

**A STUDY IN BRAND PREFERENCE OF NOODLES IN NEPALESE
MARKET**

(A Case Study of Bagmati Zone)

By:

Bharat Kumar Tripathi

Shanker Dev Campus

Campus Roll No.: 19/065

T.U. Regd. No.: 7-1-264-30-2000

Second Year Exam Symbol No.: 391615

A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirement for the degree of

Master of Business Studies (MBS)

Kathmandu, Nepal

April, 2014

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Bharat Kumar Tripathi

Entitled:

A STUDY IN BRAND PREFERENCE OF NOODLES IN NEPALESE MARKET

(A Case Study of Bagmati Zone)

*has been prepared as approved by this Department in the prescribed format of the
Faculty of Management. This thesis is forwarded for examination.*

.....
Asso. Prof. Kailash P. Amatya

(Thesis Supervisor)

.....
Prof. Dr. Kamal Deep Dhakal

(Head, Research Department)

.....
Asso. Prof. Prakash Singh Pradhan

(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

by:

Bharat Kumar Tripathi

Entitled:

**A STUDY IN BRAND PREFERENCE OF NOODLES IN NEPALESE
MARKET**

(A Case Study of Bagmati Zone)

And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study in Brand Preference of Noodles in Nepalese Market (A Case Study of Bagmati Zone)**”

” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Asso. Prof. Kailash P. Amatya** of Shanker Dev Campus, T.U.

.....

Bharat Kumar Tripathi

Shanker Dev Campus

Campus Roll No.: 19/065

T.U. Regd. No.: 7-1-264-30-2000

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Now a day's Marketing business is getting complex day by day due to the globalization. Competition in every sector is increasing high. In this situation, manufacturing companies find the situation very tough to sell their products in the market smoothly. So, businessmen are using various tools and techniques to sell their products. The modern marketing accepts consumer as a king because they have the purchasing power and no force on the earth would compel him to buy a particular products or services. Marketing aims at delivery of rising standard of living. It serves consumers demands by offering right goods and services in right quantity, at right place as well as price, to right customer. It aims at creating, capturing and maintaining demand through appropriate marketing mix.

To the general public, marketing is selling through advertising; however, selling and advertising are parts of marketing. Marketing helps organization to find out what their customer want. It also helps to decide what products to make it are carried on long even after the customer has brought the products. The success or failure of any new product in the market depends on consumer need satisfaction Nepal is still known as Agriculture country. It is gradually shifting from the agricultural to industrial sector for sustaining its economic life. Past experiences of the country have signaled that it cannot bring any significant positive change in its economy depending solely on agriculture. As a result, industrial activities

are gradually increasing in the country. Number of units of different types of industry has been significantly increased in the last few years basically in noodles industry. A production is the prime activity of each and every industry and successful marketing is the instrumental to achieve the ultimate goal. But successful marketing of a product today is a tough job. Any product, to be successfully marketed, needs many things more than the core quality immanent into it. Core quality or core products alone are not sufficient for successful marketing therefore the products should be presented through proper branding, packaging and labeling Almost all of the products today have got brand, that is to say, brand is permanent feature of almost products. In the modern business world brand has become so strong that hardly anything goes unbranded. Even salt is packaged in distinctive. The seller has to confront the branding decision that is the major issue in producers.

1.2 Concept of Brand preference

We cannot separate the word marketing with the word of brand .It is not product but it gives the product meaning and its identity in both time and space. Most of the manufacturers and sellers use brand names to identify their products in the market. A brand is the part of the product when we talk of a brand; we generally mean the name of the product. However the word brand is a comprehensive term, which includes several other elements.

A brand is a name, term, symbol or special design, or some combination of these elements, that is intended to identify the goods or services of one sellers or a group of sellers. A brand differentiates one seller product or services from those of competitors. A brand name consists of word, later and / or numbers that can be vocalized. A brand mark is the part of the brand that papers in the form of symbol. design, or distinctive coloring or lettering. It is recognized by sight

but it is non express when a person pronounces the brand name. A trade mark is a brand that is given legal protection under the law. Thus trade mark is essentially a legal term. All trademarks are brands and thus include the words; letter or numbers that can be pronounced; whereas branding is an act of giving name or mark to the product.

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

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

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

“Brand is a name, term symbol, mark, design or a combination of them which is intended to identified goods or service of one seller or a group of sellers and to differentiate them those of competitors”.

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

1.3. Nature of Market

1.3.1 Market Tendency

Area of market is some of Bagmati Zone.

Large population but low area density.

In total industry volume, 50.56% sales are occupied by Brown segment, 39.18% by white segment, 10.26% by snacks segment.

Supply on Dhading district is depended on wholesale with their interested brand only.

1.3.2 Trade Tendency

Wholesale dependent market.

Sales volumes of major market are based on feeder market.

Maximum credit market due to high competition.

Net Price oriented market.

1.3.3 Consumer Tendency

Purchase as per traders' suggestion.

High consumption of value segment brands.

Cheap price product demand.

Maximum no. of middle and lower class consumer.

May switch off to any brands.

1.3.4 Distribution Tendency

-) Regular supply to the market of Malekhu, Kathmandu and Dhadingbesi by D. point and rest other are seasonal and supply depends on w/s.
-) Dhading mainly supplies to the feeder market of Malekhu, Dhadingbesi, Naubese etc.
-) Feeder areas are covered only by wholesale on rainy season. .

1.4 Statement of the Noodle Problem

Industrial activities are gradually increasing in the country. Even in the last few years the number of Noodle Company has significantly increased in the country and still is on increasing trend. This development of the industrial sector has provided varieties of noodles. Different types of noodles are available in Nepalese market.

Now a day's consumers have much alternative choice to select the brand so the manufactures are facing very tough competition to sell their products. At present the consumption of noodles is increasing tremendously and it is the contributing to the national income. The major weakness and problem of Nepalese companies are not to Understand and evaluate the consumer's attitude. The attitude towards products or services of consumer cannot present in numerical form but it is fact that it helps to remind their mind towards the products or services.

This study is specially based on the Brand preference of instant noodles specially based on some of Bagmati zone and major six brands of different companies. The aim of the study is to fulfill the following basic agendas:

-) Who are the consumer consuming noodles and what are their buying behaviors?
-) What is the major problem faced by consumer in using noodles?
-) What are the conditions of consumer's attitude towards the noodles?
-) What is the choice of consumers regarding noodles?
-) How much percentage of consumer are brand loyal?
-) What is the best media for the noodles advertisement and their impact reflecting brand preference?

1.5 Objective of the study

The concept of brand preference is entirely new practice in Nepal. These are so many fields and research and track out the finding on the practice of brand preference. The overall objectives of the study are to identify and analysis the brand preference of instant noodles. The specific objectives are:

1. To examine the buying habit regarding the noodles and the behavior of the consumer
2. To find out the effective advertising media of noodles and their impact on the consumer.
3. To find out the product's attributes and pricing factor of noodles.
4. Survey the current market situation of noodles in Bagmati Zone.

1.6 Significance of the study

Brand preference is one of the important ways of segmenting a market. Knowledge of brand preference helps consumers attitudes towards the brand or product, and this understand in turn sheds light on different aspects such as effectiveness of branding policy, advertisement policy, consumer's perception of the total image of the manufacturer. On the basis of brand preference we can segment the market as loyal and non-loyal. If the consumers prefer the brand they can be identified as loyal consumer market and if they don't prefer the brand they can be identified as non-loyal consumer market. Brand preference gives the sellers or marketers protection from competition and greater control in planning marketing mix.

Companies now realize that their brand is an essential asset, even though they don't appear on the balance Sheet. To consider a brand as an asset has important implications for management. The main idea is to capitalize in a few brands. They have to be constantly nourished by new products in order to maintaining their market share. To get the most from them means that it is necessary to concentrate all ones efforts over the long term on a few viable brands to increase their potential and value. Several brands which were part of our youth and still exist in our conscious awareness will soon disappear (Kapfere, 1997). The future lies in the brands of those companies which understand brand and are able to instill this understanding throughout their organization. Even if a company's culture is internally focused, what the brand stands for reminds us of the competitive priorities and the need for continuous improving in serving the market by the creation of new products. To understand the brands requires a true brand professional who knows everything about it is able to integrate all of its facts, richness and Dynamism and has an intimate relationship with it. This is even more necessary when there is a high staff turnover and brand managers and constantly changing. It is good to have integrated the corporate culture, but it is better if the brand manager is immersed in the meaning of the brand of

which he is in charge. It is not just the marketing managers who have to understand what a brand in a professional light, become an active supporter of it and play an essential part in its functioning. Thus all those who are responsible for the maintenance and growth of these brands have a part to play. The people involved at the other end of the chain both nationally and internationally, all the way to shop-floor assistant and the after sales service staff who have an influence on the brand performance well after the goods are sold, must also be involved.

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

1.7 Major Noodles in Nepalese Market.

Table no-1.1

Major noodles in Nepalese Market

HSNPL	CG	ATF	HF	PNI	QTF
Mayos	Waiwai	Rumpum	Aaha	Jojo	123
Mayos Lite	Quick	2pm	A-one	Tara	Ready
Sakalaka Boom	Tenz	Fatafat	Fewa	Leader	
Ruchee,	Golmol	Treat	Aaha 50	Chino	
Lekali	Bingo	Phuchee	Majako	City	
Shangri-la	Mama	Joker	Etc.	Taj	
Hurray	Bigmimi	2min		Sema	
Jhilkey	Petpuja	Maza		Alfa	
Dohari	Rintin	Dautari		Etc.	
HumptyDumpty	Sathi	2pm Cup			
Mayos Cup.	Mimi	Etc.			
Etc.	Soaltee				
	Express				
	Waiwai Cup				

Source: Market survey 2013

1.8 Focus Of the study

This study focused on brand preference in instant noodles in Bagmati Zone. And the main purpose of the study is to know about the brand preference of instant noodles and how much the people are aware about the brand in purchasing noodles.

In every sector competition plays a significant role so businessman is devoting to present their products in the market for the sake of increasing sales. Each and every businessman is focusing their product to the consumers based on the preference towards the specific brands. The brand image of the products totally depends upon the consumer's choice. So it is important to trace out the preference of specific brands in the market. The brand preference is the vital thing to reach to the targeted consumer and fulfill their needs and wants, so it is better to know about the brand preference.

So the researcher in this study is going to examine the brand preference of the six different noodles in Bagmati Zone.

In Bagmati Zone, the market of noodles is prospering because the lifestyle of the people is becoming busy and they want instant food service in order to save their time. Furthermore, it is easy to consume up for not only to children but also to young and adults as well.

As the market for noodles is ever-expanding the manufacturers are emerging in a large number to quench consumer's demand. As a result, there is more competition in noodles industry than ever before. Brand preference as well as, brand loyalty is a part of marketing success. Therefore, every manufacturer is obliged to think about its brand name, quality and consumer's satisfaction to survive in this competitive market. Thus the study has focused the subject brand

preference of waiwai, Ruchee, Lekali, Golmol, Fatafat, Rara and Ramba which are the major product of every company in selected zone.

But six different types of noodles brands are selected for the study. The products for the study are mention below.

A. Ruchee

This brand of noodles is available in instant nature in Nepalese market. It has in chicken and vegetable flavor. The company claimed that Ruchee is the most selling product in all over the Nepal. It has *Buy two get one free scheme in mrp-28*. It is most popular out of valley but its sales are also satisfied in the Katmandu valley according to the company. The nutritional value of **Ruchee** Per packet is as follows:

Carbohydrate	38.64g
Protein	6g
Fat	12039g
Fiber	0.44g
Calcium	69.43mg
Iron	3.85mg
Sodium	-
Vitamin	A

Source: General information on its wrapper.

B. Mayos

This noodle is very popular noodles of the Himalayan snax and noodles. It is in Chicken flavor. Mayos instat Noodles(75) is packed with the goodness of calcium, iron, Protein and Omega 3, essential nutrition for all age. The nutritional value of **Mayos** Per packet is as follows:

Carbohydrate	67.4g
Protein	9.6g
Fat	20.6g
Fiber	1.3g
Calcium	120mg
Iron	2.7mg
Sodium	1395.4mg

Source: General information on its wrapper.

C. WaiWai(Quick)

WaiWai noodles are a product of chaudhary group. It is popular brand of CG. It is in chicken pizza flavor. The nutritional value of **WaiWai(Quick)** per packet is as follows:

Carbohydrate	48.5g
Protein	7.5g
Fat	15g
Fiber	0.6g

Calcium	20mg
Iron	3.1mg
Sodium	1050mg
Vitamin-A	200IU

Source: General information on its wrapper.

D. ABC

ABC is a product of Asian Thai Food Company. It is also a buy two get free product in 60gm.

The nutritional value of ABC per Packet is as follows:

Carbohydrate	46.5g
Protein	7g
Fat	11.6g
Fiber	0.45g
Calcium	13mg
Iron	1.5mg
Sodium	-
Vitamin	- A

E. Rara

Rara is quality product of Himshree Food Company. It is in white segment noodle and the first noodles in Nepalese market.

The nutritional value of Rara packet is as follows:

Carbohydrate	46.5g
--------------	-------

Protein	7g
Fat	9.56g
Fiber	0.45g
Calcium	14mg
Iron	1.5mg
Sodium	-

F.Waiwai

A waiwai noodle is a popular noodles of the CG foods (Nepal) Pvt. Ltd. It has in chicken flavoured. The Nutritional value of waiwai per packet is as follows:

Fat	16.6gm
Saturated	7.3gm
Trans	0.5gm
MUFA	6.6gm
PUFA	1.5gm
Cholesterol	0gm
Sodium	900mg
Carbohydrate	48.5gm
Fiber	0.6gm
Sugar	0.1gm
Protein	8gm

Calcium	100mg
Phosphorus	180mg

1.9 Limitation of the Study

This research will be tried to carry out without a stain of errors. But it isn't a fact in reality because some errors may occur during the study. Almost all the research works are based on samples, therefore sometimes sample may not present population. Every researcher tries to do error free study and this study is not an exception.

