

**ROLE OF ADVERTISING IN BRAND CHOICE WITH SPECIAL
REFERENCE TO INSTANTS NOODLES WAI WAI AND MAYOS**

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RECOMMENDATION

This is to certify that the thesis

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has been prepared as approved by this Department in the prescribed
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DECLARATION

I hereby, declare that the work reported in this thesis entitled “**Role of Advertising in Brand Choice: With Special Reference to Instants Noodles Wai Wai and Mayos**” submitted to Central Department of Management, University Campus, T.U., Kirtipur is my original piece of work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business studies under the supervision and guidance of Jagat Timsina, Lecturer, Central Department of Management.

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CHAPTER- I

INTRODUCTION

1.1 Background of the Study

There is no record of any kind that tells us about the origin and history of Nepali advertisements. The earliest form of advertising mass thus be taken as the trumpet blowing tradition of kings and Maharjas to disperse the royal messages and these were accompanied by the use of musical instruments, like drum or trumpets. The old age oral tradition of promotion by vendors selling their wares in the market can also be taken as another early form of advertising.

Advertisement is the key for a product. In fact it influences consumer's attitude and purchase behaviour. It has multiple objectives and roles in persuading consumers. Entrepreneur can create a good and effective impressions towards their product through advertising.

The root of printing advertisement hat appeared on the lack cover of a look called Moksh Siddhi in 1919 B.S. Net instance of Nepali advertisement on print was found in 1945 B.S, when Gorkha Bharat Jeevan brought out advertisements on the cover of Gorkha Hasya Manzari; published by the Gorkha Bharat Press, Banaras, India.

With the passage of time, advertising got momentum with the developments of the mass media. The start of Gorkha Patra in 1958 B.S. was the landmark in the field of Nepali media, and this can also be remembered as the real start of the Nepali advertising.

Nepal experienced yet another media of mass communication with the released of radio broadcasting in 2002 B.S. Regular radio broadcasting commenced on Magh 17, 2007 B.S., with the start of Nepal radio (Now Radio Nepal). Initially it did not offer advertising services. The real irrups of radio advertising come after the private FM stations come into existence, in 2047 B.S. onwards.

Advertising is the key tool for a product, service and ideas are presented and promoted in the market. Advertising consists of non personal presentation of products or services through paid media a like radio, television , newspaper, magazines etc. it involves the decision regarding the size of advertising budget, message for advertising media, selection etc.

Advertising is any paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor (Kotler, 1994).

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

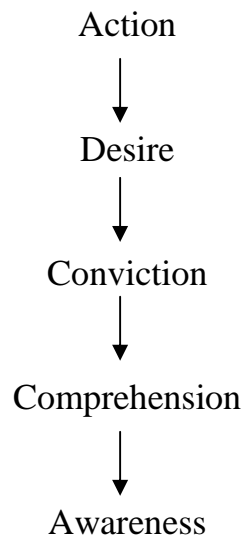
Advertising consists of all the activities involved in presenting of a group a non-personal, oral or visual openly sponsored message regarding a product, service or idea (William, 1999).

Advertising is any paid from of non personal presentation of goods, services or ideas to a group; such presentation being openly espoused by the advertiser (Sontakki and Despande; 1999).

Consumer is the king in business. The success or failure of any business owes to firm's marketing strategies. Consumer s response to goods is in response to the stimuli generated by a company through adverting. In this way a company can create good and effective stimuli through adverting. A consumer may impress buyers by adverting and motivate him to purchase goods. Today no one company can say in the market place without advertising.

Adverting is the cornerstone of the company s policy. Advertising can be understood as from of communication which aims at bringing about some

change in the behaviour of target audience particularly the potential buyers towards the product or service advertised. Generally, theoretical model seeks to identify a step-wise behaviour progression of non buyers towards buying action. This is the progression from awareness to comprehension. From conviction to desire and finding actual purchase of the product concerned which can be presented in the diagram to answer, now advertising cover from potential to an actual action.



It is opened to question if this model represents what actually happens in real life for one thing actual purchase occurs a result of many factors and advertising is only one of them. Sometimes advertising can do its job and bring the customer to the retail outlets, but if the distribution plan of the company is uneven and retail doesn't have stocks of the products purchase may not result. Simply advertising stimulates the potential buyers to go to the store to buy actual advertised products. In general, advertising is done in expectation of tangible gains such as favorable attitudes better image of the firm and increased sales. The techniques of advertising depending upon the situation however, it is the matter of decision of the marketing manager to blend all promotional tools advertising personal selling, publicity and sales promotion to arrive at a right mix. Each of the promotional tools have got unique characteristics and complementary.

It is true that sometimes the effect of advertising can not be measured directly in terms of sales. Therefore, advertising objective could be started in terms of communication goals, such as awareness of the product or favorability of attitude towards it. This assumption relates to sales started in terms of communication, measurement against such goals can always be possible.

The history of advertising in Nepal is recent one, but even in this short span of time, it has remarkable grown up where the first news-paper of the country was started on 1958 B.S. Jestha. Prior to this only the medium of advertising was word of the month, now different daily, twice weekly, weekly fortnightly, monthly, quarterly, four monthly, half-yearly, yearly and others so many periodicals have given significant contribution for its brightness to the coming future as well as to the present.

The establishment of radio Nepal Service starting from 3 hours to the present condition where, the advertisement broadest in the mid of prime news. This indicates the importance of advertising in modern marketing process.

This is only one high turn out mass media in our country. NTV and FM Radio are also playing important role in this field. In fact, some other media are also during their job according to the expectation. Among them the FM program which was introduced on Poush 15, 2052 B.S. is become much more popular in the Kathmandu Valley.

Every brand has a certain image in the market, every brand is known for it's own feature and quality. So, the consumers, according to their faith or trust on quality prefer one brand to others. If they think a brand is good in terms of quality or price or social status or any other, they develop a positive attitude towards that brand and make repeat purchase of the same. When this happens, i.e., known as brand loyalty. To find out brand loyalty frequently

purchasing action of a product class must be required. Brand loyalty is a great asset of company which is not expressed in numerical form of the balance sheet. It is completely unseen but gives result of full enjoyment.

In the modern marketing world, cut throat competition is the main characteristics and Nepal too is not exception to this completion. It has been found that Nepalese consumers market increase in the number of units of industries producing different types of goods. Today, dozens or probably more brand even a specific product category are being sold in the Nepalese market. Consequently, Nepalese consumers have wider choices while buying most of the products. They are no more compelled to buy any particular brand; rather they are free to choose whatever they like among different brands. This is turn has increased the promotional activities in the country. Every seller is trying to prove his product as the best. This can be witnessed from the promotional efforts sellers are making by bombarding the consumers with TV commercials, Radio advertisements, newspapers, posters, signboards and many tools appealing to buy their products. Consumers buy a specific brand to satisfy their psychological stimuli aware by different promotional campaign including advertising.

Researcher has wanted to find out the role of advertising in brand choice of low involvement consumer products. This study focuses on the following issues: Are their brand choice completely, partially or not impressed through advertisement? Does it play supportive role in brand choice decisions? Do other promotional tools have more weight in brand choice decision then advertising?

1.2 Noodles in Nepal

Nepal is a developing country. The socio-economic transition, which Nepal experienced during the second half of the twentieth century, has introduced new foods habits in the Nepalese society. The growing

urbanization in the same time period has introduced a new taste among the urban people and Nepalese people have been habituated to using a wide variety of new foods. The development of the tourism industry after 2007 B.S. has also contributed to the widening of the taste of Nepalese people. One of different popular taste has entered in Nepal was "Instant Noodles" at that time.

National Trading Ltd. manufactures noodles in 2032 B.S. by importing necessary machines and equipments. It is introduced in different taste in fact noodles were never a Nepalese foods neither had heard about it then (twenty five years ago). Gandaki noodles Pvt. Ltd. the pioneer in the instant noodles industry was registered in 2033 B.S. by the authorities as a noodles manufacturing company. Those days a few traders used to bring stick (Sinko) noodle from Siliguri and sell in the Pokhara.

The market response was encouraging and motivating shree Krishna Acharya one of the founder director of Gandaki noodles and few of his friends to the undertake the production of home made noodles. Their venture was promising and Acharya began contemplating a manufacturing plant for large-scale production from Japan and introduced the first ever- Nepalese noodle "RARA" in 2039 B.S. during the same period "Maggie" was launched in the Nepalese market.

This came at time when there was a growing demand for instant noodles in Kathmandu valley and other cities but only one available where the expressive Thai brand "RARA" was an instant success and several other companies followed in its wake. Some survived and some closed up but now it is the entry of big business house like Chaudhary Group (with Wai Wai) and Khetan Group (with Mayos).

1.2.1 Introduction of Fast foods (Nepal) Pvt. Ltd.

The fast food (Nepal) Pvt. Ltd. was established in 2049-11-19 B.S. and in 2052-03-22 B.S., it started to produce "WaiWai." This factory is located at ward no. seven Dumkauli, the Dibya puri VDC. of Nawalparasi district. A part from of this it spreads in ward no. four and five at the same VDC. It is located beside "Mahendra Highway". Chaudhary Group Nepal or Ganga Udyog Gram is covering 24-11-3.5 Bigha land has in Dibyapuri VDC. It's machine was imported from Singapore, Indonesia and India and It has got 13,250 mt. Capacity annually. Now, there are 239 personnel working in permanent and contract basis further more it has produced Wai Wai, Mama, 1 Minute, Mimi and Big Mimi noodles etc.

1.2.2 Introduction of Nepal Thai foods Pvt. Ltd.

The Thai food is Located in Soambhu Bhaisepati in Lalitpur district. It is covering 5-7 -3-2 Ropani of land and it was established in 2041 -04-16 B.S. and in 2042 -04-08 B.S. It started to produce instant noodle "Wai Wai" It is technology is imported from Thailand. It has got 1550 m.t. production capacity annually. Its machine was imported from Singapore, Indonesia and India. There are 169 personnel working on the basis of two shifts. Now, it is working export purpose. It is exported to India, Bhutan, and Bangladesh.

Chaudhari Groups headquarter is located in Sanepa height, Lalitpur and managing director of this group in Mr Binod Kumar Chaudhary. Fast food Nepal Pvt Ltd and Nepal Thai foods both belong to Chaudhary Group.

1.2.3. Introduction of Himalayan Snacks and Noodles Pvt. Ltd.

Himalayan snack and Noodles Pvt. Ltd. (HSNPL) is established at Banepa , Kavrepalanchok- 30 km east of Kathmandu valley and it spread over 4 areas of land. Instant noodles are produced here under technical collaboration with Thailand's number one noodle manufacture, Thai

president food plc.' The plant is furnished with state - of - the - art Japanese machinery from Fuji and packing machine from Tokiwa, Japan. At present the production capacity is 17,994.5 metric ton per year. As an expansion plan, a second production plant has been installed in the year 2008 at Kamharia VDC, Rupandehi district-11 Km west from Bhairahawa City.

Himalayan snacks and noodles Pvt Ltd one of the ventures of Khetan Group, started productions of its flagship brand "Mayos" instant Noodle on 26th Aswin 2057 its Board of Directors include Mr. Rajendra Khetan Mr. P.P. Khetan and Mr. C.P. Khetan.

In a short period of time, the company has been able to achieve a leading market share in Nepal. After five years in the market the company has been successful in increasing its market share to approximately 44% of the total noodle industry of Nepal. The company is No 1 in 75gm and also 50gm segment. The company provides direct employment to 323 people and indirectly to 1000 more. Company has produced Mayos, Lekali, Ru-chee, Hurray, Lai barilai, Jhilke, Shaka Laka Boom, J-mee Dohari and Humpty Dumpty noodles etc.

The company started export operations (Mayos Instant noodles) to India in October 2001. The exported market so far Sikkim, North Bengal, Assam, Meghalaya, Mizoram, Punjab, Hariyana, Uttranchal, Delhi, U.P.Ladakh and Bhutan. The results so far are very satisfactory and the company will be exporting to southern and western parts of India as well as middle-east.

1.3 Introduction of Kathmandu Valley

Kathmandu Valley is a Capital City of Nepal. The valley also known as 'Nepal Khalto' is best known for its finest traditional crafts and rich artistic heritage. Kathmandu valley is divided in to three districts; Kathmandu, Lalitpur, Bhaktapur. Its population is engaged in various

trades, specially in traditional hand crafts and cottages industries. The prominent place of Kathmandu valley is the Royal place, Hanuman Dhoka, Rains pokhari, Pashupatinath , temple Soambhunath, Jawalakhel Zoo, Bajra Barahi, Godawari, Phulchowki, patan Industrial estate, Mahaboudha, Dakshinkali temple , Patan Durbar square, Bhaktapur Durbar square, and Chagunarayan temple etc.

It is also industrial and commercial place. The industrials of Kathmandu valley are some registered handicrafts, carpets, furniture making, pottery firms and some Noodles industries etc.

1.4 Statement of the Problem

Advertisement is the heart of any business; without it business is not complete. Currently, various advertising device are being used in Nepalese business environment. Among these electronic media, printing, exhibition, display etc. are highly used. But the present study is centered only about the role of electronic media on business promotion. Advertising plays a pivotal role in the promotional efforts by familiarizing, awaking, informing and influencing the consumes to buy the products and helps them about the buying decision. In unimaginable, while analyzing the history of Nepal advertising it has not been able to encompass the magnitude it generally does. The pattern and method being used are ordinary in nature.

This instant noodle (WAI WAI AND MAYOS) COMPANY NEEDS to make proper strategies, understanding and evaluation it's consumer's behaviour. By the collection and analysis of this, behavior helps to acquire the most of the required information's of consumer loyalty for the company. This research prepare intends to explore the following basic agendas. The discussion under these agendas suggests that instant noodles (Wai Wai and Mayos) manufacturer to improve the consumer's benefits and further development of Instant noodles (Wai Wai and Mayos).

