#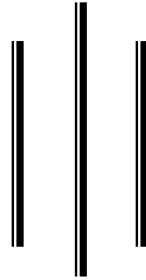 Consumer Preference towards Various Brands of Instant Noodles with Empathies on Wai-Wai Noodles in Bharatpur Municipality

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DECLARATION

I hereby proclaim that the thesis work entitled **Consumer Preference towards Various Brands of Instant Noodles with Empathies on Wai-Wai Noodles** submitted to Balkumari College, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master's Degree of Business Studies (MBS) under the supervision of Mr. Bharat Khanal Lecturer of Balkumari College, Narayangarh, Chitwan.

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ACKNOWLEDGEMENT

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ABBREVIATIONS

%	:	Percent
&	:	And
AMA	:	American Marketing Association
B.S.	:	Bikram Sambat
Ed.	:	Edition
RUPP	:	Rural Urban Partnership Programmed
UDLE	:	Urban Development through Local Efforts
FMCG	:	Fixed Manufacturing Consumer Goods
LIC	:	Life Insurance Company
i.e.	:	That is
MBS	:	Master's Degree in Business Studies
No.	:	Number
P.	:	Page
TU	:	Tribhuvan University
TV	:	Television
USA	:	United States of America
Co.	:	Company
Pvt.	:	Private
Ltd.	:	Limited
Ktm	:	Kathmandu
Ngt	:	Narayangarh
Regd.	:	Registration

CHAPTER ONE

Introduction

1.1   Introduction

Marketing is most important part of the business. Marketing is very poor in a developing country like ours. To increase the economic state of developing country, marketing plays major role. According to Philip Kotler, Marketing is define as "A human activity directed at satisfying needs and wants through exchange process" For a managerial definition marketing is describe as " The art of selling" (Kotler, 1998, Page No. 5)

There are no arguments on the existence of industry's development without the presence of active market management. Marketing is the directing of the flow of goods and services from the producers to consumers in every process. "Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user" (Alexander, 1960, Page No. 8). The production is the prime activity of each and every industry but successful marketing of the product is the ultimate goal. Marketing can play a vital role to develop of industries successfully.

Consumer is the main artist of the marketing activities. Consumer starts and ends with marketing process. Marketing starts with the identification of a specific name on the part of the consumer and ends with the satisfaction of that needs. Thus, the consumer is found both at the sovereign power in the modern business world. The success and failure of business depends upon the consumer reaction towards company's marketing mix.

Again, consumers are the king in marketing, he/she is the decision makar to buy or not buy the products or services. Consumers are people in families and other kind of household who buy and use products and services in order to

satisfy. The major task of the marketers is to understand the willingness of the consumer, we most learn about their behavior.

Consumer's behavior indicates the consumer response on any particular brand from and markers and services. Consumers behavior can be defined as the process where the individuals decide whether, what, when, where, how and from whom to purchase goods and services. Consumer behaviors reflect the totality of consumer's decision with respect to the acquisition of goods, consumption, and disposition of goods and services, time and ideas by human decision making units. To alert in consumer behavior it is much more important in the under develop countries because it helps to boost up the economic growth of them.

1.1.1 Brief Introduction of Study site

Bharatpur municipality is established at 2035 BS (1979 AD). Bharatpur, a medium sized municipality the district headquarter of Chitwan, lies in Narayani Zone of the central development region of Nepal. It is located on the bank of the Narayani river as well as at the center of Mahendra highway (East-West) and KTM- Birjung (North-South) road corridor. It is situated on the foot of Mahabharat and Chura hills approximately between $27^037'$ N to $27^046'$ N latitude and $83^053'$ E to $85^027'$ E longitude the proximity of this city from KTM (146KM), Pokhara (126 KM), Butwan (114 KM), Birjgunj(128 KM), Hetuda (78 KM) and Gorkha (67 KM) has become the importance of is advantage our geographical location. Bharatpur has regular daily air services for KTM, the capital of the country.

Bharatpur municipality covers an area of 7500 hectors of land. It has 14 wards in total. Narayani River and mangalpur VDC lie on the western boarder. In the northern part of it borders with Narayani River and Kabilash VDC. There is a Geetanagar VDC in the southern boarder and eastern part of this municipality lies the National park. Bharatpur municipality is situated at on attitude of about

251 meters from the sea level. The temperature ranges from 15^0 to 40^0 c. The average annual rainfall is 2000 mm.

Most of people, except some indigenous group like tarus, Darai, Kumals and Chepangs are immigrated from different part of the country after the eradication of of Malaria and distributing land. Migration from different of the country combination of varieties of castes and ethnic group are found dwelling in the municipality. Among them the Brahmins, Chhetries, Magars, Gurungs, Newars and Tamangs are major ethnic groups.

Population growths of this municipality are rapidly increasing because availability of infrastructure, more roads linked from various cities of the country as well as commercial center of Chitwan. Population growth rate is 7.2%. According to the municipality record at 2009 the total population of the municipality is 119692 only. Literacy rate of this municipality have various important places to attract tourists like Chitwan National Park, Devghat, Narayani River, Bishajar Tal and Jungle Park.

The economic of Bharatpur was traditionally based on agriculture. The agriculture land is gradually covered into residential area is on one hand. being used for industrial uses on the other. In this municipality a large number of poultry industries have been developed and fulfilling more than 60% of total poultry products of the country. Bharatpur municipality is commercial center of the country. So it has been emerging for food processing, opening major companies, branches, vegetable and fruit trading, and wholesale trading function as well as retail one, agriculture's products collection and distributor and cattle farming and dairy industries.

Bharatpur municipality has envisioned developing is a potential alternative capital of the kingdom by strengthening as center of tourism, trade, agriculture, health and education. To translate the vision into reality municipality is mobilizing the resources from various donors and the public's participation as well. People participation has been largely mobilized in the line to create new

enterprises for income generation, to introduce new technology and to develop social and economic infrastructure. RUPP (Rural Urban Partnership programmed) and UDLE (Urban Development through Local Efforts) have assisted municipality in urbaning planning municipal organization and development administration urban environment and protection and financial mgnt. Peace Crops is also supporting as for the urban development efforts. It has endeavored to ensure good urban governance in this municipality.

1.2   Map of the Bharatpur Municipality
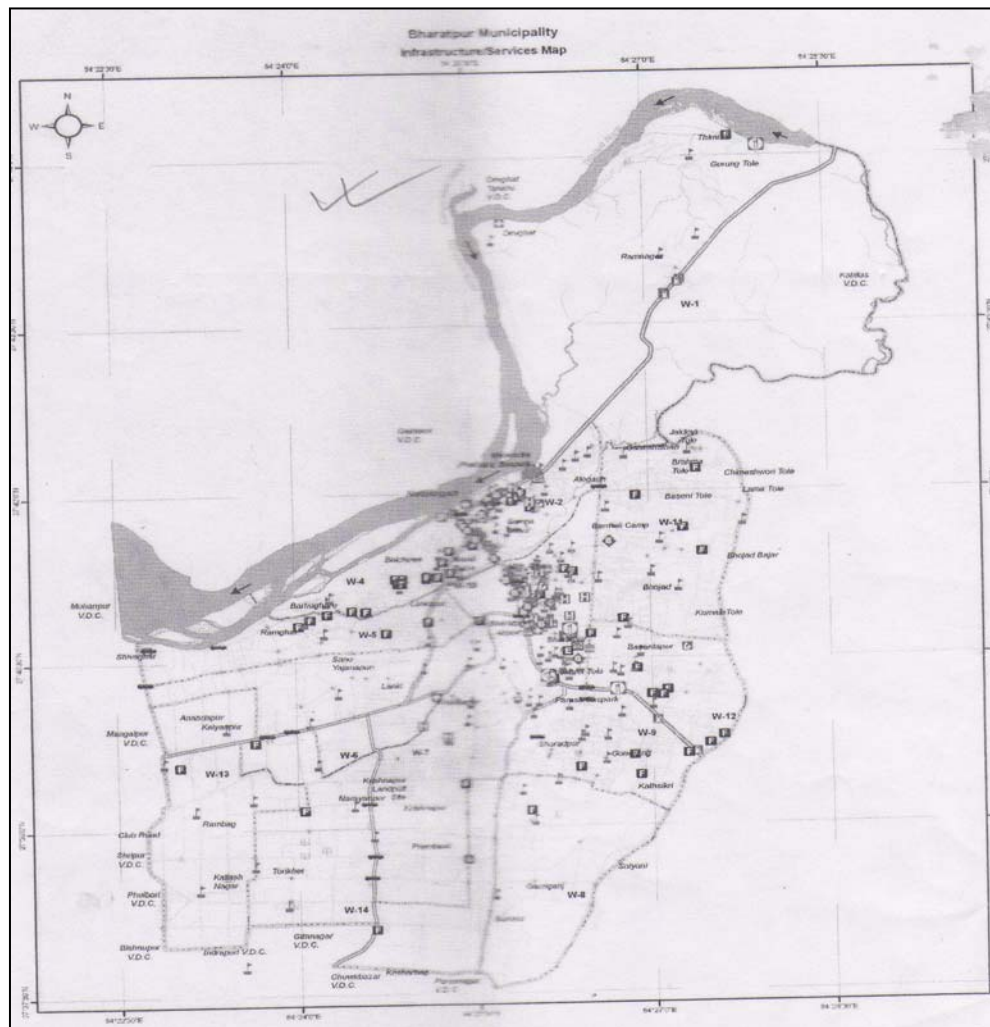
Sources: Office of Bharatpur Municipality

1.3 Focus of the Study

This study has been focused on the consumer's preference towards various brands of instant Noodles. It focuses also the marketing system of Instant Noodles in Bharatpur Municipality. Bharatpur is very important commercial center of Chitwan. As a district of Chitwan, the population of Bharatpur is very high than other areas.

The important of the Instant Noodles is increasing day by day due to save of money and time. Today's world is the world of busy. Saving of time is most important in today's world and world is the world of economy, saving money is also important in the world. Both saving of money and time is in Instant Noodles, so importance of instant Noodles is increasing day by day.

Saving of time is very important in developing countries like ours. We must care about the time. So in Nepal also the consumption of Instant Noodles is increasing day by day. Nepal is a agricultural country, but due to increase in population there is lack of land for cultivate the production from agriculture is insufficient for the people so they must converted to other fast eating products like Instant Noodles. Instant Noodles are so popular in Nepal that people are having them as snack, lunch and dinner; it is widely available in different brand names in different size, shape, variety and test. Despite the convenience factor involved only few brands are successful in the market. The reason for this price, test, quality and other health related factors.

There are two kinds of instant Noodles which are introduced in Nepal by different companies.

a) White Instant Noodles: This type of Noodles is uncooked it have to cook for two minu8te to make ready to eat. The first introducing Noodles as a white noodle in Nepal is RARA by Gandaki Noodles P. Ltd. Before it had imported from third country like India and Thailand.

b) Brown Instant Noodles: This type of Noodles pre-cooked. It can either eat directly or by cook. This type of Noodles is very much popular in hilly area. People of plain area also use this type of Noodles.

In the world there are different flavored noodles i.e Chickens, Vegetables, Mutton, Pork, Beef, and Shrimp etc. In Nepal there only two flavor noodles i.e. Chicken and Vegetable.

This study has been conducted in order to generate the consumer profile of Instant Noodles, evaluate the marketing system of instant Noodles in Bharatpur Municipality and the effect of advertisement in Instant Noodles.

1.4 Statement of the problem

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

This study is trying to make an attempt to study the consumer preference on various brands of Instant Noodles of Bharatpur Municipality. Everyday the test of consumer is changing. The problem of price, quality and taste is facing by the manufacturer. 10 yrs ago the price of Wai-Wai was Rs. 11 and Now Rs14. During this period the Rupee value has depreciated as shown by dollar exchange rate that increases from 55 to 80. The foreign exchange rate play the critical role in the cost of instant Noodles since the wrapper, seasoning, oil use of them are imported from other countries. This study is made to find the following questions:

a) What is the position of Wai-Wai in present Instant Noodles market?

b) What is the sales and market share of Wai-Wai Noodles in the market?

c) What is inducing the consumers for buying the product Wai-Wai?

d) What are consumer's perceptions of Wai-Wai advertisement?

e) What the popular brand of Instant Noodles in Bharatpr municipality?

f) Is the consumer sensitive towards price, quality, and taste?

1.5 Objectives of the study

The prime objective of this study is to find out the preference of the consumers towards Instant Noodles with special emphasis on Wai-Wai. But specific objectives are:

a) To analyze the sales and market share of Wai-Wai in the market.

b) To examine the popular Noodles brand in Bharatpur municipality from the consumers point of view.

c) To evaluate the consumers preference towards price, quality, taste of instant Noodles.

1.6 Importance of the Study

Nepalese market is newly developed, therefore consumer belief, effectiveness and consumer's preference has to be studied rather than spending huge amount to increase in sales. So every marketer must study about the desire of consumers as well as their preference towards the products.

Instant Noodles is fast moving consumer goods (FMCG). FMCG has a vast and dynamic market. Where innovation takes place continuously, which create stiff competition. Hence, this study helps the company:

a) To know its products demand.

b) To cope with the changing market environment to survive with stiff competition.

c) To find out its weakness and also helps to over come it and approaches the market with full strength.

d) To understand the various aspects of consumer behavior.

1.7 Limitation of the Study

a) The study is limited only to the Wai-Wai although there are other Instant Noodles.

b) Limited area for collecting primary data with limited persons.

c) Limited time is another limitation.

d) The data analysis is based on statistical tools like: Bar Diagram, pie-chart and   test of hypothesis and tables.

e) Finding has been presented on the basis of the respondents only.

1.8 Organization of the Study

This study has been divided in to main five chapters. They are as follows:

Chapter One	:	Introduction
Chapter Two	:	Review of Literature
Chapter Three	:	Research Methodology
Chapter Four	:	Presentation and Analysis of Data
Chapter Five	:	Summary, Conclusion and Recommendation

The first chapter

Contains general background, statement of the problems, objectives of the study, hypothesis of the study, importance of the study, limitations and organization of the study.

The second Chapter

Presents the analysis of review of literature including conceptual review, review of unpublished thesis.

The third Chapter

Deals with the research methodology, which includes: research design, sample selection, methods of data collection and method of analysis.

The Fourth Chapter

Explains about the presentation and analysis of data including primary data and analysis with the finding of the study.

Finally Fifth Chapter

Deals with summary, conclusion and recommendation.
Bibliography and other appendices used in statistical results will be attached at the end of the study.

CHAPTER TWO

Review of Literature

While doing research, the previous study can not be ignored because it provides the foundation of present study. In other words, there has to be continuous research. Review of relevant literature provides the knowledge of the status of the field of research to the researchers.