Before starting the research following errors can be expected. It is tried to overcome the shortcomings in this study.

This study has taken under partially to fulfillment of Masters Degree in business studies so, this study aims at finding out brand preference of noodles in only Bagmati Zone on the basis of brand preference .This study has some limitations which are as Follows:

1. Only small segment of Nepalese market is covered by the study.
2. This study is limited some of Bagmati Zone and cities are Malekhu, Dhadingbesi, Kalanki and Balaju.
3. Data are gathered through the sample survey.
4. The study is based on primary data therefore most of data have been obtained through structured questionnaire.
5. Five years secondary data are based for analysis.

1.10 Organization of the Study

This study had been divided into five chapters. The titles of each chapter are follows.

Introduction

This First chapter depicts with the background of the study, brief introduction of study area, objectives of the study and rationale to choose study, scope and limitation of the study, significance of the study and rationale to choose study area.

Literature Review

In this Second chapter provides extensive research reviews which includes concept of brand preference, reviews of books, journals, articles that describes about the brand preference of instant noodles with special reference Baghmati zone.

Research Methodology

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

Presentation and Analysis of Data

In this Fourth chapter data and information collected from consumer are presented, interpreted and formulated with the help of various analytical tools and techniques.

Summary, Conclusion and Recommendations

In this Fifth chapter provides summary of the whole research work, recommendations developed based on the major findings and the conclusion.

CHAPTER-II

REVIEW OF LITERATURE

This chapter, review of literature, deals with the review of relating to the topic of the study in more detail and descriptive manner. While doing research, the previous study cannot be ignored because it provides the foundation of present study. According to Howard K.Wolf & Prem R.Pant, “The purpose of Literature review is to find out what research studies have been conducted in one’s chosen field of study and what remain to be done. It provides the foundation for developing a comprehensive the practical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the deal-ends in research “

2.1 Meaning of Brand

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

However, even though the argument seemed plausible, most people don’t believe it, as it shown by the multiple used to value companies for sale. Firm making small profile were worth very little, according to analysts who made customer goodwill a profit CEOs and financial directors realized that the value of brand was a concept distinct from the net income of the company. The perception of added value of brand was seized by several sectors of activities even though accounting standards were not allowing companies to include brand on their balance sheet. Financial exports auditing firms and bankers

offered method of financially valuing brands and intangible assets in general, of which the brand is the principle components for mass markets consumer goods.

The word brand is comprehensive, it encompasses other narrower term. A brand is a name and mark intended to identify the product of one seller or a group of sellers and differentiate the product from competing product. A brand name consists of words, letters and numbers that can be vocalized.

Kotler has defined branding is the art and cornerstone of marketing. Brand should suggest something about the product's benefits and product's qualities such as action or color. It should be easy to pronounce, recognize and remember and distinctive and also should not carry poor meaning in other countries and language. Perhaps the most distinctive skill of professional marketers in their ability to create, maintain, protect and enhance brands. Marketers say, "Branding is the art and cornerstone of marketing" The American Marketing Association defines "A brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

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

A trademark is a brand that is given legal protection because, under the law, it has been appropriated by one seller. Thus trademark is essentially a legal term.

All trademarks are brand and thus include the words, letters or numbers that can be pronounced. They may also include a pictorial design. Some people erroneously believe that trademark is only the pictorial part of the brand. One method of classifying brand is who own them. Thus, we have producers' brand and intermediaries brands the latter being owned by retailers or wholesalers.

A brand name associated with a quality product is one of the most valuable assets a company have. Most products in the markets place are branded. If we define of a brand meaning i.e. a brand means more than a name. It is also presented by the benefits it conveys (the core product), the package it is in (the tangible product).

2.2 Types of Brand

A good brand should possess certain characteristics and such characteristics are thought discussed in most advertising and marketing text book. In essence, a brand should be short distinctive, easy to pronounce and able to suggest product benefits without negative conditions. Although branding provides the manufacturers with some situation from price competition, a firm most still finds out the whether it is worthwhile to brand the product. In general, these perquisites should be met.

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

According to S.A. Sherlekar, the types of brand are as follows:

Individual Brand.

Each product has a special and unique brand name. When separate brand names are used to each product of the manufacturer's product-Line, such brands are called as individual Brands. The producer has to promote each individual brand in the market separately. Individual brands are generally used when the product quality of feature differ widely from one product to another product in the product-Line or when the manufacturer wants to differentiate his products from each other. Such as Surya Nepal Tobacco Company has adopted the individual brand policy and has uses separate brand names for its product, such as Surya, Shikhar, Naulo, Khukuri, Bijuli.

Family Brand.

When, instead of using separate name to each product in the product line or product group, family name is used for each product group or particular product line, these types of brand is known as family brand. Family brand is limited to one line of product, i.e. products which complete the sales cycles. Family brand name can help combined advertising and promotion. However, if one member of family brand is rejected by consumers, the prestige of all other products under the family brand may be adversely affected. The manufacturers have to take extra ordinary care to guard against this ganger. This method of branding assumes that end-uses of all products under a family brand are similar and products are not dissimilar. Family brand name enables creation of strong self

display. It helps to secure quick popularity. It is preferable to separate brand for each product.

Umbrella Brand.

We may have for all products the name of the company or the manufacture. All products such as noodles, Beer, Oil etc. Manufactured by the Chaudhary group will have the quality product of “Chaudhaty,s” as one umbrella brand. Such a device will also obtain low promotion cost and minimize marketing efforts. However, a single bad experience in any one of the line of products, a solitary failure, may be very dangerous to the rest of the products sold by a particular business house under the umbrella brand.

Manufacturer Vs Distributor Brand.

Branding can be done by manufacturers or distributors such as whole sellers, large retailer. When the products are given the name of the manufacturer, such brands are given the name of the manufacturer, such brand are called as manufacturer’s brand. In international marketing this brand is known as national brand. Most of the manufacturers try to give the name of the products after their names because of several reasons.

When the products are distributed in the name of dealers or distributors such as wholesalers and retailers then such brands are called as distributor’s brand. Such brands are also known as Private brands. Manufacturer’s brands are generally used when the manufactures have dominated role in the market or when their image is strong in the market. Distributor’s brands are generally used when the distributors play a dominant role in the market compared to manufacturer.

Combination Device.

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

2.3 Features of a good brand

Selection of a brand name is an important activity in marketing. A brand name can promote or hinder sales. It can add or reduce value to the product. It may help the organization to create image of economy, durability, efficiency or prestige on the product. A good brand name should have the following features.

Easy to say, spell and recall.

A good brand name should be easy to say, spell, and recall. If the name has too many syllables buyers have difficulty in asking for the product. For example, very few buyers in Nepal can say Alpenlibe(confectionery). The brand name should be short, preferable of one or two syllables. Short names also have promotional advantages. They can be printed in large letters in small spaces. The name should not be embarrassing to say or spell. In a multilingual market as Nepal care should be exercised to avoid taboo words of any of the sub-cultures. The brand name should also be striking enough for the buyer to quickly remember. Some of the brand names that satisfy these criteria are: surf, gogo, 7up etc.

Distinctiveness.

The brand name should not be too common in the market. The name Khukuri is too familiar and so many products (Cigarette, Liquor, Plastic sandals etc.) have Khukuri brand name. Similarly, Yak, Yeti, Lekali and Everest are so frequently used that they have very little marketing value. The promotion of one product having a common brand name benefits all other products having the same brand name. Distinctive brand names have an additional benefit of easy recall. Some of the distinct brand names are Nandi, Adidas and Nike.

Reflecting product's attributes.

A good brand name should be able to reflect the product's attributes, benefits and qualities. Examples of such brand names are Nescafe, Angel face, Sun silk, Cool and Follow-me.

Legally protect able.

The brand name should be capable of registration to get the trade marks status. In Nepal, similar brand names cannot use for the same category of products. Likewise, any name that is associated with religion or religious cannot be used in liquor or tobacco related products. Therefore, selection of the brand name should take in to account the possibility of getting the name registered for legal status.

Possibility of Product-line Extension.

Once a brand name is established in the market, marketers would like to add a new product under the same brand name in order to save promotional costs of

building the brand name. Therefore, the name should allow convenient product line of mix extension under the same brand name. Some of the names used for the product line or mix in Nepal are Hulas, Star and Nanglo.

Possibility of use in Foreign Market

Organization that sells their products internationally should make sure that the name can be easily translated in to foreign languages and in course of translation; it does not connote any adverse meaning.

2.4 Brand Identity

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

How to create brand identity?

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

What is the mission?

What does the company want to convey?

Which words best describe the business?

What does the company want to communicate?

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

Developing your logo and brand identity.

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

Who is your target audience?

Who are your main competitors?

What kinds of logos and brand identity do yours competitors have?

Which of their brands appeal to you? Why?

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

Make your Brand Identity Consistent.

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

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

2.5 Brand preference and purchase Intention.

How does the consumer process competitive brand information and make a final value judgment? The consumer arrived at attitudes towards the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things. (1) The intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consumer motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person is to the consumer, the more the consumer will adjust his or her purchase intention. (Kotler, 2000: 180-182). The converse is also true. A buyer's preference for a brand will increase if someone he or she respects favors the same brand strongly. The second factor is unanticipated situational factor that may erupt to change the purchase intention. According to the Mason and Ezel, The stage of consumer decision making process for the purchase shown in **the hierarchy of effects model** are awareness, knowledge, linking, preference, conviction and purchase.

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

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

Linkage: The attitude of the consumer toward a product or services.

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

Conviction: The likelihood that the consumer will purchase the product or service.

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

2.6 Classification of Brand Preference Segment

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

Homogeneous Preference.

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

Diffused preference.

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

are in the market they are likely to position throughout the space and show real difference to match consumer preference differences.

Clustered Preference.

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

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

2.7 Consumer Behavior and Brand Preference

Consumer behavior is a cognitive aspect of an individual and it results from the interaction with things, substance, environments, persons and so one. This behavior makes a high effect on purchasing decisions. In course of analyzing consumer behavior for developing different marketing plans and doing

marketing planning, the analysis needs to examine consumer behavior incorporating their tastes and preference, liking or disliking attitudes, buying pattern, buying frequency, buying decision etc. these are influenced by social, cultural, religious and psychological and other various individual factors.

Attitude in the buying process plays the major role because consumers evaluate alternative brands being emotional towards specific object or ideas.

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

Hence, marketers need for finding out favorable or unfavorable attitudes of customers about their product or services and try to change the attitude to be compatible with product and determine what the consumer's attitudes are to change the products.

Attribute bundles that the consumers perceives to involve somewhat higher level of risk, but for which he or she expect to exert only limited time or monetary efforts are called preference products. The difference, then between, convenience products and preference products is largely one of the risk not of effort. The point about preference products is that the expected product satisfaction from alternative choice is relatively. Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus, the marketer can develop a preference for and perhaps loyalty to, this type of product usually through advertising. Toothpaste marketers, soft drink marketers, and airlines build customer preference for a known and trusted brand.

2.8 Role of Advertising in Brand Preference

Advertising is primarily a means by which sellers communicate to prospective buyers the worth of their goods and services. It is a basic tool of marketing for stimulating demand and for influencing the level and character of the demand. Generally, advertising has to perform different functions, categorized as marketing, communication, and education functions, as well as economic and social functions that are described in brief as follows:

Marketing Function

Marketing is all about connecting with people. Marketing concepts believe that the company will prosper through understanding their needs, wants, values, beliefs, behaviors, and aspirations. For this, marketers use different marketing strategies. Among those strategies, promotional strategy is one of the important strategies which enable a company to go profit. Now a day, most of marketers use advertising as the overall promotional strategy. It involves presenting the message to the potential customers. Through advertising, the cost of reaching a thousand target audiences is usually less than the cost of reaching one prospect through personal selling.

Social Function

Advertising is one of the major forces that have helped the standard of the living in this country and around the world. A free, fair and responsible media is the pillar of a democratic polity and Democracy dives

Choices to the people and the media inform and educated the people to make the right choices. Only informed people can make the right decisions. Thus the media's role is vital in strengthening democracy and accelerating the pace of development. Advertising is the main sources of revenue for the media. This facilities freedom of function of the press. "Advertising invests a new product with confidences about its function, quality Price and availability. Advertisement promises a quality and forces manufacture to live up to the promised quality. So advertisement brings about consumer welfare by two-fold method" (Ibid).

1. By improving standard of living.
2. By improving product quality.

Finally advertising' effect on society has led to important social and logical changes.

Economic Function

By making people aware of product, services and ideas advertising promotes sales and thereby commerce as well. The freedom of advertising enables competitors to inter market place. This encourages the improvement of existing products and the development of new improved models. These actions translate in to increased productivity, higher quality, and disappearance of products that don't measure up.

In brief the functions of advertising according to Bovee and Arenas are following:

-) To identify products and differentiate them from others.
-) To communicate information about the product, its features and its location of sales.
-) To increase products sales.
-) To build brand preference and loyalty.
-) To build up positive image of product.

Education Function

People get knowledge about the products that are available to them, and then learn how they can better lives through advertising. “Advertising as a educator, speeds the adoption of the new and untried and, untried and, in so doing accelerates technological advances in industry and hasten the realization of the fuller life for all .It helps reduce accident and waste of natural resources and contributes a better understanding and appreciation.”(Bovee & Arenas)

Communication Function

Advertising is the most important strategy of company’s marketing communication strategy .Advertising by its objective; communicate some message to the target group. Earlier, outdoor signs carved in clay, wood, or stone were seen. This is also a form of advertising but advertising has evolved since the industrial revolution as a tool of marketing communication .Product failures, liberalization, globalization, emergence of new electronic media have given an impetus to advertising activity.

2.9 Marketing

Generally, by marketing we mean the selling and buying of goods and services. The seller sales goods and services and in return he receives payment from the buyers in the form of money or something else. But actually the concept of marketing is much broader than what the general people think.