-) Do consumers choose specific brand because of advertising?
-) Do consumers give more weight to advertising rather than any other promotional tools while making product selection decision?

1.5 Objectives of the Study

The main objectives of the study are to identify and evaluate the impact of advertising on brand choice. The specific objectives are as follows.

-) To analyze the effectiveness of advertising on brand choice instant noodles.
-) To analyze the impact of advertising in brand selection.
-) To analyze the emphasis given to advertising while making brand selection.

1.6 Importance of the Study

Advertising makes wide spread distribution possible. Although a marketing manager may prefer to use personal selling, it can be expensive and mass selling can be cheaper. It is not as pin pointed as personal selling but, it can reach large number of potential customers at the same time. In fact, today most promotion blends contain both personal selling and mass selling.

Advertising's job might be to build brand preference as well as help purchasers to confirm their decision (The Economic Survey, 1994/95). Sometimes the advertising may be able to describe that our product is different from current and potential competitors. Advertising could be made useful assistance and create an image about product in consumers perception which has direct effect on brand choice.

In the Nepalese market competitive advertising tries to develop selective demand for a specific brand rather than a product category. Competitive advertising is a successful tool in brand choice of consumer products.

This study shall contribute to generate a data as to what extent advertisement helps in brand choice exist in the Nepalese consumer market while purchasing consumer product (i.e. noodles).

1.7 Limitation of the Study

This study aims at finding out brand choice on Instant noodles (Wai Wai and Mayos) in Kathmandu Valley. This study is completely based on consumer's response, reaction attitude and perception related to the Instant noodles. Hence, this study may or may not show the total national figure due to certain boundaries and limitations.

-) The field survey is confined to the Kathmandu Valley.
-) This study is limited only to the Instant noodles (i.e. Wai Wai and Mayos).
-) This study is based on noodles consumption in Kathmandu Valley.
-) The study is based on the primary data as well as Secondary Data.
-) The study is based on limited research variables.

1.8 Fundamental Causes Behind for Selecting Kathmandu Valley

By the preliminary survey, the market of Wai Wai and Mayos instant noodles in Kathmandu Valley is found maximum. There are basic causes for selecting Kathmandu valley as follows.

-) Another important aspect of Kathmandu Valley has highly populated different people of different level and castes are lived and came to conclude that such type of consumers' survey will be more effective. So this place has chosen for survey as a study.
-) Kathmandu valley is one of the pivotal tourist city of Nepal and most of tourist prefers to have used noodles because it is easy to carry and eat it. So every shop, hotels and restaurants are keeping the noodles in Kathmandu Valley. Thus Kathmandu valley is the main place for

noodles markets.

) Kathmandu valley is an appropriate study area because of highly consumption instant noodles among the huge population.

1.9 Organization of the Study

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

(a) Introduction

This chapter deals with some concepts of advertising and brand choice. This chapter gives a brief picture of what is going to be studied, why the study is important and what the study is going to seek.

(b) Review of Literature

The Review of Literature deals with some related matters of the study. This chapter discusses about the theoretical concepts of advertising. In this concepts of advertising the matter presented in the definition of advertising, the historical background, various advertising media available in Nepal and present advertising situation.

(c) Research Methodology

The Chapter Three is related to research methodology. This Research Methodology, it employed in present study. It describes about how the study being prepared to fulfill the need and objectives of the study.

(d) Data Presentation and Analysis

The fourth chapter in the Data Presentation and Analysis deals with the issued identified in the introduction. What has been analyzed, how it has been analyzed, and what has been found are the concerns of this chapter. This chapter deals mainly with the issue in the light of the theoretical perspective.

(e) Summary, Major Conclusion, Findings and Recommendation

The fifth, chapter provides, Summary, Major Finding's conclusion and recommendations. In the summary the present study is discussed briefly.

CHAPTER – II

REVIEW OF LITERATURE

Literature review provides some conceptual theory of advertising and review of related topics. This chapter provides different information about advertisement from various articles and journals.

2.1 Concept of Advertising

Advertising can be defined as mass paid communication (presentation and promotion) of goods, services and ideas by and identified sponsor. It is paid communication because the advertising appears in the recognized media such as newspaper, magazines, radio, television, cinema film, outdoors hoarding and posters, direct mail and transit. Advertising basically encompasses communication paid space or time, presentation and promotion of products, persuasion and promotion of the consumer in a communication process. There is a source of message the medium through which the message travels to the receiver.

Advertising is a form of mass communication where their source is in direct contact with the receiver and the receiver is always a group or more precisely an aggregation rather than another individual (Alexander, 1982).

Advertising is defined as a form of mass communication where as such message is distributed by marketers through different sources by searching and acquired by the consumers. It is referred as non-personal presentation because non-personal Medias are used to convey the message and basically Medias of mass communication are only two viz. publication and electronic transmitter the radio and television.

Advertising consists of all the activities involved in presenting to a group, a non personal oral or visual, openly sponsored message regarding a product, service or idea. This message is called an advertisement is

disseminated through one or more media and is paid for by the identified sponsor (Stanton, 1978).

Advertising includes those activities by which visual or oral message are addressed to the public for the purpose of information them influencing them either to buy merchandise or services or to act or be included favorable towards ideas institutions and featured (Ahuja, 1988).

The above all definitions tried to carry some fundament about advertising which can be presented as non-personal communication, targeted to the consumers which is paid influenced and person towards products message is delivered in the form of visually via identified as well as controlled by him.

2.2 History of Advertising

Since the very beginning advertising has practiced as manifold form. It has the longest history taking us back to the history of mankind and human civilization. Though one fails to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication, historical documents and archeological researchers have confirmed the entity of advertising in the ancient times.

Advertising by 'word' of mouth is probably the earliest form of advertising because oral skills were developed will before reading and writing did advertising was given the commercial status the day man entered into the process of exchanges (New encyclopedia, 1979).

The Chinese invented paper and Europe built it first. Movable type paper mill was invented by John's Guttenberg in 1275. It made possible new advertising media and first forms of mass advertising including printed posters, handbills and newspaper advertisements. In London in about 1472 the first printed advertisement in English tucked on church doors, announced a prayer book for sale. The first newspaper advertisement, which

appeared on the back of the London, newspaper in 1650 offered a reward for the return of 12 stolen houses. Later advertisement appeared for coffee, chocolate, tea real estate and medicines as well as 'personal advertisements. The advertising was directed to a limited number of people who were customers of coffee houses where the news papers were read.

Another major technological break through was the invention of photography in the late 1880s. Before this time products is printed advertising could be illustrated only by drawing photography added credibility to advertisement because it showed products as they are rather than as visualized by an artists.

During the 16th century news papers were the largest among the prints, and these news papers were in the form of news letters. The first news latter was started in 1622 in England. Letter half of the 16th century whiteness news papers in the form of news books and the by the middle of the 17th century there are special advertising periodicals. By 1675, news paper published excellent news books. By the end of the 17th century news peppers were well established in England undertaking advertising on a regular basis (Sontakki, 1989).

During the 19th century, it was marked by a new friend of brand advertising; magazines both weeklies and monthlies and monthlies started catching the imaginations of the people by popularizing the brands. This is the period that welcomed window and counter displays, exhibitions and trade fairs.

When advertising entered in the 20th century their there are so many miracle happened then before on Oct 29 1929 the stock market crashed, the great depression began and advertising expenditure were drastically reduced. However, perhaps, due to depression false and misleading advertising continue to thrive. At the same time several best selling books exposed advertising as an unscrupoloter of consumers, giving role to the

consumers moment and resulting in future government regulation. Because of consumer sales resistance during the depressing and the budget cutting attitude of management, advertising turned to research to regain its credibility and effectiveness.

At the time of broadcasting, advertising had added another significant mile stone in the field of adverting. A major powerful new advertising medium, Radio Started on Nov. 21920in Pittsburgh, Pennsylvania national advertisers used Radio extensively because they could reach large captive audience that turned into popular programs in fact it was their advertising agencies that produced the first radio because the primary means of mass communication.

In the year 194, at the end of the Second World War, the use of the television advertising grew rapidly. In 1955 color television was born and today television is second largest advertising medium in terms of total money spent by advertisers.

In the year 1970s a new kind of advertising strategy formulated, where the competitors strengths become as important as the advertisers. This was called the positioning era. Acknowledge the importance of product features and image. They consisted that what was really important and how the products ranked against the competition in the consumer's mind.

A brief look at the history of advertising shows the development of modern advertising. It shows that advertising reflects the world we have in just as advances in technology are changing our lives so we will the actions and attitudes of special interest. It has become a veritable boom to the world of business a noon of public relation loon of public service.

2.3. Development of Advertising in Nepal:

Shrma Binod (TU) Thesis:2002), Nepalese society has known advertising and its usefulness to the business. They knew that even a superior product can not be sold if the advertiser fails to speak about it. In

the early stage, the needs and wants were very limited and the product was also very limited.

The history of development of advertising in Nepal starts from early Malla period. With the passage of time, consumption habit changed and society entered into the Malla period between 936-1825 B.S. At this period people came to know about the product to the people. The King at that period was very liberal. King was interested to understand the needs, wants, desires, plan and pleasure of the people. The announcer pre- claimed about the product to the people. They also demonstrate the product at cultural show festivals and Jatras etc. Even during the Rana period , public announcer went through the streets announcing the opening and closing of gambling period during the Laxmi Pooja and other occasions.

With the passage of time things have changed. Nepali newspaper and magazines featured advertisement. On 20th Chaitra 2007 B.S., Radio Nepal broadcasted daily three hours commercial programs. Even in the short span of time, advertising have developed remarkable.

The first newspaper of the country was published on Jestha 1958 B.S Prior to this, only verbal advertising prevailed. At present many different dailies weeklies, fortnightlys, monthlies and other periodicals have given significant contribution to the present marketing environments. Similarly advertising activities development effectively with the established of commercial service of Radio Nepal, Private FMs as well as all television channels which are broad Nepal.

2.4 Function of Advertising

The basic function of advertising is to create a positive psychological image about the product. However, it's another function is to bring something deliberately to the notice of some one else. Generally advertising has to perform different functions, categorized as marketing communication and education functions as well as economic and social functions which are

described in brief as follows:

Communication Function

Advertising, by its objective, communicate some message to the group of people. In the present content, the communication of information is still one of the basic functions and objectives of advertising. Such as advertising used primarily for communication are advertisements in telephone directories, newspapers, classified ads, and legal notices published by various organizations and government bodies.

Economic Function

Advertising makes people aware of products services and ideas to promote sales and there by commerce. In the same way it provides consumers, knowledge about new products or prices and gives industrial buyers important evidence or information about available products and services. Advertising greatly reduces the cost of distribution and means of personal selling. This leads to lower costs and higher profits. It accelerates the success of good products.

Marketing Function

To increase their sales and profits, companies develop marketing strategy. The marketing strategy is determined by the particular way companies combine and use various marketing elements. The marketing miss includes a variety of options known as the four Ps and generally categorized under the heading of product, price, place and promotion.

Education Function

As an education function, it speeds the new and untried and in so doing, accelerates technological advances in industry and hastens the realization of a fuller life for all. It helps reduce accidents and waste of natural resources and contributes to build a better understanding and appreciation.

Social Function

Advertising is one of the modern society's most visible aspect. It is

one of the majority forces that have helped to improve the standard of living in the country and around the world by publishing the material, social and cultural opportunities of a society.

2.5 Classification of Advertising

To understand what advertising is, it is classified and thereby learn some basic terminology.

2.5.1 Classification by Geographic Area

There are four classifications of advertising based on geography.

Regional Advertising

Many products are sold in only one area or region of the country. The region might cover several states but not the entire nation. Advertising of such kinds we found in India and USA.

Local Advertising

Many advertisers such as department stores, automobile dealers and restaurants have customers in only one city or local trading area. For these, local advertising media is selected like FM radio because of limited coverage.

National Advertising

Advertising aimed at customers in various regions of the country is called national advertising and its sponsors are called national advertiser. The majority of advertising we see on prime time network television is national advertising.

International Advertising

International advertising is advertising directed at foreign markets for example: Coca-cola, Pepsi, Philips, LG, Konica etc.

2.5.2 Classification by Target Audience

There are many classifications of target audiences. The two major are consumers and business.

Consumer Advertising

Most television, radio, newspaper and magazine also are for consumers. They are sponsored by the manufacturer of the product or the dealer who sells the product. They are usually divested at the ultimate consumer of the product or at the person who will buy product for someone else. For example, a magazine advertisement for Coca-cola may be aimed at both the purchaser and consumer. A commercial for the baby food (like erelac) on television is aimed at the purchaser not the consumer of the product.

Business Advertising

Business advertising is often said to be invisible because, unless you actively involved in some business, you are likely to see it. Business advertising on the other hand tends to be concentrated in specialized business publication or professional journals. In direct mail pieces mailed to business establishment or trade shows like TRADE EXHIBITION is good example of business advertising. In the same way, industrial advertising is aimed at individuals in business that buys or influence the purchase of industrial goods.

2.5.3 Classification by Function or Purpose Product versus Non-product Advertising

Product advertising is intended to sell product or services. An advertisement of close-up Tooth paste and nursing home is designed to sell their product and service where as ads of arts and charities are known as non-product advertising.

Direct Action versus Indirect Action Advertising

Some advertisements are intended to bring about immediate action and some are that attempt to build the image of a product of familiarity with the name and package are seeking an indirect action. Their objectives are to influence readers, viewers and listeners to purchase a specific brand.

Commercial versus Non-Commercial Advertising

A non-commercial advertisement is sponsored by or for a charitable institution, civic group or religious or political organization.

2.5.4 Classification by Medium

Advertising can be classified on the basis of the medium used to transmit the message. An advertising medium is any paid means used to present an advertisement to its target audience. The principle media used in advertising are newspapers, magazines radio, television, direct mail etc.

