologically driven in their buying behavior.

Consumer behavior began to borrow both concepts and methods from clinical, social and organizational psychology resulting in numerous theories of buying behavior, attitude research, family and organizational buying behavior as well as psychographics and life style research.

Along with the substantive knowledge, consumer behavior also borrowed the research methods of the behavioral sciences. These included motivation research (focused group interviews, projective techniques), laboratory experiments especially with physiological behavioral measures such as pupil dilation and galvanic skin tests, and cross-sectional mail or telephone surveys appropriate for attitude and psychographic research.

It is important to note that it is the behavioral schools of marketing which has been largely responsible for increasing the scientific sophistication of consumer behavior. With respect to both theory development and theory testing procedures. Indeed, consumer behavior matured significantly enough to assert its independence from

marketing, and started the movement to establish its own association (ACR) and its own journals JCR).

2.4.5 ADAPTIVE MARKETING AND CONSUMER BEHAVIOR

More recently, the marketing discipline is shifting its focus towards the market behavior by focusing on the environmental opportunities and threats generated by technology, regulation and global competition.

Thus has resulted in the emergence of the adaptive marketing concept in which it is argued that it is better to bend the organization to fit the environmental realities rather than bending the environment to fit the organization. The adaptive schools of marketing thought are borrowing concepts from business strategy, environmental scanning and stakeholder analysis as well as the social sciences appropriate for global markets.

It is my contention that consumer behavior will be on the horns of dilemma for the first time. On the one hand, as an integral part of marketing, it will attempt to follow the marketing discipline's needs. On the other hand, it will hesitate to give up the scientific traditions learnt from the behavioral sciences. It is very likely that the traditional journals and conferences will perpetuate the science of consumer behavior while new journals and associations will be created to provide impetus toward marketing oriented research. Witness the emergence at new journal such as Journal of Consumer Marketing.

What are the likely areas of understanding and research as a consequence of the adaptive schools of marketing thought? At least, the following three areas come to mind.

First, as markets become global, it will become more and more important for marketing Managers to understand and cope with cross-cultural or international consumer behavior. Therefore, we should expect global consumer behavior research and theory to become an emerging area of consumer behavior.

Second, as markets become more mature, understanding competitive behavior becomes more important. This should result in focusing on comparative Customer behavior to pinpoint relative perceptions and behaviors of the market rather than absolute perceptions and behaviors.

Finally, companies are likely to utilize more and more behavior modification strategies and less and less persuasion strategies in order to cope with rapidly changing competition and technology. This should result in shifting the focus of consumer behavior away from perceptions and cognitions and toward behaviors of Customers and markets.

This paper has tried to show the dependence of consumer behavior on marketing. It has demonstrated both at both consumer behavior theory and research methodology have been heavily influenced by the changing traditions in the marketing discipline. However, as marketing shifts one more time in its efforts to mature as a discipline, it is not certain that consumer behavior will automatically follow marketing. It is likely that consumer behavior may become bifurcated in the process, and the science of consumer behavior may emerge as a standalone discipline while marketing continues to understand consumer behavior from its own perspective.

2.5 SOME MODELS OF CONSUMER BEHAVIOR

Following are the models of consumer behavior

THE PSYCHOANALYTICAL MODEL

The psychoanalytical model draws from Freudian psychology. According to this model, the individual consumer has a complex set of deep seated motives which drive him towards certain buying decisions. The buyer has a private world with all his hidden fears, suppressed desires and totally subjective longings. His buying action can be influenced by appealing to those desires and longings.

According to Mr. Freud, human personality has three parts namely,

1. The “ID”, the source of all mental energy which drives one to an action.
2. The “Super Ego”, the internal representation of what is socially approved—one’s conscience.
3. The “Ego”, the conscious director of ‘ID’ impulses for finding satisfaction in socially acceptable manner.

LEARNING MODEL

All theories of buyer behavior have been basically based on learning model namely, Stimulation- Response or more popularly known as SR model. SR learning theory is very useful to modern marketing and marketers. Learning is the centrifugal point in the entire study to human behavior. Learning, as noted earlier, refers to a change in the behavior which occurs as a result of practice. It is a change in the behavior that results from previous experience and behavior in similar situations. What is important, learning is a product of reasoning, thinking, information processing and, of course, perception. Therefore, behavior is deeply affected by the learning experiences of the buyers.

Of all the psychologists, Pavlovian stimulus or learning of buyer behavior is widely accepted. He says that buyer behavior is capable of being manipulated by human drives, stimuli, and responses of the buyer. This model banks on man's ability to leave, forget and discriminate. Learning process involves three steps namely, Drive—a strong internal stimulus which impels action. When it is directed towards a drive-reducing object, it becomes a motive. A drive- need- thus motivates a person for action to satisfy the need. Here, the objectives are the stimuli which the drives Cues are weak stimuli. Cues determine when the buyer will respond. Say, we have cues such as a product advertisement relevant to the situation and existing in our environment. Response is the final stage which is needed to fulfill the drive or as a need which was acting as a strong stimulus. Thus, the thirst can be quenched by an ad. These sequential components of learning link stimulus cue and response finally resulting in a habit. In marketing, it is better known as a learning brand loyalty brand images and store patronage. Repeated reinforcement leads to a habit formation and the decision process for an individual becomes a matter of routine. It is worth emphasizing here that we learn through trial and error and changes in our behavior are brought about by practice as experience. The SR model of Pavlovian learning is made clear by given figure:

SOCIOLOGICAL MODEL

According to sociological model, the individual buyer behavior is influenced by society—by intimate groups as well as social classes. That is, his buying decisions are not totally determined by the concept of utility. That is his buying decisions are governed by social compulsions. As a part of sociological model—two important variations can be considered namely, one that of Nicosia and another Howard & Sheth.

The marketing scholars have tried to build buyers-behavior models purely from stand point view of marketing man. Here F. Nicosia model of 1966 and H. Sheth model of 1969 are of this category. These models are systems models where human being analyzed as a system with stimuli as INPUT and behavior as an OUTPUT

NICOSIA MODEL

As well known consumer motivation and behavior expert Mr. Nicosia presented his buyer model in 1966 which attempts to establish linkages between the marketing firm and its consumer. The essence is how the activities of the firm influence the consumer and result in his direction to buy. According to his model the messages from the firm first influence the predisposition of the consumer towards the product; he develops a certain attitude towards the product depending on the situation. It leads to a search for the product or on evaluation of the product. In case, these steps have a positive impact on him it may result in decision to buy. This is the sum and substances of the explanation. His model lumps these activities into four basic fields.

Field One has two sub-fields namely, the firms attribute and the consumer attributes. An ad message from the firm reaches consumer's attributes. Depending on the way the messages received by the consumer, a certain attribute may develop and this becomes the input for the field Two. Field Two is the area of search and evaluation of the advertised product and other alternatives. If this process results in a motivation to buy, it becomes the input for field three. Field Three consist of the act of purchase. The field Four consists of use of the purchased item. There is an output from field four --- feed back of sales results to the firm

HOWARD SHETH MODEL

John Howard and Jagdish Sheth presented their buyer model in 1969. its an integrated model. It assumes problem solving approach in buying and adopts input-output or system approach in buying. Howard introduced learning process in buying. Satisfaction leads brand loyalty. Discontentment's creates brand switching by the buyers. There are output beginning with attention to a given stimulus and ending the purchase. In between these inputs and outputs, there are variable affecting perception and learning. These variables are "hypothetical" as they cannot be directly measured at the time of occurrence.

GAP MODEL OF SERVICE MARKETING:

This model offers an integrated view of the consumer-company relationship. It is based on substantial research amongst a number of service providers. In common with the Grönroos model it shows the perception gap (Gap 5) and outlines contributory factors. In this case expected service is a function of word of mouth communication, personal need and past experience, and perceived service is a product of service delivery and external communications to consumers.

(Parasuraman et al. GAP model (Zeithaml 1996))

However the GAP model goes further in its analysis of these key contributory factors. It not only provides a more rigorous description of the contributory Gaps, it lists key drivers for each gap and generic breakdown of each of these drivers. These are illustrated below in summary form below.

BETTMAN'S INFORMATION-PROCESSING MODEL

It is one of the several models of consumer behavior, which subscribes to a distinctly cognitive and information-processing point of view. In this model, the consumer is portrayed as possessing a limited capacity for processing information. When faced with a choice, the consumer rarely undertakes very complex analyses of available alternatives. Instead, the consumer typically employs simple decision strategies or heuristics. These simplifying decision rules assist the consumer in arriving at a choice by providing a means for sidestepping the overly overburden task of assessing all the information available about all the alternatives.

2.6 TYPES OF BUYING BEHAVIORS

Following are the types of buying behavior

COMPLEX BUYING BEHAVIOR

Consumers undertake complex buying behavior when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive. Typically, the consumer has much to learn about the product category. For example, a personal computer buyer may not know what attributes to consider. Many product features carry no real meaning: a "Pentium Pro chip," "super VGA resolution," or "megs of RAM." This buyer will pass through a learning process, first developing beliefs

about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high-involvement products must understand the information-gathering and evaluation behavior of high-involvement consumers. They need to help buyers learn about product-class attributes and their relative importance, and about what the company's brand offers on the important attributes. Marketers need to differentiate their brand's features, perhaps by describing the brand's benefits using print media with long copy. They must motivate store salespeople and the buyer's acquaintances to influence the final brand choice.

• **DISSONANCE-REDUCING BUYING BEHAVIOR**

Dissonance reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands. For example, consumers buying carpeting may face a high-involvement decision because carpeting is expensive and self-expressive. Yet buyers may consider most carpet brands in a given price range to be the same. In this case, because perceived brand differences are not large, buyers may shop around to learn what is available, but buy relatively quickly. They may respond primarily to a good price or to purchase convenience.

After the purchase, consumers might experience post purchase dissonance (after-sale discomfort) when they notice certain disadvantages of the purchased carpet brand or hear favorable things about brands not purchased. To counter such dissonance, the marketer's after-sale communications should provide evidence and support to help consumers feel good about their brand choices.

• **HABITUAL BUYING BEHAVIOR**

Habitual buying behavior occurs under conditions of low consumer involvement and little significant brand difference. For example, take salt. Consumers have little involvement in this product category—they simply go to the store and reach for a brand. If they keep reaching for the same brand, it is out of habit rather than strong brand loyalty. Consumers appear to have low involvement with most low-cost, frequently purchased products.

In such cases, consumer behavior does not pass through the usual belief-attitude-behavior sequence. Consumers do not search extensively for information about the brands, evaluate brand characteristics, and make weighty decisions about which brands to buy. Instead, they passively receive information as they watch television or read magazines. Ad repetition creates brand familiarity rather than brand conviction. Consumers do not

form strong attitudes toward a brand; they select the brand because it is familiar. Because they are not highly involved with the product, consumers may not evaluate the choice even after purchase. Thus, the buying process involves brand beliefs formed by passive learning, followed by purchase behavior, which may or may not be followed by evaluation. Because buyers are not highly committed to any brands, marketers of low-involvement products with few brand differences often use price and sales promotions to stimulate product trial. In advertising for a low-involvement product, ad copy should stress only a few key points. Visual symbols and imagery are important because they can be remembered easily and associated with the brand. Ad campaigns should include high repetition of short-duration messages. Television is usually more effective than print media because it is a low-involvement medium suitable for passive learning. Advertising planning should be based on classical conditioning theory, in which buyers learn to identify a certain product by a symbol repeatedly attached to it.

Marketers can try to convert low-involvement products into higher-involvement ones by linking them to some involving issue. Procter & Gamble does this when it links Crest toothpaste to avoiding cavities. At best, these strategies can raise consumer involvement from a low to a moderate level. However, they are not likely to propel the consumer into highly involved buying behavior.

2.7 FACTORS INFLUENCING CONSUMER BEHAVIOR

Markets have to be understood before marketing strategies can be developed. People using consumer markets buy goods and services for personal consumption. Consumers vary tremendously in age, income, education, tastes, and other factors. Consumer behavior is influenced by the buyer's characteristics and by the buyer's decision process. Buyer characteristics include four major factors: cultural, social, personal, and psychological. We can say that following factors can influence the Buying decision of the buyer:

1. Cultural
2. Social
3. Personal
4. Psychological

2.7.1 CULTURAL FACTORS

Cultural factors exert the broadest and deepest influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class.

I. CULTURE

Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from the family and other important institutions. A person normally learns or is exposed to the following values: achievement and success, activity and involvement, efficiency and practicality, progress, material comfort, individualism, freedom, humanitarianism, youthfulness, and fitness and health.

Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. For example, business representatives of a U.S. community trying to market itself in Taiwan found this out the hard way. Seeking more foreign trade, they arrived in Taiwan bearing gifts of green baseball caps. It turned out that the trip was scheduled a month before Taiwan elections, and that green was the color of the political opposition party. Worse yet, the visitors learned after the fact that according to Taiwan culture, a man wears green to signify that his wife has been unfaithful. The head of the community delegation later noted, "I don't know whatever happened to those green hats, but the trip gave us an understanding of the extreme differences in our cultures." International marketers must understand the culture in each international market and adapt their marketing strategies accordingly.

II. SUBCULTURE

Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments, and marketers often design products and marketing programs tailored to their needs. Here are examples of four such important subculture groups.

III. SOCIAL CLASS

Almost every society has some form of social class structure. Social Classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. Social class is not determined by a single factor, such as income, but is measured as a combination of occupation, income, education, wealth, and other variables. In some social systems, members of different classes are reared for certain roles and cannot change their social positions. Marketers are interested in social class because people within a given social class tend to exhibit similar buying behavior. Social classes show distinct product and brand preferences in areas such as clothing, home furnishings, leisure activity, and automobiles.

2.7.2 SOCIAL FACTORS

A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status.

I. Groups

Many small groups influence a person's behavior. Groups that have a direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct (faceto- face) or indirect points of comparison or reference in forming a person's attitudes or behavior. Reference groups to which they do not belong often influence people. Marketers try to identify the reference groups of their target markets. Reference groups expose a person to new behaviors and lifestyles, influence the person's attitudes and self-concept, and create pressures to conform that may affect the person's product and brand choices.

The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects. Manufacturers of products and brands subjected to strong group influence must figure out how to reach opinion leaders—people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.

Many marketers try to identify opinion leaders for their products and direct marketing efforts toward them. In other cases, advertisements can simulate opinion leadership, thereby reducing the need for consumers to seek advice from others.

The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects. Purchases of products that are bought and used privately are not much affected by group influences because neither the product nor the brand will be noticed by others.

II. FAMILY

Family members can strongly influence buyer behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

Husband-wife involvement varies widely by product category and by stage in the buying process. Buying roles change with evolving consumer lifestyles.

Such changes suggest that marketers who've typically sold their products to only women or only men are now courting the opposite sex. For example, with research revealing that women now account for nearly half of all hardware store purchases, home improvement retailers such as Home

Depot and Builders Square have turned what once were intimidating warehouses into female friendly retail outlets. The new Builders Square II outlets feature decorator design centers at the front of the store. To attract more women, Builders Square runs ads targeting women in Home, House Beautiful, Woman's Day, and Better Homes and Gardens. Home Depot even offers bridal registries.

Similarly, after research indicated that women now make up 34 percent of the luxury car market, Cadillac has started paying more attention to this important segment. Male car designers at Cadillac are going about their work with paper clips on their fingers to simulate what it feels like to operate buttons, knobs, and other interior features with longer fingernails. The Cadillac Catera features an air-conditioned glove box to preserve such items as lipstick and film. Under the hood, yellow markings highlight where fluid fills go.

Children may also have a strong influence on family buying decisions. For example, it ran ads to woo these "back-seat consumers" in Sports Illustrated for Kids, which attracts mostly 8- to 14- year-old boys. "We're kidding ourselves when we think kids aren't aware of brands," says Venture's brand manager, adding that even she was surprised at how often parents told her that kids played a tie-breaking role in deciding which car to buy. In the case of

expensive products and services, husbands and wives often make joint decisions.

III. ROLES AND STATUS

A person belongs to many groups—family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them.

In last Lesson we discussed the Consumer Buying behavior its model and characteristics that can influence the decision for buying process. Today we will be continuing the same topic and will discuss the remaining factors that influence the buying process and decision of consumers. So our today's topic is:

2.7.3 PERSONAL FACTORS

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and lifecycle stage, occupation, economic situation, lifestyle, and personality and self-concept.

I. AGE AND LIFE-CYCLE STAGE

People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life cycle—the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage. Traditional family life-cycle stages include young singles and married couples with children.

II. OCCUPATION

A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more rugged work clothes, whereas white-collar workers buy more business suits. Marketers try to identify the occupational groups that have an above-average interest in their products and services.

A company can even specialize in making products needed by a given occupational group. Thus, computer software companies will design different products for brand managers, accountants, engineers, lawyers, and doctors.