Marketing is defined in different ways, such as “Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer”

“Marketing is the process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion, and physical distribution of such goods and services.”

These definitions are classical definitions of marketing. These definitions are oriented towards the physical distribution and marketing channel overvalued. Similarly, the importance of exchange between sellers and buyers is overlooked. Government and nonprofit organizations which are frequently engaged in marketing activities for consumer satisfaction and social benefits are neglected.

According to Phillip Kotler “Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.”

Prof.W.J.stanton denoted, “marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying products to target markets to achieve organizational objectives.” In a conclusion marketing consists of before production and after sales activities.

In this definition, the main focus is given on fulfilling the needs and wants of the people. Because in the modern world, a buyer is regarded as a king since, the success or failure of the marketer largely depends up on the degree of

consumer satisfaction. So the marketer should fulfill the needs and wants of the consumers. This definition has two significant implications:

(a) The entire system of marketing activities should be customer oriented customers wants must be recognized and satisfied.

(b) Marketing should ignite with an idea about a want-satisfying product and should not end until the customers wants are completely satisfied which may be some-time after the exchange is made.

2.9.1 Marketing Concept

There are five concepts under which organizations can choose to conduct their marketing activities. According to Philip Kotler they are as follows.

(a) The Production Concept

This concept holds that consumer will consume those products that are widely produced and low in cost. It is the oldest concept of the marketing. The production department of any production companies oriented on achieving high production efficiency and wide distribution coverage. Their focus is on the existing products and all efforts are directed at rising outputs levels and produce standardized product. The concept is based on the mass production philosophy.

(b) The product concept

This concept holds that consumer will favor those products that after the most quality, performance or innovative features. So the product concept believes

that consumers respond to good quality products that are reasonably priced. It is a slight modification on the production concept where the emphasis is shifted from output levels to product quality, performance and features. The concept believes that very little efforts are required to sell the quality products that are reasonably priced.

(c) The Selling Concept

This selling concept holds that consumer if left alone will ordinary not buy enough of the organization's products. The organization must therefore undertake an aggressive selling and promotion efforts. It believes people ordinarily will not buy the company's product unless they are persuaded to buy. This concept evolved out of the failure of the production and product concepts in a dynamic and competitive market. When organizations that produced large quality of standardized low-priced merchandise could not sell their products through price cuts and quality emphasis, they adopted the selling idea. This marketing concept is based on the idea that people will buy more goods and services if aggressive selling methods are used. It also believes that there a large number of buyers in the markets and some of them can be lured to buy the company's products through the super promotions.

(d) The Marketing Concept

This concept holds that the key to achieve organizational goals consist of being more effective than competitors in integrating marketing activities towards determining and satisfying the needs and wants of markets. The concept is based on the notion that the main task of the organization is to know the needs,

wants and value of the target market and then delivering products that satisfy those needs and wants.

(e) The Societal Marketing Concept

This concept holds that the organization's task is to determine the needs, wants and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well being. The societal marketing concept evolved out of the movements of consumerism and environmentalism. These two concepts have raised serious questions on the marketing concept. Consumerism and environmentalists in the developed countries are challenging the marketing activities of many large companies that neglect the society's welfare in the pretext of meeting and satisfying consumer needs.

The marketing and societal concepts have been expressed in favor of consumer's needs wants and satisfactions. In case of consumers benefit these concept have been served the following slogan.

“Find wants and fills them”

“Love the customers not the products.”

Consumers are the kings of business.”

2.10 Marketing and consumer satisfaction

In a broad sense, marketing is any exchange activity intended to satisfy human wants. In a business sense, marketing is a system of business action designed to

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

Marketing is often dynamic, Challenging and rewarding. It can also be frustrating and even disappointing. But it is never dull. Welcome to the part of the organization where "the rubber meets the road" the place where an organization's ideas, planning and execution are given the acid test of the market acceptance or rejection.

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

eliminated variation in customers' experiences in purchasing and consuming the product.

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

2.11 Reason for Branding.

Although a brand is an integral part of the company's product, many firms do not brand their products because they are unable to maintain quality of output, they cannot fulfill basic responsibilities to maintain their brand names, and certain products are of such nature that it becomes difficult to differentiate one's products from those of competitors such as industrial raw materials.

“A brand is a name, symbol or other distinguishing features that serve to identify the goods or services of an organization and to set them apart from those of competitors. Most goods and services were unbranded until after the

American Civil War. Today almost all goods and services are branded. Brand decisions are critical dimension of product management strategy and overall marketing strategy”.

However, most of the firms prefer to use brand names to their products for several reasons and those are as follows:

Its make easy to differentiate a firm’s products from those of competitors.

Brands refer the prestige of the manufacturers, sellers, and also give prestige to the customers when they use popular brands.

-) To make easy in shopping to the product buyers.
-) To legally protect the company and its product.
-) To identify the exact market for their products.
-) To assure the regular satisfaction to the customer.
-) To make the regular quality maintain o the products and thus win the confidence of the target market, because brand may be a symbol of quality.
-) To reduce price comparisons because it is hard to compare prices on two items with different brands.

2.12 Importance of Branding.

The brand is not just the heritage of organization. It is the heritage of employee as well. It is part of their identification and background. The corporate brand or even the product brand if for the employee what, where, and how they fit in society and in the community, and how they fit in society and in community and how they related to the things around them. Brand for the employee singly

organizational culture, what they stand for, what they have built. In fact the disappearing brand may be the things that kept them and the organization going. In short, the zapped brand and its heritage may be what the acquire was buying, not just the tangible assets and corporate relics.

More specially, the importance of branding can be seen from three angles:

2.12.1 From the Consumer's Points of View.

Branding is done specially for the convenience and benefits to the consumers. It is also a source of information in the consumer's decision making. Generally, consumers receive the following benefits from the brand name.

A) Brand may mean Better.

Consumers are ready to pay high price for certain brands because they accept such brands as the symbol of quality. Such as, consumer often pay more for Sony products, Kodak products etc because these are the names of assured quality.

B) Brand assures regular satisfaction.

Generally customers give preference to buy those products, which can provide regular satisfaction. Branded products usually maintain uniformity in quality and other product features or attributes, as such they can provide regular satisfaction to the customers i.e. Brands assure security to the customers, and they feel less risky while purchasing branded products.

C) Brand permits freedom of choice.

Since brands differentiate the products of one manufacturer from others, it makes convenience to the customers in making choice of the products. For example there are several brands of noodles like Mayos, Waiwai, Rara etc. A

customer can easily differentiate these products and can freely select one of them.

D) Brand provides adequate information.

Brand provides adequate information to the customers regarding the use of products, name and address of manufacturer, product feature, style of using, and contains of the products etc. The information is important for the customers not only for making choice of the products but also to solve their individual problems through the product. Non branded products cannot provide such information.

E) Brand my satisfy status need.

There are certain customers, especially lower class group, who buy well-recognized branded products for their prestige through the products are not essential, they feel prestigious while purchasing these products, such as Sony TV, Ford car etc. They seem to be less concerned about the physical characteristics to the product and more concerned with the symbolic value.

2.12.2 From the Marketer's Point of View.

The following are the importance of branding from the marketer's point of view.

A) Brand helps in identifying market segments.

A brand helps the manufacturers in identifying the exact size and type of market segments. This may be helpful to modify products to expand market and formulate suitable marketing program to implement.

B) Brand legally protects the interest of the company.

Brand names are registered under the concerned law or Act. As such brands are legally protected, and no another Manufacturer can use the same name, for their products of similar line.

C) Brand may build corporate image.

If uniformity and quality of the product could be regularly maintained, brand may build the image of the manufacturer. Once the image is developed in the market, the manufacturer can market any new products to be developed and introduced in the market because corporate image is an important asset for the manufacturer.

D) Brand may help mass production and low cost.

Since branded products assure product quality and regular satisfaction to the customers, they will be motivated to repeat purchases. This may help in increasing demand for the product. This situation may motive the manufacturer in increasing production and sales of the products.

Increase in production lowers the manufacturer cost and products can be offered at most competitive rate or lower rate. It may boost up sales and finally manufacturers may enjoy the benefits of higher profitability.

E) Brand provides promotional advantage.

Brands are helpful not only to communication to the customers and publics, but promotional campaigns can also become more effective and less expensive. Manufacturers of non branded products can not enjoy this advantage.

2.12.3 From the social point of view.

Since the marketers have social responsibility while branding a particular product, social interests are also considered.

Therefore, branding has the following social importance.

A) Brand as a guide to quality.

For many generic products brands may be the guide to quality identification because deterioration in the quality of those products may affect the health of the whole society of community. Therefore, the conscious marketers of such products always take care of society's health and benefits by assuring their quality.

B) Brand assures social interest through the protection of trademark.

A trademark is one of the precious assets of the marketer. It gives distinct identity to the marketer in the market. Since trademark has to be registered under the concern law or Act, no competitor of similar items can imitate it. If all procedures are given free to imitate trademark many duplicate products of low grade may come to the market and cheat the community.

1.13 Consumer Promotion Tools and Brand Preference.

Consumer promotional methods encourage consumers to visit a particular store, purchase a particular brand and purchase it in more quantity. When sales promotion tools are directed at final consumers, they are known as consumer promotion tools. Consumer promotions are launched by retailers as well as manufacturers. In conclusion these are the consumer promotion tools in marketing:

Demonstrations.

Under this method, the product is demonstrated to general public. It is a less aggressive sales promotion method. It is implemented to attract attention of prospective buyers on the product. The product demonstration could be arranged in a retail store, central locations or consumer's residences. It is a popular promotion method among marketers of consumer durable goods and washing power.

Free Samples.

Under this method, free samples are distributed to the consumers for free trial. It is a very effective promotion method during the introduction stage of the product life cycle. The samples could be mailed to consumers, distributed in central locations or handed out in the retail stores. This method is suitable for the low price, light weight consumer items that can be distributed in miniature packages.

Trade fare and exhibition.

Trade fare participation provides a very wide exposure to the product among potential users. Trade fare and exposition are organized at national and international levels. Manufacturers may participate in such trade fairs in order to expose their new products to a very large number of visitors. Buyers are more inquisitive and ready to purchase new products in trade fairs than in the normal market. Installations and accessory equipment are mostly introduced through special exhibitions. Most of the new models of aircraft and cars exposed in special exhibitions.

Price –Off promotion.

It involves temporary price reduction which may be printed in the package also, like save rs.5 or winter offer. This may attract the attention of consumers. It offer the product at a reduce price. Such offers are used to promote products during off-seasons. Fashion related products are promoted through a large price-offer under clearance sale and help the marketer to sell products in large quantity in a very short duration.

Rebate.

It is a price reduction to include immediate purchase, to sale off-season products, or to move inventory of the marketer. Consumer may get money back from the manufacturer if he already pays the full price.

Coupons

Some times for certain products coupon are made available to consumers in stores upon their purchase of goods. Coupons may be made available in a variety of goods. Number of coupons to be made available may depend on the value of quantity of purchases, coupons, may be inserted in the package, or it may be made available upon the purchase made in specific occasion, etc. This may allow **saving** on a future purchase.

Premiums.

Premiums are gifts given to the consumers freely or at a relatively low cost as an incentive to purchase a particular products or opening a new account. A

“with-pack premium” accompanies the product inside (call in-pack) or on the package (called on pack.).

Prizes.

Sometimes prizes are offered to consumers on the basis of contests, sweepstakes, or games. Prizes are offers of the chance to win cash, trips, or merchandise as a result of purchasing something. Consumers may compete for prizes by answering questions, filling out forms for random drawing of prizes, or playing bingo or missing letters.

Products Warranties.

Products warranty is an assurance to the consumers that the product will do what it is supposed to do for a specified time period. During which is manufacture provides services free of charge. Such warranties are generally provided specially to the technical or semi-technical products like T.V., Refregenerator, etc.

2.14 Advertising and Consumer preference.

As we know that consumer are the kings of market. We cannot think the product without its customers, which means production, is always for the customers. After producing the product it is informed through the advertising and it creates demand of the product. It informs to the consumer about the product quality, quantity, price and benefits through the product. So advertising helps to the consumer preference also.

The most important factors for success of business are customers. Without them a business can't exist. To capture the customer the firm must find out what customer want and will buy. Expectation and demand are influenced by non-economic as well as economic factor, such as attitude, desires and expectation arising from cultural pattern in the social environment. Consumers are the kings in business. The success or failure of any business owes to firm's Marketing strategies. Consumer's response to the stimuli generated by company through advertising. In this way a company can create good and effective stimuli through advertising. The main purpose of advertising is to persuade the customer to buy the product. In this way there is direct relationship between the advertising and consumer. So it is very important to know the consumer's behavior before language used in advertising should be forceful to create curiosity to see the product and keen desire to buy it.

Advertising benefits the customers. They come to know about the products and product information. They get the information about the product availability. Advertisement makes the consumers aspire to higher and higher things in life. It expands the markets. Advertising creates markets for new producers. It makes us aware of new uses of old product consumers gets post- purchase satisfaction. Because there is advertising, consumers get a wide choice. "Advertising at times describes a product, at times narrates a story or an experience, and at times educates a consumer. It makes competitive economy possible, and at market place, really speaking it is not the product which compete but the product images which compete"(Chunawalla & Sethia, 2005). Advertising makes a psychological impact on the consumers and so gives them greater satisfaction on use of products. Advertising affects our attitude and values.