2.6 Objectives of Advertising

Basically the objectives of advertising are influencing, persuading, building image of product as well as company reminding for repurchase and communicating information related about products and company even though for easy to understand we can trace out the objectives of advertising as follows:

1. To announce a new product or service
2. To solicit the customer
3. To boost-up a the sales
4. To announce a price change
5. To expand the market to new buyers
6. To make a special offer [Pradhan, 2049:40]
7. To announce modification
8. To announce a new brand

2.7 Marketing and Advertising

Marketing is most important part of the Business. 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 wants satisfying products, service and ideas to markets. In order to achieve organizational objectives. In its simplest terms,

marketing is the process companies use to satisfy their customers needs and make a profit.

In 1985 the board of directors of the America marketing Association adopted an new definition of marketing reflecting the wide-ranging activities.

"Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas and services to create exchanges that satisfy individual and organizational objectives." AMA Board [Courtland L. Bovee/William, Arens, 1986: 120]

Advertising has been called mass or non-personal selling. As we discussed earlier, it is the tool marketers can use to inform, persuade, and remained customers about their products or service. To be successful, through advertising depends on the adequate performance of the other marketing activities.

2.8 Advertising and other Promotional Tools

There are many tools of marketing which help to increase the sales of goods or services. All these tools are called promotional tools. The characteristics of all these tools are that they are under taken to increase the sales of goods and services. These tools are distinguished from one another by the method they used to attain the goal. The main difference between advertising and other promotional tools is that advertising is controllable to a large extent and reaches a large extent and reaches a diverse group of audience at a same time.

2.8.1 Advertising and Salesmanship

The basic distinction between advertising and salesmanship can be started as follows "when a persuasive communication is directed towards a single individual it is an act of salesmanship. When it is directed towards large group of individual it is called advertising"[Ibid]. Advertisements are presented to a group of people whom the advertiser does not know as

individuals, whereas a salesman spends much of his time deciding which people he should see for individual approach.

2.8.2 Advertising and Sales Promotion

Advertising is usually addressed to large group of people but the distinction can be made as follows: "Sales promotion is the temporary offer of a material reward to customers or sales prospects whereas advertising is the communication of information." [Kenneth and Long Man, 1971]

From this definition it is apparent that advertising may well be the medium through which a sales promotion offer is made. The distinction is also bringing out an important fact about advertising. An advertisement by definition transmits a persuasive message, but the persuasive elements are not necessarily the ads itself. When sales promotion offered is the subject of an advertisement the promotion is the persuasive element and advertisement is an information channel.

2.8.3 Advertising and Publicity

Publicity is an effort to make available certain information to the public. It is the sum total of those activities that are directed to the flow of information to the knowledge of public. Perhaps, the association of teacher of marketing and advertising America once gives the best definition. According to the terminology, "Publicity is any form of non personal presentation of goods, services or ideas to a group, such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for." In this sense, advertising only a type of publicity. That is term "publicity" is more comprehensive than the word advertising itself. Therefore it can be said that all advertising is publicity but all publicity is not advertising.

2.9 Advertising and Brand Choice

The word advertising is derived from the two Latin words "ad" means "towards" and "verto" means "turn". So the meaning of advertising is to turn people's attention to the specific thing. Mother words advertising are to draw attention of people to certain goods or services. Most advertising is to stimulate people to buy a particular branded produced offered for sale by a particular seller. Despite some widely held misconceptions, advertising along works no miracles. It is an important element in modern marketing process, but it can produce consistently profitable results only when the entire structure is sound co-ordination.

"Advertising is the form of communication intended to promote the role of a product or service to influence a particular cause to gain political support to advance a particular cause or to elicit some other response desired by the advertiser." [New Encyclopedia, 1979:104]

Most of the advertising campaigns are designed to influence consumer to buy a particular brand. "A name, term, sign, symbol or design or a combination of them, which is intended to identify the goods or services to one seller or group of sellers and to differentiate them from those of competitors."

In the past, the goods were produced and then consumers were to select from the available stock or range of products. It happens in many underdeveloped countries even today. The marketer's concentration to the target groups needs want and preference to deliver the desired satisfaction, beyond this the main task of the company is to generate consumer satisfaction and long-run consumers and societal well being. The consumers' likes preference; attitude, opinions etc. have been respected in the production programmes of producers. Every producer has to take in the account these individual requirements of consumers, while producing the goods and services and advertising the same for successful selling. It's

wrong to say advertising as the end of selling. Advertising never sells itself however; advertising has the super power to create positive response and can sell any thing. The audiences, predispositions, their attitudes, beliefs, motives, and value are largely determined by the media the consumers select the advertisement they see the messages that they accept and the product they buy. In stead of forcing a response.

The modern marketing accepts consumers as the king because he has the purchasing power and no force on the earth would camped him to buy a particular product or service. There are dozens and more than dozens of brands of a specific product class. He has full freedom to spend on the products or services according to his choice. Every consumer wishes and tries to preserve his sovereignty. A producer or a marketer succeeds when he wins the favour of the consumers by providing what they want. This consumer's sovereignty has two significant implications.

1. Once, he decides to spend on a particular product or services he has again full freedom to choose from the available products or services in the market. Buying a product is one thing and buying the best is another. Buying the best depends on his ability to select the best among the wide range of varieties to get maximum satisfaction from reasonable price. Advertising does the job of enhancing consumers' ability by providing varieties of required information.
2. He has the fundamental freedom to spend or not to spend his disposable income on goods and services these are available in the market place. No one can force the individual in the society to spend now or postpone the purchase to future date.

Advertising provides detailed and up to date information, regarding the various products available in the market so that the consumer would decide to buy wisely and intelligently. Advertising as a mass media help the consumer in preserving and promoting their sovereignty in the following forms.

In the first place it "informs". It informs the consumer about all product and services available for sale as to when they are available under what condition? at what price ? And soon. Secondly, it "explains." It explains the feature relative merits of each product or service so that he can have comparative account for making wise selection. Thirdly, it "educates". It provides good deal of information regarding products or services whether a person is interested to buy or not. This useful knowledge enlightens him as to what a product is? How it differs from others in the line? What is does for him? At what cost? It speaks not only the existing products but also the products when will be produced in near future. It makes him well- informed member of a society. This knowledge is available without payment. He plays, of course if he buys the product or service. For instance, while introducing for the first time, say a instant noodles, soft drink, the purpose's simply to educate.

Fourthly it acts as a "guide" of consumer today. The consumers are really at sea because the present markets are flooded with too many varieties of products. There are many products with wide range which are trying to meet the variable needs of consumers. It is pertinent to note that consumers needs differ in terms of quality, quantity, price and time factors.

It is the advertising which solves his problem of coming to the conclusion. It is so because; advertising makes him more needs conscious and directs him to the point of most accurate decision of selection in best way optimally.

To sum up, advertising is a very powerful and successful mass media of communication that makes possible for the consumers brand choice through rational selection. The knowledge rendered through advertising is useful in selection of the best brand at reasonable price. Through advertising the consumer find himself as rational and intelligent purchaser.

2.10 Brand Loyalty on Consumer Products

If consumers think a brand is good in comparison with others available brands in terms of fulfillment needs, wants, and other prejudices, then they develop positive attitudes toward a brand and purchase them. If this action is repeatedly happened with a specific brand that is known brand loyalty. To find out the brand loyalty frequently purchasing action of a product class must be required brand loyalty is a great asset of a company which is not expressed in numerical form of the balance sheet (Kumar,2001:33)

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

This study is conducted and mainly focused to find out whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and over look want is brand? What are correlates of a brand loyalty and how far those correlates are decisive to make a consumer brand loyal in Nepalese market? What are the strategies further to be taken for making consumer brand loyal?

From the analysis of the collected data it is found that the brand awareness of a consumer is high and most of them are found brand loyal. Similarly, it is also found that the factors such as sex, age, marital status, income, family size, store loyalty, special deals, favorable brand of the others members of a family influence brand loyalty but the degree and direction of relationship varies across products.

The Nepalese consumer market is rapidly growing competition in being tough and together with his growth. Understand about brand loyalty is

very important for the achievement of competitive strength.

Major recommendations of the study are branding is necessary for a product benefits, qualities such as action or color easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product price, place and promotion should be sound and well fitted. This study work has done by Mr. Yogesh Pant, "The study on brand loyalty" and based on primary data.

2.11 Review of Related Studies

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

Prakash Bhandary, (2003), conducted a research entitled A study on "The Impact of Advertising on Consumers' Attitude" (with specially reference to Wai Wai noodle at Lalitpur sub-metropolitan city) with the following objectives:

-) To evaluate other role of advertising in changing the consumer's attitude towards Wai Wai noodle.
-) To calculate the consumer market of Wai Wai noodle in the Lalitpur Sub-metropolitan city.
-) To obtain the consumer's attitude of Wai Wai noodle with others.
-) To up lift the consumer's positive attitude towards Wai Wai instant noodle

Major Findings of the Study

-) The advertisement is an important of getting knowledge about the noodles. Advertising is considered as the first source of information.
-) The Wai Wai noodle is preferred most of consumers due to its quality, packaging and other aspects.
-) Most of consumers used three packets of noodles in a day in family

group; it means people are fascinated with quick made noodles.

-) Frequency Modulation (FM) is the best information coverage to the consumers about the noodles.
-) Advertising of Wai Wai noodle is found better satisfied than others noodles.
-) Advertising believably is found satisfactory of various brands of noodles.
-) Most of noodles price is high.
-) Packaging save products, so, it must be better and packaging of Wai Wai noodle is comparatively good than other.
-) The quality (taste, performance) of Wai Wai is very good than other noodles.
-) The most of consumers preferred the gift sand coupons of promotional techniques.
-) The satisfaction of Wai Wai noodle is very good.

Binay Kumar Thakur, (2001), conducted a research entitled "The Role of advertising in brand loyalty" (with special reference to soft drink) with the following objectives:

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

Major Findings of the Study

-) Both Coca-cola and Pepsi-cola realize the essence of advertising in the present situation.
-) Advertising is the main source of information about particular brand as well as most sensitive subject in the country in the course of

promotion.

-) Advertising plays an important role in changing brand of soft drink.
-) Soft drink holds the second position in consumption after tea among the drinks in Nepalese market.
-) Brand awareness of the Nepalese consumers is found to be high.
-) Majority of Nepalese consumers are found brand loyal.
-) Consumers involvement in purchasing of soft drink, mostly self.
-) Most of consumers brand choices decisions about mentioned products are depend on themselves.
-) Most of the consumers have given first preference to the taste of the product while the quality of the product is considered second important factor in case of soft drink.
-) Most of the consumers' first choice as soft drink is coke than other.
-) Pepsi holds the second position among consumers in Nepalese market.
-) Most of the consumers like entertaining advertisement than other types of advertisement.
-) Most of the consumers have shown satisfactory level of reaction about advertisement believability.
-) It is found that advertisement has a great contribution for purchase of soft drink.
-) Most of the consumers prefer the advertisement of coke and Pepsi.
-) Consumers' first reasons of brand switching are taste and quality of the product.
-) Repeating an advertisement more frequently than the competitor affects brand loyalty.
-) Consumers' second reason of brand switching is advertising.
-) Advertising plays an important role in brand loyalty behaviour of consumers in case of soft drink.

-) Role of variables are independent with age, sex and family size while selecting soft drink.
-) The role of advertising is changing brand habit is found effective.
-) The taste and quality of the product are the major considerable factors for brand loyalty.
-) The effective advertising in time is regarded as the best tool for brand loyalty.
-) The role of advertising is regarded important for brand loyalty in the course of soft drink.

Rajendra Krishna Shrestha, (1997), conducted a research entitled "The role of advertising in brand choice and product positioning." (With special reference to soft drink and Instant noodles" with the following objectives:

-) To analyze the effectiveness of advertising on brand of consumer product.
-) To evaluate the role of advertising in brand choice and product positioning from the consumer perspective
-) Do consumers give more importance to advertisement making selection decision?

Major Findings of the Study

-) Advertising has been established as an important promotional tool both in high involvement and low involvement goods. Advertising importance to consumers' goods is comparatively weightier than industrial goods.
-) Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary source of information.
-) The instant noodles and soft drink advertisements are found mostly, appealing to the consumers about financial persuasion.
-) Advertising believability is found satisfactory.

-) The role of advertising in course of changing brand is important, but not ultimate.
-) Television is the mostly favorite medium for advertisement and radio stands in second position. At the same time FM broadcasting is also becoming popular in the Kathmandu valley among young generation.
-) The advertisement which presents the products as better quality and advertisement which is entertaining in style is liked.
-) The major reasons of brand switching are the taste of the product.
-) The unavailability of most preferred brand is the first reasons of switching alternative brand.
-) Consideration to different variables while purchasing is not significantly different due to the age, sex and family size.

Sunita Sharma, (2003), conducted a research entitled "Impact of Nepal Television Advertising on Audience" with the following Objectives:

-) To identify the existing advertising problem lunched by NTV.
-) To identify different sorts of advertisements preferred by audience.
-) To find out the different problems of advertisement faced by NTV.
-) To ascertain different advertisers groups willing to telecast their advertisement on NTV.
-) To prove suitable suggestions.

Major Findings of the Study

-) Majority of children, young and old age audience prefer musical advertisements where as other prefers good wording one.
-) Considering the educational level of the audience, mostly below SLC and SLC and uneducated people prefer musical advertisements where as educated audience prefers good wording advertisements.
-) Considering the gender, most of the female audience prefers musical advertisement rather than good wording and voice versa.
-) Most of the audience prefers television advertisement rather than

other media.