"According to Howard K. Wolf and Prem R. Pant. The purpose of literature review is to find out what research studies have been conducted in ones chosen field of study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead-ends in research." (Howard & Pant, 1999, Page No. 30)

This chapter mainly focuses on the literature and research findings. Which are available to the topic. It is relevant to disclose here that no one has made study on consumer preference towards various brands of instant noodles with emphasis on 'Wai-Wai' in Bharatpur municipality till now. Therefore in the absence of such a written articles of present situation, it becomes necessary to review the literature article, books, journal, related to the field of consumer preference towards various brands of instant noodles.

In this section, consumer behavior models factors influencing consumer behavior, consumer buying process, process structure of total consumer satisfaction service system.

2.1 Conceptual Review

Among various models, mainly have reviewed as below.

2.1.1 Economic Model

Under economic model, It is assumed that man is a rational being, who will evaluates all the alternatives in terms of cost and value received and select the products/ service which give them maximum satisfaction (utility). Economic models of consumer behavior are unidimenisonal. This means that buying decisions of a person are governed by the concept of utility. (Nair, 2001, Page No. 56)

Principles of Economic models are,

a) Lesser the price of the products more will be the quantity purchased.

b) Lesser the price of the substitute products, lesser will be the quantity of the original product bought (Substitution effort)

c) More the purchasing power, more will be the quantity purchased (Income effect).

2.1.2 Psychological Models

In psychological models mainly focuses on motivation. Motivation may be said the driving force for human behavior which in turn, is guided by cognition and learning, as well as group and cultural influences. (Nair, 2001, Page No. 56)

Motivation is a mental phenomenon. When a person perceives a stimulus.

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

a) **Psychological Needs:** These are the basic needs of food, water and shelter.

b) **Safety needs:** This is a need felt for being free of psychological danger or self preservation. For example LIC has got various insurance on the fear of death, health, theft, housing loans, real estate etc.

c) **Social needs:** Man are social beings, he feeds the need to belong and be accepted by various groups in the society. For example advertising of baby food like cerela, lactogen and chocolate for children convey the felling of love and affection.

d) **Esteem needs:** These needs are concerned with self respect, self confidence, a felling of personal worth.

e) **Self actualization needs:** This refer to the development of intrinsic capabilities which lead people to look out for opportunities to utilize their potential, to become every thing that one is capable of becoming.

2.1.3 Learning Model

Learning is a very important concept in the study of human behavior. According to Howard c. warren's "Learning is the process of acquiring the ability to respondent adequately to a situation which may or may not have been previously encountered the favorable modification of response tendencies consequent upon previous experience particularly the building of a new series of complexity co-ordinate motor response, the fixation of items in memory so that they can be recalled or organized. The process of acquiring insight into a situation (Nair, 2001, Page No. 61)

Learning Process involves the following,

a) **Drive:** Strong stimulus the impels action.

b) **Cue**: Any object in the environment perceived by the individuals.

c) **Response:** Response is an answer to a given drive and stimulus.

d) **Reinforcement:** It is defined as environmental event exhibition the property of increasing the probability of occurrence of response of responses they accompany.

2.1.4 The sociological Model

According to this model the individual buyer is a part of the intuition called society. Since he is living in a society he goes influenced by it and in turns also influences it in its path of development. (Nair, 2001, Page No. 63)

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

2.1.5 Howard Sheth Model

This model is focuses on consumer decision making, on how individual consumers arise at brand choice.(Howard & Shet, 1969, Page No. 24-49)

This model serves two purposes:

a) It indicates how complex the whole question of consumer behavior really is.

b) It provides the frame work for including various concept like learning, perception attitudes etc. Which is play a role in influencing consumer behavior.

This model distinguish has three stages of decision making.

i. Extensive problem solving.

ii. Limited problem solving.

iii. Reutilized response behavior.

Figure No. 2.1

Information Sources

	Personal (Social)	**Impersonal**
Commercial	a) Sales Man b) Service Personal	a) Product (Significative) b) Advertise (Symbolic)

Non-Commercial	a) Family
	b) Reference groups
	c) Social group
		a) Printmed
		   (new stories)
		b) Independent testing
		   such as consumer report

Sources: Howard & Shet, 1969, Page No. 24-49

This model consists four major variables,

I) Input Variables:

a. Physical brand characteristics (significative stimuli)

b. Verbal or visual product characteristics (symbolic stimuli)

c. Consumers social environment (family reference groups, social class)

II) Perceptual and learning contrast:

a. Outputs- either may be purchase behavior or anything like motive, attention, intention, attitude, brand comprehension.

III) Exogenous variable:

a. Social and organizational setting

b. Social class

c. Purchasing power/ financial status.

2.1.6 Nicosia Model

This model was developed by framers co M. Nicosia on 1966. He is expert in consumer motivation and behavior (Nicosia, 1966, Page No 156-188)

This model tries to explain buyer behavior by establishing a link between organization and its (prospective) consumes:

This model is divided in to four major field (Schiffman and Kanuk, 1993. Page No 576-588)

Field (1): The consumers attribute and the firms attributes.

Field (2): Search and evaluation.

Field (3): The act of purchase.

Field (4): Feedback.

2.1.7 Webster and wind model

This is complex model developed by F.E. Webster and Y. wind as attempt the multifaceted nature of organization buyer behavior. This model refers to the environmental, organization interpersonal and individual buying determinants influence both individual and group decision making processes and consequently the final buying decision (Webster and Wind, 1972, Page No 492)

2.1.8 The Enfel- Kopllat - Backwell Model

This model express about the consumer behavior as a decision maker in the form of five activities i.e. (Engel & Blackwell, 1982, Page No. 422)

- Information input

- Information processing

- Products- brand evaluation

- General Motivation influence.

- Internationalized environment influence.

These five activities involved in the decision process are here below.

a. Problem recognition : The costumer will recognize a difference between his/her actual static and what the ideal state should, This may occur on account of an external stimuli.

b. Information Search: Initially the information available with the consumer may be consistent to the beliefs and attitudes held by him/her. While being involved in a information seeking or search stage, the consumer will try to gather more information from various sources like sales person, friends, neighbor, mass communication etc.

c. Alternative evaluation: Now the individual will evaluate the alternative band. The methods used for evaluating the various products will be dependent on the consumers underlying goods, motives and personality.

d. Choice: The consumer's choice will depends on his/her intention and attitude. The choice will also depend upon normative compliance and anticipated circumstances.

e. Out come: The out come may be either positive. Conversely, if there is dissonance, that is, a feeling of doubt experienced by the consumer, about the choice made him/her. The outcome will be negative.

The above mentioned Engel-Kollat-Blackwell model has taken into consideration a large number of variables which influences the consumers. The model has also emphasized on the conscious decision making process adopted by a consumer.

2.2 Factor influencing consumer behavior

Consumers do not make any decision blindly. Their buying behaviors are influenced by cultural, social, personal and psychological factors. Most of these factors are out of control and beyond the hands of marketing however, they have to be considered while trying to understand the complex buying behavior. (Nair, 2001, Page No. 44)

2.2.1 Cultural Factor

Cultural factor have the deepest influence on consumer behavior, It consist,

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

b) Leisure time: Most of the couple are working and hence seeking more ways to increase leisure time spend on holidaying and sports they are interested in the purchase of time saving home appliances and services like washing machines, ovens, vacuumed cleaners etc.

c) Health Conscious: People are becoming health conscious and are getting involved in a activities such as exercise, jogging, yoga, eating, lighter and more natural food.

d) Informality: People are adopting a more relaxed and informal life style. This can seen in their choice of clothing, furnishing and entertaining.

e) Sub-Cultural: Each cultural will contain smaller groups of sub cultural that provide more specific identification and socialization for its member. These sub cultural divisions are certain socio cultural and

demographic variables like nationally religion, geographical locality, caste, age, sex etc.

f) Social Class: Social class may take the form of caste system where the members of different castes are reared for certain roles and cannot change their castes membership. Social class also influencing buying behavior. Higher social class customers may prefer to purchase their clothes at U.F.O. at Ngt., where as lower socio class costumers may prefer to shop at small retail outlet.

2.2.2 Social Factor

Consumer behavior is also influencing by social factor. It consists, (Nair, 2001, Page No. 44)

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

b) Family: Members of the buyer's family can exercise a strong influence on the buyer behavior. Marketers are interested in the roles and relative influence of the husband, wife, children and parents purchase of large variety of products and services. The following observation has been made in most of the cases;

(I) Husband Dominant: Automobile, TV, Computer etc

(II) Wife Dominant: Washing Machine, Kitchen appliance, Home appliances.

(III) Equal Participation: Housing outside entertainment, recreation activities etc.

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

2.2.3 Personal Factors

A consumer purchase decision are also influencing by personal characteristics. It consists (Nair, 2001, Page No. 46)

a. Age and stage of life cycle

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

b. Occupation

A person's occupation has direct effect on his choice of good and services. A clerk will purchase products which are economical. Where as a top executive will purchase expensive goods and services

c. Economic Circumstances

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

d. Life style

"A person's life style refers to the person's pattern of living expressed through his/her activities, interest and opinion" (Shrestha, 1992, Page No. 53)

Life style of a person conveys more than the person's social class or personality alone knowing a person's social class will help in inferring about what the person's behavior is likely to be. However, if one fails to see him/her as individual, similar personality will indicate certain Psychological characteristic

about individual but not throw much light on the person's interest, opinion or activities.

e. Personality and self concept

Each person has got a distinctive personality which will influence his/her baying behavior. Personality may be defined as "The person's distinguishing psychological characteristics that lead to relatively consistent and enduing responses to his/her own environment" (Nair, 2001, Page No. 46) some of the traits used to describe person's personality are: self confidence, dominance, aggressiveness, defensiveness, achievement, deference etc.

2.2.4 Psychological Factor

It is also a major factor which influencing consumer buying behavior decision directly or indirectly. For the purpose of under standing consumer's buying behavior following factor has been described.

a. Motivation

Motivation can be said to be the inner drive that is sufficiently pressing and directs the person to seek satisfaction of the need. Satisfaction of the need reduces the felt tension. In motivation it derives from Maslow's Hierarchy of needs, in order of importance given here under. (Shrestha, 1992, Page No. 63)

Figure No. 2.2

Maslow's Hierarchy of Needs

| Self Actualization Needs |
| Esteem Needs |
| Social Needs |
| Safety Needs |
| Physiological Needs |
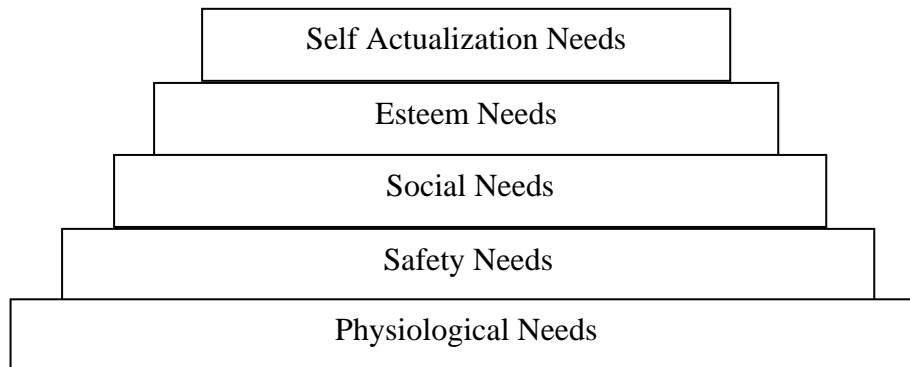
Sources: Shyam K. Shrestha, 1992, Page No. 63

b. Perception

"Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment." (Nair, 2001, Page No. 46). How a motivated person acts will be dependent on how he/she perceives the situation. Perception depends not only on the character of the physical stimuli but also on the relation of the stimuli to the surrounding field and on the actions, thoughts, feelings etc. within the individuals.

c. Perceived Risk

Any action on the part of the consumer or consumer behavior/purchase will compete with the numerous alternative uses of same financial resources. He may face the situation where the product may not function properly or consequently the consumer may face a lot of criticism for his foolish decision of purchasing the product or the consumer may be uncertain as to which purchase if products, brand, model etc. will be best suitable to match and satisfy acceptance level of buying goals.

d. Attribution process

There is also tendency of individuals to perceive causality or attribute an interrelationship when event & occur in a chain it consists,

i. Distinctiveness/unique quality (Prominently noticed both if present and when absent)

ii. Consistency over time (the individuals reaction should be the same, each time the thing is present)

iii. Consistency over modality (even if mode of interaction with the thing varies, the individuals reaction must be consistent)

iv. Consensus: (same experience is voiced by all) Thus marketers have to consider all the aspect related to perception while sending out message about their products / services to their target customers.

2.3 Consumer Buying Process

To be a success marketer every business organization must learn about the buying process of consumer. Now the world is a changing world it means every thing is changing day by day. So, the nature of consumer also changing day by day and the process of buying also depend on nature of consumer so buying process of consumer also changing flowing steps- shows the buying process of consumer i.e. (Shrestha, 1992, Page No. 60)

2.3.1 Need Recognition

Need recognition means awareness of a want, a desire or a consumption problem without the satisfaction of which the consumer normally build up tension (Shrestha, 1992, Page No. 61)

The wants may be initiated either by self or by some other initiator, or other communicative medals. For example during the summer season, consumer generally desire to purchase this clothes like t-shirt, shirts, half-paint, etc. and in winter season they desire to purchase warm clothes like woolen sweater, jacket, or coat etc.

2.3.2 Products Awareness or information search

After the need recognition, the consumer is exposed to the existence of a product that may satisfy a need. This awareness may be an account of the search carried out by the consumer themselves or because a firms appeal or persuasion through various medial. When the consumer is directly aware of a product and subsequently recognizes a need, then the products awareness is active and immediately converted in to interest. When the no need is currently recognized by a consumer, the awareness is considered as neutral. It happen due to following sources,

a) Person Sources: Family, friends, neighbor etc.

b) Commercial Sources: Advertisement, sales reprehensive, dealers wholesalers, Retailers, display, packing etc.

c) Public Sources: Mass media, rating organization etc.

d) Experimental Sources: Handling, examining, using the products etc.

2.3.3. Interest

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

2.3.4. Evaluation and intention

Once interest in a product is aroused, a consumer enters the subsequent stage of evaluation and intention. The evaluation stage represents the stage of mental

trail of the product. During this stage consumer assigns relative value weights to different products. Brand on the basis of accumulated stock of product information and draws conclusions about their relative satisfaction giving potential. After evaluation, the consumer develops the intention either to purchase or reject the product/brand. For example in consumer/customer evaluate below things.

a. Camera: Picture, sharpness, camera speed, camera size, price etc.

b. Hotels: Location cleanliness, atmosphere, price etc. (Shrestha, 1992, Page No. 62)

2.3.5. Purchase

If the evaluation and intention is positive, the consumer will purchase the products. Here, purchase is a consumer commitment for a product. It is terminal stage in the buying for the first time, the from the behavioral view point it may be regarded as trail. If this experience is positive in terms of satisfaction derivation, then repeat purchase may occur.