2.15 Historical Background of Noodles

At first, noodles came from China in the name of Chawmein or “Chau Chau” and from Italy in name of Spaghetti. Similarly, it is pronounced as Fettuccine and Cut Macaroni by Italians. Thus, it is considered as of Mongolian origin. China and Italy started to use this food as their main meal. In different names and they prepared it in different varieties. Its shape, quality and preparation techniques are different in each country. After introducing of noodles in China in 17th century gradually it was introduced in Burma, Japan, Thailand and Asian country. Possibilities of immediate consumption are the main cause of development in noodles. Japan claimed the noodles made of buck wheat as Sobu. In Japan; this food brought a great change in the kitchen as instant food. After that this food becomes popular in western countries especially in France, Italy and England, as one of the best food. There are 50 to 60 varieties of noodles in Japan. More than 200 industries are producing more than 11 lakh of noodles in single shift per day. These products are exported in most of the countries of world. The development of instant noodles started only around 1952 AD with Japanese technology. In the history of instant noodles there is a parable about it “fashion” from Paris “Jazz” from American and instant noodles from Japan. Origin of noodles in Nepal is very new. Before 2017 B.S. Nepali peoples those who went abroad used it in foreign countries. When Chinese and Tibetan Businessmen came from China they introduced noodles in Nepal. After that a few restaurants started to sell noodles. Due to increases in interest in noodles national trading limited imported 1st lot of equipment of plain noodles in 2032 B.S...In the context of Nepal, people consume noodles by pronouncing “Chauchau”. Before two decades there were only plain noodles called sinkee chauchau in the market.

Though Gandaki Noodles Company was established at 2029 B.S. in small scale cottage industry, the production activities were started at 2035 B.S. There was not any industry to produce noodles in instant nature before Gandaki Noodles Company produced it. People consume it generally in Chinese style because noodles were introduced here by Chinese people.

At present some people make noodles in their home for self use. Different factories use different materials to make it but in general noodles is made wheat flour, Egg, Baking powder, Salt, Herbs etc. There are some vegetarian noodles is also producing in the market. Now a days there are so many varieties in noodles in our country Nepal. There is a cut-throat competition among the different noodles. C.G. food has firstly produce Wai Wai and than Goalmol, Sathi, Wahwah, Mimi, Big mimi, waiwai premium, Quick, Chicken Tanduri in Waiwai, Waiwai Muttan etc. Same way Himalayan Snax And Noodles has Firstly produced Mayos which means Mine as well As yours and then it started to lunched Lekali, Hurray, Ruchee, Sakalakaboom etc. We still find Rara of Gandaki Noodles in the market. Pokhara noodles pvt. ltd. has launched ramba, Jojo and City Noodles. Asian Thai food Pvt.ltd. has produced Rumpum, Fuchee, Lotpot, 2pm and fatafat etc. Multi foods company have lunched Minmin, Minmin Khaja etc. Recently Him Shree Food Pvt.ltd. has lunched Fewa noodles. Multifood company have lunched Marry Instant noodles which are made of MSG. We have also seen a new noodle in our market i.e. J-mee instant noodles and leader noodles etc. Certainly we will see the different noodles in future.

2.16 Noodles Industry in Nepal

In Nepal's context origin of noodles is just two decades old. Before 2017 B.S. the people who went abroad ate noodles and brought noodles as souvenirs. The Tibetan refugees who settled down in Nepal started opening restaurant having Chowmien in menu. Nepalese people learned to eat noodles from them. The concept of Instant noodles in the Nepalese market was first introduced by an Indian Company: Nestle India Limited. They introduced Maggi Instant noodles with the concept of "two minute noodles" for a few years it enjoyed the monopoly in the Nepalese market. Due to the heavy demand of noodles in Nepal the National Trading Limited imported the first lot of equipment for manufacturing plain noodles in 2032 B.S. IN the early 1980 s Gandaki Noodles Limited started to produce instant pocket noodles with Rara Brand with Japanese technology. Thus, Gandaki noodles limited in the pioneer company in Nepal that produced instant noodles .This concept clicked in the market and within a short period of time, Rara was a Hit in the Nepalese market. After GNPL, CG. entered in the instant noodles in the market .They introduced Waiwai as pre-cooked instant that can be eaten noodles directly from the pocket. The technology was in collaboration with Thai preserved foods and first of its own in the country. The concept has become highly successful and Waiwai has become the market leader in pre-cooked noodles segment. within a few years, may others company or brands like Min Min, Ym Yum, Mayos, Gol Mol, Rumpum, JoJo Marry, 2pm Sakalaboom, Ru Chee, J-Mee Lai Bari Lai etc in the market in Nepal.

2.17 Market Strategy of Noodles

In the initial phase of noodles marketing the push strategy was working when Waiwai noodles lunched in the market, now it is the pull strategy for the

noodles industry as a whole. The stage from push to pull was not an overnight result. The trade schemes were offered to the distributors and whole seller to push the product and make consumer buy. Since the entry of Rumpum and Mayos in year 2000 the industry has started moving towards brand building process. This was when the marketing strategy shifted gears towards the pull strategy. A major reason behind this was that that push strategy does not work for a long time and the second reason was the new entrants in the market. As the market leader Waiwai as an established brand was strong so the new entrants focused on promotional activities to create sales volume and brand awareness. Promotional activities are not restricted to advertisement and trade only, the driving factor here is consumer schemes. With every noodles packet placed on the retail shelf a consumer hopes to win. This millennium brought consumers more value to whatever they were paying before. Before this it was only couple of imported brands from India and Thailand that used to offer bowls of spoons as add on value to the product. Domestic brand played the game with exchange offers-so many wrappers gets you a free gift, etc. The year 2000 saw the new entrants Rumpum launching the first ever scheme launched by any domestic product the “The Bingo Hangama”, closely followed by market leader Waiwai with “much ma chauka”, “Diamond set ”, “Aajako arjun ko” with both the noodles drawing higher sales. Mayos also dived in to the pool with “ Saya ma saya upahar”, mayos super challenge .Since than none of the companies has dared to take of the schemes from the noodles. Offers worth millions have been placed in pockets worth rs.5 to any premium priced brand since than till date. Successful among them were “bingo hamgama” by Rumpum ,” Mayos diamond offer” “Rumpum most wanted “ “Hami sabai ko Waiwai”, “Waiwai hero”, “Dashin Khasi kukhura upahar”by Jojo Inatant noodles and last but not least 2pm Jackpot. The 2 pm jackpot come up with a differing campaign and almost immediately took a huge chunk of the markrt share. The common factor almost all the offers talk about the monetary value of the commodities given. A

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

2.18 Nepalese Noodles Marketing Environments.

Environment is the very important factor of the every company. Because it effects in every stage of the producer company. In the content of Nepal, the noodles marketing environment in some past years was difficult on the period of conflict. But now a day they are felling quite easy because of the political stability. But some companies are facing various distribution, labor and economic problem today also. Now every company can increase their distribution channels every part of the nation.

Environment consists of surrounding s or forces influencing growth or development. Thus marketing environment encompasses all those factors or forces which are constantly changing and carry with them both opportunities and threats and risk,which can support or loose threats for the future of the marketing of the firm's products or services. In marketing concept there are two types of environments and they are as follows:

1. Internal Environment:

The internal environment of the marketing company located within the

organization and it easily controllable by the same company at least in the short term. These are the internal environment of the marketing company.

- i) Objectives of the organization:
- ii) Production and Marketing facilities.
- iii) Financial capacity of the company.
- iv) Human Resources.
- v) Location of the company.
- vi) Image of the company.
- vii) Organization structure.

2. External Environment:

External environment of the company are these type of environment which are out of the organization and non controllable by the organization. And they are as follows:

- I) Competition
- II) Government Policy.
- III) Political Stability.
- IV) Population Size, Growth and Migration.
- V) General Economic Condition.
- VI) Income of Buyer.
- VII) Rate of Inflation.
- VIII) Credit Facilities.
- IX) Socio-Culture.
- X) Development of Technology.
- XI) Natural Forces Etc.

2.19 Review of Article:

Mr. Ujaya Shakya is Managing Director, Outreach Nepal Pvt. Ltd., the leading advertising agency, “The umbrella-idea of "Grow Young" could be the key for many brands in Nepal today”.

As per the statistics, Nepal is a youth dominant country with over 44% population in the age group of 25 years & below (And, 72% of the populations are in the age group of 35 years & below). Isn't that a youthful market? If you agree with me on this, then to stay relevant in this youth dominant market brands have to remain youthful and contemporary at all the time. I hope many of you will agree with me on this. As time passes, a once vibrant brand grows old if they cannot update to the new mindsets of the consumers.

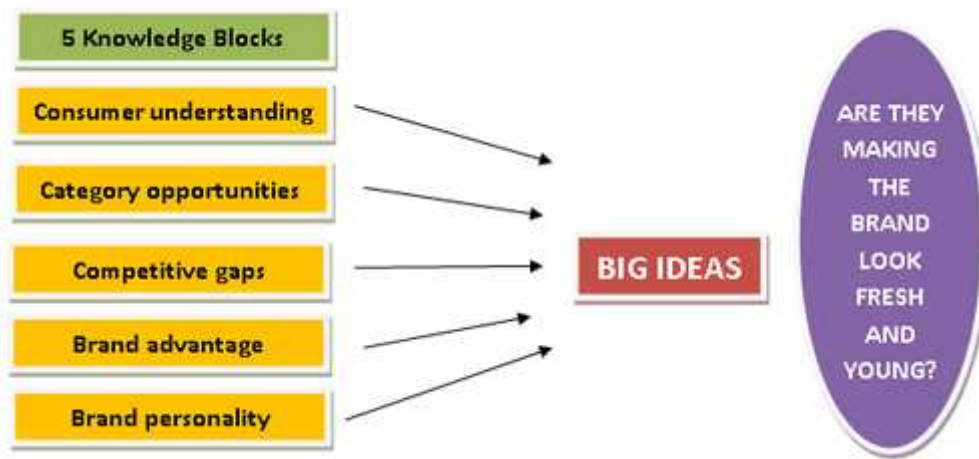
Look around and you will find many brands getting trapped in a time warp – Bata shoes or Bombay Dyeing could be the example from the sub-continent and Brighter toothpaste, Rara noodles, Gogo detergent are amongst few examples which we can explore from Nepal. So, the marketing and the ad agency team have a challenge at their hands – to make the brands look, feel and sense young all the time and regenerate the Product Life Cycle graph with the changing demographic status of the country.

The importance and challenge to stay young and fresh is further compounded by the unique demographics of this country as discuss above. And since marketers from fields as diverse as automobiles to apparels to mobile phones have young audience at the heart of their campaigns, the importance of staying contemporary is the need of the hour. What are young people to the business world today? They are always open to new ideas, have the spending power, they are key influencers in many areas

even if they aren't the ultimate buyers, and are also willing to experiment and ultimately are the trendsetters. To connect with the youth and their minds, it is important for brands to be young and desirable. Therefore, at Outreach, we believe that the only way forward for brands whether it, be the clients or agencies, is to constantly grow young in order to last forever.

The BIG IDEA for any brand today is to stay “fresh and young” especially in the country like Nepal where organized categories are ruled by youth.

To comply with this, and generate the BIG IDEA in relation to create a platform for staying fresh and young for brands the new Outreach Nepal work process – UNBOXING. Unboxing could be quite handy, it is the new approach, where both the creative and client servicing teams come together to use 5 KNOWLEDGE BLOCKS (5KBs) to generate ideas. These 5KBs – originate from research and investigation conducted by the client servicing team along with the client's marketing or brand team. The 5KBs consist of a) consumer understanding b) category opportunities, c) competitive gaps, d) brand advantage and e) brand personality. Each 5KB gives clues to ideas that brands can own. Both strategy and creative team will collaborate to conduct research and investigation to explore findings, which will lead to brand ideas. In this context, ideas will then be filtered to keep only those that keep the brand “fresh and young”.



During the 5KB process, brainstorming is a joint exercise where both creative and client servicing teams participate. This new process greatly differs from other traditional agency set-ups where the whole idea generation process is only conducted by the creative team. And, the next important difference is that ideas can come from any of the 5KBs mentioned above but it has to be measured in terms of how fresh is the idea or is it making the brand younger in the whole process. All other ideas are to be discarded which is not making the brand “fresh & Young”.

So my last question to you...Are your brands “Fresh and Young”?

2.20 Review of Journal:
Business Age(2013)

“Establishing A Noodle’s Brand”



Noodles have become a Nepali staple. With so many new brands in the market, competition for consumer loyalty is fierce. The first homegrown manufacturer, in the early eighties, was Gandaki Noodles of Pokhara, which introduced Rara (named after a mountain lake). Then, around 1985, Wai Wai, manufactured by the Chaudhary group, entered the market with a brown, spicy, precooked noodle, which became an instant crowd pleaser in the urban centers. Along with this another brand RumPum appeared the market in late 90s.

In the past few years many players have entered the field, and today committed noodle fans can choose from a couple of dozen brands, manufactured by a dozen companies. Along with this, eating a noodle has been a culture among Nepalis and the business is doing well in the market as well. Here the question is—what makes noodle business sustainable among customers and in the market?

Entrepreneurs believe that powerful branding and quality of a product are two major factors that sustain a product. Noodle industries, too, are supportive to this fact. Every noodle industry, acknowledging this, involves itself in different branding strategies: be it a selection of catchy tags in a product or introducing different lucrative schemes or holding promotional campaigns directly targeting the potential consumers.

To attract consumers, RumPum had run various consumer schemes including the initial highly successful offer of putting a toffee along with each Rumpum. “We are very conscious about the brands. We have a very strong research department and an international quality lab to check our products regularly to uphold our standards,” shares Mahesh Jaju, Managing Director of Asian Thai Foods. Jaju adds, “Promotional campaigns play a vital role to gain favor of the consumers.”

With this increasing demand among consumers Rum Pum ran a massive media campaign in late 90s targeting the 8-18 years children.

In the similar manner, Wai-Wai too adopted different branding policies to establish its products. GP Sah, Vice President, FMCG Division at Chaudhary Group admits that the initial days were not easy sailing. He says, “The branding

process had to be robust and scientific. We needed to be prepared for new brands that may come in the market and start competing with us. Our campaign—Hami Sabaiko Wai Wai-- certainly helped us in this regard and made the branding process quite easy.”

Wai Wai also went through different other schemes as scholarship to children at schools and vitamin fortification in noodles. Wai wai focused more on making the noodle healthier by adding healthy ingredients such as vitamin.