-) Most of the audience likes NTV advertisement
-) Repetitions of advertisement attract the most of the audience.
-) Few advertisements of NTV are good and other few are boring. Because of some advertisement produced in India, language dubbing is incorrect and miss pronounced.
-) People prefer to choose advertise product rather than not advertised one.
-) Most of audience buys the product by getting the information from advertisement.
-) Advertisement helps to recall the brand or product name while buying.
-) Most of the audience prefers News and entertainment program rather than other programs.
-) Majority of the audience expect that ads. Makers should follow the social norms and responsibilities to maintain an advertisement acceptable.

Laxmi Prasad Baral, (1996), conducted a research entitled "Comparative study on the communication effects of advertising and brand preference." (A case study on instant noodles: The Yum Yum and the RARA) with the following objectives:

-) To examine the effectiveness of advertising
-) To understand advertising and brand preference.
-) Which is the popular media for advertising?
-) What are their strengths and weakness while advertising of instant noodles?

Major Findings of the Study

-) Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.

-) There is high degree of association between brand preference and advertisement qualities.
-) The advertisements are still traditional and ordinary in nature and style.
-) It is necessary that advertising should be more attractive informative and enjoyable both readers as well as listeners.
-) Advertising should be constructed for the long term impression by making more moral and social responsibility.
-) While selecting advertising media the marketers should clearly analyze the objectives of advertisement.
-) The message and media should be unique and distinctive, according to the requirements of the target market.

Madan Prasad Phuyal (2006) conducted a research entitled “Nepal Television Advertisement and it’s effectiveness on consumer behavior with special reference to Himalayan Snack and Noodles Co.”. Major Findings of this Study:

-) Most of the people prefer to watch N.T.V, in comparison to other channels.
-) People often watch the N.T.V, advertisement regularly. Message from the advertisement usually reaches the prospective consumers. Almost people lives in Kathmandu eat Noodles.
-) Viewers mostly prefer, suggestive, humorous and educational aspects in N.T.V advertisement.
-) Consumers pursue that, all noodle advertisements of consumers are Mayos, Wai-Wai, 2 p.m, Skalaka Boom and Ruchee. With the comparison of all visual medias, NT V advertisement is most influencing factor of buying noodles.
-) Most of the noodles consumers remember Wai-Wai, Mayos, Rara and 2 pm. When they remember noodles it s because of their quality and

test. Impressive aspects of the advertisement of H.S.N Co. one presentation, visual, prize, massage, and actor/ actress. Among the brand noodles of the company Mayos is the best brand.

-) People belief on prize policy adopted by the company is neither trust worthy nor untrustworthy.
-) For the post- purchase decision, advertising plays the great vital role to motivate the consumers. Consumers change the brand after getting information from N.T.V advertisement.
-) Noodles products of H.S.N Co are neither better nor worse. The company is adopting integrating promotional plan. N.T.V has lower G.R.P as well as quite effective for post purchase decision of consumers.

Tara Adhikari (2006) conducted a research entitled” A Study on Brand Preference of Instant Noodles.

Major Finding and Conclusion of the study

According to the presentation and analysis of Chapter IV these findings can be drawn:

-) Most of the consumers are consuming Noodles frequently and from more than 3 years.
-) The massive consumption of Noodles purpose is snacks and the place to consume is restaurant.
-) The most preferred brand is Wai-Wai, Mayos as second, Marry is least preferred, Sakalaka Boom 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 brand Mayos Rest consumers are found to be below 15 yrs and above 30 yrs old who preferred in this segment.
-) The reason for noodles consumption has been found easy to consume.
-) It has been found that the highly familiar media is T.V and Radio

with the age group of below 30 yrs old of consumer and those consumers who are above 30 yrs are familiar with hoarding board and newspapers.

-) Large number of consumer opined that the T.V is the best media for noodles advertisement which is 48.33%.
-) 40.00% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
-) Most impressive advertisement has been found that these brands Mayos and Wai Wai equally but the Mayos is most impressive with the age group of below 30 yrs old and the brand Wai Wai is impressive with the age group of above 15 yrs old consumers.
-) It has been found that the sales turnover of noodles is dependent upon their extensive advertisement. Even to survive and sustain in the market, advertisement is necessary.
-) 50.83% of respondents are found that the attractiveness factor of preference of noodles advertisement and most of them lies in the age group of 15-30 yrs old consumers.
-) It has been found that if favorite brand is not available in the market 53.33% consumers will buy the second preferred brand.
-) Most of the respondents seek the brand Mayos as an alternative one if their favorite brand is unavailable.
-) The brand Wai Wai has been found in 1 st rank, Mayos 2 nd rank, Sakalaka Boom 3 rd , 2pm 4 th , Marry 5 th and other brand in their preference.
-) Moderate degree of price sensitivity has been found in brand preference. According to the above analysis of consumer suggestions about noodles improvement that the large % of respondents have suggested to improve the quality of noodles.
-) In light of above analysis it is clear that large % of respondent says

that the advertisement is the key motivational activity in promotion of noodles. Large number of respondents shows the brand switching tendency in attractive gift/prize program.

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

CHAPTER- III

RESEARCH METHODOLOGY

3.1 Introduction

Research Methodology is an art of scientific inquiry. In other words, it is systematic product of knowledge. Research Methodology is away to solve the problems “Market research specifies the information required to address there issue, designs the method of collecting information, manages and implements and data collection process, analyze the results and communicate the findings and their implications” (Marketing News, 1987:1) In it we study the various styles that are generally adopted by a researcher in studying his research problem along with logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

In this chapter efforts have been made to present and explain the specific research design fro the sake of attaining the research objectives. It includes research design, nature of data gathering procedure, population and sample and data processing procedures.

3.2 Research Design

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

The objective of this study is to examine the role of advertising in brand choice with special reference to instant noodles (wai wai and Mayos). This is an exploratory study and it is based on survey research design. The data and information collected for the survey of noodles consumers, manufacturer and advertising agency are managed. Tabulated analyzed and interpreted according to the need of this study for the attainment of the stated objectives.

3.3 Sources of data

Data were mainly collected from the primary sources: secondary data sources have been utilized. The primary data have been collected from instant noodles consumers, manufacturer and advertising agency of different location of Kathmandu valley. For secondary data magazines, newspaper, published and unpublished reports were utilized. Primary data were collected through questionnaire.

3.4 Population

The population of the study area were the consumer, manufacture and advertising agency of Kathmandu Municipality respectively.

3.5 Sampling Procedure

It is almost impossible to include the total population in this study. So out of total population only 130 consumer and 10 advertising agency were surveyed. Even though the sample size is very small in the comparison of the total population, sufficient efforts have been made to make the representative of the whole population. The formal questionnaire has attached in the appendix column.

3.6 Data processing and analysis

All the questionnaires were distributed and collected by the researcher himself. So, there was not any delay in collection of questionnaires which were distributed among the respondents. Every questionnaire was through checked after the collection and was found correct in style of filling.

The same responses of the collected questionnaires were put into one place under the respective headings ad the total response were counted. The total responses were presented in one mater table with the help of the data of the master table.

Necessary adjustments have been made for attaining the objective of

the study.

3.7 Data Presentation

The collected information related with objective of the researcher are systematically analyzed.

In order to accomplish the objective of the study various graphs, simple bar diagrams, including pie-chart, some statistical tools, such as percentage have been applied for the purpose of analysis.

The result of analysis has been properly tabulation compared analyzed and interpreted.

CHAPTER –IV

DATA PRESENTATION AND ANALYSIS

Before going to field three types of questionnaires were prepared for primary data collection and were randomly distributed to the respondents who were different in age, sex, educational status and social status and different in religions aspects so that sample could represent the population most effectively. Some of them were distributed and collected by the personal contact and some were visited in their schools , campus and other places.

After collection of data the requires information was classified and tabulated and presented in the form of various table, graph , pie-charts according to the needs and objective.

CONSUMER’S VIEW

Out of the total distribution of 130 questionnaires only 120 were returned back from the consumers. So the data and information collected from 120 respondent has been presented and analyzed.

4.1 Consumers Preference to Wai Wai Noodles

In the table below, the consumers' priority to Wai Wai noodle have been presented.

Table: 4.1

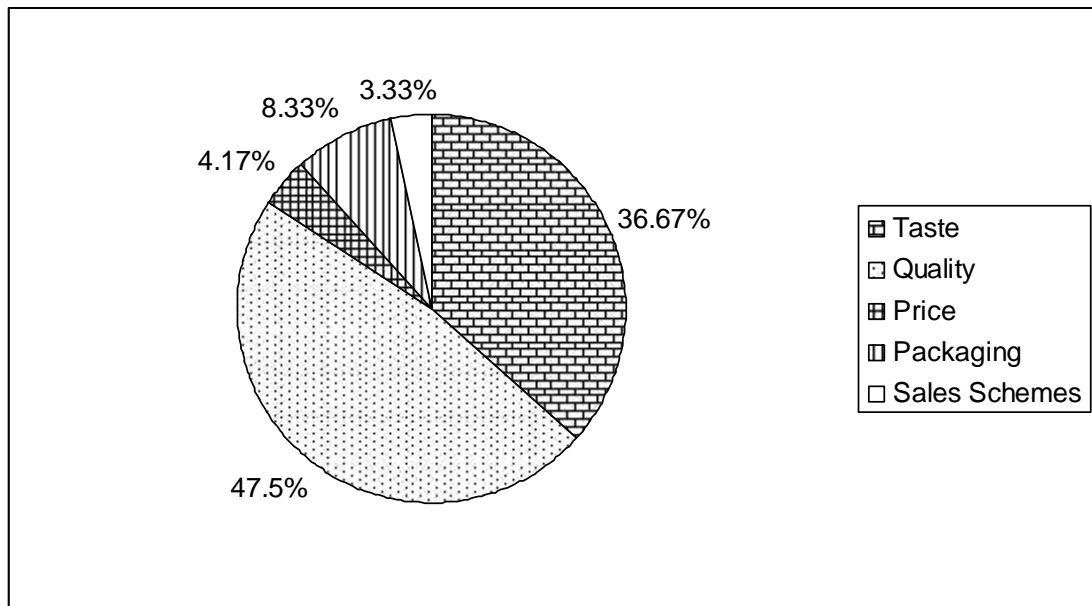
Consumers' Preference to Wai Wai Noodle

Product	No. of Respondents	Percentage
Taste	44	36.67
Quality	57	47.5
Price	5	4.17
Packaging	10	8.33
Sales Schemes	4	3.33
Total	120	100

(Source: Primary data)

According to survey, the most respondents to quality of Wai Wai as 57 respondents, taste for 44 respondents, packaging for 10 respondents, and sales schemes aspects has covered as the 4 respondents of total respondents. It can be shown through pie-chart below also.

Figure 4.1
Consumers' Preference to Wai Wai Noodle



Above pie-chart predicts that highest consumers' priority goes to quality of Wai Wai noodles as 47.5% where as taste is 36.67%, packaging for 8.33% and the price for 4.17% and the lowest preference is 3.33% of sales scheme aspects.

It means Wai Wai noodle is become popular due to quality but sales schemes aspects also be considered.

4.2 Consumers' Preference to Mayos Noodles

In the table below, the consumers' priority to Mayos noodles have been presented.

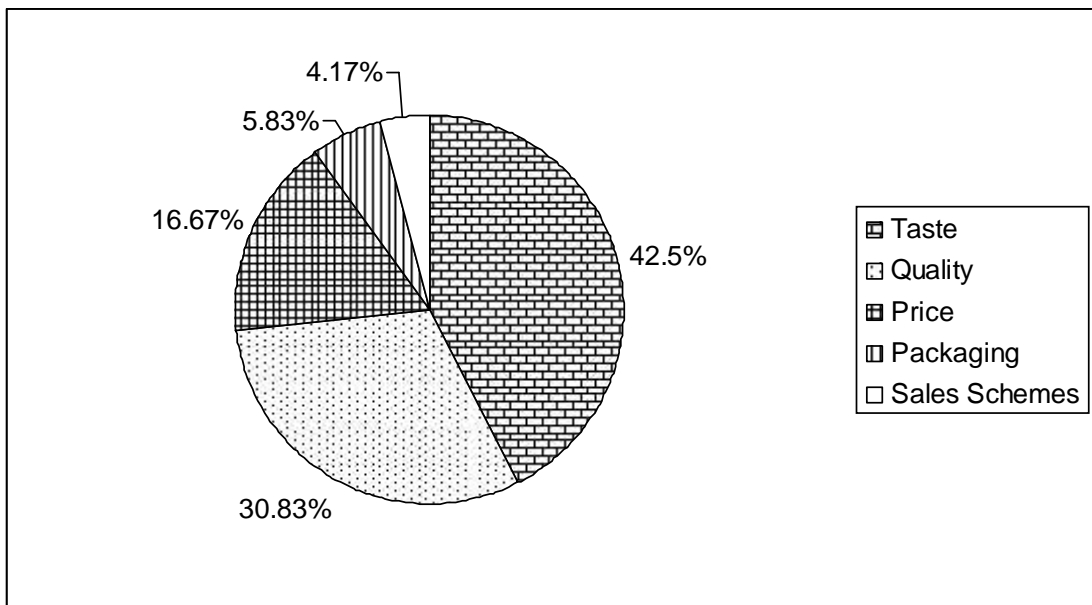
Table 4.2
Consumer's Preference to Mayos Noodles

Preference	No. of Respondents	Percentage
Taste	51	42.5
Quality	37	30.83
Price	20	16.67
Packaging	7	5.83
Sales Schemes	5	4.17
Total	120	100

(Source: Primary data)

According to survey, the most of respondents priority to taste of Mays as 51 quality for 37 respondents, price for 20 respondents, respondents, packaging for 7 respondents and sales schemes for 5 respondents. It can be shown through pie-chart below also.

Fig: 4.2
Consumer's Preference to Mayos Noodles



Above the pie-chart predicts that highest consumers' priority goes to taste of Mayos noodles as 42.5% where as quality is 30.83%, price for 16.67%, packaging for 5.83% and the lowest preference is 4.17% of sales

schemes aspects.