III. ECONOMIC SITUATION

A person's economic situation will affect product choice. Marketers of income-sensitive goods watch trends in personal income, savings, and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and re-price their products closely.

IV. LIFESTYLE

People coming from the same subculture, social class, and occupation may have quite different lifestyles. Life style is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions—activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products). Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world.

Several research firms have developed lifestyle classifications. It divides consumers into eight groups based on two major dimensions: self-orientation and resources. Self-orientation groups include principle-oriented consumers who buy based on their views of the world; status-oriented buyers who base their purchases on the actions and opinions of others; and action-oriented buyers who are driven by their desire for activity, variety, and risk taking. Consumers within each orientation are further classified into those with abundant resources and those with minimal resources, depending on whether they have high or low levels of income, education, health, self-confidence, energy, and other factors. Consumers with either very high or very low levels of resources are classified without regard to their self-orientations (actualizes, strugglers). Actualizes are people with so many resources that they can indulge in any or all self-orientations. In contrast, strugglers are people with too few resources to be included in any consumer orientation.

V. PERSONALITY AND SELF-CONCEPT

Each person's distinct personality influences his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing consumer behavior for certain product or brand choices. For example, coffee marketers have discovered that heavy coffee drinkers tend to be high on sociability. Thus, to

attract customers, Starbucks and other coffeehouses create environments in which people can relax and socialize over a cup of steaming coffee.

Many marketers use a concept related to personality—a person's self-concept (also called self-image). The basic self-concept premise is that people's possessions contribute to and reflect their identities; that is, "we are what we have." Thus, in order to understand consumer behavior, the marketer must first understand the relationship between consumer self-concept and possessions. For example, the founder and chief executive of Barnes & Noble, the nation's leading bookseller, notes that people buy books to support their self-images:

2.7.4 PSYCHOLOGICAL FACTORS

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.

I. MOTIVATION

A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst, or discomfort. Others are psychological, arising from the need for recognition, esteem, or belonging. Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. Psychologists have developed theories of human motivation. Two of the most popular—the theories of Sigmund Freud and Abraham Maslow—have quite different meanings for consumer analysis and marketing.

II. MASLOW'S THEORY OF MOTIVATION

Abraham Maslow sought to explain why people are driven by particular needs at particular times. Why does one person spend much time and energy on personal safety and another on gaining the esteem of others? Maslow's answer is that human needs are arranged in a hierarchy, from the most pressing to the least pressing. Maslow's hierarchy of needs is shown in Figure. In order of importance, they are physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. A person tries to satisfy the most important need first. When that need is satisfied, it will stop being a motivator and the person will then try to satisfy the next most important need. For example, starving people (physiological need) will not take an interest in the latest happenings in the art world (self-actualization needs), nor in how they

are seen or esteemed by others (social or esteem needs), nor even in whether they are breathing clean air (safety needs). But as each important need is satisfied, the next most important need will come into play.

III. PERCEPTION

A motivated person is ready to act. How the person acts is influenced by his or hers own perception of the situation. All of us learn by the flow of information through our five senses: sight, hearing, smell, touch, and taste. However, each of us receives, organizes, and interprets this sensory information in an individual way. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion, and selective retention. People are exposed to a great amount of stimuli every day. For example, the average person may be exposed to more than 1,500 ads in a single day. It is impossible for a person to pay attention to all these stimuli. Selective attention—the tendency for people to screen out most of the information to which they are exposed—means that marketers have to work especially hard to attract the consumer's attention.

Even noted stimuli do not always come across in the intended way. Each person fits incoming information into an existing mind-set. Selective distortion describes the tendency of people to interpret information in a way that will support what they already believe. Selective distortion means that marketers must try to understand the mind-sets of consumers and how these will affect interpretations of advertising and sales information.

IV. LEARNING

When people act, they learn. Learning describes changes in an individual's behavior arising from experience. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of drives, stimuli, cues, responses, and reinforcement.

V. BELIEFS AND ATTITUDES

Through doing and learning, people acquire beliefs and attitudes. These, in turn, influence their buying behavior. A belief is a descriptive thought that a person has about something. Buying behavior differs greatly for a tube of

toothpaste, a tennis racket, an expensive camera, and a new car. More complex decisions usually involve more buying participants and more buyer deliberation. Figure shows types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands.

2.8 CONSUMER BUYING BEHAVIOR DECISION PROCESS

As usual, the customer decision process begins with the problem recognition. A difference between an existing state and a desired one become a consumer problem, a consumer begins with a particular state of mind that represents his or her perceptions of and attitudes toward known brands. For example, consider a business school student who is thinking of purchasing a personal computer. Once the problem has been recognized, an information search is undertaken to isolate an effective solution. After the information has been gathered, allowing the consumer to determine and compare the relevant and feasible alternatives, the decision can be made. The attributes that influence store choice are examined, and related to the needs of particular consumer groups. The actual acquisition of the product is analyzed; with particular attention given to retailers' efforts to attract and satisfy consumers in the exchange process. Post-purchase processes are examined by marketing managers and she/he has to make necessary decisions on those both external and internal influences affect the consumer decision making.

SITUATIONAL INFLUENCES

A situation (Neal 1998) is a set of factors outside of and removed from the individual consumer or the stimulus object to which the consumer is reacting. The consumption process occurs within 3 categories: the communication situation, the purchase situation and the usage situation. (Refer to table 1)

The first class of situational influence provides a system that managers can use to determine whether a situation has an effect on a consumer's purchase behavior. (Refer to table 2)

PROBLEM RECOGNITION

As the consumer moves from a very low level of involvement with the purchase situation to a high level of involvement, decision making becomes increasingly complex. Purchase involvement is a continuum, and it is also useful to consider

habitual, limited and extended decision making as general decryptions of the types of process that occur along various points on the continuum.

A consumer is committed to a certain brand (Timberland) because he/she believes it best meets overall needs, and because an emotional attachment has been formed. Therefore, he/she is brand loyal. It will be very difficult for a competitor to gain his/her patronage. Extended decision making is the response to a very high level of purchase involvement (shopping product).

The recognition of a problem is the result of a discrepancy between a desired state and an actual state, without if there is no need for a consumer decision. Both active and inactive problem occurs in the consumer problems. There are several factors influence the consumer's actual state meet past decisions, normal depletion, product brand performance, individual development, emotions, the efforts of consumer groups and government departments the availability of products, and the current situation.

INFORMATION SEARCH

Consumers are continually recognizing problems opportunities, so internal and external searches for information to solve these problems are ongoing processes. Information search involves mental as well as physical activity on the part of consumers. The use of information from memory is referred to as internal search. And, the search process is focused on external stimuli relevant to solving problem is called external search. A consumer decision requires the appropriate evaluative criteria for the solution of a problem. As consumers move into more extended decision making, the relative importance of external information search tends to increase. External information can include: the opinions, attitudes, behaviors and feelings of friends, neighbors and relatives; professional information; direct experiences and marketer "generated information".

The information sources are from memory; personal sources, independent sources marketing sources and experiential sources. Usually different measures of external information search have been used: number of stores visited; number of alternatives considered; number of personal. Sources used overall or combination measures. Market characteristics include the, price, and age. It is number of alternatives the consumer's perception of, or belief about, the market characteristics influence shopping behavior. Product characteristics like price level and differentiation tend to influence external search. The consumer and situational characteristics also influence the external search.

EVALUATING AND SELECTING ALTERNATIVE

While consumers are gathering information about various alternative solutions to a recognized problem, and after they have done so, they evaluate the alternatives and select the course of action that seems most likely to solve the problem. Evaluative criteria are the various features a consumer looks for in response to a particular problem. They are the performance levels or characteristics consumers use to compare different brands in light of their particular consumption problem. The number type and importance of evaluative criteria used differ from consumer to consumer and across product categories.

When consumers judge alternative brands or several evaluative criteria, they must have some methods for selecting one brand from the various choices. Decision rules are used by them. A decision rule specifies how a consumer compares two or more brands. Five commonly used decision rule are the disjunctive, conjunctive, lexicographic, elimination-by-aspects, and compensatory rules.

OUTLET SELECTION & PRODUCT PURCHASE

The decision used by, consumers to select a retail outlet is the same as the selecting a brand. The store is image and the type and amount of retail advertising often exert important influences as evaluative criteria. The major dimensions of store image include merchandise, service, and clientele, and physical facilities, convenience. Promotion and store atmosphere. Outlet location is an important attribute for many consumers. Larger outlets are general preferred over small outlets.

Shopping orientation refers to the general approach a consumer takes to acquiring both brands and non-purchase satisfaction from various types of retail outlets. While in a store, consumers may often purchase a brand or product that differs from their plans made before entering the store. Such purchase is referred to as impulse or unplanned purchase and the decisions can be the result of additional information processing induced by in store stimuli. Once the outlet and brand have been selected, the consumer must acquire the rights to the item.

POST PURCHASE PROCESSES

Following some purchases, consumers experience doubts or anxiety about the wisdom of the purchase. Whether or not the consumer experiences dissonance, most purchases are followed by product use. That consumers use a product to fulfill certain needs. If the product does not fulfill these needs, a negative evaluation may result. Monitoring

product usage can indicate new uses for existing products, needed product modifications, appropriate advertising themes, and opportunities for new products. Disposal of the product or its packaging may occur before, during or after product use. “socially-conscious” consumers are an important market segment not only because of their purchases but because of their social and political influence. Post purchase dissonance, product usage disposal are potential influences on the purchase evaluation process. Basically, consumers develop certain expectations about the ability of the product to fulfill instrumental and symbolic needs. Taking no action, switching brands, products, or stores, and warning friends are all common reactions to a negative purchase evaluation. After the evaluation process and, where applicable, the complaint process, consumers have some degree of repurchase motivation. There may be a strong motive to avoid the brand, a willingness to repurchase it some of the time, or some level of brand loyalty, which is a willingness to repurchase, coupled with a psychological commitment to the brand.

INFLUENCES

Influence is further divided into two parts. They are as follows

INTERNAL INFLUENCES

Internal influences focusing just on several relevant area about internal influences. Perception consists of those activities by which an individual acquires and assigns meaning to stimuli, begins with exposure, usually the result of “self-selection”. Attention occurs when the stimulus activities one or more of the sensory receptors, and the resulting sensations go into the brain for processing. Interpretation is the assignment of meaning to stimuli that have been attended to consumers must learn almost everything related to being a consumer: product existence, performance, availability, values, preference & so on. Learning is defined as any change in the content or organization of long-term memory. Conditioning & cognition learning are used by consumer’s reinforcement plays a much larger role in operant conditioning than it does in classical conditioning. The strength of learning depends on: importance, reinforcement, repetition and imagery. Consumer motivations are the energizing forces that activate behavior & provide purpose for and direction to that behavior. Maslow’s needs hierarchy states that basic motives must be minimally satisfied before more advanced motives are activated. It proposes five levels of motivation: physiological, safety, belongingness, esteem and self-actualization. Consumers are often aware of and will admit t the motives causing their behavior. Motivational conflict can occur, in

approach-approach conflict, approach-avoidance conflict and avoidance-avoidance conflict. The personality of a consumer guides and directs the behavior chosen for accomplishing goals in different situations.. Emotions are strong, relatively uncontrollable feelings that affect behavior, occur when environmental events or mental processes trigger physiological changes. Attitude-change strategies can focus on affect, behavior, cognition or some combination of these.

EXTERNAL INFLUENCES

There are a lot of external influences on consumer decision making process, but here the relative influences will be discussed.

The reference group is a group whose presumed perspectives or values are being used by an individual as the basis for his or her current behavior. Marketers have found three classification criteria-memberships, degree of contact and attraction to be particularly useful. Groups that have frequent personal contact are primary groups, while those with limited interpersonal contact are called secondary groups. Group influence varies across situations. Informational influence occurs when individual conforms to group expectations to gain approval or avoid disapproval. Identification conformity is still stronger since an individual uses the group norms & identifies with them as apart of his/her self-concept and identity.

2.9 ANALYTICAL RESEARCH WORK ON CONSUMER BEHAVIOR IN NEPAL

A very few researches have been completed on customer behavior in Nepal. The researches that have been completed on consumer behavior in Nepal are as follows:-

I.“A case study of consumer of behavior of high involvement product Computer in Birgunj Sub-Metro Politian City” by Mrs. Alka Mallik. And following are the major findings of the research works.

1. In order to understand the decision process of Nepalese buyers more efficiently, it is better to conduct similar kind of research by using large samples than what researcher has used in the present study
2. Among various source of need recognition, peer group/colleagues are **most** important. So, marketers should advertise to aware them.
3. The majority of customer use friends/family member as the frequent source of

brand awareness. So marketers are suggested to provide greater emphasis upon friends/family.

4. The Nepalese computer buyers have normal level of awareness of brands and models. So, marketers are suggested to provide different variety of brands and models and provide information.
5. In the process of evaluation of alternatives, the Nepalese computer buyers consider price as the most important criteria. So, the marketers are suggested to sell quality products at a reasonable price.
6. Since the computer buyers made purchase decision by considering discount, the marketers are suggested to provide reliable discount.
7. Consumers want change with their age, income group, and education. So marketers are suggested to fix up the suitable marketing mix, which can captivate the attention and motivation of customers.
8. Most of the consumers were in flavor of bargaining. So, marketers are suggested to fix up the price by overlooking the degree of bargaining tendency.

II A study on “patterns of consumer decision making process while purchasing high involvement goods in Nepal” was conducted by Mukund P. Dahal in 1994. The objectives of this study are as follows:

- Patterns of decision making strategies consumers utilize making purchase of durable goods.
- The level of pre purchase information seeking and their correlates.
- Size of the choice set.
- Decision making criteria and rules employed in evaluation of alternatives.

The study was based strictly on primary data. All the required information was collected from 300 respondents of Kathmandu district with the help of a structured questionnaire. The analytical tools included the factor analysis, cluster analysis, discriminate analysis and path analysis. The major findings of the study were:

- ✓ Though not very extensive, the Nepalese buyers undertake information search with greater emphasis upon dealer and interpersonal sources of information.
- ✓ Sources of information available to Nepalese buyers have five dimension brochures, test-drive, advertisements, interpersonal source and dealer visit.
- ✓ Nepalese buyers have rather small-evoked set size. Total search effort was positively related with education, but it was negatively related with prior preference for manufacturer and model.

III. A study on “buyer’s behavior of Indian Gorkhas and local people” was conducted by Jagat Timilsina in 1999. The basis objective of this study was to find out brand preference, purchase frequency, shop awareness and purchase criteria used by Indian Gorkhas and local peoples while purchasing clothing apparels. This study is also based on primary data and was collected from 170 samples and random sampling method was used in this study: The major findings of his study are as follows:

- The purchasing tendency of foreign brands of clothing apparels by the Indian Gorkhas and local peoples is lower in comparison to other brands.
- The majority of Indian Gorkhas purchasers were male and other use apparel on the yearly basis. Female, children and domestic use apparel were purchased on the basis of half yearly. Similarly, the majority of local people purchasers' were female and apparels were purchased on yearly basis.
- The awareness level of the Indian Gorkhas regarding to the shop is found low whereas the local people's awareness level was high in comparison to the Indian Gorkhas.
- The Indian Gorkhas liked to purchase the clothing apparels mostly from an integrated shop (store) but the local people preferred go to the clothing shop.
- The price was the major factor of consideration before making any decision by both segments.

IV. A study on “personal computer buyer behavior” was conducted by Ram Palungwa (2003). The main objectives of this study were as follows:

- To analyze the level of buyer awareness about PC
- To ascertain brand preference of buyers.
- To ascertain brand preference of buyers.
- To analyze the purpose of buying personal computer.
- To provide suitable suggestions.
- To analyze the level of expenditure that a buyer is ready to spend on personal computer.

The data were collected through a self-administered questionnaire survey with 50 respondents in Kathmandu valley. The major findings of this study were as follows:

- The respondents from Kathmandu preferred assembled personal computer than branded personal computer.
- The respondents had their priority for personal and family use of personal computer.
- The buyers were ready to spend more than thirty five thousand rupees on a personal computer and were highly conscious of quality of the product.
- People with higher income and education were the prominent buyer of the personal computer.
- One of the important findings was that time efficiency was basic motivating factor for personal computer user.
- Respondents were price sensitive; they are dependent on process of purchasing personal computer.

V. A research on "Motivation behind acquisition of time saving electrical appliances of Nepalese household was done by Minakshi Khetan in 1992. The basic objective of this study was to examine the motives behind acquisition of electrical appliances among Nepalese households. This study was based on primary data and all the

required data were collected from the help of a structured questionnaire. Major findings of her study were:

- Most determining motive of acquiring or using appliances is convenience.
- The interpersonal sources or social network is the most effective media of consumer awareness and probably an important for motivation too.
- The main reason for not using the appliance is high price and higher operating costs, operating difficulties due to lack of facilities needed for operation and also their less operational usefulness for Nepalese environment.
- Time to saving is not main motive for acquisition of time saving electrical.