Though other brands too did something similar—vitamin fortification as well as scholarships--but that of Wai Wai had a lasting effect. While other brands provided scholarship to the students in a lump sum onetime cash payment, Wai Wai paid the money to the schools of the scholarship recipients and started collecting their progress reports. “We provided the scholarship amount in installments at regular interval so that it can have a lasting effect in the educational career of students,” explains Sah.

These all show that a brand exists only through excessive branding. Noodles are great snack foods. Most the younger generation people have 10 rupees in their pocket.

2.19 Review of Thesis

Maharjan (2006) in his Thesis “*A Study on Adverting Effectiveness (With Reference To Noodles)*” has specified objectives as follows:

-) To find the advertising effectiveness.
-) To examine the factors responsible to the effectiveness of advertising of instant noodles.
-) To identify the perception of the retailers through advertising.
-) To provide suggestions to improve advertising of future betterment.

Major Findings:

-) In general advertisement of noodles found satisfactory
-) Comedy and informative advertisement found more effective and musical advertisement.
-) Strategies used by most advertisers of noodles like celebrity endorsement, testimonial of consumer and consumer offer is not effective.
-) There is positive but very low co-relation between the components of AIDA model.
-) Below 15 and 15-25 age groups were most noodles consuming age group and male group showed keen interest in noodles advertising.
-) Most of the consumer got noodles advertisement through T.V. media and most of advertiser used. Media and found cost effective.
-) Nearly all the respondents have responded that messages used by noodles advertising were very effective.
-) Most respondents expect the information about he noodles, attributes consists within the product from advertisement but only few respondents want information of consumer offer through advertisement.
-) Majority of respondents remembered their favorite noodles due to taste and quality.

-) A good number of respondents preferred humor, informational and musical advertisement and they focus more on presentation of advertisement.
-) In average, consumer watched and heard noodles advertisement when it was broadcasted from the different channels.
-) Most respondents expect the information about the noodles, attributes consists within the product but only few respondents want information of consumer offer through advertisement.
-) Most respondents don't believe in noodles advertising. Only few consumers believe some extent.
-) Majority respondents were aware of WaiWai advertisements but confessed advertisement of Mayos is effective.
-) Highest number of respondents claimed that they buy the product when they feel hungry and have got together with friends rather than seeing good advertisement and amazing consumer offer.
-) The largest part of noodles market is covered by chaudhary Group and Himalayan snax and Noodles Pvt. Ltd.

Adhikari (2006) "*Brand preference of instant noodles*". has specific objectives that are:

-) To examine the buying habit regarding the noodles and the Behavior of the consumer.
-) To find out the effective advertising media of noodles and their impact on sales and consumer.
-) To find out the products attributes and pricing factor of noodles.
-) To suggest measure for promotional marketing of noodles products.

Major Finding:

-) Most of the consumers of noodles purpose is snacks and the place to consume is restaurants.
-) Most of the consumers are consuming noodles frequently and from more than 3 years.
-) The preferred brand is Waiwai, Mayos as second, Marry is least preferred and Sakalakaboom and 2pm are moderate preferred.
-) Most of the noodles consumers are found in the age group of 15-30 yrs old and most of them preferred the Mayos. Rest consumers are found to below 15 yrs and above 30 years old who preferred in this segment.
-) The reason to consume the noodles is easy to consume.
-) The highly familiar media is TV and radio with the age group of below 30yrs old of consumer and those consumers who are above 30 yrs are familiar hording board and newspapers.
-) Large number of consumer opined that TV is the best media for noodles advertisement.
-) Most impressive advertisement has been found that these brands Mayos and Waiwai equally but the Mayos is most impressive with the age group of below 30 yrs and the brand Waiwai is impressive with the age group of 30 yrs old consumers.
-) The sales turnover of noodles is dependent upon their extensive advertisement. Even to survive and sustain in the market, advertising is necessary.
-) Most of the consumer of noodles will buy the second preferred brand if their favorite brand is not available.
-) Most of the respondents seek the brand Mayos as an alternative one if their favorite brand is unavailable.

-) The brand Waiwai has been found in first rank, Mayos second rank, Sakalakaboom third, 2pm fourth, and marry in fifth position.
-) Moderate degree of price sensitivity has been found in brand preference.
-) Most of the consumer of noodles suggests improving the quality of noodles.
-) Large number of respondents shows the brand switching tendency in attractive gift/ prize program.
-) The bumper prize is the most effective promotional factor in noodles promotion.

Singh (2008), “*A study on brand loyalty on non durable product,*” has specific objectives that are:

-) To evaluate the brand loyalty on non-durable products.
-) To find out the brand loyalty.
-) To know the consumer behavior on non-durable product.
-) To make the guideline for making marketing strategies.
-) Similarly this study will be valuable reference to the scholars and researchers.

Major Findings:

-) Nepalese consumers give high important to Brand in the consumer non-durable goods. The weighted means of the various important points given (i.e. from 01 to 05) by respondent is 3.94
-) Most of the consumers are found buying the products selected for this study by brand rather than by inspection or influences. The percentage of consumer who buys by brand is 70%in old drink, 74% in instant noodles, 52% in hair oil and 60% in shampoo.

-) In each product selected for the study, at least 64% of the consumers are found to have knowledge of maximum alternative brand available in the market. This shows the high brand awareness in Nepalese urban consumers.
-) Majority of the Nepalese urban consumers are found brand loyal.

Kayastha (2009), “*Brand loyalty on consumer product*,” has specific objectives that are:

-) To trace the brand loyalty on consumer product in Kathmandu.
 -) To identify the relationship of brand loyalty with demographic variable like age, sex and income.
 -) To find out the number of brand loyal consumers or percentage of brand loyal consumer.
 -) To recommend important measure that would develop the marketing strategies and for conducting future researchers on loyalty on branding in future.
-) The major findings of the study are:
-) Incase of mineral water grater of female are found to have loyal and most of male are found to have no loyalty. Test shows that there are significant difference between male and female.
 -) Similarly in the case of toothpaste percentage of loyal respondent are found high. They are equally brand loyal. There is no significant difference in brand loyalty between male and female.

-) In case of hair oil male and female respondent are found highly loyal. Among them female are more than and test statistics shows that there is no difference in brand loyalty between male and female.
-) Under age group 15-20, greater percentage of respondent are found to have divided loyalty and then found to have no loyalty in case of soap.
-) There is no relation between age and brand loyalty greater percentage of respondent is found to have divided loyal among them.
-) Most of respondent are found to have undividedly loyal in case of shampoo. This indicates that, they are conscious in the case of shampoo. Test statistics shows that there is no relation between age and brand loyalty.
-) In the case of mineral water greater percentage of respondent are found to have loyalty. Among them greater percentage of respondent of age group 20-25 are found loyal. Test statistics indicates that there is no relation between age and brand loyalty.
-) In the case of hair oil most of respondent are found have to undividedly brand loyal. Among them greater percentage of age group 30 and above are found more loyal then other's group the test statistics shows that there is no relation between age and brand loyalty. In the case of shampoo greater percentage respondent of income group are found to have undividedly brand loyal. In this case most f respondent is fall into undividedly brand loyal. And test statistics show that is no relation between incomes and brand loyalty.

Deuja (2010)

In his thesis, “*Brand preference of instant Noodles in Nepal,*” has specific objectives that are:

-) To examine the consumers brand preference and brand switching on the basis demographic variable.
-) To evaluate the driving force and significance of consumer brand preference of instant noodles.
-) To analysis the tools used by consumer for identifying the brand of instant noodles.
-) To provide guidelines for the brand builder to create consumer oriented brand preference on instant noodles.

Major Findings

-) The brand maker should focus in making the rich brand that will affectionate the consumers in great extent and that will be easier for the consumers to identify. For such that cartoons and animation, color, symbols and logos, and other objects should be distinct.
-) The brand should tacitly assert the benefit to the consumer, company values, attributes of the products, personality of the consumer and users category of brand.
-) Since the quality aggravation of the brand is one of the major reasons for switching the brand, the manufacturing should pay more concern in ameliorating the quality, no in debilitating the quality. Further, the brand which consumers give more predilections should be easily accessible to the group.

-) Brand should be have different characteristics or unique in every types of product. The distinct brand will be very much helpful to differentiate the desire product of consumer from the other products.
-) Studies on brand preference should be made on continuously most of consumers showing brand preference indicates towards hidden assets of the manufactures or sellers. They should have knowledge of these valuable assets. It will give them effective guideline for developing successful marketing strategy.

Shrestha (2011), in her thesis, “Consumer buying behaviors towards Mayos instant noodles,” has specific objectives that are:

-) To examine the consumer perception and the behavior in the purchase of Mayos Instant Noodles.
-) To find best promotional measure for mayos noodles.
-) To obtain the consumer’s opinion about various aspects (price, quality, taste, distribution system, packaging, promotional etc).
-) To examine consumption pattern of mayos noodles.

The major findings of the study are:

-) The entire sample consumers have eating habit of mayos noodles.
-) Most of the respondents are student.
-) Most of the respondents are the age between 6-19 years.
-) Most of the respondent take mayos noodles occasionally and there is slightly different between the consuming between the consuming habit of married and unmarried consumers.
-) Most of the consumer take noodles as Tiffin purpose and mostly use one packet per day.

-) Chicken flavor mayos is mostly preferred by consumer than any other flavor.
-) Mayos is at the second in the respondent ranking where as waiwai is as the top ranking.
-) Most of the respondents have positive view toward the test of the mayos and there is no one who doesn't like its test.
-) Consumer gives more emphasis on the taste of noodles than its price and quality.
-) More respondent is feel the price of the mayos is reasonable and the percentage different between those form expensive fellers is more by 6%.
-) Most of the respondent influences the adverting of noodles through audio-visual media and again through audio media which is more than other forms of advertising.
-) Most of effective promotional techniques go with sales promotion like gift, coupon offer etc then giving plane adverting.
-) Most of consumers are satisfied with the taste and quality of mayos but around 34% are found to be dissatisfied.
-) Most of the respondent suggestion to producer is to reduce the price which is followed by increasing in quality and produce in varieties of packet.

Rijal (2013), in his thesis, "Consumers awareness towards instant noodles in Kathmandu Valley," has specific objectives that are:

-) To find out what consumer expect to receive from waiwai noodle.
-) To find out the effective advertising media of noodle and what the other brand like mayos, rampum etc in the market offer through feature and benefit t consumer.

-) To find out the perceived quality and value of waiwai in consumer mind.
-) To find out the current market position of waiwai and give suggest measures for promotional marketing of noodles product.

The major findings of the study are:

-) Almost every individual of the Kathmandu like to eat noodles and take a noodle as the most favorite snack. When people think of noodle waiwai come first in their mind, as they positioned the name waiwai as the substitute name of noodles. People of the Kathmansu Valley like the test of waiwai and positioned waiwai as the tasty noodle and they like the chicken favor the most. When other brand of the noodle is available with the same price, quality and taste they will like to stick to waiwai noodle. These show consumers are brand loyal to the waiwai noodle. In the mind of consumer CG has positioned waiwai as “Hai sabai ko Waiwai”. Most of the people in Kathmandu like to choose waiwai noodle rather than other brand this shows they are brand loyal to waiwai noodle. People of Kathmandu like as the favorite brand. Similarly, mayos comes the second and 2p.m., rumpum, ruche and golmol comes thereafter respecting. Waiwai has got the top priority in the mind share of noodle among the noodles.
-) Product present in market even among the noodles of CG food (Nepal) limited. People do agree that product of CG food (Nepal) are better than product of other company to some extent. According to consumer CG (Nepal) is the most successful company well known company of Nepal. So promotional strategy of waiwai should be very innovation.
-) Competitors of noodle now a day come up with more innovation idea to influence the consumer. People of Kathmandu valley of the consumer believes that using famous actor like Rajesh Hamal in the quiz show

sponsored by waiwai is a unique way positioning a brand. After the completions of the research, the major steps to be taken in to consideration are CG (Nepal) has to be very innovative for the promoting waiwai in this competitive market. CG (Nepal) has to give more focus on quality and give more focus on quality and give more focus on quality and hygienic in the production process.

Research Gap

Most of researcher tried to study brand preference of different products. However the researcher found that they are not fully concerned with the brand preferred towards the products. Mainly they are collecting the attitude of the consumer no only the preference issue with regards to the consumer point of view. Like wish the research has not yet found any research tries to conduct this research.

In this dissertation, Research tries to study more to find out the brand preference towards noodles in Kathmandu and Dhading districts. Furthermore in this dissertation researcher has used chi-square test as statistical tool to find the independency of age group for the quantity of noodles consumed.

Chapter-III

Research Methodology

3.1 Introduction

Research Methodology is the way of solving the problems' 'market research specifies the information required to address there issue, designs the method of collecting information, manages and implements and data collection process, analyze the results and communicate the findings and their implications'' (Market News 1987.1)

Research is essentially a systematic inquiry seeking facts through objectives verifiable methods in order to discover the relationship among them and to deduce from them broad principles or laws. It is really a method of critical thinking by defining and redefining problems, Formulating hypothesis or suggested solution, collecting, organizing and evaluating data making deductions and making conclusion to determine whether they feed the formulated hypothesis. Thus, the term research refers to a critical, careful and exhaustive investigation or inquiry or examination or experimentation having as its aim the revision of accepted conclusions, in the light of newly discovered facts.

The objective of this study is to examine the Brand preference of instant noodles in Bagmati Zone. Studying role of Brand preference is very much necessary to keep face with the increasing competition in the market. In this study the necessary and relevant data have been collected from the sample consumer. To achieve this objective the study followed a Research Methodology, which has been described as the following.

3.2 Research Design.

“A research design is the logical and systematic planning and directing of a piece of research" *P.R. Young*

The main intention of this research is to collect the factual information which describes the Brand preference prospects practiced in noodles business by noodles companies in Nepal. For this purpose survey was conducted. Survey is non experimental research design, classified as either descriptive or exploratory, although there is no difference in classification. They are designed to obtain information from sample population. Survey is conducted to obtain detail information existing variable by either structured questionnaires or structured (or unstructured interviews). Collected data is simply explored by using some statistical tools. I have undertaken the following things.