It means Mayos noodle is become popular due to taste but sales schemes as aspects also be considered.

4.3 Method of Consumption Instant Noodles

Noodles are popular products to eat and it is easy to prepare and tasty also. It can consumed different way like; without boiling, with boiling and mixing with vegetable, meal eggs etc. The method of noodles consuming have been presented in the following table.

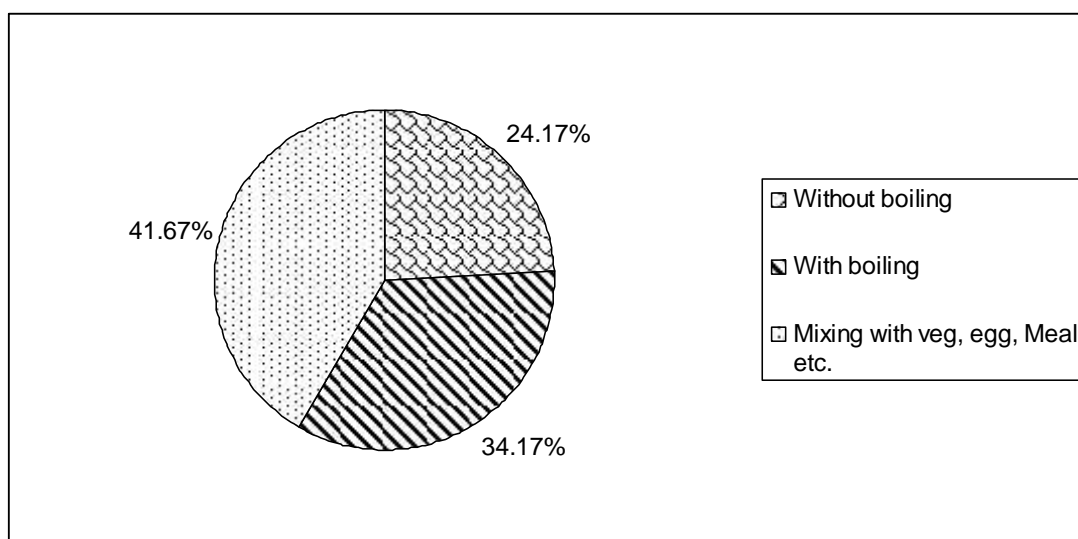
Table 4.3
Method of Consumption Instant Noodles

Method	No. of Respondents	Percentage
Without boiling	29	24.17
With boiling	41	34.17
Mixing with veg, egg, Meal etc.	50	41.67
Total	120	100

(Source: Primary data)

According to field survey, various type of respondents among them, 29 respondents have consumed without boiling, 41 respondents with boiling and 50 respondents has consumed mixing with vegetable eggs, meats etc.

Fig: 4.3
Method of Consumption Instant Noodles



This pie-chart clearly shows that among the respondents, most of the respondents are emphasized the noodles method of mixing with vegetable, eggs, meat etc. as 41.67%, boiling as 34.17% and without boiling as 24.17%.

4.4 Frequency of Consumption Noodles on the Basis of Profession

In this part, all the respondents have been divided into four categories on the basis of their profession viz. businessman, jobholder, self employed professional and students. Table No. 4.3 shows the detailed analyzes of frequency of consumption noodles in relation to profession.

Table no. 4.4

Frequency of Consumption Noodles on the Basis of Profession

Frequency	Profession								Total
	Business man		Jobholder		Self- employed professional		Student		
	No.	%	No.	%	No.	%	No.	%	
One Packet	2	7.14	3	10.00	5	16.1	4	12.9	14
Two Packet	6	21.42	7	23.33	7	22.5	5	16.1	25
Three Packet	4	14.29	7	23.33	6	19.3	7	22.5	24
Four Packet	4	14.29	2	6.67	4	12.9	5	16.1	15
More than four	12	42.86	11	36.67	9	29.0	10	32.2	42
Total	28	100	30	100	31	100	31	120	

(Source: Primary data)

Above table shows frequency of consumption noodles on basis of profession. In the case of respondents businessman 7.14% have consumed

one packet per week, 21.42% respondents consumed two packets per week, 14.29% respondents three packet, 14.29% respondent four packets and 42.86% respondents have consumed more than four packets noodles per week.

In the case of respondents job holder 10% have consumed one packet per week, 23.33% respondents have consumed two packets, 23.33% respondents have consumed three packets, 6.67% respondents have consumed four packets and 36.67% respondents have consumed more than four packets noodles per week.

In the case of respondents self employed professional 16.13% have consumed one packet noodle per week, 22.58% respondents have consumed two packets, 19.35% respondents have consumed three packets 12.90% respondents have consumed four packets and 29.03% respondents have consumed more than four packet noodles per week.

In the case of respondents students 12.90% have consumed one packets noodles per week, 16.13 % respondents have consumed two packets, 22.58 % respondents have consumed three packets, 16.13 % respondents have consumed four packets and 32.26 % respondents have consumed more than four packets noodles per week.

In the cases most of respondents have consumed more than four packets noodles per week.

4.5 Noodles Consumption Per Week in a Family Group

The table below depicts the consumers' distribution of the consumption quantity of noodles per week in a family.

Table No. 4.5

Classification of Consumers by per Week Consumption Quantity in a Family

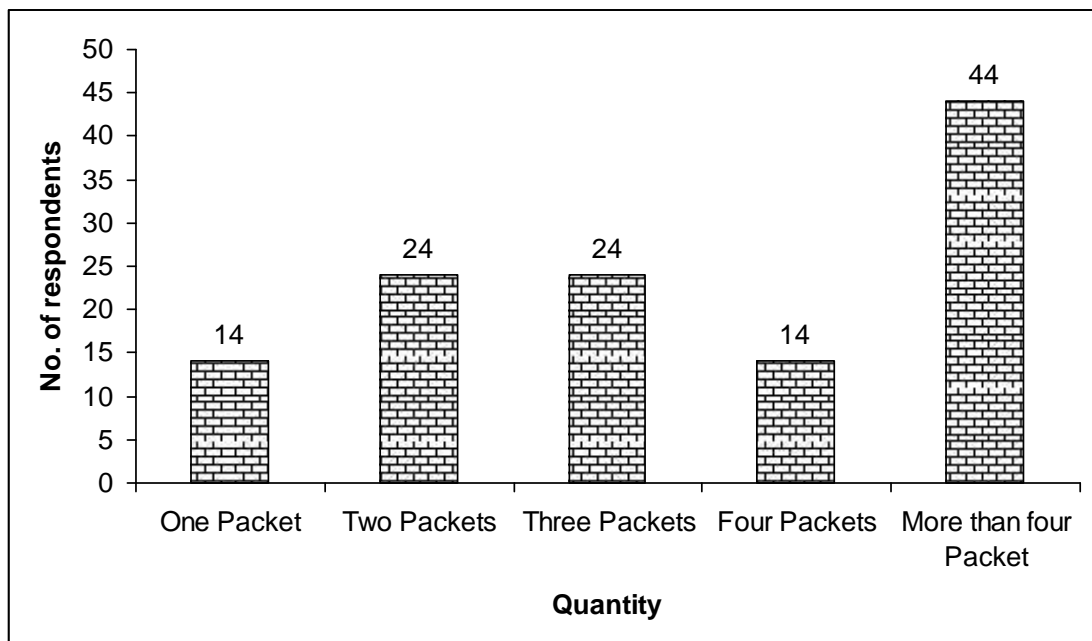
Consumption of quantity	No. of Respondents	Percentage
One Packet	14	11.67
Two Packets	24	20
Three Packets	24	20
Four Packets	14	11.67
More than four Packet	44	36.67
Total	120	100

(Source: Primary Data)

According to field survey, various types of respondents among them, 14 respondents have used one packets, 24 respondents two packets, 24 respondents three packets, 14 respondents four packets and 44 respondents has consumed more than four packets per week in their family.

Fig: 4.4

Noodles Consumption Per Week in Family Group



The bar diagram shows above that the consumption pattern one, two, three, four and more than four packets of noodles. In the above figure no. 4.5, OY axis shows the percentage of consumers and OX axis shows that according to their consumption quantity of noodles. The consumption of more than four packets is the highest percentage as 36.67. Whereas two and three packets have second position percentage as 20, one and packets have consumed least percentage as 11.67%. The consumption of two and three packets is also satisfied as 20% respectively. It means noodles are plausible among the people. So the noodles companies more conscious to produce the noodles to augment the consumption of noodles quantity.

4.6 Consumers' Preference for Noodles

The very fast question that was asked to the respondents with instant noodles preferences was why they consume noodles. Respondents were provided with six alternatives product to choose any one from among the total alternative.

Table No. 4.6
Consumers' Preference for Noodles

Products	No. of Respondents	Percentage
WaiWai	56	46.67
Mayos	44	36.67
2 pm	6	5
RARA	6	5
Ruchee	5	4.17
Rum Pum	3	2.5
Total	120	100

(Source: Primary Data)

The table shows that 46.67% of the total respondents preferred Wai Wai noodles and Mayos has second position with 36.67 %, 2 pm and RARA are 5% and Ruchee has 4.17% and Rum Pum noodles has 2.5% popular

brand.

4.7 Reason for Brands Switching

Not necessary people will always stick to their current preferred brand. Their taste and preference might change with time. Respondents have been asked to provide the reason if they ever have to switch to other brand. Table no. 4.7 is related to branding switching of respondents.

Table no. 4.7

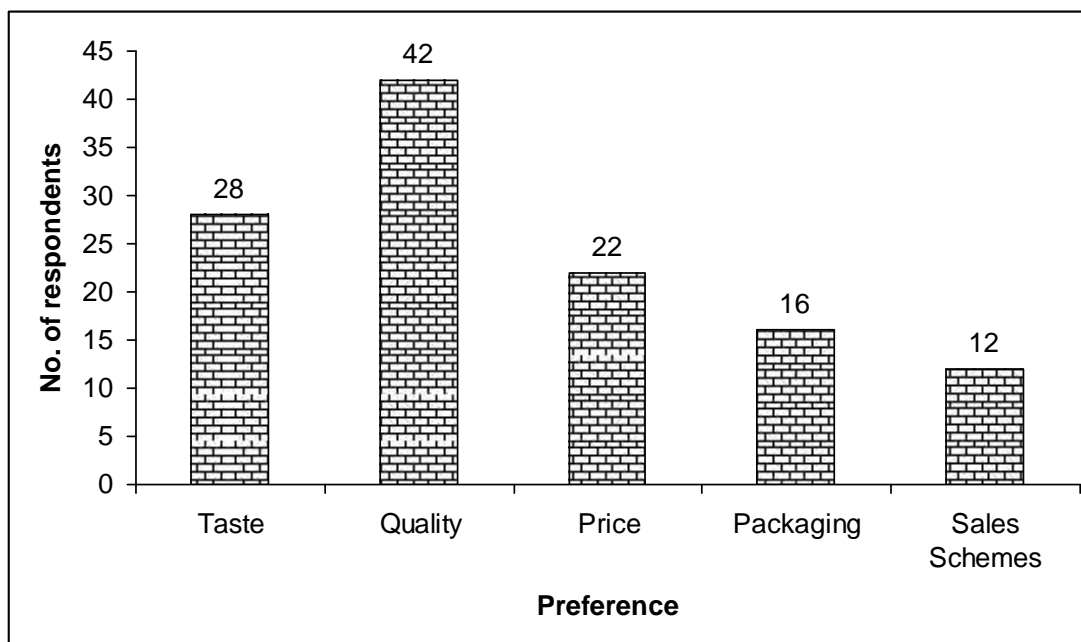
Reason for Brands Switching

Preference	No. of Respondents	Percentage
Taste	28	23.33
Quality	42	35
Price	22	18.33
Packaging	16	13.33
Sales Schemes	12	10
Total	120	100

(Source: Primary data)

The table above shows that 35% respondents switch to other brand with a quality to knew brand. Taste is another reason that people leave the current brand represent 23.33% of the total respondents, 18.33% of respondents move on because of the price and 13.33% of the respondents move on because of the packaging also. The remaining 10% have sales schemes to switch to other brands and they stick to what they have. So finally it is a desire quality of new brand that makes them to switch to another brand.