VI. A study of “Consumer Behavior in Computer Market of Rupandehi” was conducted by Mr. Shankar Panthi in 2003. The main objective of this study was to examine the preference of computer in term of brand and non-brand computer and the attitude of the students and the professionals towards bargaining. Primary data were collected from 100 consumers with the help of questionnaire. The major findings of his study

- Majority of respondents used non-brand computer. The main reasons for selecting the non-brand were cheap price, served same purpose and easily availability.
- Most of the students choose assembled computer, which was their desire in comparison to the professionals.
- So far as the criteria used to choose a product was concerned, memory capacity, reparability, size, price model seemed to be the most prominent decision criteria for product choice.
- Both respondents were not purchasing the branded computers by some reasons, high cost, and not available parts of branded computer.
- Very few percent had brand loyalty.

VII. “Consumer Behavior with respect to Decision Making of Cosmetic Product Purchase in Kathmandu city” was conducted by Pooja Kuikel in 2006. The objective of this study is to analyze the buyer's behavior. The major findings of her study as follows:

-) Most of the respondents prefer lipstick, as it is a part of total make up. This is because Kathmandu has become modern and fashion conscious city in last few years.
-) Customer's behaviors are also affected by firm's marketing mix or strategies. Only internationally branded lipsticks supply the demand of Kathmandu. Among them Indian product dominates others. There is big competition between its brands therefore marketers have to bear complete competition.
-) The respondent purchase lipsticks as general material for makeup. But it is also purchased for gift to others; it means the gift culture has also made the market of cosmetics in Nepal and especially in Katmandu valley. Further, purchases are conscious about color to match their entire dress up especially saree and salwar; it might be the result of beauty parlor culture in town.

CHAPTER – 3

3. RESEARCH METHODOLOGY

Research is the systematic and scientific effort in order to identify the truth. It is fact finding action. Thus research is searching and answers to questions. It is a systematic and organized effort to investigate a specific problem that needs a solution.

Methodology is the set of research method used to collect information, analyze and interpreted the data and test the hypothesis. Therefore, methodology can be designed as a systematic procedure of solving the problem. It may be understand as science of studying how research is done scientifically.

In this study, the research methodology includes Research design, nature and sources of data, sampling plan, data collection procedure, and data procedures, which are explained and presented below:

3.1 RESEARCH DESIGN

Research design is the scheme for doing research work. It is the plan, structure, and strategy of investigation conceived so as to obtain answer to research questions and to control variance.

It is always purposeful scheme of a action purposed to be carried out in a sequence during the process of research, focusing on the management problem to be tackled (Michal, 2000).

Research design is the plan, structure, and strategy of investigation conceived so as to obtain answers to research questions and to control variance (karlinger, 1986; 275).

Basically, the research design has two purposes. The first purpose is to answer the research question or test the research hypothesis. The second purpose of a research design is to control variance. Several typologies have suggested for classifying a wide verity of research designs used in social science research. Mc Grath (1970) suggested five models of different types of research designs; controlled experiment, study, survey, investigation, and action research. Seltzer and others (1962) suggested three broad categories of research; formative or exploratory studies testing casual hypothesis, Boyd, West, Stasch.

There are two types of research design- exploratory and descriptive. Exploratory design is essential for formulating hypothesis. It is done to investigate possible cause and effect relationship by exposing one or more control group to one treatment conditions and comparing the results to one or more control, groups but not receiving the treatment. Descriptive research design is a type of fact-finding research. It is conducted under respondent's options.

The descriptive research designs will be followed in the study. Such designs provide a description of a specific situation in such a way as to help the researcher identify cause and effect relationship.

The study is basically based on survey research. To examine the consumption behavior of student, businessman, and service holder on Chaudhary Groups products is the main objective of the study. Therefore, a survey research design was applied to fulfill this objective.

3.2 NATURE AND SOURCES OF DATA

Data are mainly two types, one is primary and another is secondary. Primary data are the first hand data, generated by original research to solve the specific and current research questions the major advantage of primary data is that the information is specific, relevant, and up-to-date. There are two methods of collection primary data; observation and questionnaire.

Secondary data are information that are already collected for other purposes and is readily available. The major advantages of this type are its availability and lower cost than primary data.

For this study, both primary and secondary data and information are used. But the research is mainly based on primary data or original data collected direct through questionnaire.

3.3 SAMPLING PLAN

Sampling is the practicing group of consumers considered to be representative of the entire population, because it is neither feasible nor practical for research to contact to all the members of a population.

Sampling plan consists the target population, sampling unit, and sample method.

3.3.1 TARGET POPULATION

The target population of this study consists of three distinct groups of consumers; the student; the businessman, and the service holder, who are consumers of Pepsi products.

3.3.2 SAMPLE UNIT

The target population is very large; therefore from the whole population 100 samples were taken. It is expected to provide a useful basis for understanding consumer behavior of Pepsi product. Sampling units for this study were occupational group's consumers, business, and students

And service, who are located in the sample profiles are presented below, categorizing them into sex, age, and education groups.

Table 1

SEX GROUP OF CONSUMERS

| Occupation sex | Business Group | Students Group | Service Group | Other Group | Total |
|----------------|----------------|----------------|---------------|-------------|-----------|
| | No (%) | No (%) | No (%) | No (%) | No (%) |
| Male | 12(60) | 21(52.5) | 15(75) | 29(72.5) | 77(64.16) |
| Female | 8(40) | 19(47.5) | 5(25) | 11(27.5) | 43(35.66) |
| Total | 20(100) | 40(100) | 25(100) | 40(100) | 120(100) |

TABLE 2

AGE GROUP OF CONSUMER

In week

| Age group | Business Group | Student Group | Service Group | Others Group | Total |
|-----------|----------------|---------------|---------------|--------------|---------|
| | No. (%) | No. (%) | No. (%) | No. (%) | No. (%) |

| | | | | | |
|----------|---------|---------|---------|----------|-----------|
| | | | | | |
| 16-20 | 0(0) | 18(45) | 3(15) | 5(12.5) | 26(21.66) |
| 21-30 | 11(55) | 10(25) | 12(60) | 15(37.5) | 48(40) |
| 31-40 | 5(25) | 6(15) | 3(15) | 12(30) | 26(21.66) |
| 41 above | 4(20) | 6(15) | 2(10) | 8(20) | 20(16.67) |
| Total | 20(100) | 40(100) | 20(100) | 40(100) | 120(100) |

TABLE N O. 3

EDUCATIONAL GROUP OF CONSUMER

In Week

| Age group | Business Group | Student Group | Service Group | Others Group | Total |
|------------------|-----------------------|----------------------|----------------------|---------------------|----------------|
| | No. (%) | No. (%) | No. (%) | No. (%) | No. (%) |
| Under SLC | 0 | 12(30) | 1(5) | 9(22.5) | 22(18.33) |
| SLC/+2 | 10(50) | 15(37.5) | 5(25) | 11(27.5) | 41(34.16) |
| Graduate | 8(40) | 13((32.5) | 8(40) | 13(32.5) | 32(26.67) |
| Above graduate | 2(10) | 0 | 6(30) | 7(17.5) | 15(12.5) |
| Total | 20(100) | 40(100) | 20(100) | 40(100) | 120(100) |

3.3.3 SAMPLING METHOD AND PROCEDURE

Sampling methods are classified into two broad categories; probability; sampling, and non-probability sampling.

Probability sample consist of simple random sampling, stratified random sampling, cluster sampling, and systematic sampling. Non-probability sample consists of convenience sampling, quota sampling and judgmental sampling.

The respondents are identified and served a set of structured questionnaire. The respondents are chosen on personal contact basis. The respondent are randomly selected from different academic background (under SLC to above graduate), different sex group (male and female), and different occupational group (business, student, and service holder).

3.4 DATA COLLECTION PROCEDURE

The data have been collected through a self-administrated questionnaire survey at respondents place at mutually convenient time. The respondents were supported by oral explanation at that point where they got confused or unable to understand content or the questionnaire. Sample of the questionnaire is given in annex a. Besides; the researcher had personally observed the buying activities of the consumer's of WAI WAI Quick.

3.5 ANALYTICAL TOOLS AND PROCEDURE

The primary data and information collected from survey method are grouped into homogeneous nature. After that required tables have been prepared in an understand form. In course of tabulation, the collected data have rearranged in tabular foim according to need.

Statistical tools such as percentage and Chi-square test are used.

They are as follows.

- A) Percentage (%) -percentage is mostly used measurement tools. It helps to analyze comparatively.
- B) Chi-square test (χ^2)

The chi square test is used basically to the significant difference between the actual (observed) frequency and the expected frequency based on the null hypothesis. In other word, it is used to test whether more than two population are classified into several categories with two attitudes. It can be used a chi-square test to determine if the two attributes are independent o each other. If we

have a set of observed frequencies and we want to test whether a particular distribution of hypothesis X^2 . Test is used to test the goodness of fit.

Steps in computing chi-square (X^2) test (S Gupta, 1990)

Step 1 complete the expected frequencies E_1, E_2, \dots, E_n corresponding to the observed O_1, O_2, \dots, O_n , under some theory or hypothesis.

Step 2 complete the deviation (O-E) for each frequency and then square them to obtain $(O-E)^2$

Step 3 divide the square of the deviation $(O-E)^2$ by the corresponding expected frequency to obtain $(O-E)^2/E$

Step 4 add the values obtained in step 3 to complete $X^2 = \sum [(O-E)^2/E]$

Step 5 under the null hypothesis that the theory fits the data well, the above statistic follows, X^2 distribution = (n-1) d.f

Step 6 look up the tabulation values of X^2 for (n-1) d.f at certain level of significance, usually 5% from the table

3.6 TWO-WAY ANALYSIS OF VARIANCE OR TWO-WAY CLASSIFICATION

In one classification, we have studied the influence of one factor on different sample groups. Under two-way classifications, we will discuss the influence of two factors. The data here are classified according to the two different factors. For example, fertilizers may be tried on different soil textures. Thus with fertilizer in the column classification, the different types of soil textures may be rows. But, there may be sampling variation besides the two factors considered which we call here as residual variations or error.

The sum of squares of variation in columns (SSC) plus the sum of squares of variation in rows (SSR) plus the sum of squares as the residual (SSE) make up the total sum of squares of variations (SST) i.e.

$$SST = SSC + SSR + SSE$$

The total number of degrees of freedom = $cr - 1$, where c represents column and r represents rows.

Degrees of freedom between columns=(c-1)

Degrees of freedom between rows=(r-1)

Degrees of freedom between residual=(c-1) (r-1)

Correction factors

Total sum of square (TSS)

Sum of square between columns (SSC)

Sum square between rows(SSR)

Sum of square within samples (or sum fo square due to error)SSW

Calculation of Two Way ANOVA Table]

Null hypothesis: there is no significant difference between varieties of group and varieties store.

Alternative hypothesis: there is significant difference between varieties of group and varieties of store.

Correction factors (CF) =T²/N=

Total sum of square (TSS) = ϵ^2 -CF

Calculation of ϵ^2

Total sum of Square (TSS) = ϵ^2 -CF =1510-720=790

Sum of Square between columns (SSC) Store

$$= \frac{f_{\epsilon_{\gamma}} \hat{A}}{n_{\gamma}} \Gamma \frac{f_{\epsilon_{\delta}} \hat{A}}{n_{\delta}} \Gamma \frac{f_{\epsilon_{c}} \hat{A}}{n_c} \Gamma \frac{f_{\epsilon_{D}} \hat{A}}{n_D} ZCF$$

Sum of Square between rows (SSR) Group

$$= \frac{f_{\epsilon_p} \hat{A}}{n_p} \Gamma \frac{f_{\epsilon_q} \hat{A}}{n_q} \Gamma \frac{f_{\epsilon_R} \hat{A}}{n_R} \Gamma \frac{f_{\epsilon_s} \hat{A}}{n_s} \Gamma \frac{f_{\epsilon_J} \hat{A}}{nJ} ZCF$$

Sum of Square within samples (or sum f due to error)

$$SSW = TSS - SSC - SSR$$

Two-way ANOVA table

| Sources of variation | Sum of square | Degrees of freedom | Mean Sum of square | F-ratio |
|----------------------|---------------|--------------------|--------------------|-----------------|
| Between columns | SSC | (c-1) | MSC=SSC/c-1 | $F_C = MSC/MSE$ |
| Between rows | SSR | (r-1) | MSR=SSR/r-1 | |
| Residual errors | SSE | (c-1)(r-1) | MSE=SSE/(c-1)(r-1) | $F_R = MSR/MSE$ |
| Total | | | | |

i) Critical value: the calculated value of F at 5% level of significance for and is

ii) Decision Criteria: since the calculated value is F is less than tabulated value fo F, the null hypothesis H_0 is accepted. Therefore we conclude that there is no significant difference in thedue to

i) Critical value: the calculated value of F at 5% level of significance for and is

ii) Decision Criteria: since the calculated value is F is less than tabulated value fo F, the null hypothesis H_0 is accepted. Therefore we conclude that there is no significant difference in thedue to

CHAPTER-4

DATA PRESENTATION AND ANALYSIS

4.1 CONSUMPTION PATTERN WAI WAI QUICK

The opinion survey undertaken by the researcher, relation to their consumption pattern and consumption time reveals that the respondents have varying consumption behavior. The data have been presented in table no.4.1 and chart no.4.1 makes it more obvious.

4.1.1 CONSUMPTION PATTERN WAI WAI QUICK IN NO. OF TIMES

Consumption Pattern of WAI WAI Quick

Table no.4

| Respondents | In week | | | | |
|--------------|----------------|----------------|----------------|----------------|-----------------|
| | Business Group | Student Group | Service Group | Others Group | Total |
| No. of times | No. (%) | No. (%) | No. (%) | No. (%) | No. (%) |
| 1 to 3 times | 4(20) | 10(25) | 5(25) | 8(16) | 27(20.76) |
| 4to 7 | 8(40) | 18(45) | 10(50) | 12(24) | 48(36.92) |
| 8to 11 | 5(25) | 7(17.5) | 3(15) | 20(40) | 35(26.92) |
| 12 above | 3(15) | 5(12.5) | 2(10) | 10(20) | 20(15.38) |
| Total | 20(100) | 40(100) | 20(100) | 50(100) | 130(100) |

Note: Other groups: drivers. Labor, coolie Rikshawala , Taxi Driver etc

In the above table, 20% business group respondents have opined that they use 1 to 3 times WAI WAI noodle, 40% of business group respondents have opined that they used WAI WAI- WAI WAI 4 to 7 times, 15% business group respondents have opined that they used WAI WAI- WAI WAI 8 to 11 times and finally 15% business group respondents have opined that they used WAI WAI - WAI WAI 12 times above.

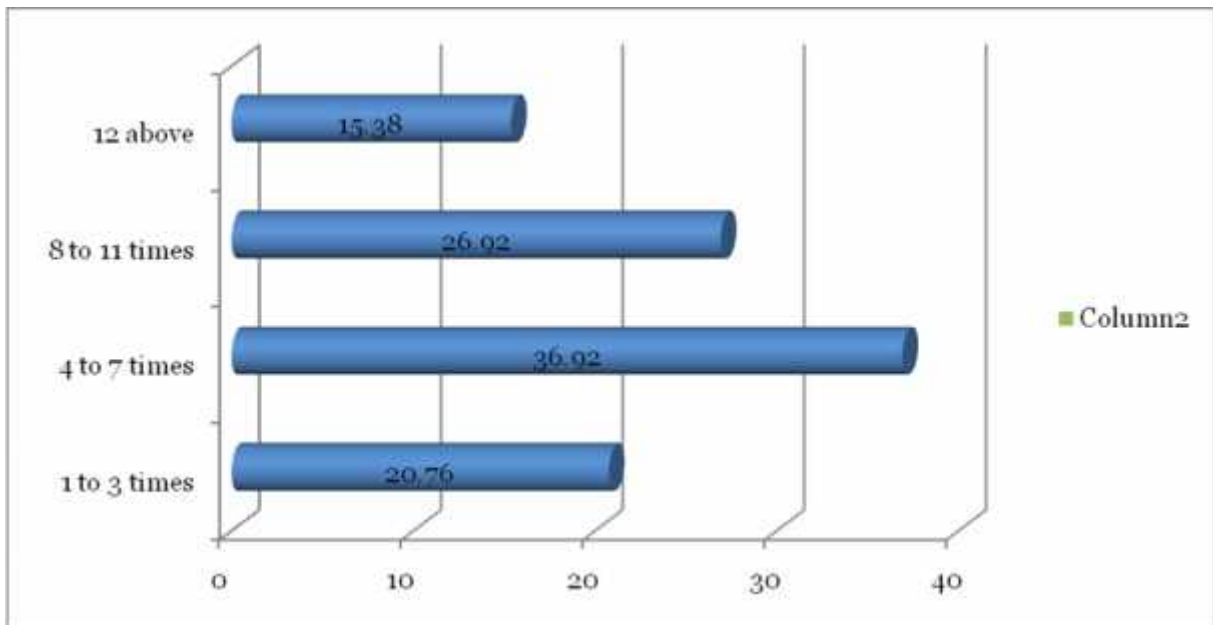
In the student group 25% of the student consumes WAI WAI - WAI WAI 1 to 3 times, 45% of the student consume WAI WAI Quick 4 to 7 times. Similarly 17.5% of the students consume WAI WAI 8 to 11 times and 12.5% of the students use WAI WAI Quick 12 or more than 12 times when the student returned back to the home. They usually afford WAI WAI Quick for their breakfast.