Figure No. 2.3

Consumer Buying Process

```
            ┌──────────────────────┐
            │   Need Recognition   │
            └──────────────────────┘
                       │
                       ▼
     ┌────────────────────────────────────┐
     │   Product Awareness or Information  │
     └────────────────────────────────────┘
                       │
                       ▼
            ┌──────────────────────┐
            │       Interest       │
            └──────────────────────┘
                       │
                       ▼
       ┌──────────────────────────────┐
       │   Evaluation and Intention   │
       └──────────────────────────────┘
                       │
                       ▼
            ┌──────────────────────┐
            │       Purchase       │
            └──────────────────────┘
                       │
                       ▼
       ┌──────────────────┐      ┌──────────────────┐
       │   Post Purchase  │ ───▶ │    Repurchase    │
       └──────────────────┘      └──────────────────┘
```
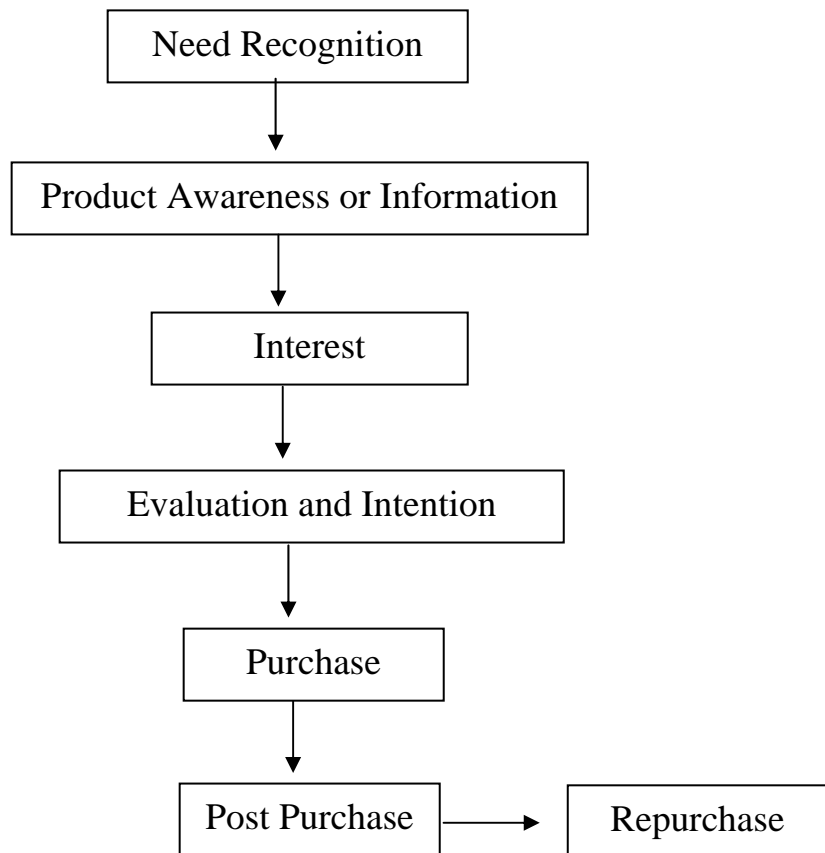
Sources: Shyam K. Shrestha, 1992, Page No. 62

2.4 Consumer Goods

Consumer good are products intended for use by ultimate household consumers for non-business purpose. Consumer goods are divided into four groups i.e. convenience goods, shopping goods specialty goods and unsought goods (Kotler, 1998, Page No. 433)

2.4.1 Convenience goods

Convenience goods are those goods that the consumer usually purchases frequently, immediately, and within a minimum of effort. (Kotler, 1998, Page No. 434) for example it include to basic products, groceries, soaps, toothpaste,

newspaper, drugs, sundries, staple hardware etc. Convenience consumer can be divided into as below i.e.

a) **Staple goods:** Staple goods are those good consumers purchase on a regular basis for example Peposodent toothpaste, maggi tomoto. Ketchup, Wai-Wai noodles, Rumum noodles, teatime biscuit etc.

b) **Impulse Goods:** Impulse goods are purchased with out any planning or search effort, candy bar an magazine are placed next to checkout or cash counters because shoppers may not have thought of buying them until they spot them.

c) **Emergency Goods:** It is purchased when a need is urgent for example umbrella will be purchased in the raining season as like rain coat too. In the winter season must of people buy woolen clothes.

2.4.2 Shopping Goods

Shopping goods are products for which consumers usually wish to compare suitability, quality, price and style in several stories before purchasing. For example it include furniture, clothing used cars and major applications. Shopping goods can be divided in to (Kotler, 1998, Page No. 434)

a) **Homogeneous Shopping Goods**: Homogeneous shopping goods are similar in quality but comparisons.

b) **Heterogeneous Shopping Goods**: Heterogeneous shopping goods differ in product features and services that may be more important than price. The seller of heterogeneous shopping goods carries a wide assortment to satisfy individual tastes and must have will-trained salesperson to inform and advise consumers.

2.4.3 Specially Goods

This goods are goods with unique characteristics or brand identification for which a sufficient number of buyers is willing to make as special purchasing effort. (Kotler, 1998, Page No. 455) for example cars, stereo component, photographic equipment and men's suits.

Specialty goods do not involve making comparisons buyers invest time only to reach dealers carrying the wanted products. Dealers do not need convenient locations; however, they must let prospective buyers know their locations.

2.4.4 Unsought Goods

Unsought goods are goods the consumer does not know about or does not normally think of buying. Smoke detectors are unsought goods required advertisement and personal-selling support. (Stanton & Futrell, 1988, Page No. 194) for example life insurance, cemetery plots, gravestones, and encyclopedias. There are two type of unsought goods i.e.

a) New Products that the consumer isn't yet aware of for example it include disc, camera, computer that speak, telephoto, telephones or methanol as a fuel for quotes.

b) Product that is right now the consumers don't want for example it include prepaid burial insurance, gravestones and auto seat belt.