Fig: 4.5
Reason for Brand Switching



4.8 Information of noodles through various media

Table: 4.8

Information of noodles through various media

Media	No. of Respondents	Percentage
F.M.	36	30
Radio	11	9.17
NTV	50	41.67
Newspaper	14	11.67
Magazines	9	7.5
Cinema	-	-
Direct mail	-	-
Total	120	100

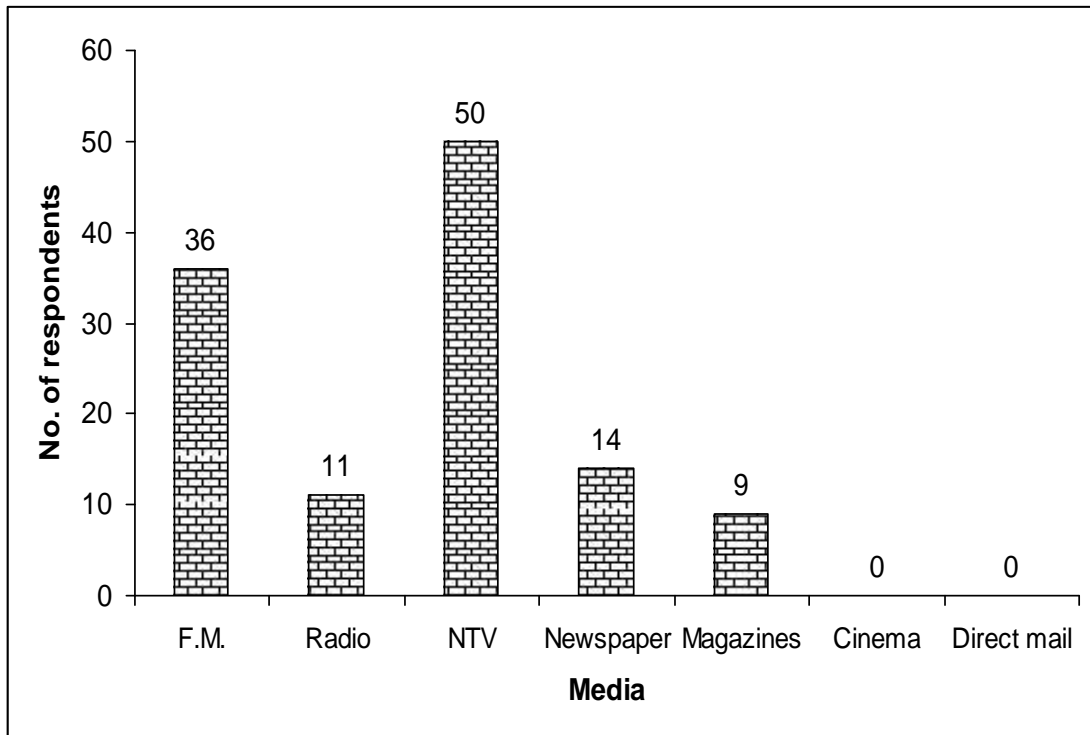
(Source: Primary data)

According to field survey, most of respondents got information of noodles through NTV and gradually FM, newspapers, Radio, and magazines

have informed the information about the noodles. But consumers have not got information of noodles from both (cinema and direct mail). It can be shown under pie-chart.

Fig: 4.6

Information of Noodles Through Various Media



This pie-chart depicts that NTV is the most important source of information about the noodles as 41.67% of respondents, FM also 30%, News papers 11.67%, Radio 9.17%, Magazines 7.5% and cinema and direct mail are nil information about the noodles.

It denotes that NTV is more popular than other media but other Medias are also plays precious role for informing about noodles the consumers. So it could not be ignored.

4.9 Advertising Recall by Consumers

In order to identify the advertising recall by consumers are as below.

Table: 4.9

The advertising recall by consumers

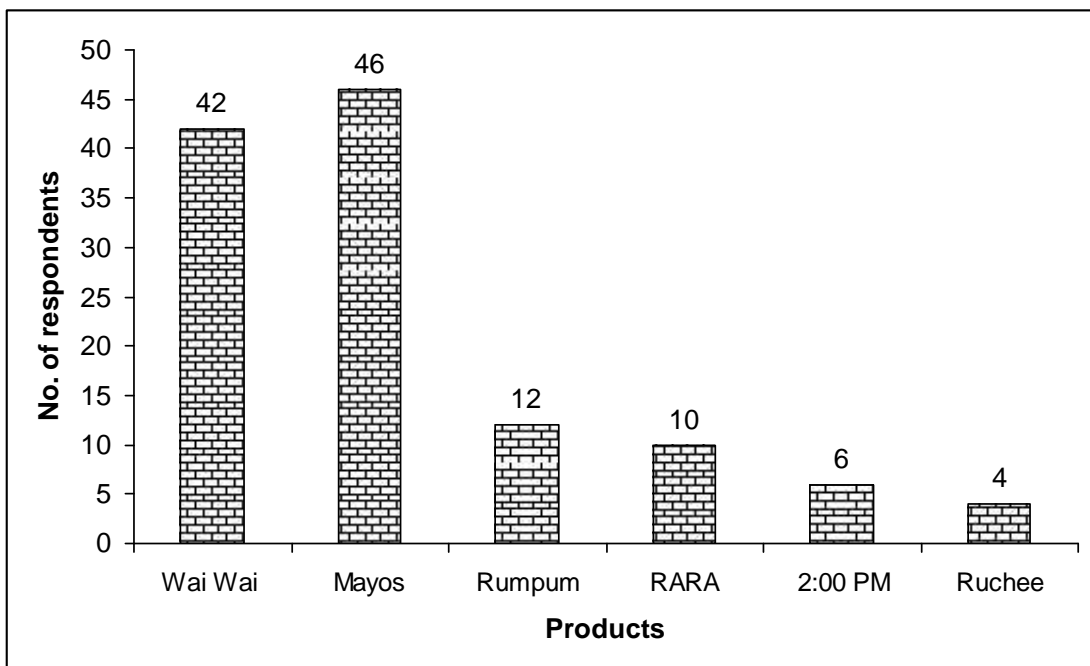
Products	No. of Respondents	Percentage
Wai Wai	42	35
Mayos	46	38.33
Rumpum	12	10
RARA	10	8.33
2 PM	6	5
Ruchee	4	3.33
Total	120	100

(Source: Primary data)

Questionnaires are helped to identify the advertising recall by most of consumers as 46 respondents of the total respondents for Mayos noodles advertising, gradually Wai Wai with 42 respondents, 12 respondents for Rumpum, and 10 respondents for RARA advertising recall of total respondents. It can be shown through bar- diagram also.

Fig: 4.7

The Advertising Recall by Consumers



Above bar-diagram clears that Mayos noodles advertising is most recall advertising among the various brand of noodles with 38.33% percentage and gradually Wai Wai, Rumpum, RARA , 2 pm and lowest percentage with Ruchee. It means advertising of Mayos noodles is most recall advertising where as Wai Wai also covers nearly to Mayos noodles. So the company much more to advertising effectiveness of Mayos noodle.

4.10 Most Effective Promotional Techniques

Table: 4.10

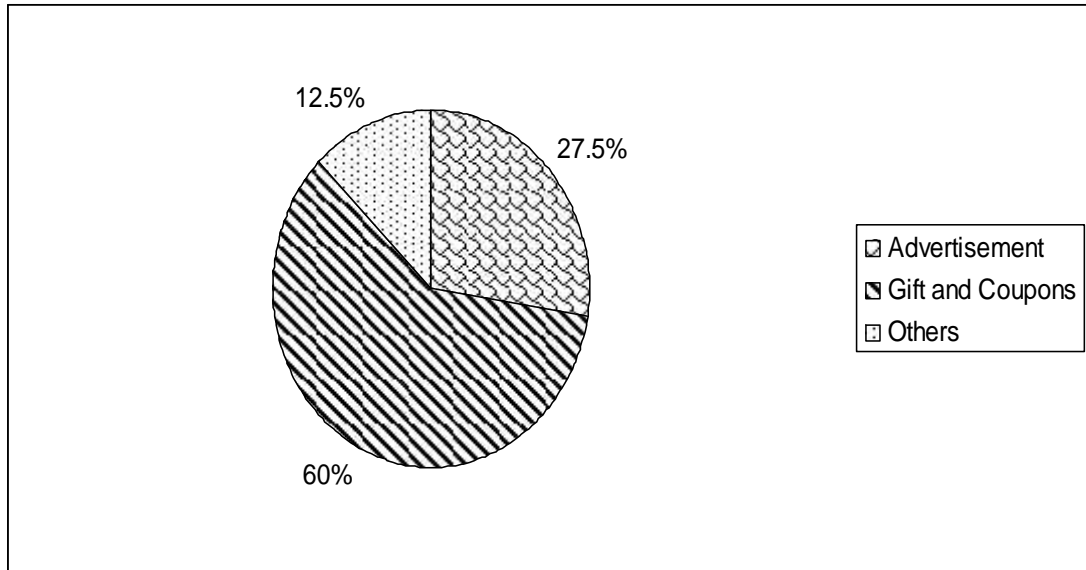
Most Effective Promotional Techniques

Techniques	No. of Respondents	Percentage
Advertisement	33	27.5
Gift and Coupons	72	60
Others	15	12.5
Total	120	100

(Source: Primary data)

According to consumers' response, the most effective promotional technique is gift and coupons because 72 respondents preferred of the total respondents and gradually 33 respondents preferred advertisements, and 15 respondents for other promotional technique preferred. It can be shown through pie-chart also as below.

Fig: 4.8
Most Effective Promotional Techniques



According to pie-chart among the various promotional techniques, the advertisements covered 27.5 %, gift and coupons covered 60% and other technique is covered 12.5

It means that most of respondents suggested to provision of gift and coupons on the noodles for effective promotional tool. But other promotional tools are also managed for betterment.

4.11 Reason for Brand Choice

Table 4.11
Reason for Brand Choice

Reasons	No. of Respondents	Percentage
Taste	48	40
Quality	54	45
Price	8	6.67
Packaging	10	8.33
Sales Schemes	-	-
Total	120	100

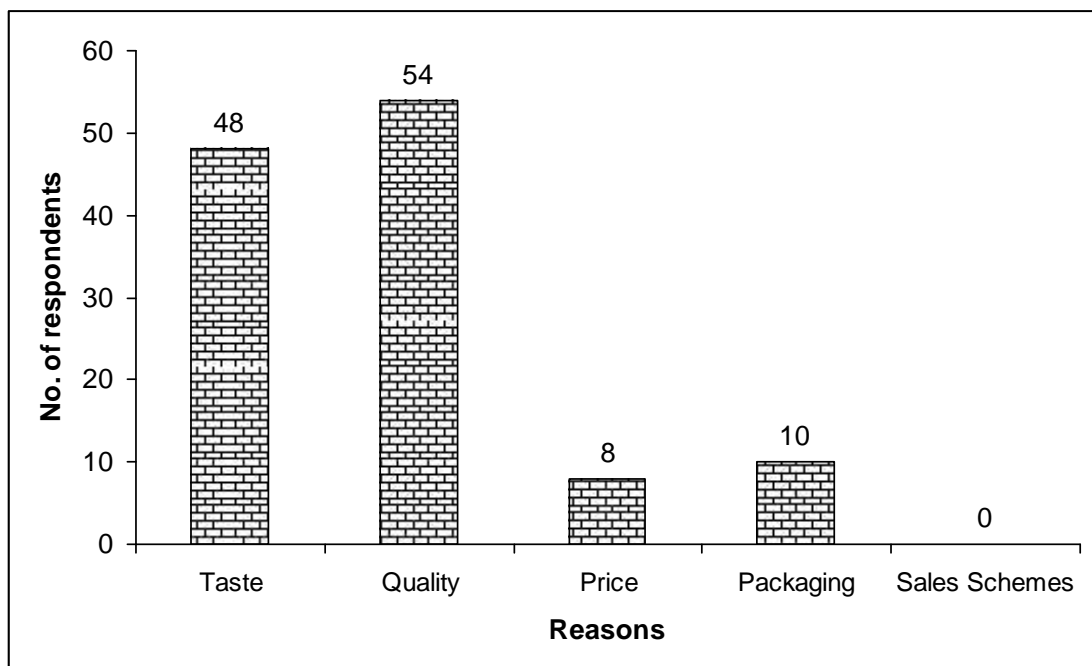
(Source: Primary data)

According to consumers' survey, the most of respondents preferred quality for brand choice, 48 respondents for taste, 10 respondents for packaging and 8 respondents for price. Sales schemes has not preferred for brand choice.

So, it has been found that most people preferred for brand choice of instant noodles.

Fig: 4.9

Reason for Brand Choice



Above bar-diagram predicts that highest consumer's priority goes to brand choice for quality of as 45%, where as taste is 40%, packaging for 8.33% and the lowest brand choice is 6.67% of price. Sales schemes has not found for brand choice by consumers.

It means quality is most brand choice of instant noodles but others aspects also be considered.

4.12 Consumers' Behaviour, after Seeing Advertising

In the table below, the behaviour of consumers' after seeing advertising of instant noodles have been presented.

Table 4.12

Consumers' Behaviour, after Seeing Advertising

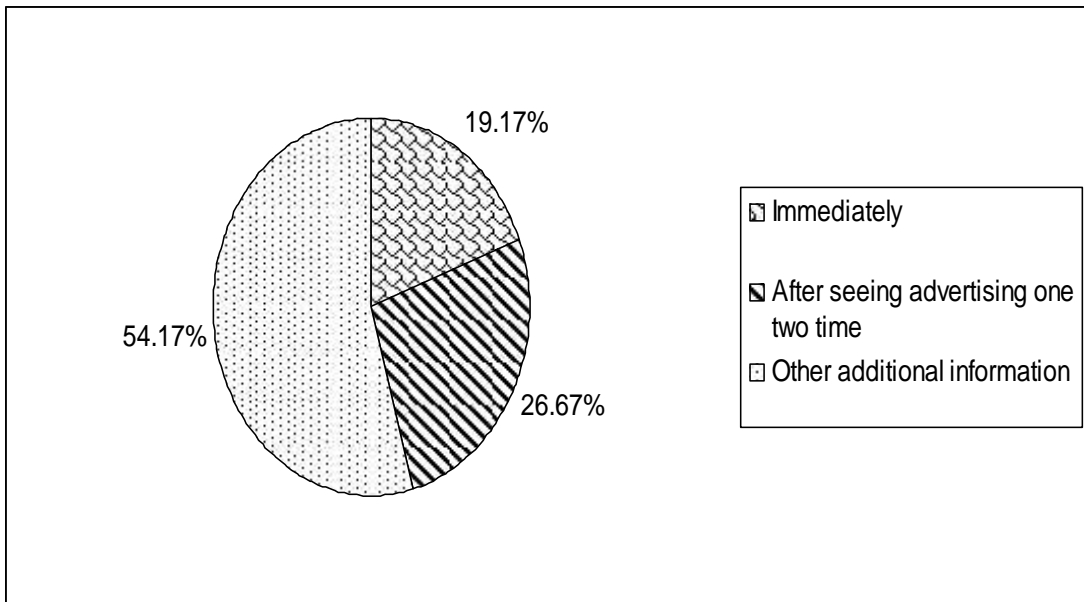
Particular	No. of Respondents	Percentage
Immediately	23	19.17
After seeing advertising one two time	32	26.67
Other additional information	65	54.17
Total	120	100.00

(Source: Primary data)

According to survey, the most of respondents' behaviour, after seeing advertising, to other additional information of instant noodles as 65 respondents, after seeing advertisement one of two times for 32 and immediately for 23 respondents have been presented. It can be shown through pie-chart below also.