-) Problem identification and reason for selection the topic. (describe in chapter I)
-) Review of previously published literature. (Describe in chapter II)
-) Clearly describe the data to be obtained.
-) Explanation of how the data is to be obtained.
-) Method of Analyzing the data.
-) Research Report (i.e. Conclusion).

3.3 Sample Size and Unit

A sample is generally selected for study because the population is too large to study in its entirety. In order to review the Brand performance on instant noodles and practiced in noodles marketing by noodles companies in Nepal, is necessary to identify and examine a sample of noodles

consumer because the population of the study are all the consumer of noodles .

The population of the study is the all consumers of noodles and 120 consumers are selected as a sample size. The consumers have been selected from the various places of Bagmati Zone and which is as follows.

Table No.3.1

The sample size and unit

S.N	Area	No of Respondents
1	Kalanki	50
2	Balaju	20
3	Malekhu	35
4	DhadingBesi	15
Total		120

Source: Field Survey 2013

3.4 Nature and Sources of Data

Data is the foundation of all fieldwork projects. One of the purposes of the any kind of project report or project work assignment to researcher is, therefore, to provide them considerable knowledge about both primary and secondary data collection techniques, as well as understanding of the appropriate times to use and gather one or the other, or both.

This study is based mainly on primary data collected directly from the respondents. The respondents for this study are consumers of instant noodles from Bagmati zone. The questionnaires were distributed to the consumers of various areas. The size of sample and respondent are 120 consumers. For this purpose 120 consumers were interviewed by the researcher with the help of a set of structured questions. More information has been collected from the primary source about the questionnaires and oral conversation with concerned distributors and consumers. Although there are two types of data used in this study.

3.4.1 Primary Data

Primary data are original data gathered by the researcher expressly to solve the problem under consideration at the time. These data have not been previously collected or assembled for any other known project. In short, they are data that did not previously exist in any organized fashion.

So, in this study primary data are the peoples of Bagmati zone and through questionnaire as interview.

3.4.2 Secondary Data

A secondary source of data refers to those already gathered by others. The sources of secondary data can be divided into two groups: internal and external. The internal data are found within the company. Sources of such data include sales information, accounting data and internally researched report. External secondary data are those outside the company. Such sources may include books, periodicals, published reports, data services and computer data banks.

A part from the data collected through questionnaire some relevant data are collected from the packets of instant noodles itself. The questionnaire used in the study is presented in the appendix.

3.4.3 Respondents Profile: Consumers

Here are 120 respondents related to the study and they are from the various places, age group, and various profile. Mainly here is presented the consumers profile related to the study.

Table no. 3.2

Users of Noodles According to the Age Group

Age	No of respondents	Percentage (%)
Below 15 years	15	12.5
15-30 years	55	45.8
30 and above	50	41.6
Total	120	100

Source: Field Survey 2013

According to the above table 3.2 among the table selected for the study 12.5% of consumer of noodles lies in the below 15 age group, and the same way 45.8% of consumer of noodles are the range of 15-30 years, 41.6% of consumer are above 30 years. From the table we can say that consumers of noodles are the different age group.

Table -3.3

User of Noodles: Sex Wise

Sex	No of Respondent	Perc entage (%)
Male	50	41.67
Female	70	58.33
Total	120	100

Source: Field Survey 2013

As presented in the data Table no.3.3 41.67% of consumers are male and 58.33% of consumers of noodles are female. This show percentage of user of noodles of female is higher than male consumer.

Table -3.4

User of Noodles Education Wise

Education	No of Respondent	Percentage (%)
Literate only	25	20.8
SLC	45	37.5
Inter label or +2	35	29.17
Graduate and above	15	12.53
Total	120	100

Source: Field Survey 2013

The above table shows that 20.8 % of consumer are only literate, 37.5 % of consumer are SLC and 29.17% are Inter label and remaining of 12.53% are graduate and above label. So we can say that most of the consumers are around of SLC and Inter label.

Table-3.5

User of Noodles: Occupation Wise

Occupation	No of Respondent	Percentage
Students	60	50
Housewife	40	33.33
Businessman	20	16.67
Total	120	100

Source: Field Survey 2013

According to the above table most of the consumers of noodles are students and housewife (50% and 33.33%). Some percentage 16.67% consumers are businessman.

3.5 Tools and Techniques Used in Data Analysis

3.5.1 Data Analysis Process

During the data processing work, the filled questionnaires are carefully checked to remove errors and inconsistencies, if any. Data processing programs such as Microsoft Access and Microsoft Excel are used to record and process the collected data. That software is felt to be sufficient in analyzing the data.

One small application is developed in MS-Access in order to computerize the data systematically. All the opinions or data collected through questionnaires are then recorded to computer by using the application. The collected data is transferred to Microsoft Excel and sorted out. Thereafter, data is analyzed by using different tools of MS Excel. For example, chart tool of MS Excel is used to present the data in graphs.

3.5.2 Data Analysis Tools

As it is mentioned above, the study is fully descriptive type. Descriptive Research is a process of accumulating facts. It does not necessarily seek to explain relationships, test hypotheses, make predictions or get at a meaning and implications of study¹. So, as per the nature of research, no hypothetical tools are used to analyze the data. Only some statistical tools are used to explore the data. Main tools used in this study are:

) **% (percentage):** To show the percentage of respondents on a particular question or opinion.

) **Chart:** Different charts like pie, bar, column etc to show the graphical presentation of data.

3.6 Data Processing

After collected the data, it is necessary to processing the data for analyzing. The collected data has to be ordered and carefully processed then only it helps to bring out the viable output using statistical tools.

3.6.1 Sorting

The dispensable data and irrelevant topics are removed. Sorting helps to data pertinent, consistent for tabulating.

3.6.2 Coding

In this thesis, there are used symbols, numbers, series and sign as coding which help to thesis easy to understand.

3.6.3 Classification

This scatter data are managed with consistent and grouping the data for easy to understand. It makes possible to generalize and tabulation.

3.6.4 Tabulation

It elaborates and compares the relevant data and makes the relationship with each other. In this thesis, Tables, charts, diagrams are used in the tabulation.

CHAPTER- IV

PRESENTATION AND ANALYSIS OF DATA

The previous chapter incorporated introduction of the study, review of literature and research methodology employed in the study. Respectively, this chapter deals with the analysis and interpretation of data. So this chapter analyzed the collected primary data in main supermarket of Katmandu valley. For this purpose, both descriptive and statistical tools and techniques such as the tables, the bar diagrams, the pie charts, percentage, weighted average, and others required tools.

4.1 Secondary Data.

4.1. Industry Analysis of Noodles Bagmati Zone some region.

To analysis the position of HSNPL in Bagmati Zone we should analysis the overall noodles industry where we can get the actual market share on noodles companies. The below table shows the actual marker share of the noodles companies.

Table no. 4.1

Total industries and their market share with growth rate since past four years

Area: Bagmati Zone

Period : 2066/67 to 2069/70

Brands	Sales 066-067		Sales 067-068		Sales 068-069		Sales 069-070	
	in cases	Mkt share %	in cases	Mkt share %	in cases	Mkt share %	in cases	Mkt share %
Mayos Chicken (HSN) 75g	261027	14.05	251027	11.49	257010	11.14	255014	10.16
Mayos Veg. (HSN) 75g	18774	1.01	20363	0.93	21525	0.93	2914	0.12
Mayos H & S (HSN) 75g	86	0.00	94	0.00	99	0.00	205	0.01
Mayos Cup (HSN) 60g	13	0.00	14	0.00	15	0.00	16	0.00
Ruchee Chicken (HSNP) 70g	140992	7.59	261379	11.97	276300	11.97	294259	11.72
Ruchee vegetable (Hsnpl) 60g	4350	0.23	4718	0.22	4988	0.22	5312	0.21
Mayos Sangrila (HSN) 60g	337	0.02	365	0.02	386	0.02	411	0.02
Lekali (HSN) 60g	60	0.00	65	0.00	69	0.00	73	0.00
Ruchee white	10315	0.56	11187	0.51	11826	0.51	12590	0.50
Total HSNPL	435955	23.46	549213	25.14	572217	24.80	570794	22.74
Waiwai (CG) 75g	750729	40.40	814240	37.28	973750	42.20	1004544	40.01
Wai (Q) (CG) 75g	93894	5.05	101837	4.66	107650	4.67	202124	8.05
Wai Tenz (CG) 60g	55424	2.98	152672	6.99	55250	2.39	58841	2.34
Golmol (CG) 60g	9224	0.50	10004	0.46	10575	0.46	11262	0.45
Bingo (CG) 60g	48007	2.58	52068	2.38	55040	2.39	58618	2.33
Total CG	957277	51.52	1130821	51.77	1202265	52.10	1335389	53.19

2-PM Chicken (ATF) 75g	1273	0.07	1381	0.06	1460	0.06	1555	0.06
2-PM Vegetable (ATF) 75g	196	0.01	213	0.01	225	0.01	240	0.01
Treat (ATF) 60g	1439	0.08	1561	0.07	1650	0.07	1757	0.07
Rumpum (ATF) 75g	39598	2.13	42948	1.97	45400	1.97	48351	1.93
Phataphat(ATF) 70g	43218	2.33	46874	2.15	49550	2.15	52771	2.10
Priti chicken (ATF) 70g	47078	2.53	51060	2.34	53975	2.34	57483	2.29
Priti vegetable (ATF) 70g	29960	1.61	32495	1.49	34350	1.49	36583	1.46
Miteri (ATF) 60g	8602	0.46	9330	0.43	9862.5	0.43	10504	0.42
Krish	3140	0.17	3406	0.16	3600	0.16	3834	0.15
Total ATF	174506	9.39	189269	8.66	200073	8.67	213077	8.49
Yam Yam chicken (SF) 75g	22634	1.22	24549	1.12	25950	1.12	27637	1.10
Yam Yam Vegetable (SF) 75g	7867	0.42	8533	0.39	9020	0.39	9606	0.38
Yam Yam Tomyam (SF) 60g	2224	0.12	2412	0.11	2550	0.11	2716	0.11
ABC (SF)70g	64744	3.48	70222	3.21	74230	3.22	79055	3.15
HALCHHAL(60g) SF	9027	0.49	9791	0.45	10350	0.45	11023	0.44
Total SF	106497	5.73	115507	5.29	122100	5.29	130037	5.18

Miho Chicken (JF) 75 g	1387	0.07	1504	0.07	1590	0.07	1693	0.07
Tintong 70g(JF)	3428	0.18	3718	0.17	3930	0.17	4185	0.17
Nano (JF)65g	41125	2.21	44604	2.04	47150	2.04	50215	2.00
Dami (JF)60g	392	0.02	426	0.02	450	0.02	479	0.02
Total J F	46332	2.49	50252	2.30	53120	2.30	56573	2.25
Leader (PN) 60g	5233	0.28	5676	0.26	6000	0.26	6390	0.18
Jojo (PN) 60g	8897	0.48	9649	0.44	10200	0.44	10863	0.43
Tara (PN) 60g	2093	0.11	2270	0.10	2400	0.10	2556	0.10
Chino (PN) 60g	5277	0.28	5723	0.26	6050	0.26	6443	0.26
Samay (PN) 60g	16616	0.89	18021	0.83	19050	0.83	19988	0.61
Rambha (PN) 75g	12734	0.69	13812	0.63	14600	0.63	15549	0.62
Hot Pot (PN) 70g	131	0.01	142	0.01	150	0.01	160	0.01
Total PN	50981	2.74	55294	2.53	58450	2.53	55449	2.21
A - One (HF) 60g	1701	0.09	1845	0.08	1950	0.08	2077	0.08
RARA (HF) 70g	84953	4.57	92140	4.22	97400	4.22	147149	5.86
Total HF	86654	4.66	93985	4.30	99350	4.31	149226	5.94
Grand Total	1858201	100.00	2184339	100.00	2307575	100.00	2510545	100.00

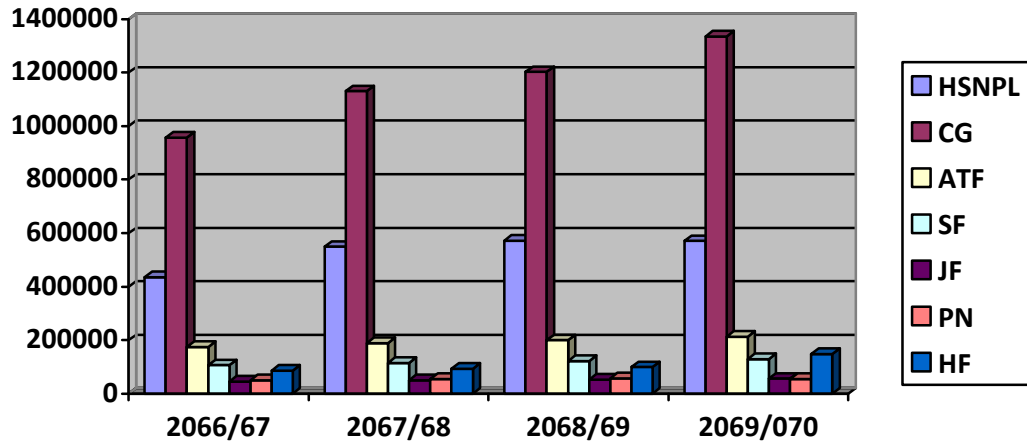
Source :HSNPL

The above table no.4.1 shows the overall market share of the Nepalese noodles companies on Bagmati zone. According to the table above in 066/067 market share of HSNPL is almost 23.46%, CG group has 51.51%, ATF has 9.39%,SF has 5.73%,JF has 2.49%, HSF has 4.68% and PNI has 2.74% market share. Same way in 067/68 HSNPL has 25.14% which is more by 1.68% than last year, in 068/69 HSNPL has 24.8% ,CG has 51.78% ATF has 8.66%, HSF has 4.3% and PNI has 2.54% market share. In 069/070 HSNPL has 22.74% CG group has 53.19%, ATF has 8.49%,SF has 5.18%,JF has 2.25%, HSF has 5.94% and PNI has 2.21% market share.