Figure No. 2.4

Classification of Consumer Goods

```
                        ┌─────────────────┐
                        │  Consumer Goods │
                        └─────────────────┘
                                 │
        ┌────────────────┬───────┴────────┬────────────────┐
        ▼                ▼                ▼                ▼
┌──────────────┐ ┌──────────────┐ ┌──────────────┐ ┌──────────────┐
│ Convenience  │ │ Convenience  │ │ Convenience  │ │ Convenience  │
│   Goods      │ │   Goods      │ │   Goods      │ │   Goods      │
└──────────────┘ └──────────────┘ └──────────────┘ └──────────────┘
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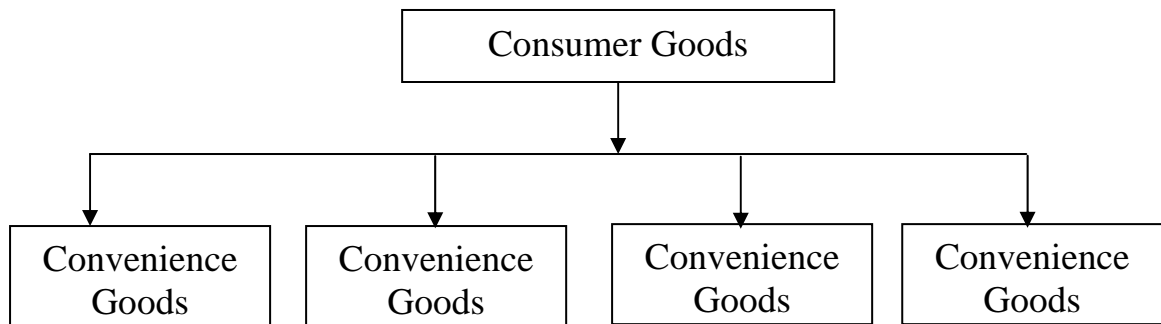
Sources : W. J. Stanton & C. Futrell, 1988, Page No. 194

2.5 Process Structure of Total Consumer Satisfaction Service System

Consumer Satisfaction:

First of all we have to know the meaning of consumer satisfaction. So, consumer satisfaction is defined as it is a function of performance relative to the consumer's expectation & when a lot has been promised and more is being delivered, this will always create satisfied consumers. For sales people this mean that they only should promise what they know you are able to deliver. For people on the inside, this means delivering everything that has been promised. (Liu, Page No. 4)

Consumer satisfaction can also define as it is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) as this meaning makes clear, satisfaction is a function of perceived performance and expectations. (Liu, National Sun-Sen University, Kaohsiug, Republic of China Op. Cit, Page No. 4). If the performance short of expectorations, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. When the performance exceeds the expectations, the consumer is highly satisfied still find it easy to divert when a better offer comes along. These who are highly satisfied are much less ready to

divert. High satisfaction or delight creates an emotional band with the brand, not just a rational performance for example the smoker of Shikher Filter kings cigarette. Never divert in any other brands of Cigarette. The result is high consumer loyalty.

A company either use this process structure as a checking list for consumer service quality or use it as blue print to rebuilt the consumer service system. The seven key elements as are follows:

2.5.1 Develop Consumer Service Satisfaction Concept and Policy

This is because of the exercise of a long-standing tradition of treating consumer service expenses as reducible operating costs rather than marketing investments like sales promotion and advertising. One of the most important jobs as top manager is to commit resources as well as moral support to consumer service for a practical reason: to create competitive advantage. It is extremely and double in terms of the resources available to all service related activities. (Liu, Page No. 4)

2.5.2 Market Research and Consumer Needs Analysis

The management should understand that the market is more than just the consumer. In the broadest sense, the market environment includes the company's supply chain and merchant partners as well as intermediately consumer and end users. It therefore necessary to survey one's consumers frequently, systematically, directly, personality, Consumers should be segmented so that demands can be met more directly and profitability. (Liu, National Sun Yet-Sen University, Kaohsiung Republic of China Op. Cit., Page No. 4)

2.5.3 Customization of Product and services planning

Consumer should be surveyed for their opinions, ideas, feelings, likes, and dislikes about products or services before new concepts and plans for products

and services are being developed. Consumers should be explained how they can influence managers by making under stand their needs: products and services should be creating that meet those demands. Products and services should be refined and customized and their effectiveness tested. (Ibid, Page No.5)

2.5.4 Marketing and selling of products and services

All the links of the value chain should be made sure and channels of distribution should be secured. Competitive pricing, advertising and promotion strategies should be established. Employees should be trained and developed as an integrated system for processing ordered tailored to consumer's needs. Consumers that fit one's business should be explored at, and the ways to choose them should be developed.

2.5.5 Delivery customization

Delivery options should be offered broad to become the "supplier of choice." Delivery systems to fit the need of core consumers should be customized, in particular by creating channels of communication and service offerings to meet their demands. Consumer's delivery requirements should be identified through a complete understanding of a impact that previous distribution had on a consumer's business.

2.5.6 Provide consumer service satisfaction

A primary "Point of contact" between employees and consumers should be established, instilling in consumers the feeling that their needs are being met personally and promptly. Cross-functional cooperation by training employees to understand and enhance the entire consumer experience should be built, holding them responsible for consumer satisfaction. It should be made sure that each employee has at hand all information needed to process a consumer's request promptly and efficiently.

2.5.7 Collection and analysis of consumer satisfaction information

Consumer profiles should be designed and built using a common database to track consumer information, service information should be established by studying how consumers use products and services. Consumer preference and satisfaction should be measured through both internal measures such as sales growth and revenues, and external ones such as industry analysis and consumer satisfaction surveys. There measures will allow a company to :

a. Know how well the service process is working.

b. Know where to make change to create improvements if changes are needed.

c. Determine if the changes led to improvements.

Figure No. 2.5

Process Structure of Total Consumer Satisfaction Service System
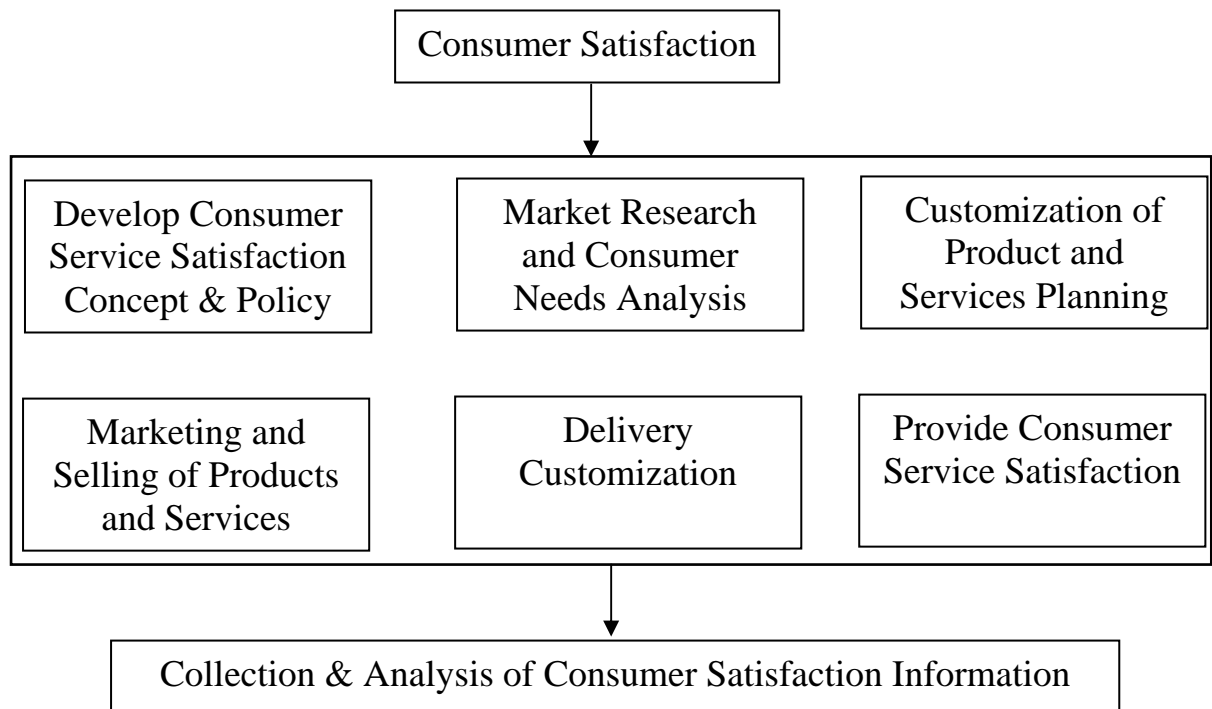
Sources: *Chung-Yung Liu, National San Yat-Sen University, Kaohsiung, Republic of China Op. Cit.*

2.6 Management of total consumer satisfaction service system

The world is dynamic so every day in every field changes has been happening so every management must care consumer satisfaction because consumer are also changing day by day. Management of total consumer satisfaction service system is consumer focused and uses plan, do, check and action cycles as tactic tools. Its operational strategies include team work operations on integrated processes and process reengineering and mgmt by information technology. Quality, speed and highly consumer satisfaction were its system goals. (Liu, National San Yat-Sen University, Kaohsiung, Republic of China Op. Cit. Page No.7) Figure 2.5 is the process management wheel of total consumer satisfaction service system and its contents is described as follows.

2.6.1 System Core: Consumer focused

The consumer is core of all service processes, therefore one should look at business as a consumer focused process. Every operation should have an understanding of the consumer's need, treat the consumer with courtesy and respect, satisfy the consumer's desire, involve the consumer and customize design etc.

2.6.2 Managerial tactic: PDCA Cycle

All consumer service operations should be continuously following to the same direction and same goal. Therefore, the process management cycle to improvement is the key concept for the process management of the consumer service system.

2.6.3 Operational strategy one: Teamwork operation on Integrated processes

Because the services are cross-functions, teamwork becomes one of the most important operation strategies for services-process management. A consumer

focused company needs to develop a positive consensus and culture for teamwork operations.

2.6.4 Operational strategy two: Process reengineering and management by information technology

Information technology has been proved to be the most effective strategy weapon for management of service quality and process reengineering. The acquiring, analyzing and implementing of real time information by consumer service information system has became the generator of quality improvement. (Liu, National Sun Yat-Sen University, Kaohsing, Republic of Chaina Op. Cit, Page No. 7)

2.6.5 System goals: Quality, Speed and high Level of Consumer Service

Providing quality by consistent and reliable products, speed by fast response and problem solving, high level of consumer service system. There fore quality, speed and high level of consumer satisfaction could be used as performance indicators to compare with a world-class benchmarking service system.

So, none of the above studies have done such type of research previously. So that, this research would be helpful to government, experts, planners and university students in future.

2.7 Origin, History and Popularity of Instant Noodles

Every day important of instant noodles is increasing. Instant noodles are found all over the world in different variety, shape and size. Billion of people in the world eats instant noodles in different flavor and manufactured in various countries. Mainly instant noodles very popular in North East Asia like Korea, China, Singapore, Thailand, Japan etc. Korean used to take highly spiced, Chinese used to take Szechwan flavor, Singaporean used to take Spices with