Fig: 4.10

Consumers' Behaviour, after Seeing Advertising



According to pie-chart, among the various consumer behaviour (after seeing advertising), immediately covered 19.17%, after seeing advertisement one of two time covered 26.67% and other additional information is covered 54.17%.

It means that most of respondents behaviour is other additional information but other behaviour also be considered.

4.13 Do Consumers' give more Importance to Advertising rather than any Other Promotional Tools?

In the table below consumers have been presented the important of advertising than any other promotional tools.

Table: 4.13

Do Consumers' give more Importance to Advertising rather than any Other Promotional Tools?

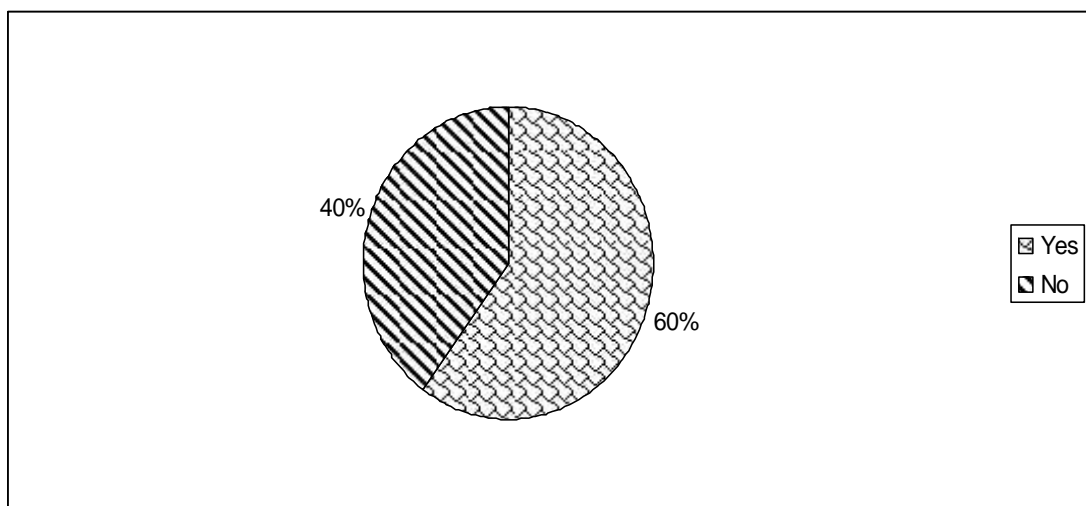
Options	No. of Respondents	Percentage
Yes	72	60
No	48	40
Total	120	100

(Source: Primary data)

Questionnaires are helped to identify the consumers give more importance to advertising rather than any other promotional tools while making brand selection decision. Most of consumers are as 72 respondents of the total respondents for yes option of advertising and 48 respondents are no option of advertising. It can be shown through pie-chart

Fig: 4.11

Consumers' Importance to Advertising Rather than any Other Promotional Tools



According to the pie-chart, between yes no options the most of consumers give more importance to advertising rather than any other promotional tools with 60% yes option and 40% no option.

It means that most of respondents suggested to give more importance to advertising rather than any other promotional tools and few of the respondents against more importance to advertising than any other promotional tools while making brand selection decision.

4.14 Essence of Effective Advertising on Brand Choice Instant Noodles to Sex

Table: 4.14

Essence of Effective Advertising on Brand Choice Instant Noodles to Sex

Advertisement	Male		Female	
	No. of respondents	Percent	No. of respondents	Percent
Informative	14	26.15	13	23.64
Entertaining	25	38.46	25	45.45
Persuasive	5	7.69	3	5.45
Reminding the product	18	27.69	14	25.45
Total	65	100	55	100

(Source: Primary data)

Above table is related to the essence of effective advertising for instant noodles according to sex.. It is found that 17 respondents like the informative type of advertisement, 25 respondents like entertaining type of advertisement, 5 respondents like persuasive and 18 respondents like remaining the product type of advertisement in case of male respondents.

The same table indicates that 13 female respondents like the informative type of advertisement, 3 respondents like persuasive type of advertisement, 25 respondents like entertaining type of advertisement and 14

respondents like reminding the product type of advertisement.

4.15 Role of advertising in changing Brand of Instant noodles according to Age Group

Table: 4.15

Role of Advertising in changing brand of Instant noodles according to age group

Advertisement degree	Age group								Total
	Below 20		20-30		30-40		More than 40		
	No.	%	No.	%	No.	%	No.	%	
Advertisement is fully responsible	8	29.63	12	35.29	13	50	5	15.15	38
Advertisement is responsible to some extent	13	48.15	14	41.18	8	30.77	17	51.52	52
I don't know	-	-	5	14.71	-	-	5	15.15	10
Advertisement played not much role	4	14.81	3	8.82	5	19.23	3	9.09	15
Advertisement played no role at all	2	7.41	-	-	-	-	3	9.09	5
Total	27	100	34	100	26	100	33	100	120

Above the table shows the role of advertising in changing brand of instant noodles according to age group. In the case of respondents below than 20 years age group 29.63% believe the role of advertisement fully, 48.15% believe up to some extent, no response for don't know whether the believe or not, 14.81% believe not so much and 7.41% don't believe in the role of advertisement in changing brand.

In case respondents 20 to 30 age group 35.29% believe fully the role of advertisement in courses of changing brand, 41.18% believe up to some extent, 14.71% don't know whether they believe or not, 8.82% believe no so much and no response for don't believe the role of advertisement in changing brand.

Among the respondents of 30 to 40 years age group 50.00% believe the role of advertisement as fully responsible, 30.77% believe up to some extent, no response for don't know whether they believe or not, 19.23% don't believe its role so much and no response for don't believe the role of advertisement in changing brand.

Likewise, among the respondents who are from more than 40 year age group 15.15% believe of advertisement fully, 51.52% believe up to some extent, 15.15% don't know whether they believe or not, 9.09% don't believe so much and 9.09% don't believe the role of advertisement in changing brand than any other promotional tools.

In all the cases most of respondents believe full and up to some extent in the role of advertisement for changing brand of instant noodles. So the role of advertising is regarded important for brand choice in course of instant noodles.

4.16 Consumers' Alternative way if their Favorite Brand is not Available in the Market

Table 4.16

Consumers' Alternative way if their Favorite Brand is not Available in the Market

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

Source: Primary Data

Figure 4.12

Consumers' Alternative way if their favorite Brand is not available

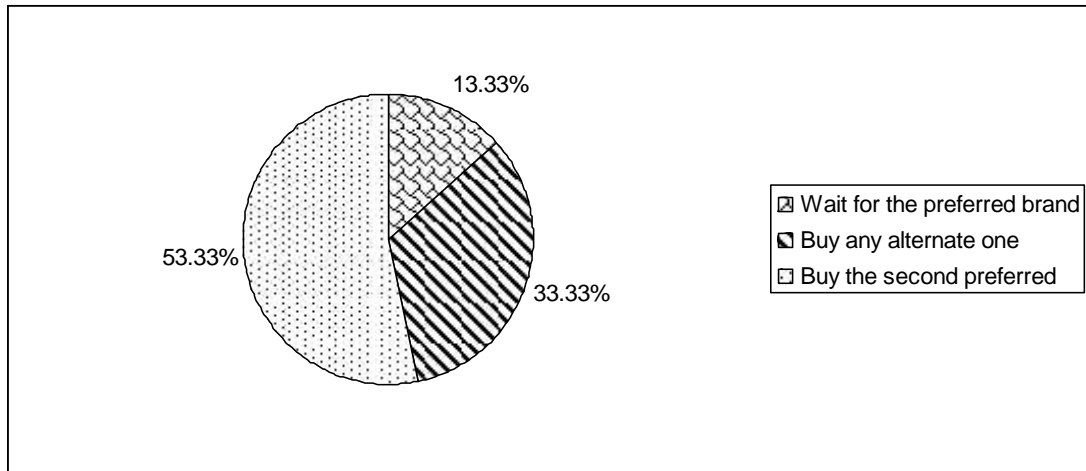


Table 4.16 presents the consumers alternative way if their favorite brand is not available in the market. It has clearly shown that 53.33% consumers will buy the second preferred brand, 33.33% will buy any alternate one and 13.33% will wait for the preferred brand in case of unavailability of their favorite brand.

SALES EXECUTIVE VIEW

Table No. 4.17

Preferential promotional strategy rated by the sales executive.

S.N.	Options	Rated No.
1.	Advertisement	1
2.	Sales promotions	2
3.	Personal selling	5
4.	Public Relation	3
5.	Display	4

Source: Primary Data

Promotional Strategies are important in making and integrating promotional plan. The researcher found some view of sales executive. Firstly, he didn't want to rate the options, all of them have their one weight and plays the significant role for achieving marketing goal in this regards, he has fulfilled the questionnaire as per the requirement. He has given first

priority to advertisement. He gave second priority to sales promotion, third to the public relation, fourth to the display and fifth to the personal selling respectively.

2. Preferential rating of effectiveness of advertisement.

There are mainly four media (i.e. Radio, FM, TV, Newspaper) by which H.S.N and Fast Food (Nepal) Pvt. Ltd products are advertised. In the question, “how do you rate the effectiveness of your advertisement”. The company is satisfied with TV advertisement, moderate with Radio and FM and dissatisfied with Newspaper.

3. Attitude of executive concerning the advertisement affect on consumer brand choice decision

In the question of “to what extent have your advertisement effect on consumer brand choice decision”. The executive is highly satisfied with the statement that TV advertisement has been highly affecting consumer brand choice decision.

Table No. 4.18

Types of problems the company facing while making effective business.

S.No.	Options	Rated No.
1.	Small market	1
2.	Lack of education and awareness	2
3.	Lack of experience marketing executive and advertisement agency	3
4.	High competition	4
5.	Income status of consumer	5

Source: Primary Data

The above table indicates that the company is unable to making effective business by the problem of small market so he outline as first problem to small market. Second to the lack of education and awareness, third to the lack of experienced marketing executive and advertisement agency, fourth to the high competition and fifth to the income status of

consumer.

5. Attitude of executive concerning the effectiveness of advertisement for the post purchase decision.

The executive has satisfied with TV advertisement for post purchase decision. It implies that advertisement for the post purchase decision is effective.

Table 4.19
Rating of the effective aspects in the advertisement of company's product

S.N.	Options	Rated No.
1.	Message	2
2.	Visual	4
3.	Music	5
4	Prize	1
5	Actors/acress	3

Source: Primary Data

According to the above table, we can easily know that company is adopting consumer promotional policy such as prize policy by rating no 1. So the company lunched different types of prize policy in different times. Besides this the company has given second priority to message by rating no 2. Actors/actress visual and music by rating 4 and 5 respectively.

7. Rating of sales trend

As per sales executives, the company s sales trend is increasing in present time. Various advertisement programs, launched by the company, have contributed to increase the sales of company. Advertisement has significant role in the company s sales performances.

VIEW OF ADVERTISING AGENCIES

Table No. 4.20

Advertising Agencies Media Facilities

Media	No. of advertisement agencies	Percentage
Radio	2	20
T.V.	2	20
Newspaper	2	20
Others	4	40
Total	10	100

Source: Primary Data

From the table no. 4.20, it can be seen that out of 10 advertising agencies 2 or 20% provide advertisement facilities over radio. Similar and the number or percentage facilities are provided by the agencies on T.V. and newspaper and 4 or 40% agencies provided other facilities on other media.

Table No. 4.21

Handling of Advertisement

Description	No. of Adv. Agencies	Percentage
Waiwai	2	20
Mayos	2	20
Both	2	20
None of them	4	40
Total	10	100

Source: Primary Data

Out of 10 advertising agencies 4 or 40% are not handling the advertisement of neither H.S.N Company and Fast Food (Nepal) Pvt. Ltd (i.e. waiwai and mayos). Only 2 or 20% agencies are handling the advertisement either of Waiwai or Mayos. Only 2 or 20% agencies are handling the advertisement of both products.

Table No. 4.22

Popular Advertisement

Description	No. of Adv. Agencies	Percentage
Waiwai	4	40
Mayos	5	50
Both	1	10
None of them	-	-
Total	10	100

Source: Primary Data

Out of 10 advertising agencies 5 or 50% are saying Mayos advertisement is popular while 4 or 40% say that Waiwai advertisement are popular. But only 1 or 10% are saying advertisement of both products are popular.

Table 4.23

Easier to Work with Advertiser

Description	No. of Adv. Agencies	Percentage
Waiwai	2	20
Mayos	2	20
Both	2	20
None	4	40
Total	10	100

Source: Primary Data

Out of 10 advertising agencies 4 or 40% are of the opinion that it is difficult to work with both of the advertises. 2 or 20% are saying that it is easy to work with waiwai and the same applies to Mayos. It is 2 or 20% of advertisement agencies who say that it is easy to work for both products.

Table No. 4.24
Reason for Choice

Description	No. of Adv. Agencies	Percentage
Volume of Work	3	30
Seeing the problem in same level	2	20
More freedom in advertisement	5	50
Total	10	100

Source: Primary Data

From the above Table it can be said that 5 or 50% of advertising agencies select the advertisers due to more freedom in advertisement work. 3 or 30% and 2 or 20% are said that they select due to volume of work and seeing the problem in some level.