According to the above table we can say that the HSNPL is the Second leading company in Bagmati Zone which has almost second leading market share since last four years, which has average 24.04% market share. Same way CG company is the leader in Bagmati zone which has average 52.15% market share in last Four years. Same way ATF Company holds the third position of market share which takes almost 8.8% of market share. Same way, SF Company has the 5.37% of average market share, JF Company has the 2.3% of average market share PN Company has the 2.5% of average market share and HF holds the 4.84% of market share.

Figure no-1

Total industries and their market share with growth rate since past four years



Primary Data

4.2 Per-determined Decision for Buying Brand of Noodles in the time of Buying Noodles.

Table no.- 4.2

Predetermined decision for buying noodles

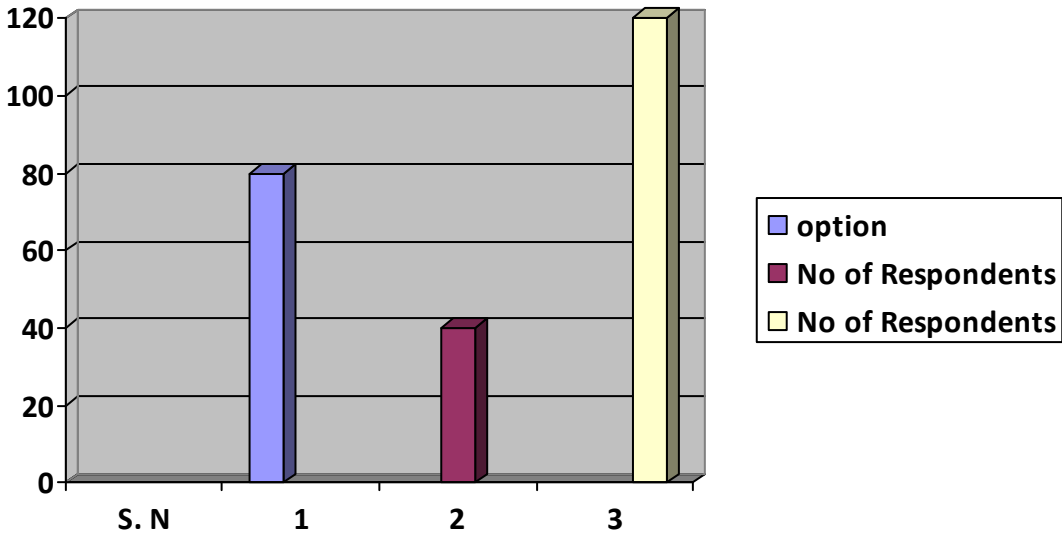
S.n.	Option	No of Respondents	% of Respondents
1	Yes	80	66.67
2	No	40	33.33
Total		120	100

Source: Field survey 2013

The above table no 4.3 shows that almost of noodles of noodles consumer decided to the brand before they buy the product . According to the above table almost 66.67% of consumer pre-decided the buying noodles and 33.33% of consumers decide in the spot or in the shop. It shows high degrees of brand loyalty and preference on noodles market. We also can show it in the following bar-diagram also.

Figure no – 4.2

Pre –determined Decision of Buying Noodles



4.3 Most Preferred Brand of Noodles

The following table shows which brand of noodles is most preferred by the noodles consumer based on the 120 respondents.

Table no -4.3

Most Preferred Brand of Noodles

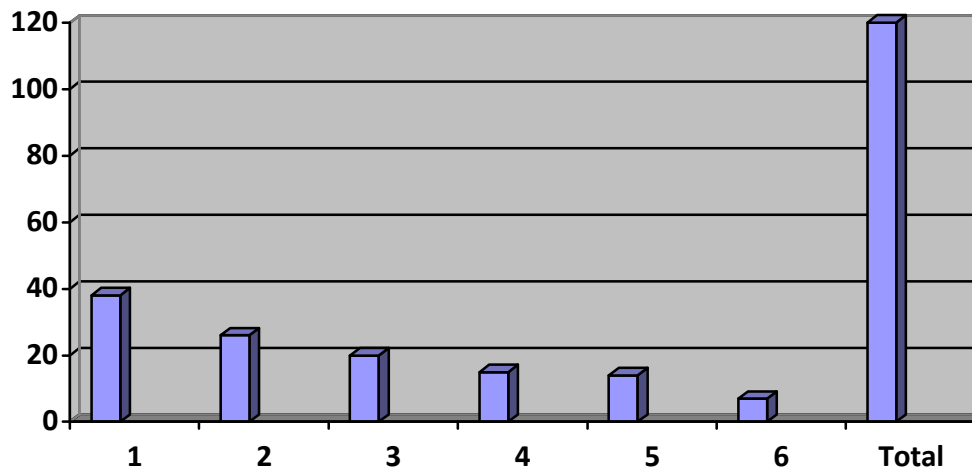
S. N	Name of brand	No of Respondents	% of Respondents
1	Waiwai	38	31.66
2	Mayos	26	21.66
3	Ruchi	20	16.68
4	Rara	15	12.5
5	ABC	14	11.67
6	Waiwai Tenz	7	5.83
Total		120	100

Source : Field survey 2013

The table no 4.4 presents that there is very competitive figure of brand choice between the various brands. Among them Waiwai is preferred by 31.66% of respondents, Mayos is preferred by 21.66% of respondents, Ruchi by 16.68% Rara by 12.5% ABC by 11.67% and Waiwai Tenz by remaining 5.83% of respondents out of 120 respondents. It can be shown in the following bar-diagram.

Figure no -4.3

Most Preferred Brand of Noodles



4.4 Reason for Noodles Consumption

The table below shows the reason for consumption of noodles by the noodles consume.

Table no -4.4

Reason for Noodles Consumption

S.N.	Reason	No of Responds	% of Responds
1	Easily Available	30	25
2	Easy to consume	40	33.33

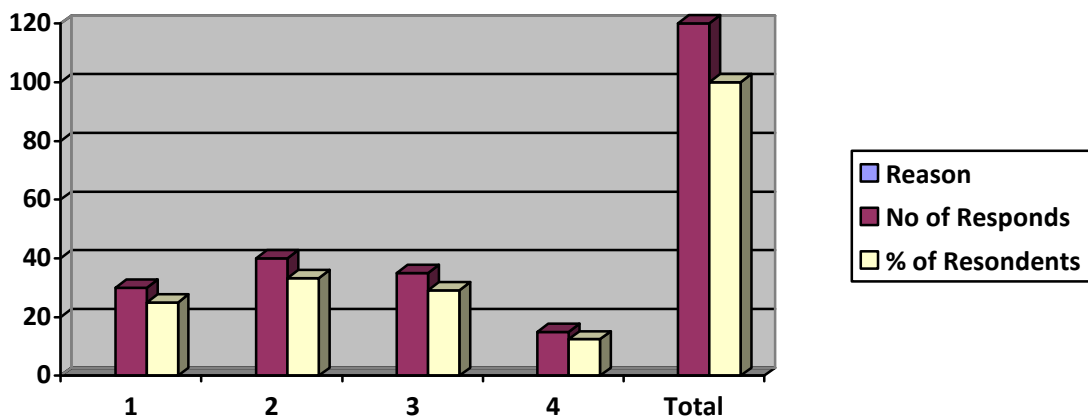
3	Time saving	35	29.17
4	To avoid hunger	15	12.5
Total		120	100

Source: Primary Data from Field survey 2013

The table no 4.5 presents that the reason for noodles consumption. The data indicates that easy to consume is the main reason of noodles consumption which is proved by the to avoid hunger by 12.5% out of 120 respondents.

Figure no 4.4

Reason to Consume of Noodles



4.5 Ranking of different brand of Noodles

The table below shows the rank of different types of noodles.

Table no-4.5

Ranking of Different Six Brands of Noodles

S. N	Noodles	No of Respondents	Percentage	Ranking
1	Waiwai	42	35	1
2	Mayos	27	22.5	2
3	Ruchee	18	15	3
4	Rara	13	10.8	4
5	ABC	11	9.16	5
6	Waiwai Tenz	9	7.5	6
Total		120	100	

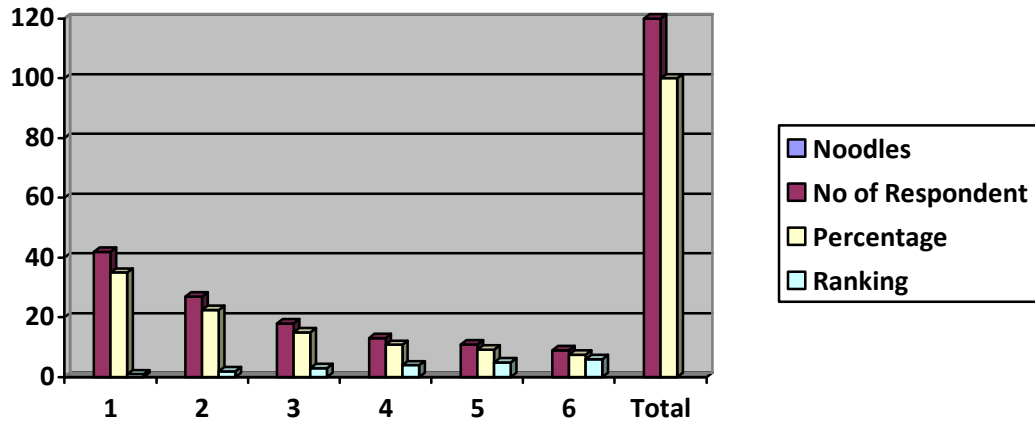
Source : Field survey 2013

In the table above, the consumers to different six brands have been presented. Note that, the highest priority is given noodle denoted by 1 and the lowest priority given noodles is denoted by 6 and it is also noted that the number 1 denoted noodles has the highest percentage and number 6 denoted noodle has got the lowest percentage.

By the overall ranking of various brands of noodles, Waiwai noodles is seen as most preferred with 35% and Mayos is also as high as Ruchee as 22.5% with second ranking , Ruchee in third ranking, Rara in fourth ranking, ABC in fifth ranking and Waiwai Tenz in six position or six ranking. Which means Waiwai and Mayos most popular and Waiwai Tenz is lowest among the all. Note that the second and Third both product are HSNPL noodles.

Figure no -4.5

Ranking of Different Noodles



4.6 Alternative Choice of Brand if Favorite Brand Is Not Available

The table below presents the alternative brand of noodles if any consumer cannot get his favorite brand

Table no- 4.6

Alternative Choice of Brand if Favorite Brand Is Not Available

S.N.	Alternative Choice of Brand	No of responds	% of responds
1	Waiwai	30	25
2	Mayos	45	37.5
3	Ruchi	11	9.17
4	Rara	19	15.83

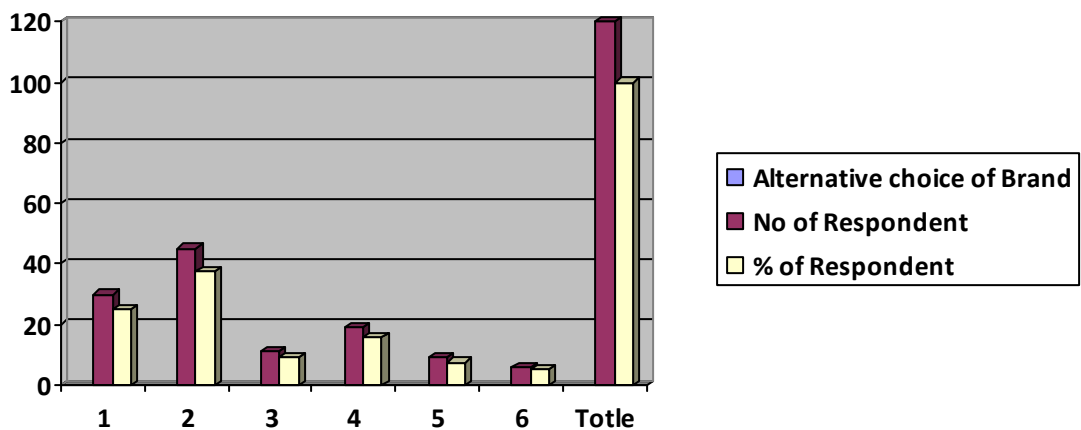
5	ABC	9	7.5
6	Waiwai Tenz	6	5
Total		120	100

Source : Field Survey 2013

The table 4.7 is related to alternative choice of brand if favorite brand is not available in the market. According to the table, most of the respondents have been found in the alternative choice of brand as Mayos by almost 37.5% where as Waiwai 25% , Rara 15.83%, Ruchi 9.17%, ABC 7.5% and Waiwai Tenz by 5%. Which data shows Mayos noodles is the most alternative brand of the people of Bagmati zone.

Figure no -4.6

Alternative choice of Brand if Favorite Brand Is Not Available



4.7 Information about the Noodles Through various Media:

The table below denotes that consumers through various media notice information of noodles.