seafood flavor, Thai used to take hotly in Tamyom flavor and Japanese used to take mild in seafood flavor instant noodles. American prefers to eat meat, mushroom or oriental flavor instant noodles.

Originally instant noodles came from China. Chinese people were known to have eaten noodles as before the HAN dynasty that five thousand years ago. In the late 13th century Marlo Polo traveled china and brought noodles. Back to Italy in the form of pasta and macaroni. In Chinese language noodles are call "Io mein" which means boiled noodles. The Chinese style noodles are popular in Japan. The process for turning the traditional noodles into the new familiar instant packaged noodles, was pioneered by Momofuku Ando began the company in 1948 with families, producing a Ramen noodles. The first time maker of instant noodles in huge quantity is Japan in 1958 and spread throughout the world after 1972. When Nissin food company brought to the USA. After 1972 Mr. Ando's new food concept were accepted of instant noodles gained popularity all over the world because of fast convenient in preparation and good taste.

The world is the world of busy. Every body in the world is busy that they couldn't get enough time to eat well. Due to constraints people are attracted to taking well processed foods, which is easy to cook and consume. In this time the world introduce new concept foods ie. instant noodles. So the popularity of the instant noodles is increasing day by day due to saving of time because instant noodles can be ready in on time. Instant noodles gaining more popularity in the world that it can not be replaced by any other fast foods. Every body in the cities or in any rural area using instant noodles whenever available and necessary. In the city it is popular due to saving of time but in rural area it is popular for style and fashion like "Oh! I eat noodles today" (Shanshila Shrestha, T.U. Marketing of Instant Noodles in Narayangarh)

2.8 Instant Noodles Industries and Marketing in Nepal

In Nepal's contest the concept of noodles is developed just two decades old. First noodles are introduced by Tibetan refugees in Nepal. They open different restaurant and mention noodles in the name of Chaumin in menu. They teach Nepali to eat noodles.

As a marketing way the concept of noodles in Nepalese market is introduced by Indian company ie. Nestle India Ltd. They lunched Maggi as a white instant noodles giving concept of "2 Minute Noodles". They increase the market and done monopoly business for few years. After some year due to heavy demand of noodles in Neal, Gandaki Noodles Ltd. establish noodles industries in 1980. They produce noodles in the name of RARA with Japanese technology. Gandaki Noodles Ltd. is establish as the first company introduce instant noodles in Nepal and done a good business and became brand leader in market. After grand success of Gandaki Noodles Ltd. In 1984 Chaudhary Group entered in instant noodles market & introduce Wai-Wai as a precooked instant noodles (brown noodles) that can be eaten directly form the packet. In a few time Wai-Wai become a brand leader in the market of instant noodles. After few year many companies introduce different products ie. Min-Min, Rumba, Rumpun, Ruchi, Mayos, Golmol, 2 Pm etc and fighting to be a brand leader in Nepal Market Wai-Wai, Mayos and Rumpum are doing export to India also. Wai-Wai have high share of market both in Nepal and India in the compare of other noodles.

The total size for noodles is expected to be above Rs 1250 million in Nepal. Total sales about 4 million cases. Every years the market of Instant Noodles growing by 15% to 20%. Every company is searching new market for the Instant Noodles. It means they are growing the consumer of Instant Noodles day by day. Instant Noodles can be divided in to two group ie,.

a) White Instant Noodles:

This type of Noodles is uncooked it have to cook for two minute to make ready to eat. This first introducing noodles as a white noodles in Nepal is RARA by Gandaki Noodles Pvt. Ltd. Before it had imported from third country like India and Thailand. The popularity of white Instant Noodles is increasing day by day. It is very much popular in mountain and hilly area. In the plain area it is not so popular. Few numbers of people use white Instant Noodles in plain area. It capture about 18% of market area of Instant Noodles.

b) Brown Instant Noodles:

This type of Noodles is pre-cooked. It can either eat directly or by cook. This type of Noodles is very much popular in hilly area. People of plain area also use this type of noodles. Least number of people uses Brown Instant Noodles in mountain area. Wai-Wai is the first brown instant noodles introduce in Nepal by Chaudhary Group. It covered about 85% of the instant noodles market. Later many companies introduce different type of brown instant noodles. Now Wai-Wai is the brand leader. (Subash Bhandari, T.U., Marketing)

2.9 Review of Previous Studies

2.9.1 Krishna Chandra Sapkota (2006) has conducted research study on "Brand Preference on Beer" with reference to Bharatpur Municipality.

The objectives of research are.

- To examine the consumer behavior and purpose of beer consumption.

- To identity the most preferred brand of beer.

- To obtain the consumers opinion on different brands of beer's attribute in terms of brand name, taste, price, quality, availability and advertising aspects regarding brand preference.

- To find out the effective promotional tool for beer advertising and impact of advertisement.

- To obtain the consumer's average switching habit and the reason of brand switch.

The research study was based on primary as well as secondary data. For the primary data collection, 10 respondents were selected on the basis of stratified random sampling and questionnaires were served to respondents. The research findings of the study are:

- Most of the consumer of Bharatpur Municipality preferred Tuborg brand (49%), second is Carlsberg (23%), third preferred Everest (12%) and fourth is Sanmiguel (6%) respectively.

- On the basis of age large no of consumer found under the age 16-35, that is 60%. Tuborg brand is the most preferred Carlsberg 2nd and Everest places the 3rd position in this age group. Over 36-55 age group, Tuborg is most preferred, Sanmiguel 2nd and Carlsberg places the 3rd position.

- Most of the respondent's expectation factor in future in beers. It was found that 33% consumer are focused on price decreases followed by 28% for the quality improvement by 15% focused on minisize, 11% packaging in paper cane, plastic bottle respectively and rest of are not so significant.

- The main reason of brand switching is desire to taste new brand with 58% followed by 22% unavailability of favorite brand and third is price factors.

- On the basis of advertisement media poster and hoarding board stands on 1st position, electronic sign board was occupied 2nd position and wall painting and magazines third position.

2.9.2 Narayan Prasad Sapkota has conducted a study on "Consumers attitude towards Wai-Wai instant noodles" (2001)

The specific objective of the study were:

- To taste the two types of consumers market (end-use and institutional market) of Wai-Wai noodles in the Bhaktapur Municipality.

- To obtain the consumer's opinion about various aspect.

- To compare the consumer's attitude of Wai-Wai with other brands.

- To improve consumers attitude towards Wai-Wai noodles.

The Findings of the study were:

- The consumption of Wai-Wai noodles in the Bhaktapur Municipality is very high.

- Most of the consumers use noodles as snack, where as very few take is as main meal.

- In the market compition, Wai-Wai in the top position and behind it is Mayos.

- The consumer's attitude is negative to the price of Wai-Wai noodles but it is positive to its quality and packaging.

- In the course of life cycle, Wai-Wai is now in the phase of growth or maturity, which is sensitive and conductive step for the market.

2.9.3 **Rajendra Krishna Shrestha (1997)** has Conducted Research Study on "The role of Advertising in Brand Choice and Product Positioning, Specially in Case of Noodles and Soft Drinks.

The main objectives of the study are to analyze. The effectiveness of advertising on brand choice of consumer product, evaluate the role of advertising in product positioning and the consumer perspective and consumers responses to advertisement and other promotional tools.

This study has concluded that advertisements are the important means of sales promotion and consumer's respond well on these. Advertisement are the means that introduce of he products among consumer and the advertisements are most effective. It's also started that the advertisement through P.M. has been popular in recent years.

It has been recommended that specially in case of instant noodles and soft drinks advertisement through electronic media are effective and the companies are required to make even more effective advertisements.

None of the above studies have done such type of research previously. So that, this research would be helpful to goal experts, planners and university students in future.

2.10 Research Gap

Most of the researchers tried to study consumer behavior on different products. However the researcher found that, they are not fully concerned with the consumers behavior towards the products. Mainly they are collecting the attitudes of the consumer not only the behavioral issues with regards to the consumers point of view. Like wise the researcher has not yet found any research conducted in Bharatpur regarding this topic. Therefore, the researcher tried to conduct this research.