4.17 Major Findings of the Study

After analyzing the data collected from the respondents, some of the findings have been drawn as follows:

1. Almost people live in Kathmandu eat noodles.
2. Most of the noodles consumer remember waiwai, mayos, RARA, 2pm when they remember noodles its because of their quality and taste.
3. The Wai Wai noodle is preferred most among the six brands of different noodles and Mayos noodle is second preferred brand.
4. Noodles have good market and basically most of family are used the noodles more than four packets in a week.
5. Noodles are consumed as a Tiffin most and little bit consumers are preferred to use as both (Tiffin and male) and consumer don t want to use the noodles as meal specially.
6. Most of respondents want to use noodles mixing with vegetables, eggs, meat etc.

7. The Wai Wai noodle users like it most due to its quality.
8. The Mayos noodle users like it most due to its taste.
9. Most of consumers want brand switching due to its quality but taste and price are also causes of brand switching.
10. It favorite brand is not available; consumers' decision goes to for second preferred brand.
11. The most of information has got by consumers about the noodles through NTV and other media also help to know about the noodles.
12. The most of consumers recall the advertising is Wai Wai and Mayos.
13. Gift and coupons are more effective promotional techniques for noodles.
14. Quality is most brand choice of noodles but taste aspects also be considered.
15. Most of consumers' behaviour has decided to other additional information then after seeing advertising.
16. Most of the consumers suggested giving more important to advertising rather than any other promotional tools while making brand selection decision but few consumers are against that.
17. The role of advertisement in switching brand habit is found effective.
18. Most of the consumers like entertaining advertisement than other types of advertisements.
19. The role of advertising is regarded important for brand choice in course of instant noodles.
20. For the post purchase decision, advertisement plays the great vital role to motivate the consumers.
21. Noodles product of H.S.N and Fast Food (Nepal) Pvt.Ltd are neither better nor worse.
22. The company is adopting integrating promotional plan.

23. According to the advertising agency, Mayos advertisement are popular.
24. According to the advertising agency it is difficult to work with both of the advertises.
25. The Advertiser due to more freedom in Advertisement work.
26. Advertisement has significant role in the company s sales performance.

CHAPTER- V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

A promotional tool, advertising is a method of communication, as a result, it is more important aspect of human behavior. The effective advertising needs to familiar with certain effects that lead to particular response, so the advertiser receive comprehension of psychology.

Large-scale companies are now-a-days employing the most modern methods of advertising and sales promotion to boost the sales of their products. Through advertisement an interest in the buyer is created in four of the product. So, every manufacture wants and tries his best to make the consumers choice to the brand of his products. Consumers according to their faith of trust on quality prefer one brand to another s. It fact, today a product to be sold successfully needs better promotion and presentation. Before laminating advertising campaign an advertiser should be careful in the analysis of his product, market trade channels and competitions. He must study the character of trade, the territory to be covered, the media available, the audience to be reached and the other sales force that are to be utilized in conjunction to the advertising. An effective advertisement results consumers to be brand loyal and at the same time, an important tools for developing a positive attitude towards particular brand.

The success and failure of any business depends on consumer s reaction to a firm s marketing mix or strategies. It is therefore, essential for the marketer to understand the consumer behavior for conduction their business long-term in today's changing and competitive business environment.

It is found that Nepalese market has not reached its full potential growth although the essence of advertising is well recognized as an

important promotional tool of persuasion to the mass. However, it is observed that there is a great scope for the advertisement in Nepal. When we compared advertising with other progressive countries Nepal is much logging behind in the field of constructive advertising. Therefore advertising should be developed as the foundation of business that a luxury. The manufactures must convince of its effectiveness in selling products in Nepalese market.

This study has been divided into five chapters, the introduction, the review of literature, Research Methodology, Data Presentation and Analysis and Interpretation and Summary, Major Findings, Conclusion and Recommendations. Here is a brief summary of the above chapters.

Nepalese consumer of instant noodles from Kathmandu valley are considered of this study. The information and data required for conduction the study was entirely based on primary source. Primary information and data were gathered through different type of consumers according to their age level education level occupation level and gender.

By the interpretation and analysis of data formation collected from the consumers it is found that advertising is the main source of information and key tool to motivate and persuade consumers for brand choice. Advertising supports motivates and excites consumers another decision making process. It results consumers strong faith or belief on a particular brand so that they repurchases the some branded. It is life blood of modern marketing, especially in course of promotion. Being alone, advertising never does the expected job. To make advertising more effective, co-ordination and good integration among promotional variables are required. First time purchase generally occurs because of advertising but to make consumers frequent purchasers the role of quality and taste hold upper position than advertising.

5.2 Conclusion

Mainly the study has focused the role of advertising in brand choice with specially reference to instant noodles (Wai Wai and Mayos). Advertising is an important for getting knowledge about the noodles. It has been established as an important promotional tools for consumer product. NTV is the best information coverage to the consumers about the noodles. Most of consumers are favour of entertaining types of advertisement and they preferred the gift and coupons of the promotional techniques. Nepalese consumers give high importance to brand in consumers' product.

Most of consumers have used more than four packets of noodles in a week in family and they have used noodles as Tiffin. WaiWai noodle is preferred most of consumers due to its 'qualities' 'taste'. It means, the satisfaction of Wai Wai and Mayos noodle are very good than other noodles. Consumers feel that most of the noodles price is high. H.S.N. and Fast Food (Nepal) Pvt.Ltd are satisfied with NTV advertisement. Instead of this TV has very high cost than other medias. Advertisement has significant role in the company s sale performance.

5.3 Recommendations

Some suggestions have been forwarded or recommended for the better management of their business are as follows.

1. The advertising of WaiWai and Mayos noodles are highly satisfied because of gift and coupons arrangement and should continuous it properly.
2. The Wai Wai and Mayos noodles are preferred most rather be RARA and Rumpum noodles are also plausible among the consumers. It means the company should more conscious with their competitors and having applied the suitable strategies with time concern.
3. The price of Wai Wai and Mayos noodles are high than others. So the company should think towards the price of Wai Wai and Mayos

noodles because our people have lower economic status.

4. The role of advertising in course of brand choice is found to be quite effective, so to make the role more stronger, other marketing variables such as product, price, promotion and place should be forwarded soundly and coordinated integration among the as felt necessary.
5. At that time, when consumers are already familiar about product (brand) then marketers are suggested to provide entertaining type of advertisement which create positive image towards brand.
6. Finding has provided that the advertising and promotional activities have always positive impact on both product and company. So the noodles manufactures should have to develop the fascinating advertising as well as effective promotional campaigns.
7. Most of the companies are lunching prize scheme in the market. But most of the consumer by the noodles by concerning quality and test so the company should improve the quality and taste of their product.

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Appendix-I

Questionnaire for Consumer

Dear respondent,

I am Kamal Panta, student of Central Department of Management Campus at Management faculty, conducting a study on "THE ROLE OF ADVERTISING IN BRAND CHOICE: WITH SPECIAL REFERENCE TO INSTANT NOODLES (WAI WAI AND MAYOS) IN KATHMANDU VALLEY." Please provide the necessary information to the best of your knowledge. The information will be kept strictly confidential.

Name: Age:

Sex: Male/Female Marital Status: Married/Unmarried

1. Do you consume any noodles?

Yes No

2. Which noodles do you prefer most ?

Wai Wai Mayos Rum Pum

Ruchee 2 PM RaRa

3. How many packets do consume in your family at a week?

One packet Two packets Three packets

Four packets More than four packets

4. In which purpose will you like to use the noodles?

Only meal Only Tiffin

Both (meal and Tiffin)

5. How do you consume instant noodles?

Without boiled boiled

Mixing with vegetable, meat, egg etc.

6. Have you consumed Wai Wai and Mayos' noodles?

Yes No

7. What brand of instant noodles you usually buy? Could you place them in order to your choice?

First choice Second Choice Third choice

8. If you buy 'Wai Wai' noodles, what is your preference?

Taste Quality Price

Packaging Sales Schemes

9. If you buy 'Mayos' noodles, what is your preference?

Taste Quality Price

Packaging Sales scheme

10. How do you rate the following factors? (Put the number in the box provided you consider most important to least important in ascending order starting from 1)

Taste Quality Price

Packaging Sales schemes

11. Do you often switch to other brand?

Yes No

12. Do you consume other noodles if your choice brand is not available?

Yes No

13. What is the best thing you like about your choice brand?

Taste Quality Price

Packaging Sales schemes

14. How do you know about the noodles?

a) Through F.M. b) Through Radio Nepal

c) Through Nepal Television d) Through Newspapers

e) Through Magazines f) Through Cinema

h) Through Direct Mail

15. Which advertising can you recall the most?

WaiWai Mayos Rum Pum

RaRa Ruchee 2 PM

16. Do you think that advertising is helpful to increase the sale of instant noodles?
Yes No
17. Do you choose a specific brand because of advertising?
Yes No
18. If yes, after seeing advertisement when do you buy instant noodles?
a) Immediately
b) After seeing advertisement one of two time
c) After additional information
19. Do you give more importance to advertising rather than any other promotional tools while making brand selection decision?
Yes No
20. Which type of promotional techniques for noodles in more effective?
a) Advertisement
b) Gift and coupons c) Others
21. What is the essence of effectiveness advertising an brand choice instant noodles?
a) Informative b) Entertaining
c) Persuasive d) reminding the product
22. Demographic Profile
- i) In which age group do you fit?
Less than 20 20 to 30
30 to 40 more than 40
- ii) What is your profession/ Occupation?
Businessman Jobholder
Self Employed Professional Student
- iii) What is your qualification?
Below S.L.C. S.L.C. Undergraduate
Graduate Post-Graduate
- iv) Which of the following best describe your total income?
Less than Rs. 4,000 Rs. 4,000 to Rs. 6,000
Rs. 6,000 to Rs. 10,000 Rs. 10, 000 Plus

Appendix-II

Questionnaire for Manufacturer

Questionnaire to sales executive of Fast Foods (Nepal) Pvt. Ltd and Himalayan Snax & Noodles Co.Pvt. Ltd.

My name is Kamal Pant. I am a student of MBS in Central Department of Management. I am conducting a survey on “The Role of Advertising in brand choice with special reference to Instants Noodles Wai Wai and Mayos”. I will be very grateful if you could fill this questionnaire.

1. Which of the following policies do you think best?

(Please give 1 to the most preference 2 for the second most preference and so on)

- (a) Advertisement (b) Sales promotion (c) Personal Selling
(d) Public relation (e) Display

2. Does advertisement play supportive role in brand choice decisions?

- (a) Yes (b) No

3. Which media do you prefer for Advertisement?

- (a) Radio (b) F.M. (c) Television (d) Newspaper
(e) Others

4. How do you rate the effectiveness of your advertisement?

	Highly satisfied	Moderate satisfied	Dissatisfied	Moderate dissatisfied	Highly dissatisfied
Radio					
F.M.					
T.V.					
Newspaper					
Others					

5. To what extent have your advertisement affect on consumer brand choice decision?
- (a) Highly satisfied (b) Satisfied Moderate (c) Dissatisfied
(d) Highly Dissatisfied
6. What type of problem does your organization see in making effective business?
- (Please give 1 for most preference and 2 for second most preference and so on)
- (a) Small market (b) Lack of education and awareness
(c) Lack of experience marketing executive and advertisement agency
(d) high competition (e) Income status of consumer
7. How do you rate the Role of Advertisement for post purchase decision?
- (a) Highly satisfied (b) Satisfied Moderate (c) Dissatisfied
(d) Highly Dissatisfied
8. Which aspect is more effective in the advertisement of your product?
Please give 1 to the most.
- (a) Message (b) Visual (c) Music (d) Prize
(e) Actress/Actors
9. Which noodles advertisement do you like most?
- (a) Mayos (b) Wai Wai (c) 2 pm (d) RaRa (e) Others
10. How do you rate your sales trend?
- (a) Increasing (b) Moderate (c) Decreasing

Thank for your cooperation and valuable time.

Appendix-III
Questionnaire for Advertising Agency

My name is Kamal Pant. I am a student of MBS in Central Department of Management. I am conducting a survey on “The Role of Advertising in brand choice with special reference to Instants Noodles Wai Wai and Mayos”. I will be very grateful if you could fill this questionnaire.

Name of Agency..... location.....

Name of branch if any..... location.....

No if employees.

1. List the media facilities provided by your agency?
 - a. Radio
 - b. Television
 - c. F.M
 - d. Newspaper
 - e. Others
2. Among these, rank the preferred media by advertiser of instant noodles, (1 for highest for lowest)?
 - a. Radio
 - b. Television
 - c. F.M
 - d. Newspaper
 - e. Others
3. Are you handling the advertisement of
 - a. Wai Wai
 - b. Mayos
 - c. Both
 - d. None of them
4. Your view on which advertisement of instant noodles is more popular among the consumer?
 - a. Wai Wai
 - b. Mayos
 - c. Both
 - d. None of them
5. Does any advertising agencies play supportive role in consumers brand choice decision?
 - a. Yes
 - b. No
6. Do you think that Mayos and Wai Wai products have to take any corrective actions an advertisement policy?
 - a. Yes
 - b. No

7. Which advertiser of instant noodles is easier to work with
- a. Himalayan Snack Pvt Ltd b. Fast food (Nepal) Pvt Ltd.
8. Reason for your choice
- a. Volume of Work
- b. Seeing the problem in same level
- c. more Freedom in advertisement work
9. What will be the amount of annual advertisement work handled by your agency for fast food (Nepal) Pvt Ltd.
- | Year | 2065-66 | 2066-67 | 2067-68 |
|-------------------|---------|---------|---------|
| 10 to 50 thousand | | | |
| 50 to one lakh | | | |
| Above one lakh | | | |
10. What will be the amount of annual advertisement work handled by your agency for Himalayan Snack Pvt Ltd.
- | Year | 2065-66 | 2066-67 | 2067-68 |
|-------------------|---------|---------|---------|
| 10 to 50 thousand | | | |
| 50 to one lakh | | | |
| Above one lakh | | | |