In the service group, 25% of the service group respondents consume WAI WAI – WAI WAI 1 to 3 times, 50% of the respondents consume WAI WAI Quick 4 to 7 times similarly 15% of the respondents consumed WAI WAI Quick 8 to 11 times and 10% of the respondents consumed WAI WAI Quick 12 or more than times respectively.

The other group represents helper labor, driver, coolie; they also consume WAI WAI Quick in the daily life. They are also aware to their physical fitness. And they also believe in the hygienic food to eat. Therefore the consumer of 8 to 11 times found during the research works whose % of consuming is found 40%; 20% of the consumer consume WAI WAI Quick 12 and more than 12 times; 16% of the respondents consume WAI WAI Quick 1 to 3 times whereas 24% of the respondents consume WAI WAI Quick 4 to 7 times respectively.

Figure no.1

Consumption pattern of WAI WAI Quick in total



Now above figure is clearly expressing that the consumer WAI WAI Quick mostly consume 4 to 7 times in a week. Mostly one should use it as breakfast continuously 4 to 7 times a day means one noodles each day. Then after consumer WAI WAI noodles comes in the second priority according to research study.

If the hypothetical test is taken in to account x' test, the calculated value came the table value for 9 degree (d.f) at 5% level of significance is 12.59 (appendix-A), which is greater than the calculated value. So, the null hypothesis is accepted. It means there is independent response of the occupational group.

Null Hypothesis (H_0) = there is no significant difference between the consuming of WAI WAI quick in times with the group of different commodity.

Alternative Hypothesis (H_1) = there is significant difference between the consuming of WAI WAI quick in times with the group of different commodity.

Test statics under (H_0) is,

$$t^2 \times \frac{f_{OZE\hat{A}}}{E}$$

Here, O=observed frequency

$$E = \text{Expected frequency} = \frac{RT \mid CT}{N}$$

RT= Row total

CT= Column total

N= Grand total

Calculation of Chi-Square χ^2

| S. N. | O | $E = \frac{RT \mid CT}{N}$ | O-E | $fO - E\hat{A}$ | $\frac{fO - E\hat{A}}{E}$ |
|-------|----|----------------------------------|-------|-----------------|---------------------------|
| 1 | 4 | $\frac{27 \mid 20}{130} = 4.15$ | 1.7 | 2.89 | 0.35 |
| 2 | 10 | $\frac{27 \mid 40}{130} = 8.30$ | 0.85 | 0.73 | 0.17 |
| 3 | 5 | $\frac{27 \mid 20}{130} = 10.38$ | -2.38 | 5.66 | 0.55 |
| 4 | 8 | $\frac{27 \mid 50}{130} = 7.38$ | 0.62 | 0.38 | 0.06 |
| 5 | 8 | $\frac{48 \mid 20}{130} = 7.38$ | 3.24 | 10.5 | 0.71 |
| 6 | 18 | $\frac{48 \mid 40}{130} = 14.76$ | 2.62 | 6.86 | 0.93 |
| 7 | 10 | $\frac{48 \mid 20}{130} = 7.38$ | -6.46 | 41.73 | 2.26 |
| 8 | 12 | $\frac{48 \mid 50}{130} = 18.46$ | -0.38 | 0.14 | 0.03 |
| 9 | 5 | $\frac{35 \mid 20}{130} = 5.38$ | -3.76 | 14.14 | 1.31 |
| 10 | 7 | $\frac{35 \mid 40}{130} = 10.76$ | -2.38 | 5.66 | 1.05 |
| 11 | 3 | $\frac{35 \mid 20}{130} = 5.38$ | 6.54 | 42.77 | 3.18 |
| 12 | 20 | $\frac{35 \mid 50}{130} = 13.46$ | -0.07 | 0.01 | 0.01 |

| | | | | | |
|----|-----------|------------------------------|-------|------|-----------------------------|
| 13 | 3 | $\frac{20 20}{130} = 3.07$ | -1.15 | 1.32 | 0.22 |
| 14 | 5 | $\frac{20 40}{130} = 6.15$ | -1.07 | 1.15 | 0.37 |
| 15 | 2 | $\frac{20 20}{130} = 3.07$ | 2.31 | 5.34 | 0.70 |
| 16 | 10 | $\frac{20 50}{130} = 7.69$ | | | |
| | $O = 130$ | $E = 130$ | | | $\frac{fO - EA}{E} = 11.88$ |

...Calculated $t^2 \times \frac{fO - EA}{E} = 11.88$

Degree of freedom $= (r-1)(c-1) = (4-1)(4-1) = 9$

Tabulated value of t^2 at the 0.05 for 9 d.f is 16.92

Decision: since the calculated value of t^2 test is less than the tabulated value. Therefore, the null hypothesis is accepted and alternative hypothesis is rejected. It also exhibit about the non-significance of times of WAI WAI quick to the group of the community.

If the hypothetical t^2 test is taken into the account, then the calculated value came the table value for 9 degree (d.f) at 5% level of significance is 12.59 (appendix-A), which is greater than the calculated value. So, the null hypothesis is accepted. It means there is independent response of the occupational group.

4.1.2 CONSUMPTION PATTERN WAI WAI QUICK IN THE MORNING, AFTERNOON, EVENING AND NIGHT

Table no.5

In week

| Respondents time | Business Group | Student Group | Service Group | Others Group | Total |
|-----------------------------|---------------------------|--------------------------|--------------------------|-------------------------|-----------------|
| | No. (%) | No. (%) | No. (%) | No. (%) | No. (%) |
| Morning | 1(5) | 2(5) | 1(5) | 3(6) | 7(5.38) |
| Afternoon | 14(70) | 30(75) | 13(65) | 35(70) | 92(70.76) |
| Evening | 3(15) | 6(15) | 4(20) | 8(16) | 21(16.15) |
| Night | 2(10) | 2(5) | 2(10) | 4(8) | 10(7.69) |
| Total | 20(100) | 40(100) | 20(100) | 50(100) | 130(100) |

Table no.5 exit that out of the total consumer of business group 70% of them consume the WAI WAI Quick in the afternoon, 15% of the business consumer use this WAI WAI Quick. Similarly, in the night and morning 10% and 5% respondents use WAI WAI Quick. In the afternoon time period the student group consumes the highest WAI WAI noodles.

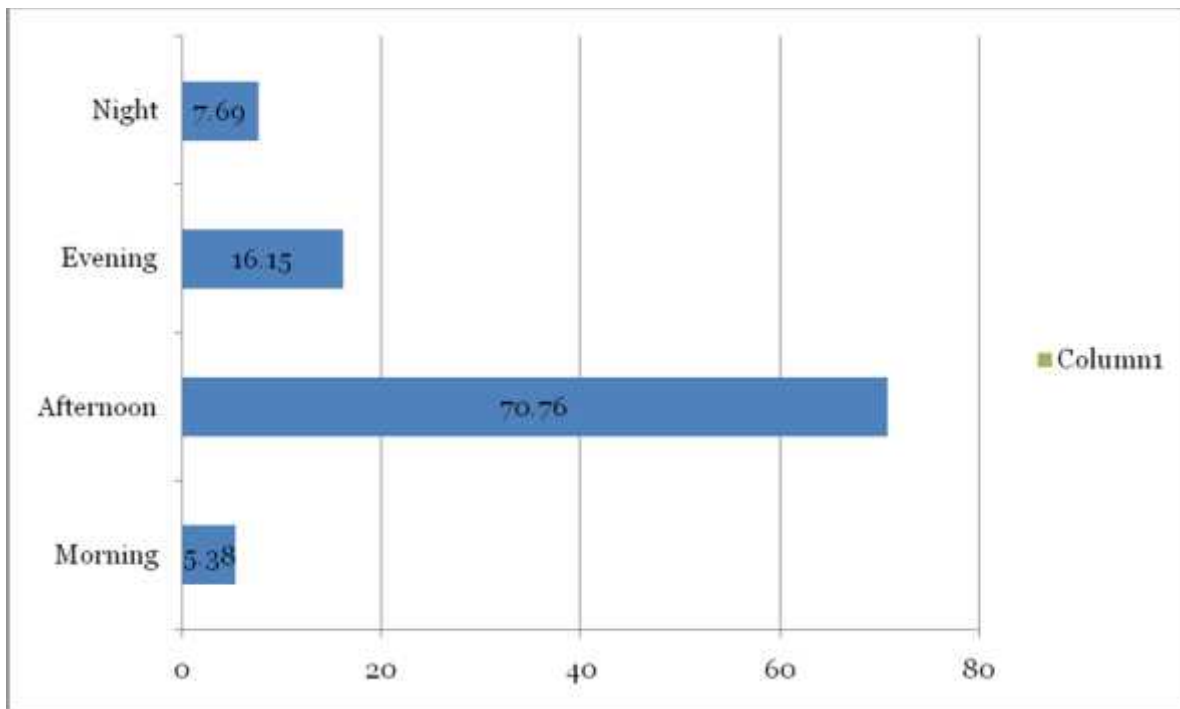
The research shows that 75% of the respondents consume the WAI WAI noodles in the evening period. Likewise, 15 % of the respondents consume the WAI WAI Quick in the evening. Similarly, in the morning and the night 5% of the respondents consume the WAI WAI noodles weekly.

In the service group the above table is showing that service consume our WAI WAI Quick mostly in the afternoon rather than morning, night, and evening. 5% of the respondents consume the WAI WAI noodles in the morning, 20% of the respondents consume the WAI WAI in the evening and 10% of the respondents consume the WAI WAI noodles in the night period.

In the other groups, 70% of the respondents consume the WAI WAI Quick in the evening time which is the highest time period of the research study. In this time period the researcher discover that the user WAI WAI Quick found mostly in the afternoon time period. In the evening 16% of the respondents consume the WAI WAI Quick in the evening period 8% in the night and 6% in the morning consume the WAI WAI Quick.

Figure No.2

Consumption Pattern WAI WAIQuick in the morning, afternoon, evening and night



Calculation of Chi-Square test

If the hypothetical test is taken in to account x' test, the calculated value came the table value for 9 degree (d.f) at 5% level of significance is 12.59 (appendix-A), which

is greater than the calculated value. So, the null hypothesis is accepted. It means there is independent response of the occupational group.

Null Hypothesis (H_0) = there is no significant difference between the consumption of WAI WAI quick in morning, afternoon, evening and night times with the group of different commodity.

Alternative Hypothesis (H_1) = there is significant difference between the consumption of WAI WAI quick in morning, afternoon, evening and night times with the group of different commodity.

Test statics under (H_0) is,

$$t^2 \times \frac{f_{OZE} \hat{A}}{E}$$

Here, O=observed frequency

$$E = \text{Expected frequency} = \frac{RT \mid CT}{N}$$

RT= Row total

CT= Column total

N= Grand total

| S. N. | O | E | O-E | (O-E) ² | (O-E) ² /E |
|-------|---|-------------------------------------|--------|--------------------|-----------------------|
| 1 | 1 | $\frac{7 \mid 20}{130} \times 1.08$ | (0.08) | 0.005917 | 0.01 |
| 2 | 2 | $\frac{7 \mid 40}{130} \times 2.15$ | (0.15) | 0.023669 | 0.01 |
| 3 | 1 | $\frac{7 \mid 20}{130} \times 1.08$ | (0.08) | 0.005917 | 0.01 |
| 4 | 3 | $\frac{7 \mid 50}{130} \times 2.69$ | 0.31 | 0.094675 | 0.04 |

| | | | | | |
|--------------|------------|------------------------------------|--------|----------|-------------|
| 5 | 14 | $\frac{92 20}{130} \times 14.15$ | (0.15) | 0.023669 | 0.00 |
| 6 | 30 | $\frac{92 40}{130} \times 28.30$ | 1.69 | 2.863905 | 0.10 |
| 7 | 13 | $\frac{92 20}{130} \times 14.15$ | (1.15) | 1.331361 | 0.09 |
| 8 | 35 | $\frac{92 50}{130} \times 35.38$ | (0.38) | 0.147929 | 0.00 |
| 9 | 3 | $\frac{21 20}{130} \times 3.23$ | (0.23) | 0.053254 | 0.02 |
| 10 | 6 | $\frac{21 40}{130} \times 6.46$ | (0.46) | 0.213018 | 0.03 |
| 11 | 4 | $\frac{21 20}{130} \times 3.23$ | 0.77 | 0.591716 | 0.18 |
| 12 | 8 | $\frac{21 50}{130} \times 8.07$ | (0.08) | 0.005917 | 0.00 |
| 13 | 2 | $\frac{10 20}{130} \times 1.53$ | 0.46 | 0.213018 | 0.14 |
| 14 | 2 | $\frac{10 20}{130} \times 3.07$ | (1.08) | 1.159763 | 0.38 |
| 15 | 2 | $\frac{10 20}{130} \times 1.53$ | 0.46 | 0.213018 | 0.14 |
| 16 | 4 | $\frac{10 50}{130} \times 3.84$ | 0.15 | 0.023669 | 0.01 |
| Total | 130 | | | | 1.15 |

...Calculated $t^2 \times \frac{f \circ Z E \hat{A}}{E} = 1.15$

Degree of freedom=(r-1)(c-1)=(4-1) (4-1)=9

Tabulated value of t^2 at the 0.05 for 9 d.f is 16.92

Decision: since the calculated value of t^2 test is less than the tabulated value. Therefore, the null hypothesis is accepted and alternative hypothesis is rejected. It also exhibit about the non-significance of morning, afternoon, evening and night of WAI WAI quick to the group of the community.

4.2 DEGREE OF CONSUMER SATISFACTION

In this study, the researcher categorized the degree of consumer satisfaction into five parts: satisfied, highly satisfied, normal satisfied, dissatisfied and highly dissatisfied. Here, the researcher tried to measure the degree of consumer's satisfaction with available WAI WAI Quick product. Table no. 6 had represented the responses obtained.

Table No.6

Degree of consumer's satisfaction with WAI WAI Quick product

In week

| Respondents Degree of Satisfaction | Business Group | Student Group | Service Group | Others Group | Total |
|---|---------------------------|--------------------------|--------------------------|-------------------------|----------------|
| | No. (%) | No. (%) | No. (%) | No. (%) | No. (%) |
| Satisfied | 5(25) | 11(27.5) | 4(20) | 14(28) | 34(26.15) |
| Normal | 7(35) | 8(20) | 5(25) | 16(32) | 36(27.69) |
| Highly Satisfied | 4(20) | 14(35) | 7(35) | 10(20) | 35(26.92) |
| Dissatisfied | 3(15) | 5(12.5) | 3(15) | 6(12) | 17(13.07) |

| | | | | | |
|---------------------|----------------|----------------|----------------|----------------|-----------------|
| Highly dissatisfied | 1(5) | 2(5) | 1(5) | 4(8) | 8(6.15) |
| Total | 20(100) | 40(100) | 20(100) | 50(100) | 130(100) |

The above table now will exhibit the degree of satisfaction of WAI WAI – WAI WAI noodles who consume it. Here are different level classified they are satisfied, normal, highly satisfied, dissatisfied, and highly dissatisfied. According to the questionnaire we are clear about the degree of satisfaction of different respondents either they are of business group, student group, service group or any other groups.