In this thesis, researcher tries to study more to find out the consumer behavior towards Wai-Wai Noodles in Bharatpur Municipality. Furthermore, in this dissertation researcher has used to test as graphical chart to find the independency and dependency of age group for the quantity & quality of Wai-Wai Noodles consumed.

CHAPTER THREE

Research Methodology

Research methodology is as way to systematically solve the research problem. The main theme of this study is to generate the consumer preference towards instant noodles. The study has also aimed to identifying the consumer perception on quality, price, taste, scheme and other relevant aspects. The data have been collected from the sample of the consumers and retailers. The source of information for this study are both primary and secondary data. Primary data was collected from direct interviewing from consumers and retailers.

The study is mainly based on primary sources of information. Consumers are the main sources of primary information in this study. To achieve the objective of this study, the study follows research methodologies which are briefly described as below;

3.1 Research design

.

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

3.2 Sample Selection

Consumers of Instant Noodles of Bharatpur Municipality are considering as the population of this study. It consists of all the consumers in Bharatpur & Narayangarh. From the population a sample of only 80 consumers are taken for this study. To collect the primary data, 80 buyers and 30 retailers have been surveyed for this study. Retailers are also taken as a consumer in this study. Among them 50 are male and 30 are female including student and children. However, this study has taken the consumers of 5 to above 30 years age of people exposed to different variables of Instant Noodles as its population from people of different sectors including housewives.

3.3 Method of Data Collection

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

3.4 Sources of Data

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

The primary data will be collected; tabulated, processed and analyzed using different statistical tools like bar diagram, pie-chart and graphs have been used to make the information easy and understandable. And other relevant data are collected from different instant Noodles wholesaler, newspaper, magazine, other published & unpublished materials etc.

CHAPTER FOUR

Analysis and Interpretation of Data

In this chapter the data and information derived from the consumers and retailers are presented and analyzed according to objective of the study. The survey has included 110 individuals. Among them 80 are consumers and 30 are retailers.

4.1 Consumer Level Survey

Consumer profile:- In this chapter 80 consumer are taken as a respondent.

4.1.1 Instant Noodles Users (sex wise classification)

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

Table No. 4.1

Instant Noodles Users (sex wise classification)

Sex	No. of Respondents	Percentage
Male	50	62.50%
Female	30	37.50%
Total	**80**	**100%**

Sources: Field survey 2065

In the above table 4.1, out of 100% respondents 62.50% are male consumers and 37.50% consumers are female who use instant noodles in Bharatpur & Narayangarh.

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

The same data can also be presented in graphic from as under.

Figure No. 4.1

Instant Noodles Users (sex wise classification)

Sources: Table No. 4.1

4.1.2 Instant Noodles User (age wise classification)

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

Table No. 4.2

Instant Noodles User (age wise classification)

Age	No. of Respondents	Percentage
5-15	45	56.25%
15-30	25	31.25%
30 above	10	12.50%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table no. 4.2 it can be analyzed the age of different age group. Here the age groups of 5-15 are 56.25%, 15-30 are 31.25% and above 30 are 12.50%.

From the above analysis, it can be inferred that most of the consumers are children and adult teenager, than after between age 15-30 and 30 above. The same data can also be presented in chart from as below.

Figure No. 4.2

Instant Noodles User (age wise classification)
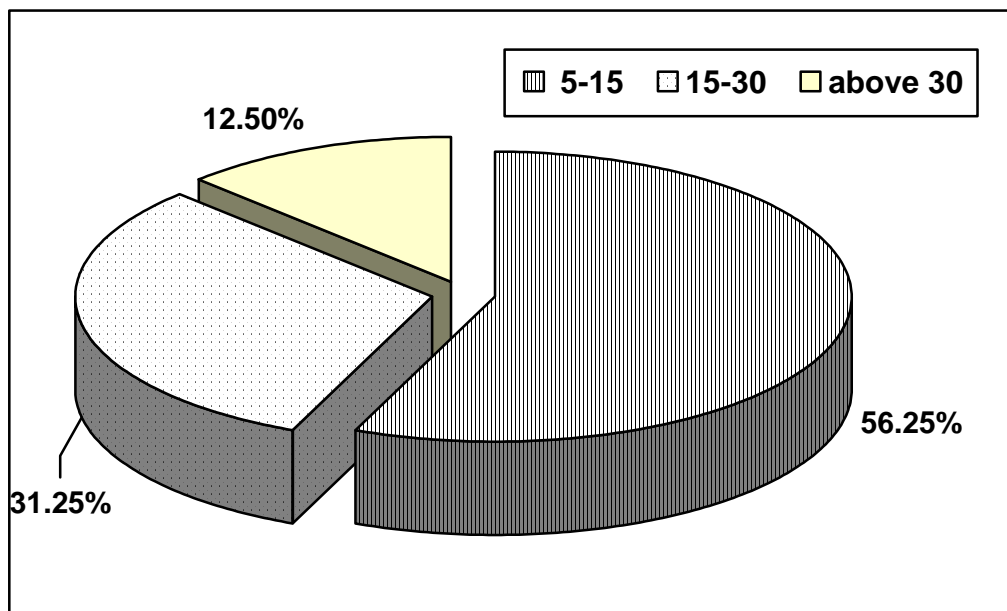
Sources: Table No. 4.2

4.1.3. Instant Noodles User (Profession-wise Classification)

The researcher has studied use of instant noodles form consumer having different profession. The result of responses has been shown in table no. 4.3. The interpretation and analysis with inference have been mentioned below table.

<div align="center">

Table No. 4.3

Instant Noodles User (Profession-wise Classification)

</div>

Profession	No. of Respondents	Percentage
Student	55	68.75%
Job Holder	15	18.75%
Other	10	12.50%
Total	**80**	**100%**

Source: Field Survey 2065

From the above table it can be analyzed that 68.75% of the consumers of instant noodles included in the survey are student, 18.75% are job holders and 12.50% are others, such as housewife.

From the above analysis it can be inferred that most of the consumers of instant noodles are student, then after job holder and others.

The same data have been presented in graphic from as under.

<div align="center">

Figure No. 4.3

Instant Noodles User (Profession-wise Classification)

</div>
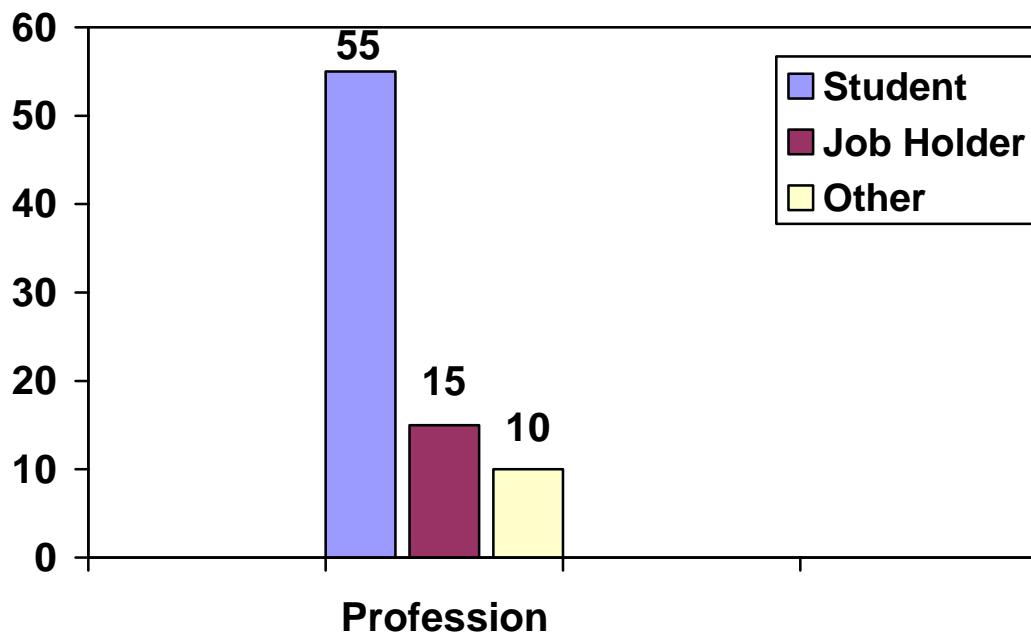
Sources: Table No. 4.3

4.1.4 Instant Noodles User (Education-wise Classification)

The researcher has studied use of instant noodles from consumers having different level of education. The result of response has been shown in 4.14. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.4

Instant Noodles User (Education-wise Classification)

Education	No. of Respondents	Percentage
Literate	5	6.25%
School	40	50%
Intermediate	20	25%
Graduate & Above	15	18.75%
Total	**80**	**100%**

Sources: Field survey 2065

From the above table 4.4 it can be analyzed that among the consumers surveyed, according to education background 6.25% of the consumers are literate, 50% consumers are school students, 25% are intermediate students and 18.75% consumers are graduate and above.

From the above analysis it can be inferred that most of the consumers of the instant noodles are student of school then after students of intermediate, graduate & above and literate.

The same data can also be presented in chart from as under.

Figure No. 4.4

Instant Noodles User (Education-wise Classification)
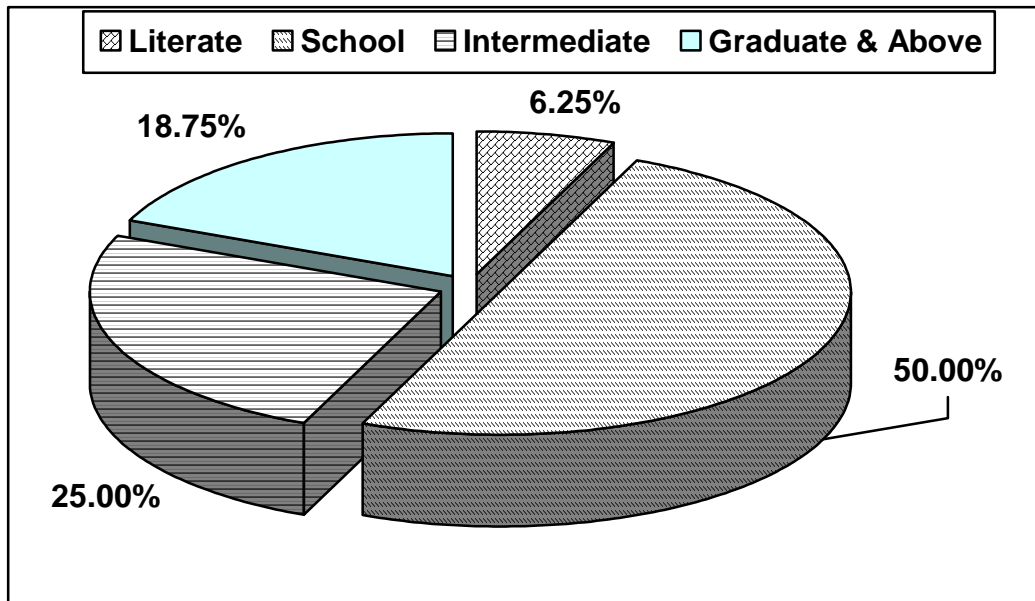
Sources: Table No. 4.4

4.1.5 Instant Noodles Users (Area-wise Classification)

The researcher has studied use of instant noodles by different area (Narayangarh & Bharatpur). The result of responses has been shown in table 4.5. The interpretation and analysis whit inference have been mentioned below table.

Table No. 4.5
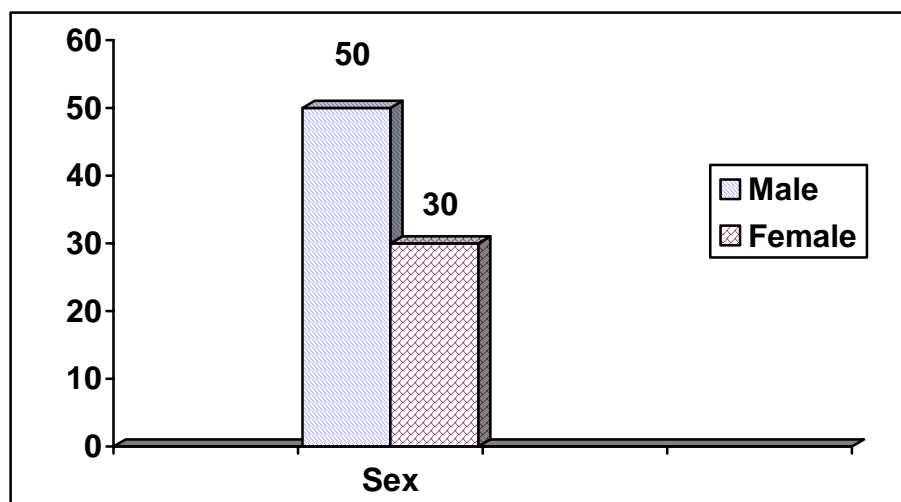
Instant Noodles Users (Area-wise Classification)

Area	No. of Respondents	Percentage
Narayangarh	35	43.75%
Bharatpur	45	56.25%
Total	**80**	**100%**

Sources: Field survey 2065

From the above table 4.5 it can be analyzed that 43.75% consumers are from Narayangarh and 56.25% are from Bharatpur.

From the above table 4.5 it can be inferred that most of the consumers of instant noodles are from the Bharatpur than after from Narayangarh.

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

Figure No. 4.5

Instant Noodles Users (Area-wise Classification)
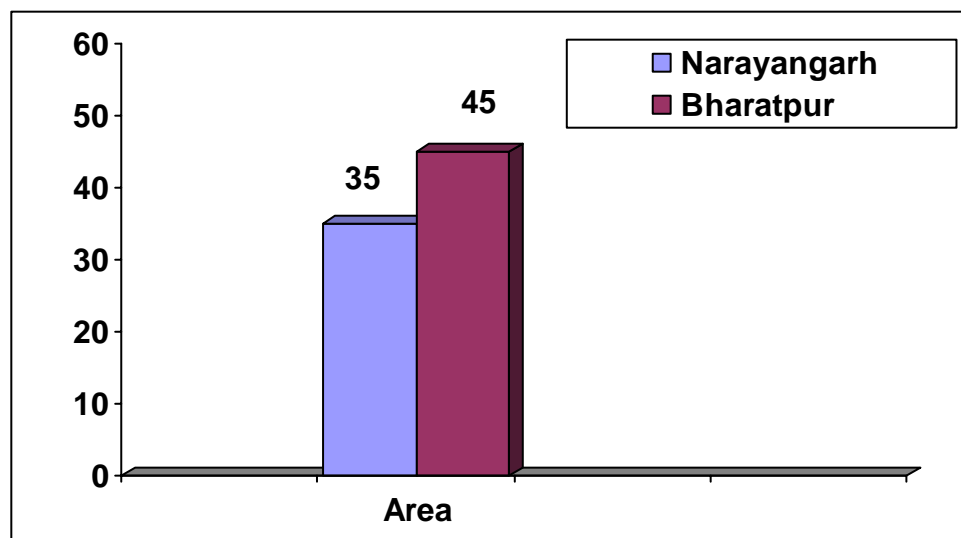
Sources: Table No. 4.5

4.1.6 Daily Consumption of Instant Noodles

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

Table No. 4.6

Daily Consumption of Instant Noodles

Consumptions Volume	No. of Respondents	Percentage
1 Packet	40	50%
2 Packet	25	31.25%
3 Packet	10	12.50%
More then 3	5	6.25%
Total	**80**	**100%**

Sources: Field survey 2065

From above table 4.6 it can be analyzed that 50% consumers are used 1 packet instant noodles per day, 31.25% are used 2 packets, 12.5% are used 3 packets and 6.25% are used more than three packets per day.

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

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

Figure No. 4.6

Daily Consumption of Instant Noodles
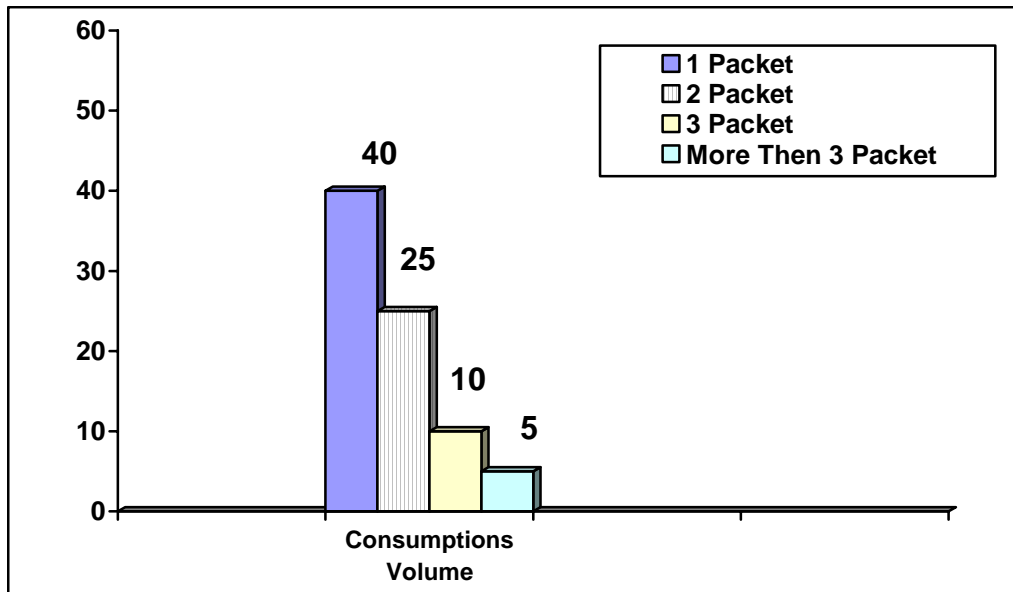
Sources: Table No. 4.6

4.1.7 Purpose of Taking Instant Noodles

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

Table No. 4.7

Purpose of Taking Instant Noodles

Option	No. of Respondents	Percentage
As a Breakfast	0	0%
As a Lunch	0	0%
As a Dinner	4	5%
Tiffin Time	50	62.50%
Any Time	26	32.50%
Total	**80**	**100%**

Sources: Field survey 2065

From the above table 4.7 it can be analyzed that 5% consumers like to have instant noodles as a dinner, 62.5% consumers like to have instant noodles as tiffins and 32.5% consumers like to have any time.

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

The same data from the above table can be presented in Chart from as under.

Figure No. 4.7

Purpose of Taking Instant Noodles
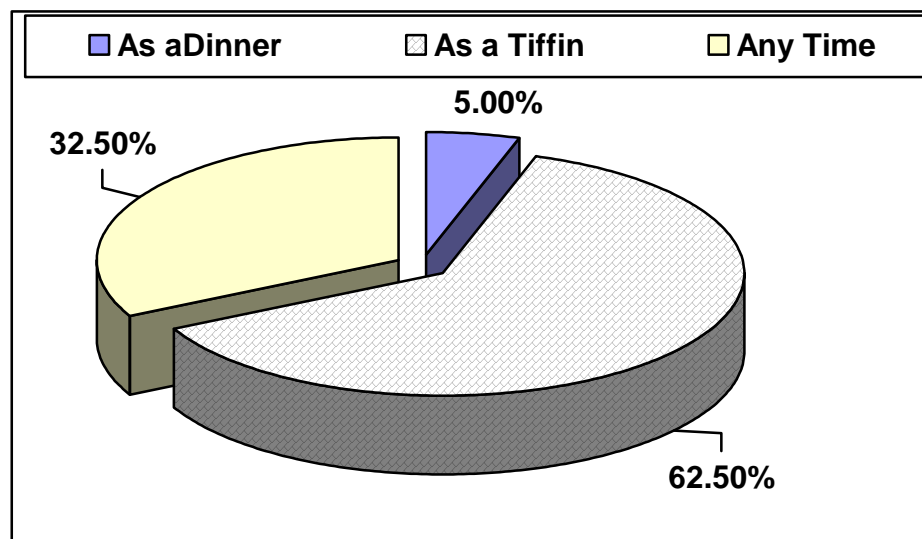
Sources: Table No. 4.7

4.1.8 Reason of Taking Instant Noodles

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

Table No. 4.8

Reason of Taking Instant Noodles

Reason	No. of Respondents	Percentage
For fun	8	10%
Easy to cook	25	31.25%
An eat directly without cooked	40	50%
Enough for mail	7	8.75%
Total	**80**	**100%**

Sources: Field survey 2065