Table no. -4.7

Information of Noodles through Media

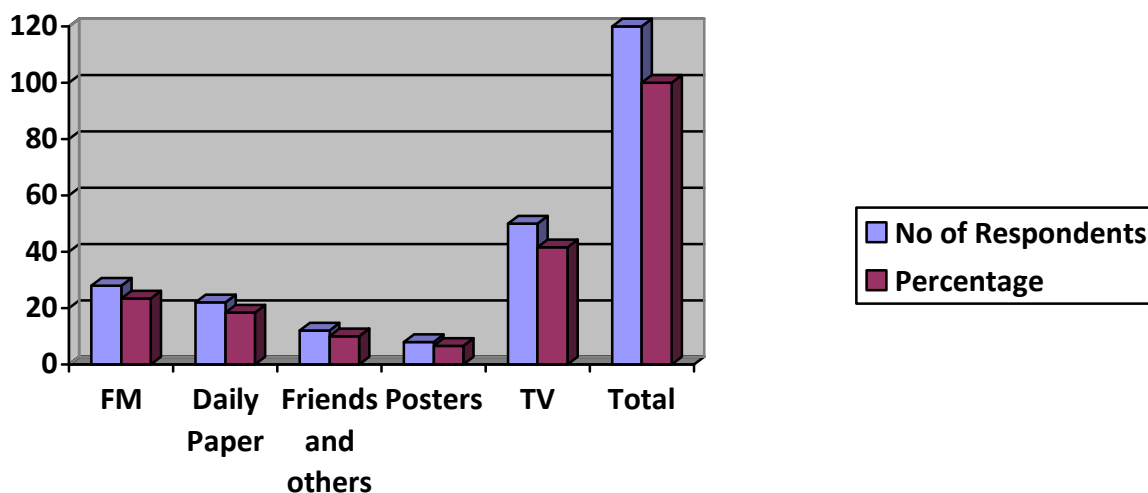
Media	No of Respondents	Percentage
FM	28	23.33
Daily Papers	22	18.33
Friends and others	12	10
Posters	8	6.67
TV	50	41.67
Total	120	100

Source: Field Survey 2013

According to the field survey there are most of media to inform about the noodle in market. Most of the noodle consumer got information of noodles through Television. The respondents are 41.67% out of 120 respondents. Same way through FM radio 23.33%, through papers 18.33% through friends 10% and through poster 6.67%. It can be shown under bar diagram also.

Figure no.-4.7

Information of Noodles through Media



4.8 Reason for Consumption of Noodles

These questionnaires were helpful to bring out the reason for the consumption of noodles under as follows or why they consume the noodles only.

Table no- 4.8

Reason for Consumption of Noodles

Statement	No of Respondents	Percentage
Brand name	18	15
Quality	39	32.5
Taste	32	26.67
Prize	25	20.8
Others	6	5
Total	120	100

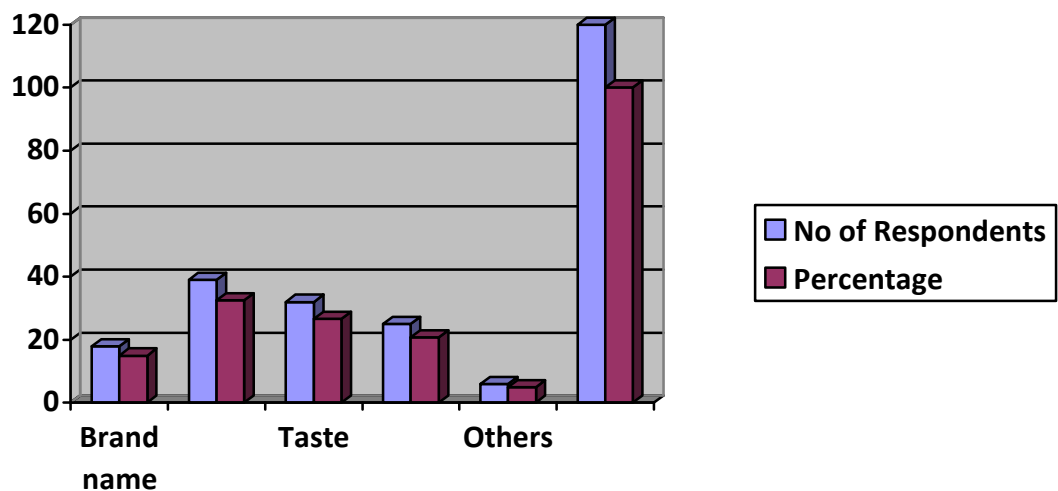
Source: Field Survey 2013

According to the table no. 4.9 it describes the reason for consumption of noodles. Most of the consumer of noodle believes the quality of noodles around 32.5% as 39 of respondents among the 120 respondents. Same way 26.67% of consumer like the taste of noodles, 15% for brand name, 20.8% for the prize, remaining 5% for the other reason. It shows most of the consumer of noodles believed the quality, taste and consumer scheme.

We can present in the bar diagram also.

Figure no- 4.8

Reason for Consumption of Noodles



4.9 Consumer Suggestion to the Noodles what should be Targeted

In order to improve the noodles, the following table helps to the company which point of product should be targeted through the advertisement.

Table no -4.9

What should be targeted?

S. N.	Statement	No. of Respondents	% of Respondents
1	Quality	80	66.67
2	Taste	25	20.8
3	Consumer scheme	10	8.33
4	other	5	4.17
Total		120	100

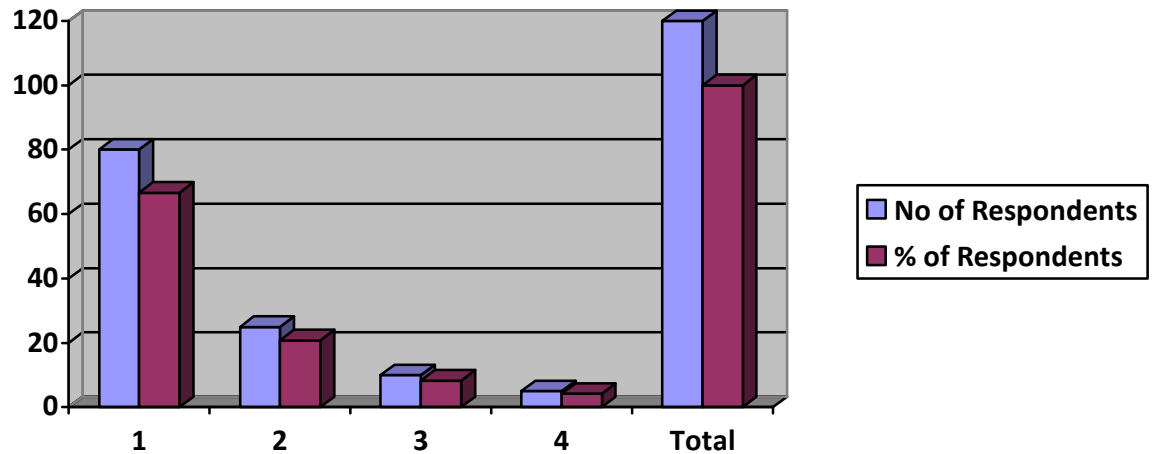
Sources : Field survey-2013

According to this field report noodles Company should target its quality through the advertising which is almost 66.67%. It shows that consumers want quality in the noodles than others . Same way 20.8% wants taste, 8.33% want consumer scheme and remaining 4.17% want others through the noodles.

It can be seen through the bar diagram also.

Figure no -4.9

What should be targeted?



4.10 Major Finding

The major objective of the study is to analysis the consumer preference of instant noodles and it is based on the Bagmati zone market. According to the presentation these finding can be shown below.

1. Most of the consumers are regular consumer of noodles.
2. The massive consumption of noodles purpose is easy to consume.
3. The most of the noodles consumer already decide the preferred brand before they purchase and they buy the second preferred brand is not available in the market.
4. The Waiwai is preferred most of the consumer of noodles among to the six different noodles.
5. Most of the noodles consumers preferred to the Mayos noodles if their prefer brand is not available in the market.

6. Noodles are used as Tiffin most and little bit customers are used as both Tiffin and meal and consumers do not want to use the noodles as meal specially.
7. The most of information has got by customers about the noodles through FM, Television and other media also help to brand preference of noodles.
8. It has been found that the sales turnover of noodles is dependent up on their extensive advertisement. Even to survive and sustain in market advertisement is necessary .
9. In the context of noodles advertising is satisfied.
10. The most preferred brand is Waiwai, Mayos is second and other are low popular then them.
11. Most of the consumers are believe the quality of noodles while using.
12. According to the above analysis consumer's suggestion about the noodles improvement that the large % of respondents have suggested to improve the quality of noodles.
13. Large no of respondents shows the brand switching tendency in attractive gift and prizes.
14. Most of the consumers of noodles suggest continuing its consumer scheme.
15. On the contest of Bagmati zone Waiwai has been found first rank , Mayos in second position Ruchee in third position , Rara in fourth, ABC in fifth and Waiwai Tenz in last rank in six brand and it is note that Ruchee and Mayos are both the product of HSNPL.
16. Quality , taste and advertising are consumer preference in instant noodles

CHAPTER- V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This chapter involves with the finding and conclusion derived from analysis of above data.

Due to the globalization of the business, the world has become so close that a company can easily access to the market of the others part of world. Over the years, the trust has shifted from efficient productions to the swift marketing. Marketing department of the company should develop the techniques to market the products.

Nepal is a country of rural markets which are far from the modernized system. Through the concept of buying Nepali products is nowhere because of low availability of local brand, consumer have been buying foreign products and brand since very long. So the practice of brand promotion method within the country is very limited. Brand promotion is an important element of marketing mix which creates the demand and brand preference of noodles. Nepalese noodles companies are using this techniques very much but nobody has tried to do research and find out its effectiveness in Nepalese market. But noodles companies are rapidly growing in Nepal so competition is being tough alone this opportunity. Understanding the brand preference is a very effective measure to increase the competitive strength of manufactures and sellers.

All the Nepalese noodles are population of the study. A sample of 120 consumers is taken out from the population on the judgmental sampling. The researchers have analyzed the information from the primary sources by using the various tools made on brand preference study of instant noodle in Bagmati

Zone. Through the brand preference study of instant noodles in Bagmati Zone remain very tough study even then the researcher tried to trace out the problems faced by the concerned authority As per the study this is an obviously a different and complex study which is based on brand preference of noodles. The Waiwai has been found to have a better brand image then its rival brand. It shows that impressive advertising will help to establish the brand image and brand preference in the market which directly assists in increasing the market share of the brand. For the Bagmati Zone FM Radio and Television is the effective and popular media for advertising of noodles.

Contemplating the very realities of the Nepalese Market it is found that advertising has not yet accessed its full potential growth, although the essence of advertising is well recognized and business people have realized it's as the important promotional tools of advertising is business field as well as agriculture field. The essence of advertising strategies to impact the consumer's attitudes towards the products and services.

A large no of noodles consumers were found to be below 30 years. Old who are students by profession. In this study consumers were found in snacks purpose whereas breakfast purpose is moderate and very low purpose in meal for noodles consumption. It is also shown that the majority of consumers will buy second preferred brand if their favorite brand is not available in the market. The ranking of noodles also shows that Waiwai is first in ranking preferred brand.

This study has been divided in to five chapters, The introduction, the literature review, Research methodology, Data analysis and presentation and summary, conclusion and recommendation.

The main purpose of the study was to find out the brand preference of instant noodles in Bagamati Zone. The noodles industries and its market are rapidly growing in Nepal. Competition is being tough along with these Opportunities. Basically, the study is divided in main five chapters.

The first introduction chapter provides the general information about the noodles market, Concept of brand preference, Statement of the study, objective of the study, significant of the study, and limitation of the study.

Second chapter Review of the Literature, includes on the concerned topic which are mostly based on the books and earlier studies related to the research problem through different source. Researcher has focused on different topic as in the meaning, function and objectives of the brand preference and general information about the related topic.

The third chapter was related to the research design, nature and sources of data, population and samples, data collection and analysis, and data processing techniques.

In Four chapter various statically and mathematical tools were used to present and analysis of the finding of the study. The chapter of data deals with the issues identified in the introduction. All the Nepalese noodles are the population of the study. A sample of 120 consumer is taken out from the population. They are from the customer of various parts of Bagamati Zone. The researcher has analyzed the information from primary sources by using the various tools made

on the basis of brand preference. The brand Waiwai has been found to have a leading brand than its competitor brand.

From this study, it is obtained that Waiwai noodle has satisfactory image among the customer due to its quality, packaging, effective adverting and effective consumer scheme. The consumer of noodle want quality, taste and consumer scheme as well.

5.2 Conclusion

From the study the following topic are conclude.

1. Analysis of brand preference of noodles is very much important.
2. The Waiwai noodle is preferred most of customer due to its quality, taste and others aspect.
3. F.M Radio and Television are the best information coverage to the consumers about the noodles.
4. Adverting of noodle is necessary.
5. Advertising believability is found satisfactory of various brand of noodles.
6. The reason for consumption of noodles is easy to consume.
7. Large no of respondents show the brand switching tendency in attractive gifts and prize programmers.
8. Moderate degree of price sensitivity has been found in brand preference.
9. The majority of consumers will buy second – preferred brand if their preferred brand is not available in the market.

5.3 Recommendations

Competition is becoming tougher and tougher together with the growth rapidly of noodles market. Understanding the brand preference is very effective

measure to increase the competitive strength of manufacturers or seller so the finding of the study has multifold implication for the Nepalese noodles Marketers. The following recommendation is made on the basis of the finding of the study.

) In the present situation, every company is facing challenges due to increasing globalization, liberalization and advance in information technology.

) Most of the noodles advertising are effective. They succeeded on grabbing the attention of potential consumer, they arouse the interest toward their product through different types of advertisement, raise desires to persuade them to buy product is very important aspect advertising. It enhances the conviction of consumer towards the product. So, communication strategy should be made in such a way that creates desires towards the noodles.

) The Waiwai noodles is preferred more rather than others and Mayos is in second position so HSNPL noodles company should be more conscious with this factor and apply the suitable strategies to continue its position.

) Finding has proved that the advertising and promotional activities have always positive impact in both product and company. So the noodles company should have to develop the fascinating advertising as well as effective promotional campaigns.

) Taste and quality are major factors for brand preference to noodles consumers so Noodles Company should improve their quality along with the taste of noodles to meet the present competition with competitor's brand.

) The study shows that most of the noodle consumers were found to be below 30 yrs so noodles companies should develop their market strategies in this aspect.

) The promotional activities should be regular by noodles marketing which helps the brand preference of noodles market.

) Believe is psychology, when it break than complicate to reform, so always keeping consider to make strength believability because it is property of company.

) The packaging saves the product and attracts the consumers its beauty finishing. So packaging should not be comprised.

) At present state, social responsibility is a main topic of marketing so the company should be care about this. This helps to make strong brand loyalty.