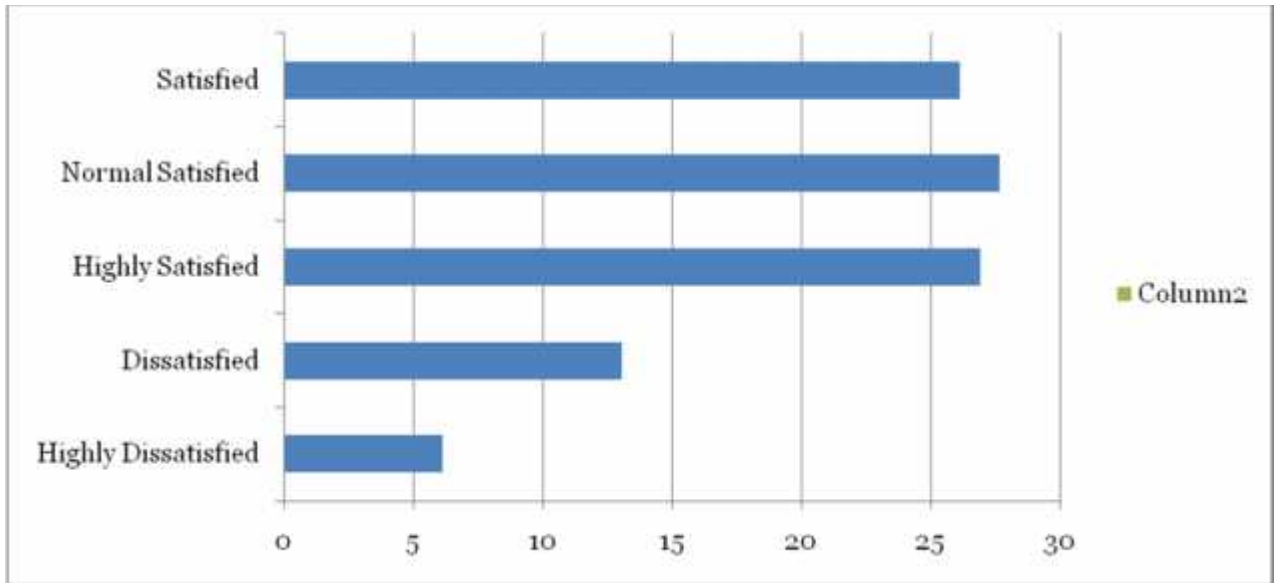
In the business group, 25% of the WAI WAI Quick consumer is satisfied, 35% of the consumer is satisfied but in normal condition, similarly 20% of the consumer is highly satisfied. Similarly, 15% of them are dissatisfied and 5 % of the respondents are highly dissatisfied.

In the student groups, 27.5% of the respondents are of satisfied group, 20% of the respondents are normally satisfied group and 35% of the respondents are highly satisfied. In this group mostly the age between 10 to 20 years are found who are are very seeker and desire to have WAI WAI Quick as breakfast. Similarly, the 12.5% of the respondents are dissatisfied and 5% of the respondents are found completely dissatisfied. In this group students of graduate and post graduate found dissatisfied and the shape of hunger is greater than 10th of 12th class. Here to found dissatisfaction is found probably positive.

In the service group, 20% of the respondents are satisfied whereas 25% of the respondents are found normally satisfied and 35% of the respondents are highly satisfied. Similarly, 15% of the respondents are found dissatisfied and 5% of the respondents is found completely dissatisfied.

Figure No.3

Degree of consumer's satisfaction with WAI WAIQuick product



For testing dependency between respondents profession, Chi-square test χ^2 was used. Calculate value of χ^2 test was 2.743

Null hypothesis: there is no significant difference between varieties of group and varieties store.

Alternative hypothesis: there is significant difference between varieties of group and varieties of store.

Correction factors (CF) = $\frac{f^2}{N} = \frac{16900}{20} = 845$

Total sum of square (TSS) = $\epsilon^2 - CF$ [See the value of ϵ^2 appendix 1A]

Total sum of Square (TSS) = $\epsilon^2 - CF = 1214 - 845 = 369$

Sum of Square between columns (SSC) Store

$$= \frac{f_{\epsilon_{\gamma}}^2}{n_{\gamma}} + \frac{f_{\epsilon_{\delta}}^2}{n_{\delta}} + \frac{f_{\epsilon_{c}}^2}{n_c} + \frac{f_{\epsilon_{D}}^2}{n_D} - Z.C.F$$

$$= \frac{f_{20A}}{5} \Gamma \frac{f_{40A}}{5} \Gamma \frac{f_{20A}}{5} \Gamma \frac{f_{50A}}{5} Z_{845}$$

$$= 80 + 320 + 80 + 500 - 845$$

$$= 135$$

Sum of Square between rows (SSR) Group

$$= \frac{f_{\epsilon_P A}}{n_P} \Gamma \frac{f_{\epsilon_Q A}}{n_Q} \Gamma \frac{f_{\epsilon_R A}}{n_R} \Gamma \frac{f_{\epsilon_S A}}{n_S} \Gamma \frac{f_{\epsilon_J A}}{n_J} Z_{CF}$$

$$= \frac{f_{34A}}{4} \Gamma \frac{f_{36A}}{4} \Gamma \frac{f_{35A}}{4} \Gamma \frac{f_{17A}}{4} \Gamma \frac{f_{8A}}{4} Z_{CF}$$

$$= 289 + 324 + 306.25 + 72.25 + 16 - 845$$

$$= 1007.5 - 845$$

$$= 162.5$$

Sum of Square within samples (or sum f due to error)

$$SSW = TSS - SSC - SSR$$

$$= 369 - 135 - 162.5$$

$$= 71.5$$

Two way ANOVA Table

| Source of Variation | SS | d. f. | | Mean SS | F-ratio |
|--------------------------------|-------|------------|----|---------|------------------|
| Between Group | 135 | 4-1=3 | 3 | 45 | 45/5.96=7.55 |
| Between Degree of Satisfaction | 162.5 | 5-1=4 | 4 | 40.62 | 162.5/5.96=27.26 |
| Within sample | 71.5 | (C-1)(R-1) | 12 | 5.96 | |

| | | | | | |
|-------|---------|----|--|--|--|
| Total | 2102.67 | 19 | | | |
|-------|---------|----|--|--|--|

Critical Value: The tabulated value of F at 5% level of significance for 3 d.f and 12 d.f is 3.49

Decision: Since the calculated value f is more than the tabulated value of F, the alternative hypothesis is accepted. Therefore we conclude the there is no significant difference between the group and the degree of satisfaction.

Critical Value: The tabulated value of F at 5% level of significance for 4 d.f and 12 d.f is 3.26.

Decision: since the calculated value f is greater than the tabulated value of F, the alternative hypothesis is accepted. Therefore we conclude the there is significant differences between the group of respondents and degree of satisfaction.

4.3EFFECTIVE OF PROMOTIONAL SCHEMES OF THE CHAUDHARY GROUP

The researcher has tried to find out the effectiveness of the promotional schemes which are used by the Chaudhary Group. Five major promotional schemes are preferred by the industry for boosting up sales. The responses have been presented in table 7.

Table No.7

| Respondents | Business Group | Student Group | Service Group | Total |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Promotional schemes | Wt. No. (Rank) | Wt. No. (Rank) | Wt. No. (Rank) | Wt. No. (Rank) |
| Under the Crown (UTC) | 36(1) | 101(1) | 42(1) | 179 |
| X % extra quantity | 61(3) | 106(2) | 56(2) | 223 |

| | | | | |
|--|------------|------------|------------|-------------|
| X item Free | 45(2) | 136(3) | 74(3) | 255 |
| Rs X discount on Popular music consult | 68(4) | 157(4) | 91(4) | 316 |
| Submission of special wrapper | 90(5) | 198(5) | 110(5) | 398 |
| Total | 300 | 698 | 373 | 1371 |

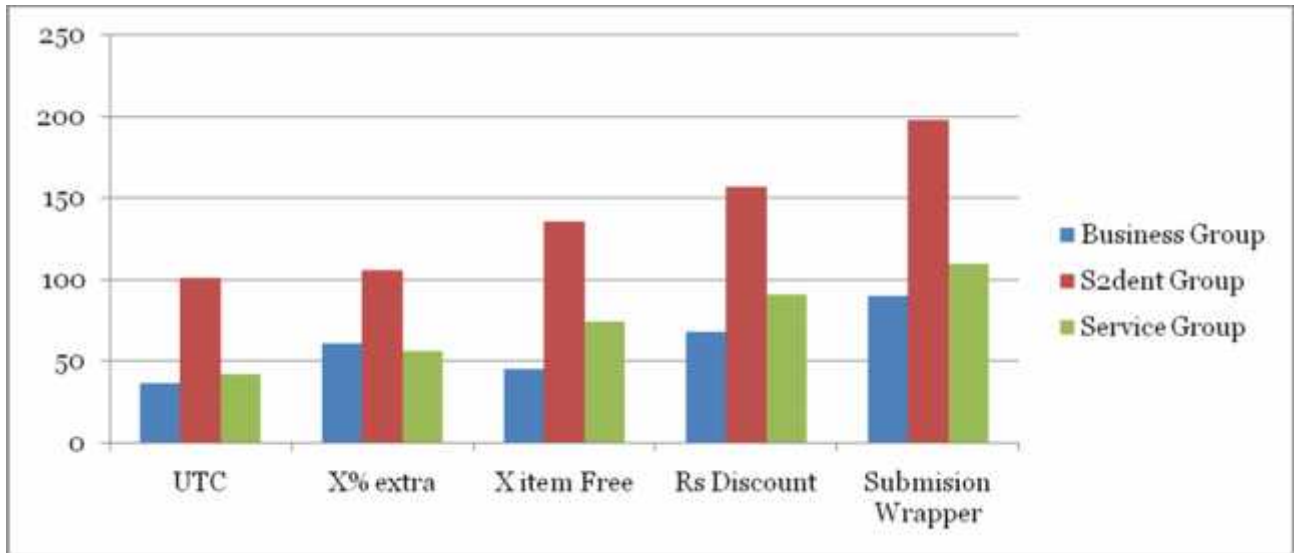
All the occupational group shows are placed in the first rank to Under the Crown Scheme UTC. X% quantity extra scheme appears in the second rank for student and service respondents against X item extra scheme in the third rank. But business group respondents placed X% quantity extra scheme in the third position.

Again, the entire respondents group assigned fourth rank to Rs X discount on popular music consult scheme. Similarly, submission of special wrapper scheme is the last priority (fifthly ranked) by the entire consumers group.

From the above explanation, we know that to Under the Crown scheme is in the first priority and X% quantity and X% quantity extra, X item free, Rs. X discount on popular music consult and submission of special wrapper scheme.

Figure No.4

Effective of Promotional Schemes of the Chaudhary Group



Null Hypothesis (H_0) = there is no significant difference between the Promotional Schemes of WAI WAI quick in times with the group of different commodity.

Alternative Hypothesis (H_1) = there is significant difference between Promotional Schemes of consuming of WAI WAI quick in times with the group of different commodity.

Test statics under (H_0) is,

$$t^2 X \frac{fOZE\hat{A}}{E}$$

Here, O=observed frequency

$$E=\text{Expected frequency}=\frac{RT | CT}{N}$$

RT= Row total

CT= Column total

N= Grand total

| S.N. | O | CT | RT | GT | E=CT*RT/GT | O-E | (O-E) ² | (O-E) ² /E |
|-------|------|-----|-----|------|------------|---------|--------------------|-----------------------|
| 1 | 36 | 179 | 240 | 1371 | 31.33 | 4.67 | 21.76416 | 0.69 |
| 2 | 101 | 179 | 489 | 1371 | 63.84 | 37.16 | 1380.521 | 21.62 |
| 3 | 42 | 179 | 251 | 1371 | 32.77 | 9.23 | 85.17499 | 2.60 |
| 4 | 61 | 223 | 280 | 1371 | 45.54 | 15.46 | 238.9065 | 5.25 |
| 5 | 106 | 223 | 240 | 1371 | 39.04 | 66.96 | 4484.017 | 114.87 |
| 6 | 56 | 223 | 489 | 1371 | 79.54 | (23.54) | 554.0512 | 6.97 |
| 7 | 45 | 255 | 251 | 1371 | 46.68 | (1.68) | 2.838893 | 0.06 |
| 8 | 136 | 255 | 280 | 1371 | 52.08 | 83.92 | 7042.772 | 135.23 |
| 9 | 74 | 255 | 240 | 1371 | 44.64 | 29.36 | 862.0713 | 19.31 |
| 10 | 68 | 316 | 489 | 1371 | 112.71 | (44.71) | 1998.892 | 17.73 |
| 11 | 157 | 316 | 251 | 1371 | 57.85 | 99.15 | 9830.195 | 169.92 |
| 12 | 91 | 316 | 280 | 1371 | 64.54 | 26.46 | 700.2991 | 10.85 |
| 13 | 90 | 398 | 240 | 1371 | 69.67 | 20.33 | 413.2368 | 5.93 |
| 14 | 198 | 398 | 489 | 1371 | 141.96 | 56.04 | 3140.903 | 22.13 |
| 15 | 110 | 398 | 251 | 1371 | 72.87 | 37.13 | 1379.004 | 18.93 |
| Total | 1371 | | | | | | | 552.09 |

...Calculated $t^2 \times \frac{\sum \frac{O-E)^2}{E}}{E} = 552.09$

Degree of freedom=(r-1) (c-1) = (3-1) (5-1) =8

Tabulated value of t^2 at the 0.05 for 8 d.f is 15.51

Decision: since the calculated value of t^2 test is greater than the tabulated value. Therefore, the alternative hypothesis is accepted and alternative hypothesis is rejected. It also exhibit about the non-significance of times of WAI WAI quick to the group of the community.

4.4 EFFECTIVENESS OF THE MEDIA ADVERTISING OF THE CHAUDHARY GROUP

The group mostly uses four advertising media. The responses relating to their effectiveness are presented in appendix C, but table 8 represents total no of weighted responses.

Table no.8

| Respondents Advertising Media | Business Group | Student Group | Service Group | Other Group | Total Wt. No. (Rank) |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------|
| | Wt. No. (Rank) | Wt. No. (Rank) | Wt. No. (Rank) | Wt. No. (Rank) | |
| TV | 51(2) | 69(1) | 50(1) | 55(1) | 225(1) |
| FM/ Radio | 47(1) | 111(2) | 52(2) | 65(2) | 275(2) |
| Press | 59(3) | 139(3) | 68(3) | 75(3) | 341(3) |
| Hoarding Board | 83(4) | 170(4) | 81(4) | 85(4) | 419(4) |
| Total | 240 | 489 | 251 | 280 | 1260 |

The research analysis finds that T.V channels should an appropriate media which do direct effect upon the consumer feelings. Therefore are some means of media they are T.V, FM/Radio, Press, and Hoarding board. Among these T.V channels should be the best and effective one

In business group and service group's respondent's preferred the FM/radio medium the most, but student group T.V media the most. In total, T.V medium stood in the first rank of preference.

Television medium stood first rank of preference.

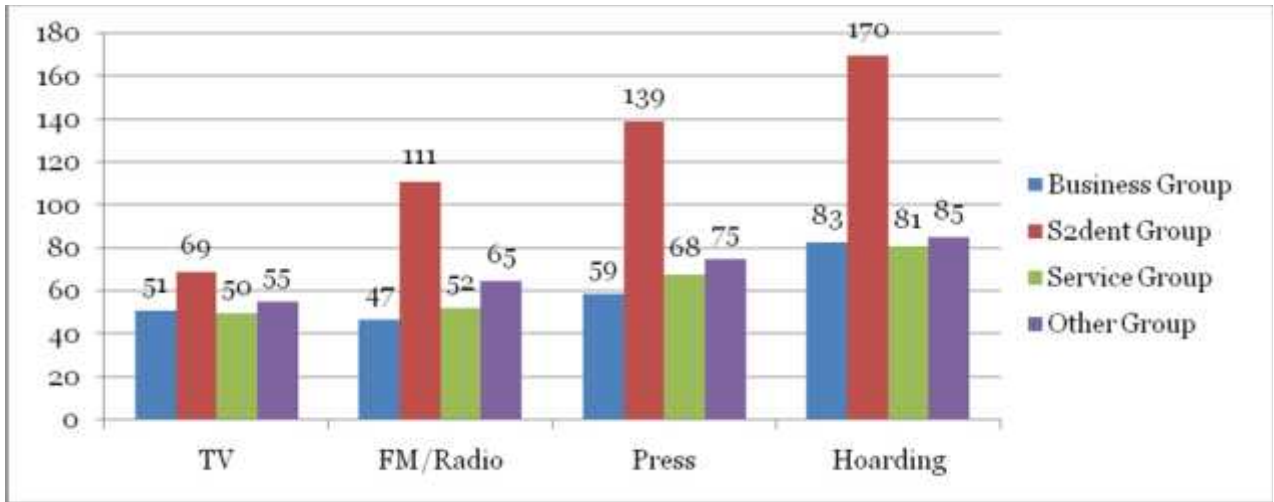
For business and service group television appeared second in the rank. FM/radio media stood second in the rank preference.

Press media and hording board stood third in the preference of the consumption of WAI WAI Quick.

In aggregate, TV advertising media has taken the priority and the most effective advertising media; majority of the respondents placed the press medium in the third, whereas hoarding board in the fourth.

Figure No.5

Effectiveness of the Media Advertising of the Chaudhary Group



In the above figure it shows that the consumer of WAI WAI quick noodles is much more affected by hoarding board in the student group, service group is also been affected by the hoarding board rather than any other group.

