

**MARKETING OF WAI-WAI BRAND IN SIDDHARTHANAGAR
MUNICIPALITY, RUPANDEHI**

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Tribhuvan University

**In the partial fulfillment of the requirements for the degree of
Master's in Business Studies (MBS)**

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RECOMMENDATION

This is to certify that the thesis

Submitted by

Anju Khanal

Entitled

MARKETING OF WAI-WAI BRAND IN SIDDHARTHANAGAR

MUNICIPALITY, RUPANDEHI

has been prepared as approved by this department in the prescribed format of faculty of management. This thesis is forwarded for evaluation.

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DECLARATION

I hereby declare that the work done in this thesis entitled "Marketing of Wai-Wai Brand in Siddharthanagar Municipality, Rupandehi" submitted to Birendra Multiple Campus, Faculty of Management, Tribhuvan University is my original work. It is done in the form of partial fulfillments of the requirement of the degree of Master of Business studies (M.B.S.) under the supervision and guidance of Mr. Damodar Poudel, Lecturer of Birendra Multiple Campus.

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TABLE OF CONTENTS

RECOMMENDATION	I
VIVA-VOCE	II
DECLARATION	III
ACKNOWLEDGMENT	IV
TABLE OF CONTENTS	V-VI
LIST OF TABLES	VII
LIST OF FIGURES	VIII
LIST OF ABBREVIATIONS	IX
CHAPTER ONE	Page No.
INTRODUCTION	1-9
1.1 Background	1
1.2 Statement of the Problem	5
1.3 Objectives of the Study	6
1.4 Significance of the Study	7
1.5. Limitation of the Study	7
1.6 Organization of the Study	8
CHAPTER TWO	
REVIEW OF LITERATURE	10-45
2.1 Introduction	10
2.2. Marketing (Conceptual Framework)	10
2.3. Marketing Concepts and Orientation	11
2.4 Marketing Management	15
2.5 Marketing Environment	16
2.6 Segmentation	20
2.7 Some Repeated Terminologies	22
2.8 The Marketing Concept in Nepal	24
2.9. Development of Marketing	25
2.10 Basic Principle of Marketing Concept	26
2.11 Marketing System	27
2.12 Marketing Mix	27
2.13 The Tools of Marketing Mix are Known as 4 Ps	28
2.13.1 Products	28
2.13.2 Pricing	29
2.13.3 Distribution	36
2.13.4 Promotion	38
2.14 Can Repeating an Advertisement More Frequently than the competition Affects Brand Preference in a Mature Market?	43
2.15 A Review of Previous Research Work	44

CHAPTER THREE	
RESEARCH METHODOLOGY	46-49
3.1 Introduction	46
3.2 Research Design	46
3.3 Source of Data	47
3.4 Data Collection Procedure	47
3.5 Population & Sample	48
3.6 Data Processing and Analysis	49
3.7 Data Presentation	49
CHAPTER FOUR	
PRESENTATION AND ANALYSIS OF DATA	50-70
4.1 Consumers' View	50
4.1.1 Use of different Brands of Noodles	50
4.1.2 Actual Users of the Wai Wai Brand	51
4.1.3 Reasons for Preferred WaiWai Brand (Only for Regular Users)	52
4.1.4 Availability of Wai Wai	53
4.1.5 Suggestion Taken from Non Users of WaiWai	54
4.1.6 Trends of Watching Advertising of Wai-Wai	55
4.1.7 Having T.V. on Respondent Home	56
4.1.8 Attraction of Advertisement on T.V.	57
4.1.9 Effective Advertisement from Different Media	58
4.2. Businessman's View	59
4.2.1 Types of Shop	59
4.2.2 Stock-Wise Situation of Noodles	60
4.2.3 Sales Wise Situation of Noodles	61
4.2.4 Payment Status of WaiWai	62
4.2.5 Payment Vs Sales Growth	63
4.2.6 Increasing of Noodles Market	64
4.2.7 Trends of Consumer Taking Brands Name	65
4.2.8 Trends of Suggestion of Consumer	66
4.2.9 Convincing Capacity of Shopkeeper	67
4.3 Major Findings	69
CHAPTER FIVE	
SUMMARY, CONCLUSION AND SUGGESTIONS	71-75
5.1 Summary	71
5.2 Conclusion	73
5.3 Suggestions	74
References	76-77
Appendix	78-81

LIST OF TABLES

Table No.	Titles	Page No.
2.1	Comparative Features of Marketing Concepts	15
4.1	Use of different Brand of Noodles	50
4.2	Actual users of the WaiWai Brand	51
4.3	Reasons for Preferred WaiWai Brand	52
4.4	Availability of WaiWai	53
4.5	Suggestion Taken from Non Users of WaiWai	54
4.6	Trends of Watching Advertising of WaiWai	55
4.7	Having T.V. on Respondent Home	56
4.8	Attraction of advertisement on T.V.	57
4.9	Effective Advertisement from Different Media	58
4.10	Types of Shop	59
4.11	Stock-Wise Situation of Noodles	60
4.12	Sales Wise Situation of Noodles	61
4.13	Payment Status of Wai Wai	62
4.14	Payment Vs Sales Growth	63
4.15	Increasing of Noodles Market	64
4.16	Trends of Consumer Taking Brands Name	65
4.17	Trends of Suggestion of Consumer	66
4.18	Convincing Capacity of Shopkeeper	67

LIST OF FIGURES

Figure No.	Titles	Page No.
2.1	Relationship between the Industry and the Market	18
2.2	Stages of Marketing Development	25
2.3	Marketing System	27
2.4	Channel Structure for Consumer and Industrial products	37
4.1	Use of different Brand of Noodles	51
4.2	Actual users of the WaiWai Brand	52
4.3	Reasons for Preferred WaiWai Brand	53
4.4	Availability of WaiWai	54
4.5	Suggestion Taken from Non Users of WaiWai	55
4.6	Trends of Watching Advertising of WaiWai	56
4.7	Having T.V. on Respondent Home	57
4.8	Attraction of advertisement on T.V.	58
4.9	Effective Advertisement from Different Media	59
4.10	Types of Shop	60
4.11	Stock-Wise Situation of Noodles	61
4.12	Sales Wise Situation of Noodles	62
4.13	Payment Status of Wai Wai	63
4.14	Payment Vs Sales Growth	64
4.15	Increasing of Noodles Market	65
4.16	Trends of Consumer Taking Brands Name	66
4.17	Trends of Suggestion of Consumer	67
4.18	Convincing Capacity of Shopkeeper	68

LIST OF ABBREVIATIONS

AD	: Anno Domini
BS	: Bikram Sambat
CG	: Chaudhary Group
i.e.	: That is
Ltd.	: Limited
MBS	: Master of Business Studies
No.	: Number
NTV	: Nepal Television
T.U.	: Tribhuvan University
TV	: Television
WTO	: World Trade Organization