From the above table 4.8 it can be analyzed that 10% consumers eat noodles for fun, 31.25% consumers eat due to easy to cook, 50% consumers eat due to directly eat without cook and 8.75% consumers eat instant noodles for enough mail.

From the above analysis it can be inferred that most of the consumers eaten instant noodles due to directly can eat with out cook, then after due to easy to cook, for fund and least no. of consumers eat for mail. It means only for the few consumers eat as mail.

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

Figure No. 4.8

Reason of Taking Instant Noodles
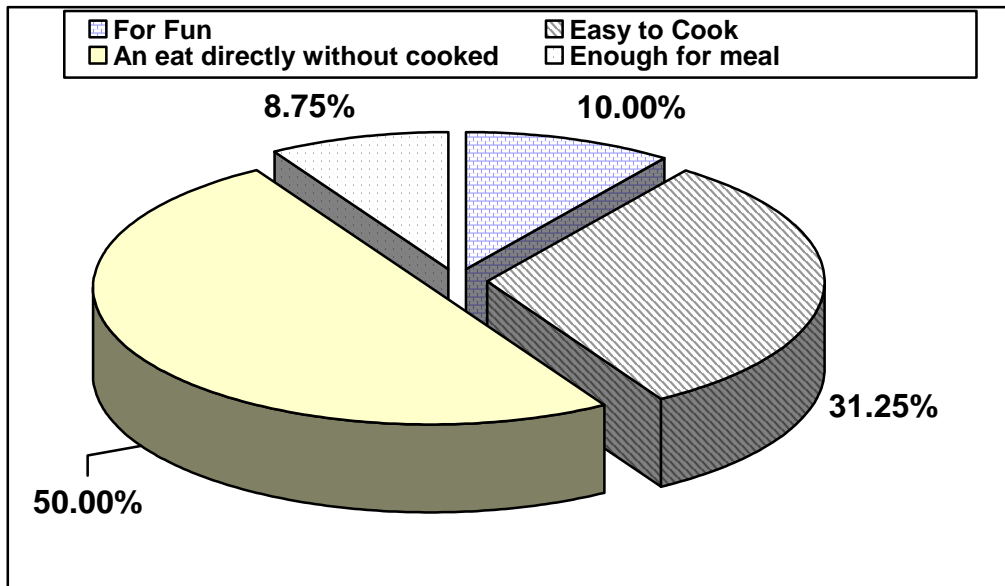
4.1.9 Classification of Preference toward Brand by the Consumers

The researcher has studied the preference toward brand by the consumers. The result of responses has been shown in table 4.9

Table No. 4.9

Classification of Preference toward Brand by the Consumers

Brand	No. of Respondents	Percentage
Wai-Wai	35	43.75%
Mayos	25	31.25%
Rumpum	10	12.5%
Ra Ra	5	6.25%
Other	5	6.25%
Total	**80**	**100%**

Sources: Field survey 2065

From the above table 4.9 it can be analyzed that among the surveyed of 80 consumers in Bharatpur Municipality, 43.75 consumers prefer Wai Wai, 31.25% prefer Mayos, 12.5 prefer Rumpum, 6.25 prefer Ra Ra and 6.25% consumer prefer other brand like, Ruchi, Hurry, JoJo etc.

From the above analysis, it can be inferred that most of the consumers prefer to have Wai Wai. It prove that Wai Wai is the brand leader in instant noodles. Then after Mayos, Rumpum, RaRa other brand. In white noodles RaRa is the brand leader.

The data from the above table con also be presented in graphic form as under.

Figure No. 4.9

Classification of Preference toward Brand by the Consumers
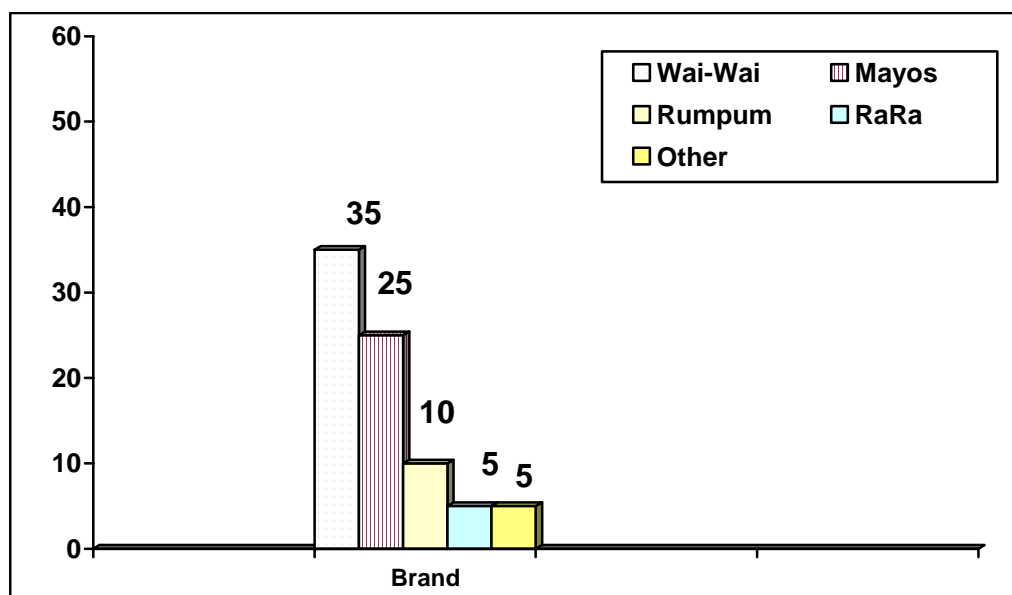
Sources: Table No. 4.9

4.1.10 Classification of Effective Advertisement Media for Introducing Instant Noodles

The researcher has studied that effective advertisement media for introducing instant noodles to the consumer. The result of responses has been shown in the

table no 4.10. The interpretation and analysis with inference have been maintained below table.

Table No. 4.10

Classification of Effective Advertisement Media for Introducing Instant Noodles

Advertisement Media	No. of Respondents	Percentage
From the advertisement of TV	40	50%
From the advertisement of Radio	20	25%
From Friends	15	18.75%
All of Above	5	6.25%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.10 it can be analyzed that 50% effective media of instant noodles in TV, 25% is Radio, 18.75% is friends and 6.25% effective media of instant is all.

From the above analysis it can be inferred that most effective advertisement media of instant noodles is TV, then after radio, friends and all media of instant noodles.

The same data can also be presented in chart as under.

Figure No. 4.10

Classification of Effective Advertisement Media for Introducing Instant Noodles
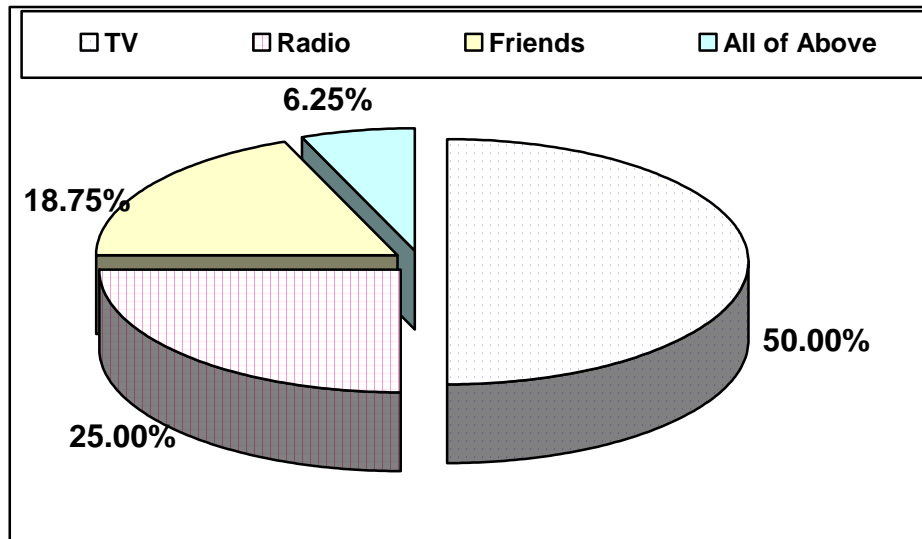
Sources: Table No. 4.10

4.1.11 Habit of the consumers Taking Instant Noodles

The researcher has studied habit of use of instant noodles by the consumer. The result of responses has been shown in table 4.11. The interpretation and analysis with inference have been mentioned below table.

Table 4.11

Habit of the consumers Taking Instant Noodles

Habit	No. of Respondents	Percentage
Always	30	37.50%
Often	40	50%
Sometime	10	12.5%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.11 it can be analyzed that 37.5% consumers take always the instant noodles, 50% consumers take often the instant noodles and 12.5% consumers take sometime the instant noodles.

From the above analysis it can be inferred that most of the consumers take instant noodles oftenly then after consumers take instant noodles always and sometime.

The data from the above table 4.11 can also be presented in the chart as below.

Figure No. 4.11

Habit of the consumers Taking Instant Noodles
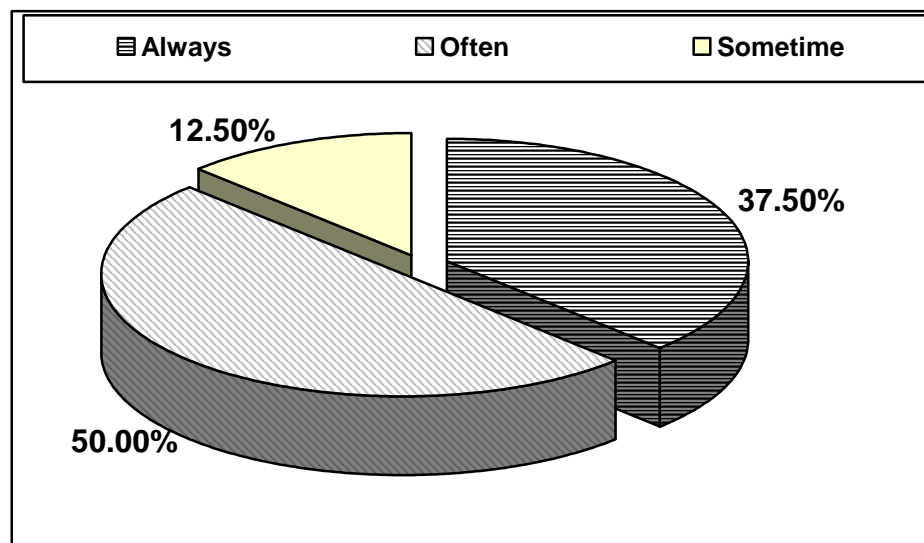
Sources: Table No. 4.11

4.1.12 Decision Making to the Particular Brand before Buying

The researcher has studied the decision making to the particular brand before buying by the consumer. The result of responses has been shown in table 4.12. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.12

Decision Making to the Particular Brand before Buying

Decision	No. of Respondents	Percentage
Yes	60	75%
No	20	25%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.12 it can be analyzed that 75% consumers already take the decision which brand they had to buy before going to shop and 25% consumers take the decision to the shop.

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

The same data can also be presented in graphic from as under.

Figure No. 4.12
Decision Making to the Particular Brand before Buying
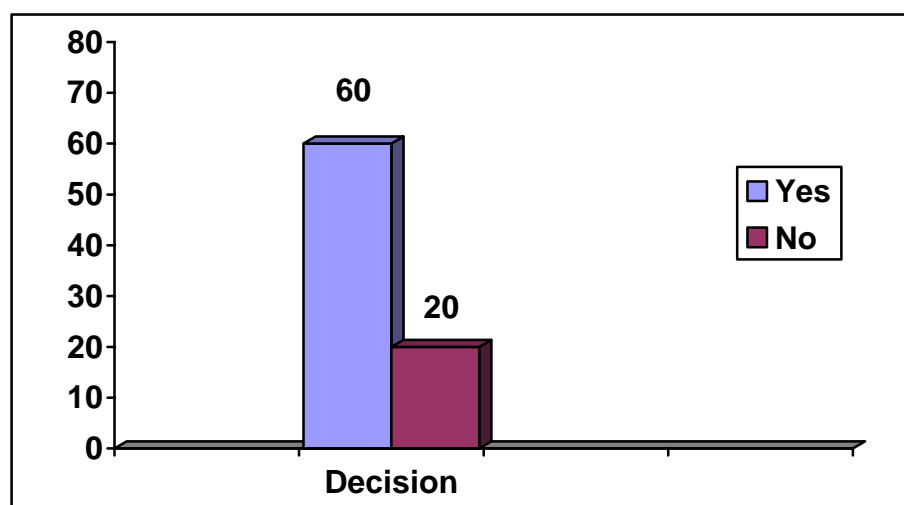
Sources: Table No. 4.12

4.1.13 Behavior in case of unavailability of the favorite brand

The researcher has studied the behavior in case of unavailability of the favorite brand. The result of responses has been shown in table 4.13. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.13

Behavior in case of unavailability of the favorite brand

Option	No. of Respondents	Percentage
Wait for favorite brand	15	18.75%
Take any other available brand	65	81.25%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.13 it can be analyzed that 18.75% of the consumers want to buy their favorite brand and 81.25% of the consumers want to buy the available brand.

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

The same data from the above table 4.13 can also be presented in chart from as below.

Figure No. 4.13

Behavior in case of unavailability of the favorite brand
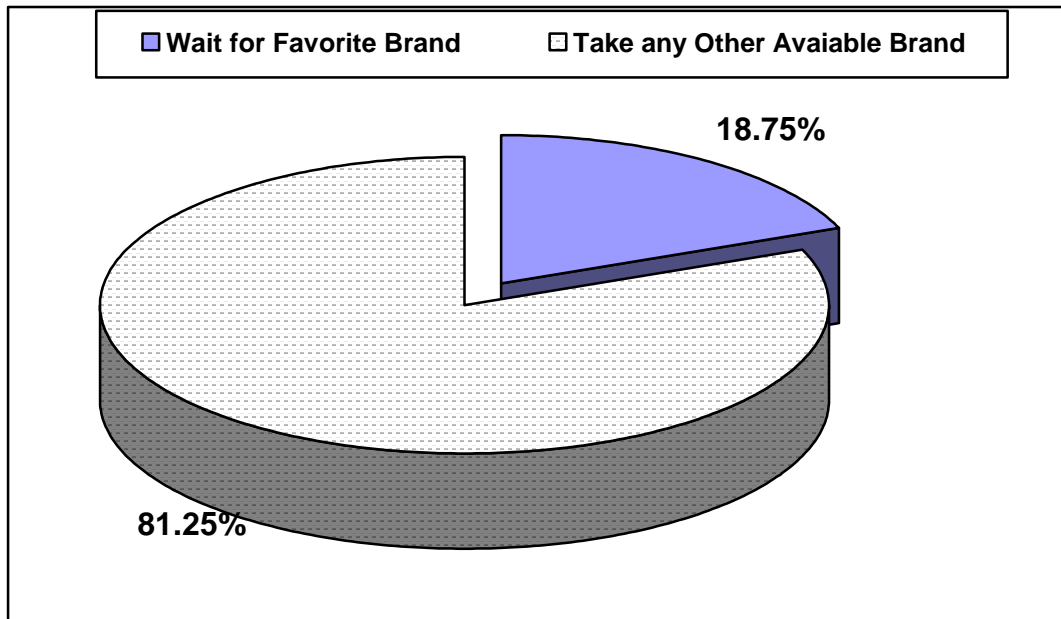
Sources: Table No. 4.13

4.1.14 Quality awareness of consumer towards the instant noodles while purchasing

The result of responses has been shown in the table 4.14. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.14

Quality awareness of consumer towards the instant noodles while purchasing

Quality	No. of Respondents	Percentage
High	20	25%
Moderate	35	43.75%
Low	10	12.5%
Don't Know	15	18.75%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.14 it can be analyzed that 25% consumers are highly aware in quality, 43.75% are moderately aware, 12.5% are lowly aware and 18.75% consumers are unknown about the quality of instant noodles.

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

The same data can also be presented in graphic from as below.

Figure No. 4.14

Quality awareness of consumer towards the instant noodles while purchasing
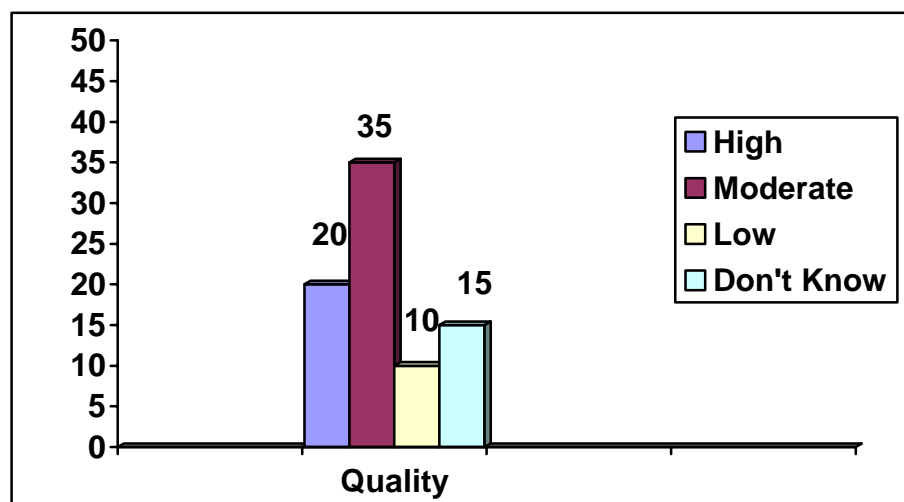
Sources: Table No. 4.14

4.1.15 Evaluation of brand of instant noodles in the basis of quality

The researcher has studied the evaluation of brand of instant noodles the basis of quality. The result of responses has been shown in table 4.15. The interpretation and analysis with inference have been mentioned below table.

Evaluation of Brand of Instant Noodles in the Basis of Quality

Brand	Good	%	Unknown	%
Wai-Wai	60	75%	20	25%
Mayos	55	68.75%	25	31.25%
Rumpum	55	68.75%	25	31.25%
RaRa	55	68.75%	25	31.25%

Sources: Field Survey 2065

Wai-Wai :   From the above table 4.15 it can be analyzed that 75% consumers said that the quality of Wai-Wai is good, 25% consumers are unknown about the quality of Wai-Wai.

Mayos :   From the above table 4.15 it can be analyzed that 68.75% consumers said that the quality of Mayos is good, 31.25% consumers are unknown about the quality of Mayos.

Rumpum :   From the above table 4.15 it can be analyzed that 68.75% consumers said that the quality of Rumpum is good, 31.25% consumers are unknown about the quality of Rumpum.

RaRa: From the above table 4.15 it can be analyzed that 68.75% consumers said that the quality of RaRa is good, 31.25% consumers are unknown about the quality of RaRa.

From the above analysis it can be inferred that most of the consumersw liked the quality of Wai-Wai, Mayos, Rumpum and RaRa very much. Most of the consumers are unknown about the quality of Ruchi, JoJo, Hurrey etc.

The same data can also be presented in graphic from as below.

Figure No. 4.15

Evaluation of Brand of Instant Noodles in the Basis of Quality
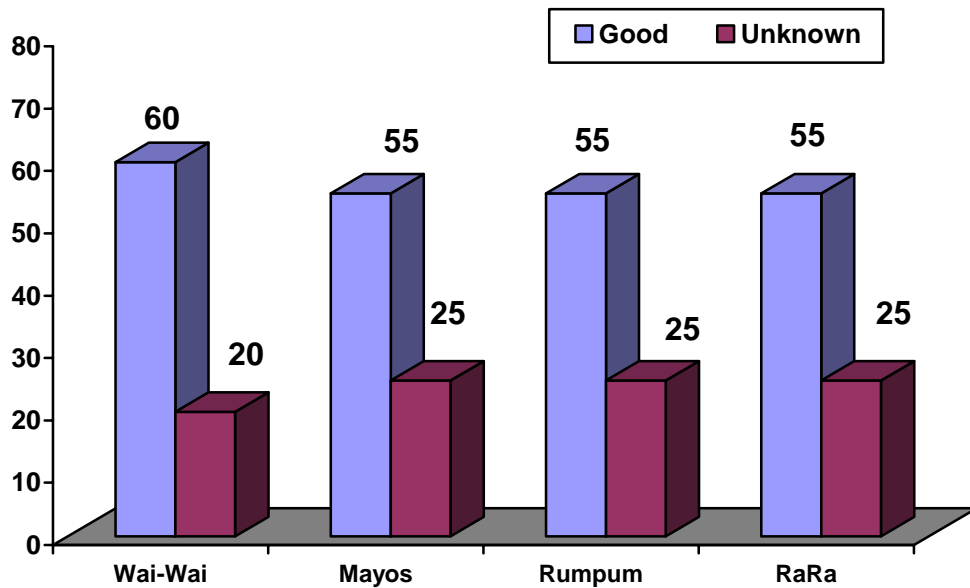
Sources: Table No. 4.15

4.1.16 Price preference of the instant noodles given by the consumers:

The researcher has studied the price preference of the instant noodles given by the consumers. The result of responses has been shown in table 4.16. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.16

Price preference of the instant noodles given by the consumers

Option	No. of Respondents	Percentage
High	5	6.25%
Moderate	55	68.75%
Low	10	12.5%
Don't Know	10	12.5%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.16 it can be analyzed that 6.25% consumers give the price preference of the instant noodles highly, 68.75% consumers give the price preference moderately, 12.5% consumers give the preference lowly, 12.5% consumers are not care about the price of instant noodles.

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

The data from the above table 4.16 can also be presented in the from of chart as below.

Figure No. 4.16

Price preference of the instant noodles given by the consumers
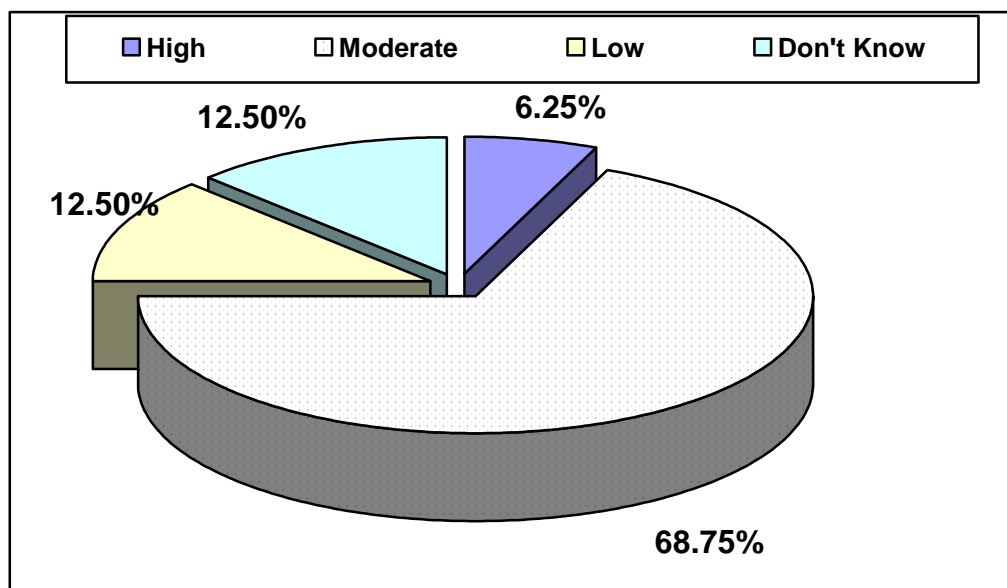
Sources: Table No. 4.16

4.1.17 Evaluation of brand of instant noodles in the basis of price

The researcher has studied the evaluation of brand of the instant noodles in the basis of price. The result of responses has been shown in table 4.17. The interpretation and analysis with inference have been mentioned below table.