Calculation of Chi-Square Test

Null Hypothesis (H_0) = there is no significant difference between the media of WAI WAI quick in times with the group of different commodity.

Alternative Hypothesis (H_1) = there is significant difference between the media of WAI WAI quick in times with the group of different commodity.

Test statistics under (H_0) is,

$$t^2 \times \frac{f_{OZE\hat{A}}}{E}$$

Here, O=observed frequency

$$E = \text{Expected frequency} = \frac{RT \cdot CT}{N}$$

RT= Row total

CT= Column total

N= Grand total

| O | CT | RT | GT | E=CT*RT/GT | O-E | (O-E) ² | (O-E) ² /E |
|------|-----|-----|------|--------------------------|---------|--------------------|-----------------------|
| 51 | 225 | 240 | 1260 | 225*240/1260 =42.86 | 8.14 | 66.30612 | 1.55 |
| 69 | 225 | 489 | 1260 | 225*489/1260 = 87.32 | (18.32) | 335.6747 | 3.84 |
| 50 | 225 | 251 | 1260 | 225*251/1260 = 44.82 | 5.18 | 26.8176 | 0.60 |
| 55 | 225 | 280 | 1260 | 225*280/1260 = 50.00 | 5.00 | 25 | 0.50 |
| 47 | 275 | 240 | 1260 | 275*240/1260 = 52.38 | (5.38) | 28.95465 | 0.55 |
| 111 | 275 | 489 | 1260 | 275*489/1260 = 106.73 | 4.27 | 18.26545 | 0.17 |
| 52 | 275 | 251 | 1260 | 275*251/1260 = 54.78 | (2.78) | 7.738111 | 0.14 |
| 65 | 275 | 280 | 1260 | 275*280/1260 = 61.11 | 3.89 | 15.12346 | 0.25 |
| 59 | 341 | 240 | 1260 | 341*240/1260 =64.95 | (5.95) | 35.43084 | 0.55 |
| 139 | 341 | 489 | 1260 | 341*489/1260 = 132.34 | 6.66 | 44.34926 | 0.34 |
| 68 | 341 | 251 | 1260 | 341*251/1260 = 67.93 | 0.07 | 0.004989 | 0.00 |
| 75 | 341 | 280 | 1260 | 341*280/1260 = 75.78 | (0.78) | 0.604938 | 0.01 |
| 83 | 419 | 240 | 1260 | 419*240/1260 = 79.81 | 3.19 | 10.17914 | 0.13 |
| 170 | 419 | 489 | 1260 | 419*489/1260 = 162.61 | 7.39 | 54.58395 | 0.34 |
| 81 | 419 | 251 | 1260 | 419*251/1260 = 83.47 | (2.47) | 6.08836 | 0.07 |
| 85 | 419 | 280 | 1260 | 419*280/1260 = 93.11 | (8.11) | 65.79012 | 0.71 |
| 1260 | | | | | | | 9.73 |

...Calculated $t^2 \times \frac{f_{OZEA}}{E} = 9.73$

Degree of freedom=(r-1)(c-1)=(4-1) (4-1)=9

Tabulated value of t^2 at the 0.05 for 9 d.f is 16.92

Decision: since the calculated value of t^2 test is less than the tabulated value. Therefore, the null hypothesis is accepted and alternative hypothesis is rejected. It also exhibit about the non-significance of promotional media of WAI WAI quick to the group of the community.

4.5 LOCATIONS, STORE, AND BRAND AWARENESS OF CONSUMERS

In course f finding out locating, store, and brand awareness of consumers, the researcher converted the obtained responses into weighted form for the analysis purpose. But the original responses have been presented table.

Table no.9

Weighted Responses of WAI WAI Quick consumers about the Location

In Week

| Respondents Location, Store & Brand | Business Group | Student Group | Service Group | Other Group | Total Wt. No. (Rank) |
|--|-------------------|-------------------|-------------------|-------------------|----------------------------|
| | Wt. No. (Rank) | Wt. No. (Rank) | Wt. No. (Rank) | Wt. No. (Rank) | |
| Retail Shop | 57(2) | 100(1) | 9(1) | 15(1) | 181(1) |
| Restaurant & Bar | 47(1) | 115(2) | 50(2) | 56(2) | 268(2) |

| | | | | | |
|--------------|-------|--------|-------|-------|--------|
| Home | 88(5) | 147(3) | 78(5) | 84(5) | 397(5) |
| Street Side | 74(3) | 166(4) | 67(4) | 73(4) | 380(4) |
| Anywhere | 59(4) | 172(5) | 66(3) | 72(3) | 369(3) |
| Total | 325 | 700 | 270 | 300 | 1595 |

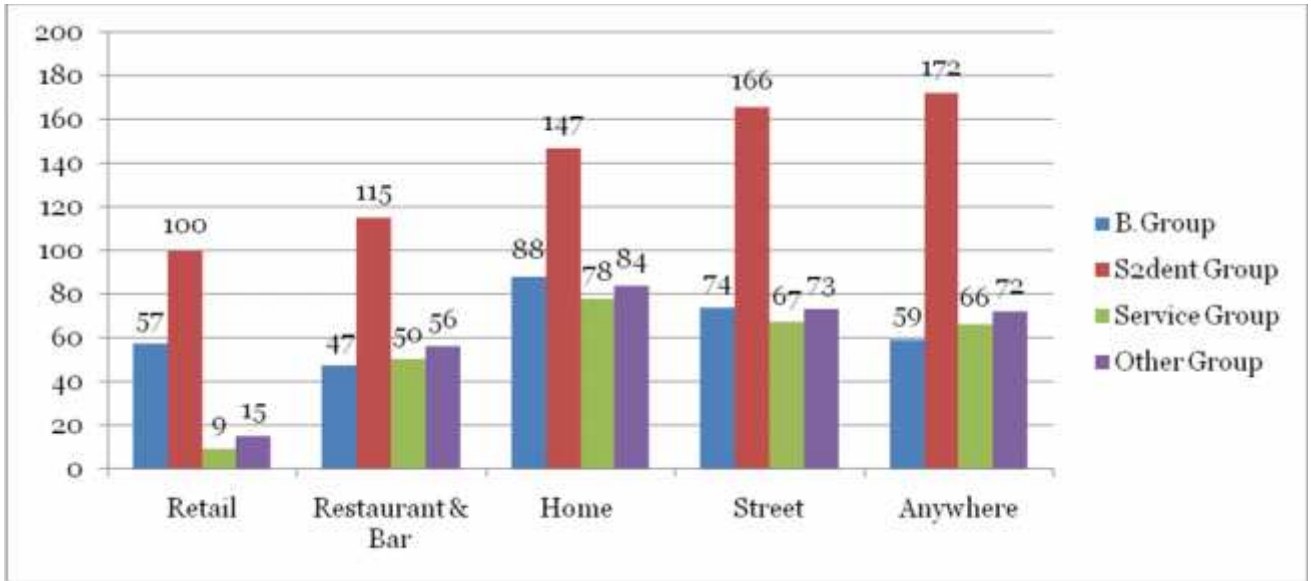
The consumer of WAI WAI Quick food will probably will prefer the WAI WAI Quick food from the retail shop. Most of the probable consumers like consume the WAI WAI noodles from the retail shop. But the option is various like restaurant and bar, Home, street side, anywhere etc.

Table no. 6 depicts that the business group and service group consumers along with total consumers of WAI WAI Quick products, have reflected the same behavior. They proffered to rank the retail shop, Restaurant and bar, home street side, and anywhere the 2nd, the 1st the 5th 4th and the 3rd for choosing place for buying.

But the student group respondents were likely to take WAI WAI Quick products at Retail Shop and others at home, at street side and at anywhere in that order.

Figure No.6

Locations, Store, and Brand Awareness of Consumers



Calculation of Chi-Square Test

Null hypothesis: there is no significant difference between varieties of group and varieties store.

Alternative hypothesis: there is significant difference between varieties of group and varieties of store.

Correction factors (CF) = $\frac{f^2}{N} = \frac{2544025}{20} = 127201.25$

Total sum of square (TSS) = $\epsilon^2 - CF$

Calculation of ϵ^2

Total sum of Square (TSS) = $\epsilon^2 - CF = 1214 - 845 = 369$ [see the value of ϵ^2 in appendix 1B]

Sum of Square between columns (SSC) Store

$$= \frac{f_{\epsilon_{\gamma}}^2}{n_{\gamma}} + \frac{f_{\epsilon_{\delta}}^2}{n_{\delta}} + \frac{f_{\epsilon_c}^2}{n_c} + \frac{f_{\epsilon_D}^2}{n_D} - Z.C.F$$

$$\begin{aligned}
&= \frac{f_{325}}{5} \Gamma \frac{f_{700}}{5} \Gamma \frac{f_{270}}{5} \Gamma \frac{f_{300}}{5} \Gamma Z_{127201.25} \\
&= 21125 + 98000 + 14580 + 18000 - 127201.25 \\
&= 151705 - 127201.25 \\
&= 24503.75
\end{aligned}$$

Sum of Square between rows (SSR) Group

$$\begin{aligned}
&= \frac{f_{\epsilon_p}}{n_p} \Gamma \frac{f_{\epsilon_q}}{n_q} \Gamma \frac{f_{\epsilon_r}}{n_r} \Gamma \frac{f_{\epsilon_s}}{n_s} \Gamma \frac{f_{\epsilon_j}}{n_j} \Gamma ZCF \\
&= \frac{f_{181}}{4} \Gamma \frac{f_{268}}{4} \Gamma \frac{f_{397}}{4} \Gamma \frac{f_{380}}{4} \Gamma \frac{f_{369}}{4} \Gamma Z_{127201.25} \\
&= 8190.25 + 17956 + 39402.25 + 36100 + 34040.25 - 845 \\
&= 135688.8 - 127201.25 \\
&= 8487.55
\end{aligned}$$

Sum of Square within samples (or sum f due to error)

$$SSW = TSS - SSC - SSR$$

$$= 162573 - 24503.75 - 8487.55$$

$$= 129581.7$$

Two way ANOVE Table

| Source of Variation | SS | d.f | | Mean SS | F-ratio |
|---------------------|----------|-------|---|---------|-----------------------|
| Between Group | 24503.75 | 4-1=3 | 3 | 8167.92 | 8167.92/10789.46=0.76 |
| Between Location | 8487.55 | 5-1=4 | 4 | 2121.88 | 2121.88/10789.46=0.20 |

| | | | | | |
|---------------|----------|------------|----|----------|--|
| Within sample | 129581.7 | (C-1)(R-1) | 12 | 10789.46 | |
| Total | 162573 | 19 | | | |

i) **Critical Value:** the tabulated value of F at 5% level of significance for 3 d.f and 12 d.f is 3.49

Decision: since the calculated value f is more than the tabulated value of F, the null hypothesis is accepted. Therefore we conclude the there is no significant difference between the group and the location.

ii) **Critical Value:** the tabulated value of F at 5% level of significance for 4 d.f and 12 d.f is 3.26.

Decision: since the calculated value f is greater than the tabulated value of F, the null hypothesis is accepted. Therefore we conclude the there is significant differences between the group of respondents and location.

4.6 CONSUMER USUALLY BUYING STORE

Consumers buying store have been categorized into only three types- grocery, departmental store, and home delivery jobbers. The responses where from they buy or which types they prefer are presented in table no.10

Table No.10

Consumer Usually Buying Store

| Respondents Stores | Business Group | Student Group | Service Group | Other Group | Total No. (%) |
|-----------------------|-------------------|------------------|------------------|----------------|------------------|
| | No. (%) | No. (%) | No. (%) | No. (%) | |
| Grocery | 15(75) | 32(80) | 14(70) | 26(65) | 87(72.5) |

| | | | | | |
|---------------|----------------|----------------|----------------|----------------|-----------------|
| Departmental | 3(15) | 5(12.5) | 4(20) | 11(27.5) | 23(19.16) |
| Home Delivery | 2(10) | 3(7.5) | 2(10) | 3(7.5) | 10(8.33) |
| Total | 20(100) | 40(100) | 20(100) | 40(100) | 120(100) |

From the above table it is stated that, in the business group respondent consume 75% this WAI WAI Quick from the Grocery likewise from the departmental 15% of the consumer consume the WAI WAI Quick similarly 10% of the respondents consume the WAI WAI Quick from home delivery.

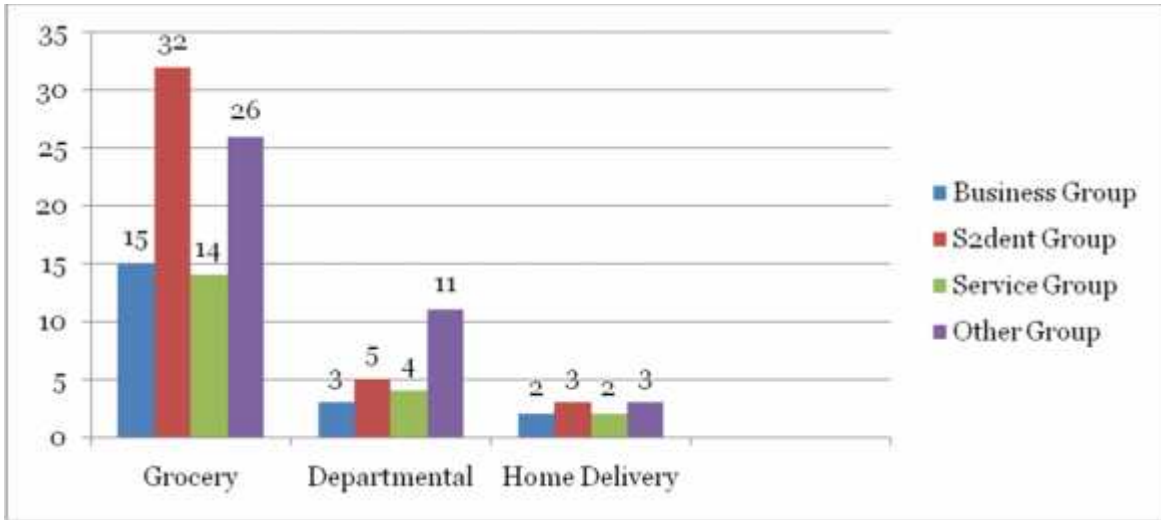
In the students group, 80% of the respondents consume the WAI WAI Quick from the grocery; 12.5% of the respondents consume this WAI WAI Quick from departmental store whereas 7.5% of the respondents consume this WAI WAI Quick from home delivery which represents very few.

From the service group it is stated that 70% of the respondents consume this WAI WAI Quick by grocery whereas 20% of the respondents consume this WAI WAI Quick from the departmental store and 10% of the respondents consume this WAI WAI Quick from home delivery.

Similarly in the other groups 65% of the respondents consume this WAI WAI Quick from the grocery and 27.5% of the respondents consume this WAI WAI Quick from departmental store whereas 7.5% of the respondents consume this WAI WAI Quick from home delivery

Figure No.7

Consumer Usually Buying Store



In the figure above, it is clearly stated that consumer of WAI WAI-WAI WAI Quick product are purchasing this product mostly from the grocery then after departmental and finally very percentage consumer are found who consume this WAI WAI Quick from home delivery.

Null hypothesis: there is no significant difference between varieties of group and varieties store.

Alternative hypothesis: there is significant difference between varieties of group and varieties of store.

Correction factors (CF) = $T^2/N = 14400/12 = 1200$

Total sum of square (TSS) = $\epsilon^2 - CF$ [see the value of ϵ^2 in the appendix 1C]

Total sum of Square (TSS) = $\epsilon^2 - CF = 2318 - 1200 = 1118$

$$\begin{aligned} \text{Sum of Square between column (SSC) Store} &= \frac{f_{\epsilon_{\gamma}}}{n_{\gamma}} \Gamma \frac{f_{\epsilon_{\delta}}}{n_{\delta}} \Gamma \frac{f_{\epsilon_{c}}}{n_c} Z.C.F \\ &= \frac{f_{7569}}{4} \Gamma \frac{f_{529}}{4} \Gamma \frac{f_{100}}{4} Z_{1200} = \end{aligned}$$

$$=1892.25+132.25+25-1200$$

$$=849.5$$

Sum of Square between rows (SSR) Group

$$= \frac{f_{\epsilon_P} \bar{A}}{n_p} \Gamma \frac{f_{\epsilon_Q} \bar{A}}{n_q} \Gamma \frac{f_{\epsilon_R} \bar{A}}{n_R} \Gamma \frac{f_{\epsilon_S} \bar{A}}{n_S} ZCF$$

$$= \frac{f_{400} \bar{A}}{3} \Gamma \frac{f_{600} \bar{A}}{3} + \frac{f_{400} \bar{A}}{3} \Gamma \frac{f_{600} \bar{A}}{3} - 1200$$

$$=133.33+533.33+133.33+533.33-1200$$

$$=1333.33-1200$$

$$=133.33$$

Sum of Square within samples (or sum f due to error) SSW=TSS-SSC-SSR

$$=1118-849.5-133.33$$

$$=135.17$$

Two way ANOVE Table

| Source of Variation | SS | d.f | | Mean SS | F-ratio |
|---------------------|---------|---------|---|----------|--------------------|
| Between Store | 1118 | 3-1=2 | 2 | 559 | 559/25.52=21.92 |
| Between Group | 849.5 | 4-1=3 | 3 | 283.1667 | 283.16/25.52=11.09 |
| Within sample | 135.17 | 135.17 | 6 | 25.52 | |
| Total | 2102.67 | 12-1=11 | | | |

i) Critical Value: the tabulated value of F at 5% level of significance for 2 d.f and 6 d.f is 5.14.

Decision: since the calculated value f is greater than the tabulated value of F, the alternative hypothesis is accepted. Therefore we conclude the there is significant difference in the store due to varieties of group.

ii) Critical Value: the tabulated value of F at 5% level of significance for 3 d.f and 6 d.f is 4.76.

Decision: since the calculated value f is greater than the tabulated value of F, the alternative hypothesis is accepted. Therefore we conclude the there is significant difference in the store due to varieties of group.

4.7 FACTOR AFFECTING CONSUMER PURCHASE DECISION

When an opinions survey was made relating to factors affecting consumes which quality remained the prime factor. The obtain responses have been shown in table no.8

Table no.11

Factor affecting consumer Purchase decision

In week

| Respondents Factor Affecting Consumer Purchase Decision(FACPD) | Business Group | Student Group | Service Group | Other Group | Total No.(%) |
|---|---------------------------|--------------------------|--------------------------|------------------------|-------------------------|
| | No. (%) | No. (%) | No. (%) | No. (%) | |
| Low Price | 2(10) | 4(10) | 2(10) | 6(15) | 14(11.66) |
| Good Quality | 7(35) | 26(65) | 11(55) | 21(52.5) | 65(54.16) |

| | | | | | |
|---------------------------------------|---------|---------|---------|---------|----------|
| Convenient Quality | 4(20) | 3(7.5) | 4(20) | 7(17.5) | 18(15) |
| Convenient Availability | 4(20) | 3(7.5) | 2(10) | 3(7.5) | 12(10) |
| Enjoy scheme associated with the item | 3(15) | 4(10) | 1(5) | 3(7.5) | 11(9.16) |
| Total | 20(100) | 40(100) | 20(100) | 40(100) | 120(100) |

From the above table business group respondents, 10% of the customer prefers WAI WAI Quick as a low price whereas 35% of the respondents consume the WAI WAI Quick because of good quality. Similarly, the 20% of the consumer has vote for the convenient availability and 15% of the WAI WAI Quick consumer use this as scheme associated with them

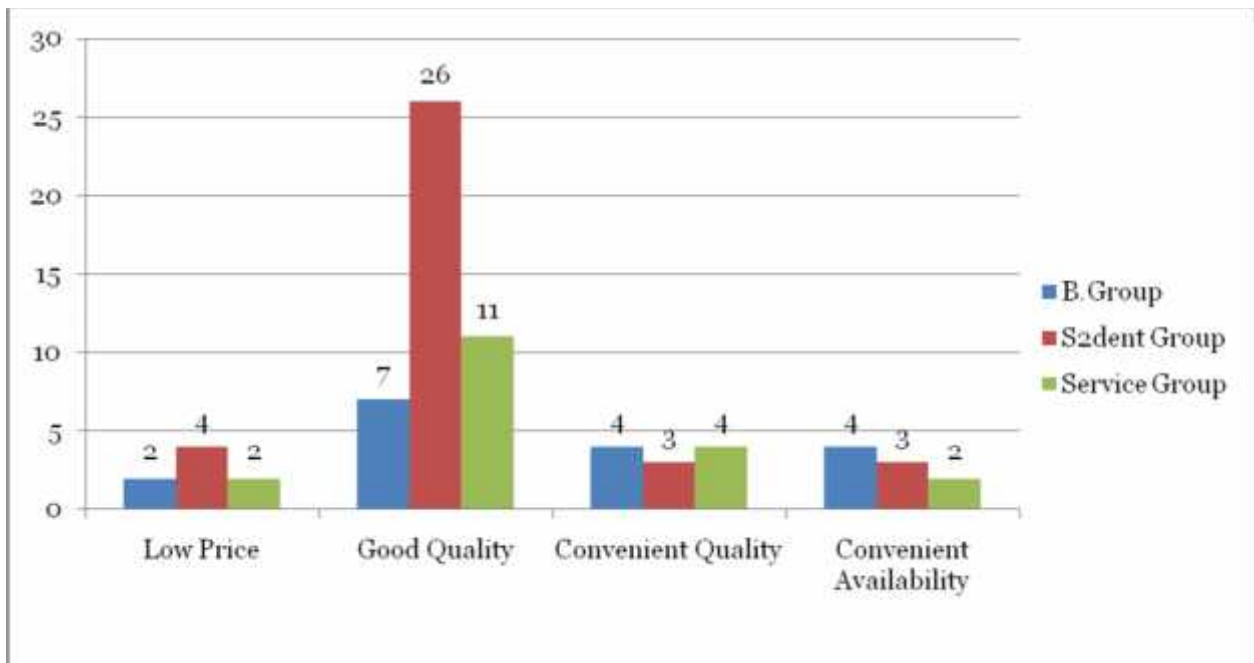
Therefore, in the student group 10% of the respondents prefer WAI WAI Quick as a low price whereas 65% of the student prefer the WAI WAI Quick as a good quality and hygienic because of its taste quality and of packaging it is clearly stated that the consumers of the WAI WAI Quick consume WAI WAI Quick due to its good quality.

Likewise in the service group, consumer of the WAI WAI Quick consumes this WAI WAI Quick because of its low price. Here, the income of the consumer is quite satisfactory they do behave WAI WAI Quick as a low price. There is many more consumers who believe in the good quality. There are many other alternative brands but they believe in the good quality. Therefore, 55% of the respondents are in favor of good quality. 20% of the respondents consume this WAI WAI Quick as of its convenient quality. Similarly 10% of the consumer consumes this WAI WAI Quick because of its convenient availability. It will found any retail shop nearby. And lastly, 5% of the consumers enjoy the scheme of the WAI WAI Quick. The customer who believes in the luck they do try once. And they want to examine his/hers luck.

In the other group, 15% of the respondents consume this WAI WAI Quick as low price. In this group, consumer wants to imitate other. The consumer whose income level is high they do prefer WAI WAI Quick as a breakfast. 52.5% of the consumer consumes these noodles as of good quality. 17.5% of the respondents consume this WAI WAI Quick as of convenient quality. Similarly, 7.5% of the respondents consume this WAI WAI Quick due to its convenient availability. And finally 7.5% of the consumer consumes this noodle as if scheme is associated with the item. Above table is shown in the figure below

Figure No.8

Factor Affecting Consumer Purchase Decision



After the analyzation of the report work it is now cleared that consumer of noodles highly prefer the good quality. The bar exhibiting that overall consumer are giving high preference rather than any other scheme.

Null hypothesis: there is no significant difference between varieties of group and varieties store.

Alternative hypothesis: there is significant difference between varieties of group and varieties of store.

Correction factors (CF) = $T^2/N=14400/20=720$

Total sum of square (TSS) = $\epsilon^2 - CF$ [see the value of ϵ^2 in appendix 1D]

Total sum of Square (TSS) = $\epsilon^2 - CF = 1510 - 720 = 790$

Sum of Square between columns (SSC) Store

$$= \frac{f_{\epsilon_{\gamma}}}{n_{\gamma}} \Gamma \frac{f_{\epsilon_{\delta}}}{n_{\delta}} \Gamma \frac{f_{\epsilon_{\zeta}}}{n_{\zeta}} \Gamma \frac{f_{\epsilon_{\eta}}}{n_{\eta}} ZCF$$

$$= \frac{f_{20}}{5} \Gamma \frac{f_{40}}{5} \Gamma \frac{f_{20}}{5} \Gamma \frac{f_{20}}{5} ZCF$$

$$= 80 + 320 + 80 + 320 - 790$$

$$= 10$$

Sum of Square between rows (SSR) Group

$$= \frac{f_{\epsilon_p}}{n_p} \Gamma \frac{f_{\epsilon_q}}{n_q} \Gamma \frac{f_{\epsilon_r}}{n_r} \Gamma \frac{f_{\epsilon_s}}{n_s} \Gamma \frac{f_{\epsilon_j}}{n_j} ZCF$$

$$= \frac{f_{14}}{4} \Gamma \frac{f_{65}}{4} \Gamma \frac{f_{18}}{4} \Gamma \frac{f_{12}}{4} \Gamma \frac{f_{11}}{4} ZCF$$

$$= 196 + 4225 + 324 + 144 + 121 - 790$$

$$= 1252 - 790$$

$$= 462$$

Sum of Square within samples (or sum f due to error)

$$SSW = TSS - SSC - SSR$$

$$= 790 - 462 - 10$$

$$= 318$$

Two way ANOVE Table

| Source of Variation | SS | d.f | | Mean SS | F-ratio |
|---------------------|---------|------------|----|---------|-----------------|
| Between Group | 10 | 4-1=3 | 3 | 3.33 | 3.33/26.5=0.125 |
| Between FACPD | 462 | 5-1=4 | 4 | 115.5 | 115.5/26.5=4.35 |
| Within sample | 318 | (C-1)(R-1) | 12 | 26.5 | |
| Total | 2102.67 | 20-1=19 | | | |

i) Critical Value: the tabulated value of F at 5% level of significance for 3 d.f and 12 d.f is 3.49

Decision: since the calculated value f is less than the tabulated value of F, the null hypothesis is accepted. Therefore we conclude the there is no significant difference between the group and factor affecting consumer price decision.

ii) Critical Value: the tabulated value of F at 5% level of significance for 4 d.f and 12 d.f is 3.26.

Decision: since the calculated value f is greater than the tabulated value of F, the alternative hypothesis is accepted. Therefore we conclude the there is significant differences between the group of respondents and factor affecting consumer price decision.

4.9 BRAND AWARENESS AND RANK ORDER OF RESPONSES

The researcher has tried to measure the brand awareness level of WAI WAI Quick products consumers. There are many more brand are found in the market. They are WAI WAI, Preeti, TingTong, Golmol, TinTin MiMi, Sathi, Soaltee, Himal, Mayos,

RaRa, RimJhim, Ruchi, Sakalaka Boom Boom etc. some of the brand has been taken into examples and their responded has been presented in the table no.9

Table No.12

BRAND AWARENESS AND RANK ORDER OF RESPONSES

In week

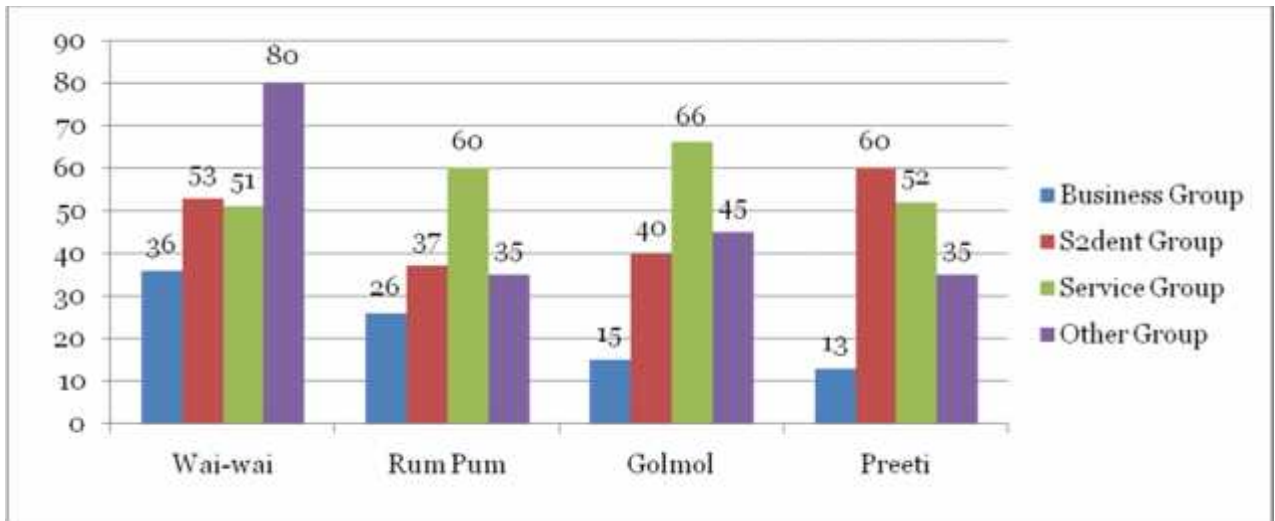
| Respondents Brand awareness | Business Group | Student Group | Service Group | Other Group | Total No.(%) |
|--|---------------------------|--------------------------|--------------------------|------------------------|-------------------------|
| | No. (%) | No. (%) | No. (%) | No. (%) | |
| WAI WAI | 36(30) | 53(17.66) | 51(12.75) | 80(9.09) | 220(20.09) |
| Rum Pum | 26(21.66) | 37(12.33) | 60(15) | 35(12.72) | 158(14.42) |
| Golmol | 15(12.5) | 40(33.33) | 66(16.5) | 45(16.36) | 166(15.15) |
| Preeti | 13(10.83) | 60(20) | 52(13) | 35(12.72) | 160(16.14) |
| Ting Tong | 18(15) | 30(10) | 96(24) | 30(10.90) | 174(15.89) |
| Mayos | 12(10) | 80(26.66) | 75(18.75) | 50(18.18) | 217(19.81) |
| TOTAL | 120(100) | 300(100) | 400(100) | 275(100) | 1095(100) |

In the above table the total column is stated that market respond is higher than that of any other noodles. Therefore 20.09% of the respondents are aware about brand rather than other. Here a WAI WAI Quick is market leader in its race. Secondly, mayos came into research works. 19.81% of the market respondents prefer mayos noodles for the breakfast. Likewise, 14.42% prefer RumPum noodles, 15.15% of the respondents

prefer Golmol noodles whereas 16.14% of the respondents prefer Preeti noodles and lastly 15.89% of the respondents prefer Ting Tong for their use.

Above table is also shown the figure.9

Figure No.9
Brand Awareness and Rank Order of Responses



In the figure above, it is explained that over the entire consumer are consuming this WAI WAI noodles more than other

Null hypothesis: there is no significant difference between varieties of group and the brand awareness.

Alternative hypothesis: there is significant difference between varieties of group and the brand awareness.

$$\text{Correction factors (CF)} = T^2 / N = 1199025 / 24 = 49959.38$$

$$\text{Total sum of square (TSS)} = \sum \epsilon^2 - \text{CF}$$

$$\text{Total sum of Square (TSS)} = \sum \epsilon^2 - \text{CF} = 64889 - 49959.3 = 14929.7$$

Sum of Square between columns (SSC) Store

$$= \frac{f_{\epsilon_{\gamma}}}{n_{\gamma}} \Gamma \frac{f_{\epsilon_{\delta}}}{n_{\delta}} \Gamma \frac{f_{\epsilon_{\zeta}}}{n_{\zeta}} \Gamma \frac{f_{\epsilon_{\delta}}}{n_{\delta}} ZCF$$

$$= \frac{f_{120}}{5} \Gamma \frac{f_{300}}{5} \Gamma \frac{f_{400}}{5} \Gamma \frac{f_{305}}{5} Z14929.7$$

$$= 2400 + 15000 + 26666.67 + 15504.17 - 14929.7$$

$$44641.4$$

Sum of Square between rows (SSR) Group

$$= \frac{f_{\epsilon_p}}{n_p} \Gamma \frac{f_{\epsilon_q}}{n_q} \Gamma \frac{f_{\epsilon_r}}{n_r} \Gamma \frac{f_{\epsilon_s}}{n_s} \Gamma \frac{f_{\epsilon_j}}{n_j} ZCF$$

$$= \frac{f_{220}}{4} \Gamma \frac{f_{158}}{4} \Gamma \frac{f_{166}}{4} \Gamma \frac{f_{160}}{4} \Gamma \frac{f_{174}}{4} \Gamma \frac{f_{217}}{4} Z14929.7$$

$$= 12100 + 6241 + 6889 + 6400 + 7569 + 11772.25 - 790$$

$$= 29641.55$$

Sum of Square within samples (or sum f due to error)

$$SSW = TSS - SSC - SSR$$

$$= 790 - 462 - 10$$

$$= 318$$

Two way ANOVE Table

| Source of Variation | SS | d.f | | Mean SS | F-ratio |
|---------------------|-----|-------|---|---------|-----------------|
| | | | | | |
| Between Group | 10 | 4-1=3 | 3 | 3.33 | 3.33/26.5=0.125 |
| Between FACPD | 462 | 5-1=4 | 4 | 115.5 | 115.5/26.5=4.35 |

| | | | | | |
|---------------|---------|------------|----|------|--|
| Within sample | 318 | (C-1)(R-1) | 12 | 26.5 | |
| Total | 2102.67 | 20-1=19 | | | |

i) **Critical Value:** the tabulated value of F at 5% level of significance for 3 d.f and 12 d.f is 3.49

Decision: since the calculated value f is less than the tabulated value of F, the null hypothesis is accepted. Therefore we conclude the there is no significant difference between the group and factor affecting consumer price decision.

ii) **Critical Value:** the tabulated value of F at 5% level of significance for 4 d.f and 12 d.f is 3.26.

Decision: since the calculated value f is greater than the tabulated value of F, the alternative hypothesis is accepted. Therefore we conclude the there is significant differences between the group of respondents and factor affecting consumer price decision.

4.10 MAJOR FINDINGS

) In the research work it is discover that consumer of WAI WAI Quick consume WAI WAI Quick 1 to 3 times, 4 to 7 times, 8 to 11 times and 12 times above are also found in week. In total we have find that 36.92% of the consumer consume WAI WAI Quick 4 to 7 times in a week which is highest in the research work. Similarly, in the 8 to 11 times consumers are depicted from the research analysis. They are 26.92%, likewise 20.76% respondents consume WAI WAI Quick for 1 to 3 times in a week. See table no.4

) The analysis of consumer behavior of WAI WAI Quick has depicted the pattern of consumption of WAI WAI Quick in the four patterns they are morning, afternoon, evening and night. This analysis discover that the consumer of WAI WAI Quick are found in the afternoon and evening. In the afternoon the 70.76% of the respondents consume WAI WAI Quick whereas 16.15% of the respondents consume WAI WAI Quick in the evening and 5.38% in the morning and 7.69% respondents in the night. See table no.5.

- J The degree of consumer's satisfaction of WAI WAI Quick food is highly desired by other group and student group. They are satisfied by the WAI WAI quick. These two groups are normally or highly satisfied by the WAI WAI quick. Very less respondent of WAI WAI quick are dissatisfied and highly dissatisfied. See table no.6
- J This analysis study is focus upon the promotional schemes which do affect the consumer buying process. Here are some promotional first one is under the crown , X% quantity extra, X item free, Rs discount on popular music consult and submission of special wrapper. Among all different promotional schemes mostly student group are influence by them. See table no. 7
- J The research analysis finds that T.V channels should an appropriate media which do direct effect upon the consumer feelings. Therefore are some means of media they are T.V, FM/Radio, Press, and Hoarding board. Among these T.V channels should be the best and effective one. See table no.8
- J The consumer of WAI WAI Quick food will probably will prefer the WAI WAI Quick food from the retail shop. Most of the probable consumer like consumes the WAI WAI noodles from the retail shop. But the option is various like restaurant and bar, Home, street side, anywhere etc.
- J From the above analytical research it is stated that the consumption of WAI WAI Quick is greater than that of departmental store or from home delivery. The consumption of WAI WAI Quick from Grocery is 72.5% whereas from departmental store 19.16% respondents consume from it. And finally8.33% of the respondents consumes this WAI WAI Quick by home delivery. See table no.10
- J The above research discover that consumer buying behavior might be affected by the reasonable reason that might be low price, good quality, convenient quality, convenient availability and scheme might affect the buying behavior of the WAI WAI Quick. Here 65% of the respondents have suggested their view for the good quality who consumes this WAI WAI Quick. Therefore, 11.66% of the respondents prefer WAI WAI Quick because of low price whereas 15% of

the respondents consume this WAI WAI Quick for its convenient quality. 10% of the respondent suggested their view for their convenient availability they do prefer WAI WAI Quick. Lastly, very few respondents 9.16% respondents have submitted their view for the scheme by which they enjoy. See table no. 11

) From the above research works it is stated that brand have also played a vital role to aware the consumer. In the research works 20.09% of the respondents are aware about brand rather than other. Here a WAI WAI Quick is market leader in its race. Secondly, Mayos came into research works. 19.81% of the market respondents prefer Mayos noodles for the breakfast. Likewise, 14.42% prefer Rum Pum noodles, 15.15% of the respondents prefer Golmol noodles whereas 16.14% of the respondents prefer Preeti noodles and lastly 15.89% of the respondents prefer Ting Tong for their use. See table no.12

CHAPTER-5

5. SUMMARY CONCLUSION AND RECOMMENDATION

In this section, the researcher tried to present the aggregate view expressed by specially the consumers of the WAI WAI Quick products and that basis, the findings and recommendation have been concluded. Especially this chapter includes summary, conclusion and recommendation

5.1 SUMMARY

As we know consumer is the king of business, the success and failure of any business firm entirely depends on consumer's reaction to its offers. It is, therefore, essential for the marketers or manufacturer of the products and services to understand the consumer buying behavior for long term on today's changing and competitive business environment. However, understanding of consumer behavior is becoming more complex and complicated day by day; it requires continuous efforts of investigation and exploration of consumers. But such practices of investigation and exploration on consumers buying behavior are too rare or entirely absent in Nepalese business perspectives.

Chaudhary Group (C.G) has been producing WAI WAI Quick product which is leading brand in an around Nepal. It has tough competition with various other product like Preeti, Ting Tong, Golmol, TinTin MiMi, Sathi, Soaltee, Himal, Mayos, RaRa, Rim Jhim, Ruchi, Sakalaka Boom Boom etc.

As we know Nepal is land locked country. Its most of the part is mountain and forest area. Nepalese consumers consume WAI WAI Quick depending upon the availability of the product. Most of the marketing policies, strategies, and work forces are heavily borrowed from India. However, Nepalese market is small, the researcher tried to enhance or support to understand the consumers behavior in Nepal.

Though the research study is small, the analyst has set limited objectives. In this study the researcher has tried to find out the consumption pattern of consumers, degree of consumer satisfaction, effectiveness of promotional schemes, effectiveness of advertising media, locations, store and brand awareness of consumers, and factors influencing consumers purchase decision.

Review of literature includes conceptual review and review of previous studies. In conceptual review includes introduction and models of consumer behavior, introduction of promotional activities, and introduction of advertising.

In this study, the research methodology includes research design, nature and sources of data, sampling plan, data collection procedure, and data analysis procedure. In data analysis only two tools (i.e. Percentage, and chi- square test, pie-chart and bar diagram).

5.2 CONCLUSION

From the investigation, the researcher has concluded various

The research is depicted towards the study about the Consumer buying behavior of WAI WAI Quick food. In this research it is found that the Nepalese marketing academicians and others are forced to use and assume the models of customer behavior which are quite different from them. Since Nepalese customer's socio-economic status, product market situation, brand awareness, availability of brands and models are not actually analogous to them. Therefore it is doubtful, how far these models are able to address the behavior of the customers of Nepal.

Thus, the present study in the area of customer behavior receives added significance in a product market environment like that of Nepal where low-level of education, lack of buying various alternatives and lack of source of information still exists. The present study is consumer buying behavior of WAI WAI Quick a product of C.G. The WAI WAI buying behaviour is mostly influenced by friends, family and more than one sources of information the consumers used before evaluation. They take help of purchase friends for buying process and the recommendation of those purchase friends are mostly accepted by them. Most of the customers are satisfied with their post purchase decision.

5.3 RECOMMENDATION

Following are the recommendation of the research works

- J In the research work it is discover that consumer of WAI WAI Quick consume WAI WAI Quick 1 to 3 times, 4 to 7 times, 8 to 11 times and 12 times above are also found in week. In total we have find that 36.92% of the consumer consume WAI WAI Quick 4 to 7 times in a week which is highest in the research work. Similarly, in the 8 to 11 times consumers are depicted from the research analysis. They are 26.92%, likewise 20.76% respondents consume WAI WAI Quick for 1 to 3 times in a week. See table no.4
- J The analysis of consumer behavior of WAI WAI Quick has depicted the pattern of consumption of WAI WAI Quick in the four patterns they are morning, afternoon, evening and night. This analysis discover that the consumer of WAI WAI Quick are found in the afternoon and evening. In the afternoon the 70.76% of the respondents consume WAI WAI Quick whereas 16.15% of the respondents consume WAI WAI Quick in the evening and 5.38% in the morning and 7.69% respondents in the night. See table no.5.
- J The degree of consumer's satisfaction of WAI WAI Quick food is highly desired by other group and student group. They are satisfied by the WAI WAI quick. These two groups are normally or highly satisfied by the WAI WAI quick. Very less respondent of WAI WAI quick are dissatisfied and highly dissatisfied. See table no.6
- J This analysis study is focus upon the promotional schemes which do affect the consumer buying process. Here are some promotional first one is under the crown , X% quantity extra, X item free, Rs discount on popular music consult and submission of special wrapper. Among all different promotional schemes mostly student group are influence by them. See table no. 7
- J The research analysis finds that T.V channels should an appropriate media which do direct effect upon the consumer feelings. Therefore are some means of media they are T.V, FM/Radio, Press, and Hoarding board. Among these T.V channels should be the best and effective one. See table no.8
- J The consumer of WAI WAI Quick food will probably will prefer the WAI WAI Quick food from the retail shop. Most of the probable consumer like consumes

the WAI WAI noodles from the retail shop. But the option is various like restaurant and bar, Home, street side, anywhere etc.

- J From the above analytical research it is stated that the consumption of WAI WAI Quick is greater than that of departmental store or from home delivery. The consumption of WAI WAI Quick from Grocery is 72.5% whereas from departmental store 19.16% respondents consume from it. And finally 8.33% of the respondents consumes this WAI WAI Quick by home delivery. See table no.10
- J The above research discover that consumer buying behavior might be affected by the reasonable reason that might be low price, good quality, convenient quality, convenient availability and scheme might affect the buying behavior of the WAI WAI Quick. Here 65% of the respondents have suggested their view for the good quality who consumes this WAI WAI Quick. Therefore, 11.66% of the respondents prefer WAI WAI Quick because of low price whereas 15% of the respondents consume this WAI WAI Quick for its convenient quality. 10% of rthe respondent suggested their view for their convenient availability they do prefer WAI WAI Quick. Lastly, very few respondents 9.16% respondents have submitted their view for the scheme by which they enjoy. See table no. 11
- J From the above research works it is stated that brand have also played a vital role to aware the consumer. In the research works 20.09% of the respondents are aware about brand rather than other. Here a WAI WAI Quick is market leader in its race. Secondly, mayos came into research works. 19.81% of the market respondents prefer mayos noodles for the breakfast. Likewise, 14.42% prefer RumPum noodles, 15.15% of the respondents prefer Golmol noodles whereas 16.14% of the respondents prefer Preeti noodles and lastly 15.89% of the respondents prefer TingTong for their use. See table no.12

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APPENDICES

Derar, Respondent, the researcher, Deepaak KC, MBS students of Tribhuvan University is conducting a research on “ a case study on consumer behavior of WAI WAI Quick with special reference to Birgunj.

This questionnaire is presented for your valuable information about the WAI WAI Quick products consumption patterns and your expectation. Without your kind co-operation it will be difficult to complete the research.

The research assures that the data and information provided by you will be kept most confidential.

Please fill up these questions

1. Age: - 16-20[] 21-30[] 31-40[]

2 Sex:- Male [] Female []

3. Occupation: - Business [] students [] Service []

4. Education: - below S.L.C [] S.L.C/Intermediate [] Graduate []

Above graduate []

5. Do you have consumed this WAI WAI Quick Products? Yes [] No []

If yes, please tick or write number on the box, i.e. [] or [x]

6. Which product would you prefer most?

A) WAI WAI[], B) Preeti[], C) TingTong[],
D) Golmol[], E) RumPum[] F) Mayos[],

7. What is the reason behind consuming WAI WAI Quick products? Tick anyone.

Low price [] Good Quality [] Convenient Quality []

Convenient availability []

8. When do you prefer WAI WAI Quick Products? Tick anyone.

At morning [] at noon [] at evening [] at midnight []

9. Which advertising media have got dominance effect? Please rank hierarchy 1,2,3,4 and so on.

T.V [] F.M/radio [] Press [] Hording board/Wall paper []

10. Which promotional schemes should affect the purchase decision? Please rank them higher to lower

- Under the Crown (UTC)
- X% quantity extra
- X items free with purchase
- Rs. Discount on popular music
- Submission of special wrapper

11. From where do you mostly buy WAI WAI quick products?

- A) Grocery (kirana Pasal)
- B) Departmental
- C) Home delivery

12. Do you want to suggest the manufactures and enhance both the organizational and product image?
if yes what are they?

.....
.....
.....
.....
.....

APPENDIX-1A
Calculation Of ϵ^2

| S.N. | X | ϵ^2 |
|--------------|----|--------------|
| 1 | 5 | 25 |
| 2 | 11 | 121 |
| 3 | 4 | 16 |
| 4 | 14 | 196 |
| 5 | 7 | 49 |
| 6 | 8 | 64 |
| 7 | 5 | 25 |
| 8 | 16 | 256 |
| 9 | 4 | 16 |
| 10 | 14 | 196 |
| 11 | 7 | 49 |
| 12 | 10 | 100 |
| 13 | 3 | 9 |
| 14 | 5 | 25 |
| 15 | 3 | 9 |
| 16 | 6 | 36 |
| 17 | 1 | 1 |
| 18 | 2 | 4 |
| 19 | 1 | 1 |
| 20 | 4 | 16 |
| Total | | 1214 |

APPENDIX-1B

Calculation Of ϵ^2

| Sn | X | ϵ^2 |
|--------------|-----|---------------|
| 1 | 57 | 3249 |
| 2 | 100 | 10000 |
| 3 | 9 | 81 |
| 4 | 15 | 225 |
| 5 | 47 | 2209 |
| 6 | 115 | 13225 |
| 7 | 50 | 2500 |
| 8 | 56 | 3136 |
| 9 | 88 | 7744 |
| 10 | 147 | 21609 |
| 11 | 78 | 6084 |
| 12 | 84 | 7056 |
| 13 | 74 | 5476 |
| 14 | 166 | 27556 |
| 15 | 67 | 4489 |
| 16 | 73 | 5329 |
| 17 | 59 | 3481 |
| 18 | 172 | 29584 |
| 19 | 66 | 4356 |
| 20 | 72 | 5184 |
| Total | | 162573 |

APPENDIX-1C

Calculation of ϵ^2

| Sn. | X | ϵ^2 |
|--------------|----|-------------------------------------|
| 1 | 15 | 225 |
| 2 | 3 | 9 |
| 3 | 2 | 4 |
| 4 | 32 | 1024 |
| 5 | 5 | 25 |
| 6 | 3 | 9 |
| 7 | 14 | 196 |
| 8 | 4 | 16 |
| 9 | 2 | 4 |
| 10 | 26 | 676 |
| 11 | 11 | 121 |
| 12 | 3 | 9 |
| Total | | $\epsilon^2=2318$ |

APPENDIX-1D
Calculation of ϵ^2

| Sn | X | ϵ^2 |
|--------------|----------|---------------------------------------|
| 1 | 2 | 4 |
| 2 | 4 | 16 |
| 3 | 2 | 4 |
| 4 | 6 | 36 |
| 5 | 7 | 49 |
| 6 | 26 | 676 |
| 7 | 11 | 121 |
| 8 | 21 | 441 |
| 9 | 4 | 16 |
| 10 | 3 | 9 |
| 11 | 4 | 16 |
| 12 | 7 | 49 |
| 13 | 4 | 16 |
| 14 | 3 | 9 |
| 15 | 2 | 4 |
| 16 | 3 | 9 |
| 17 | 3 | 9 |
| 18 | 4 | 16 |
| 19 | 1 | 1 |
| 20 | 3 | 9 |
| Total | | $\epsilon^2 = 1510$ |

APPENDIX-1E
Calculation of ϵ^2

| Sn. | X | X ² |
|--------------|----|----------------|
| 1 | 36 | 1296 |
| 2 | 53 | 2809 |
| 3 | 51 | 2601 |
| 4 | 80 | 6400 |
| 5 | 26 | 676 |
| 6 | 37 | 1369 |
| 7 | 60 | 3600 |
| 8 | 65 | 4225 |
| 9 | 15 | 225 |
| 10 | 40 | 1600 |
| 11 | 66 | 4356 |
| 12 | 45 | 2025 |
| 13 | 13 | 169 |
| 14 | 60 | 3600 |
| 15 | 52 | 2704 |
| 16 | 35 | 1225 |
| 17 | 18 | 324 |
| 18 | 30 | 900 |
| 19 | 96 | 9216 |
| 20 | 30 | 900 |
| 21 | 12 | 144 |
| 22 | 80 | 6400 |
| 23 | 75 | 5625 |
| 24 | 50 | 2500 |
| Total | | 64889 |