<div align="center">

Table No. 4.17

Price preference of the instant noodles given by the consumers

</div>

Brand	Expensive	%	Reasonable	%	Cheap	%
Wai-Wai	10	12.5%	70	87.5%	0	0
Mayos	20	25%	60	75%	0	0
Rumpum	20	25%	60	75%	0	0
RaRa	0	0	35	43.75%	45	56.25%

Sources: Field Survey 2065

Wai-Wai : From the above table 4.17 it can be analyzed that 12.5% consumers said that the price of Wai-Wai is expensive, 87.5% consumers said that the price of Wai-Wai is reasonable.

Mayos : From the above table 4.17 it can be analyzed that 25% consumers said that the price of Mayos is expensive, 75% consumers said that the price of Mayos is reasonable.

Rumpum : From the above table 4.17 it can be analyzed that 25% consumers said that the price of Rumpum is expensive, 75% consumers said that the price of Rumpum is reasonable.

RaRa: From the above table 4.17 it can be analyzed that 43.75% consumers said that the price of RaRa is expensive, 56.25% consumers said that the price of RaRa is reasonable.

From the above analysis it can be inferred that most of the consumers are satisfied with the price of instant noodles. Most of the consumers said that the price of Wai-Wai, Mayos, Rumpum is reasonable but in RaRa most of the consumers said the price is cheap. From this research it can be found that consumers are highly satisfied with the instant noodles RaRa only, few number of the consumers said that price of Wai-Wai, Mayos & Rumpum is reasonable.

The same data can also presented in graphic from as below.

Figure No. 4.17

Price preference of the instant noodles given by the consumers
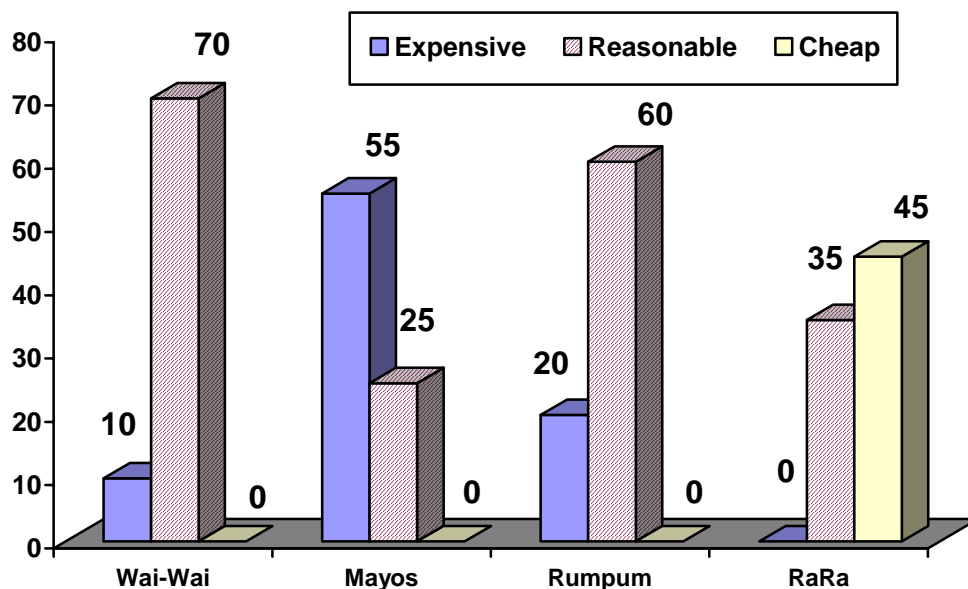
Sources: Table No. 4.17

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

The researcher has studied the Changing of favorite brand due to attractive scheme of competitor brand. The result of responses has been shown in table 4.18. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.18

Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand

Decision	No. of Respondents	Percentage
Yes	30	37.5%
No	50	62.5%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.18 it can be analyzed that 37.5% consumers changed their favorite brand if any competitor brand give them the attractive scheme and 62.5% consumers didn't change their favorite brand if the competitor brand give them attractive scheme.

From the above analysis it can be inferred that most of the consumers did not want to change their favorite brand. It means any attractive scheme would not affect the consumers to leave their favorite brand. Only least no of consumers changed their favorite brand due to attractive scheme from competitor brand.

The same data can also be presented in graphic from as under.

Figure No. 4.18

Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand
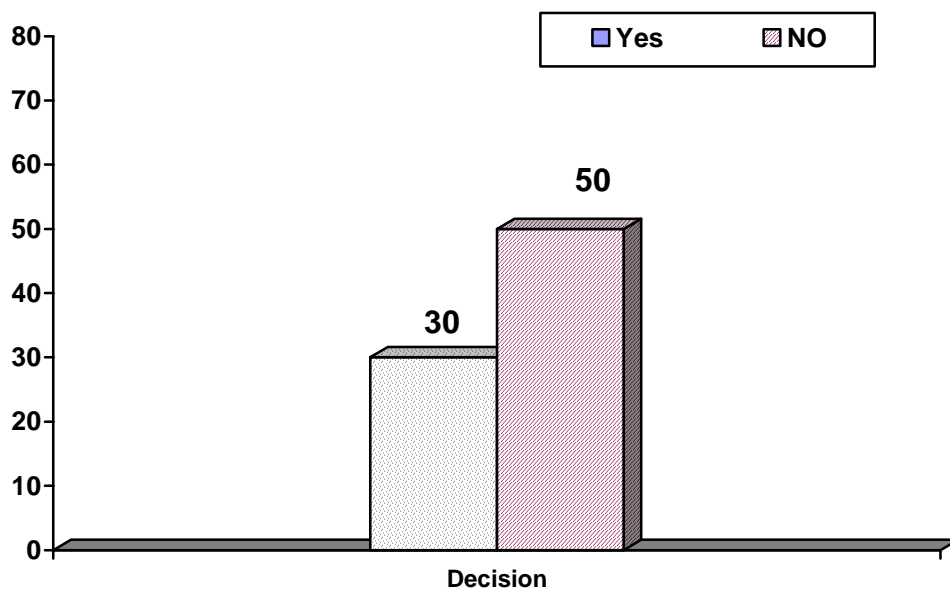
Sources: Table No. 4.18

4.1.19 Factor affecting in the purchase of Instant Noodles

The researcher has studied the affecting factor in the purchase of Instant noodles. The result of responses has been shown in table 4.19. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.19

Factor affecting in the purchase of Instant Noodles

Option	No. of Respondents	Percentage
Test	50	62.5%
Scheme	5	6.25%
Price	5	6.25%
Quality	20	25%
Total	**80**	**100%**

Sources: Field Survey 2065

From the above table 4.19 it can be analyzed that 62.5% consumers bought the instant noodles due good test, 6.25% bought due to scheme, 6.25% bought due to low price and 25% consumers bought the instant noodles due to good quality.

From the above analysis it can be inferred that most of the consumers bought the instant noodles due to good text. Most of the consumers prefer to have instant noodles due to test. Then, after due to quality scheme & price. Least no of consumer bought the instant noodles due to scheme & price.

The same data can also be presented in the form of chart as below.

Figure No. 4.19

Factor affecting in the purchase of Instant Noodles

☐ Test   ☐ Scheme   ☐ Price   ☐ Quality

25.00%

6.25%

6.25%

62.50%
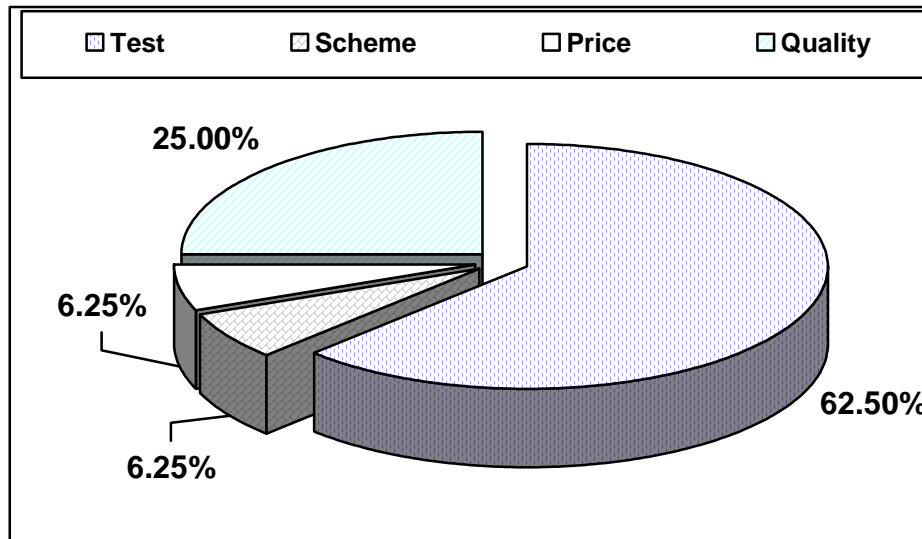
Sources: Table No. 4.19

4.2 Retail Level Survey

Retail's Profile: In this chapter 30 retailer are taken.

4.2.1 Availability of Different Brand of Instant Noodles

The researcher has studied the availability of different brand of instant noodles in the market. The result of responses has been shown in table 4.20. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.20

Availability of Different Brand of Instant Noodles

Brand	No. of Respondents	Percentage
Wai-Wai	30	100%
Mayos	25	83.33%
Rumpum	25	83.33%
RaRa	25	83.33%
Others	15	50%

Sources: Field Survey 2065

From the above table 4.20 it can be analyzed that Wai-Wai is available in 100% shop, Mayos is available in 83.33% shop, Rumpum in 83.33%, RaRa in 83.33% and others brand like Hurrey, Ruchi, JoJo etc. are available in 50% shop.

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

The same data from the above table 4.20 can also be presented in graphic from as under.

Figure No. 4.20

Availability of Different Brand of Instant Noodles
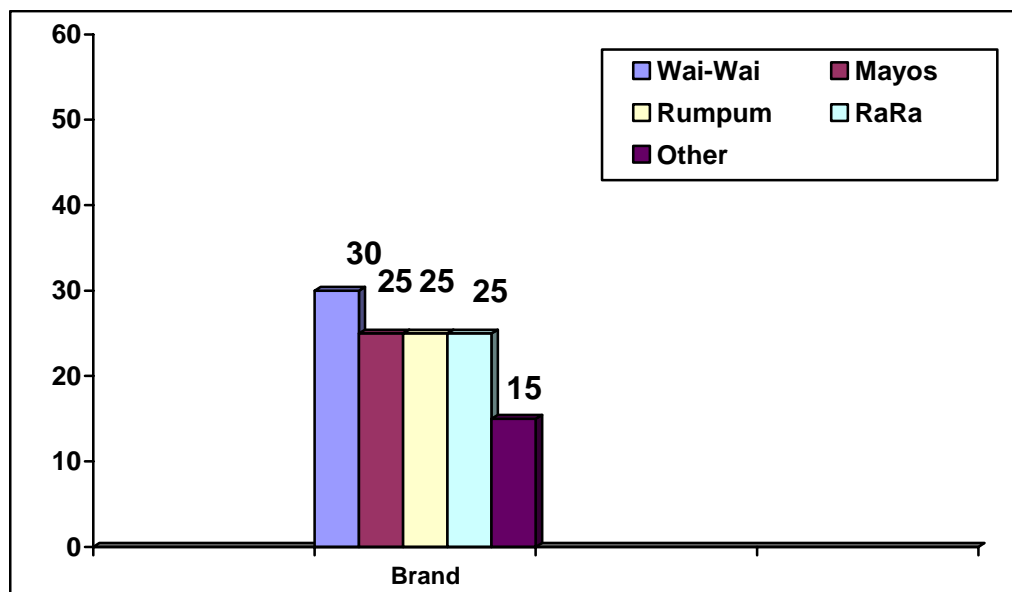
Sources: Table No. 4.20

4.2.2 Brand Wise Sales of Instant Noodles

The researcher has studied the brand wise of instant noodles. The result of responses has been shown in table 4.21. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.21
Brand Wise Sales of Instant Noodles

Brand	No. of Respondents	Percentage
Wai-Wai	12	40%
Mayos	5	16.67%
Rumpum	5	16.67%
RaRa	5	16.67%
Others	3	10%
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table 4.21 it can be analyzed that 40% retailers sales the brand Wai-Wai more, 16.67% retailers sales the brand Mayos more, 16.67% retailers sales the brand Rumpum more, 16.67% retailers sales the brand RaRa more and 10% other brand like Hurrey, Ruchi, JoJo etc. more.

From the above analysis it can be inferred that most of the retailers sales the brand Wai-Wai more, then after Mayos, Rumpum & RaRa and others brand Hurrey, Ruchi, JoJo etc. more.

The same data can also be presented in chart from as under.

Figure No. 4.21

Brand Wise Sales of Instant Noodles
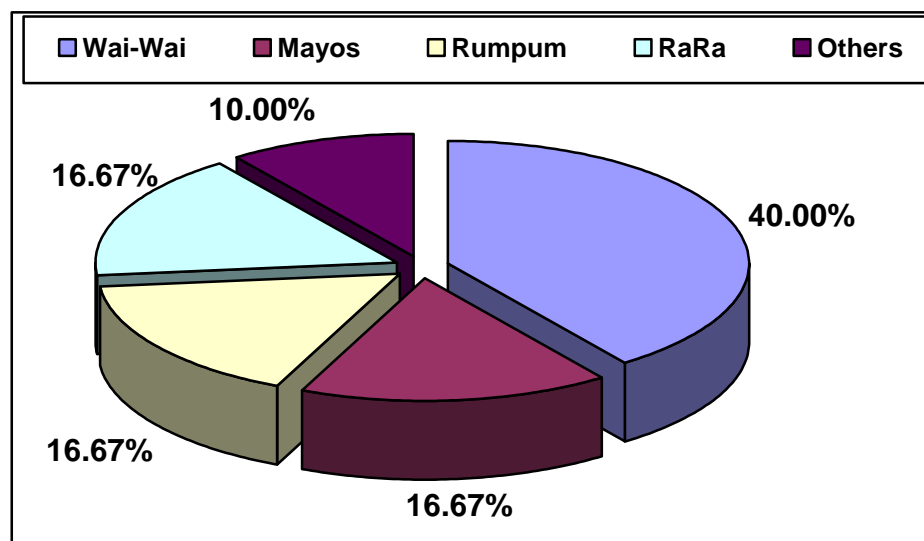
Sources: Table No. 4.21

4.2.3 Age Group of Consumers Who Buy the Instant Noodles in Retails

The researcher has studied the age group of consumer who buy the instant noodles in retails. The result of responses has been shown in table 4.22. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.22

Age Group of Consumers Who Buy the Instant Noodles in Retails

Age Group	No. of Respondents	Percentage
5-10	5	16.67%
10-20	16	53.33%
20-30	4	13.33%
30-40	3	10%
40 Above	2	6.67%
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table 4.22 it can be analyzed that the buyers of instant noodles in retails, 16.67% of the consumers are in the age of between 5-10, 53.33% in the age of between 10-20, 13.33% in the age of between 20-30, 10% in the age of between 30-40 and 6.67% are in the age of above 40.

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

The data from the above table 4.22 can also be presented in graphic from as under.

Age Group of Consumers Who Buy the Instant Noodles in Retails

Sources: Table No. 4.22

4.2.4 Quality Wise Classification of Different Brand of Instant Noodles

The researcher has studied the quality wise classification of different brand of instant noodles. The result of responses has been shown in table 4.23. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.23

Quality Wise Classification of Different Brand of Instant Noodles

Brand	No. of Respondents	Percentage
Wai-Wai	10	33.33%
Mayos	8	26.67%
Rumpum	7	23.33%
RaRa	5	16.67%
Others	0	0
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table 4.23 it can be analyzed that 33.33% retailers said that the quality Wai-Wai is good, 26.67% retailers said that the quality Mayos is good, 23.33% retailers said that the quality Rumpum is good and 16.67% retailers said that the quality RaRa is good.

From the above analysis it can be inferred that most of the retailers said that the quality of the Wai-Wai is better than other brand, secondly the quality of Mayos, Rumpum, RaRa also accepted as a good quality by the retailers and other noodles like Hurrey, Ruchi, JoJo etc. have not so good quality.

The same data from the above table 4.23 can also be presented in graphic from as under.

Figure No. 4.23

Quality Wise Classification of Different Brand of Instant Noodles
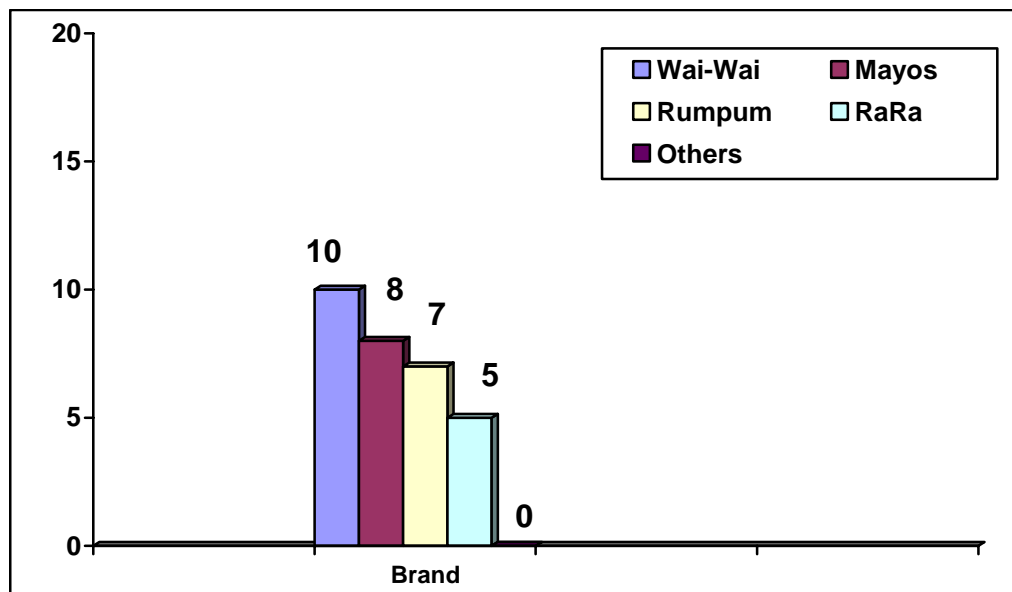
Sources: Table No. 4.23

4.2.5 Reason of Selling Instant Noodles by the Retailers

The researcher has studied the reason of selling Instant Noodles by the retailers. The result of responses has been shown in table 4.24. The interpretation and analysis with inference have been mentioned below table,

Table 4.24

Reason of Selling Instant Noodles by the Retailers

Reason	No. of Respondents	Percentage
Good Sales	15	50 %
Good Commission	10	33.33%
Good Scheme	5	16.67%
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table 4.24 it can be analyzed that 50 % of the retailer's sales the instant noodles due to good sales, 33.33% Sales the instant noodles due to good commission and 16.67% retailer's sales the instant noodles due to good scheme. From the above analysis it can be inferred that most of the retailers sales the instant noodles due to good sales. Retailers gave the second preference to the good commission and gave third preference to the good scheme.

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

Figure No. 4.24

Reason of Selling Instant Noodles by the Retailers
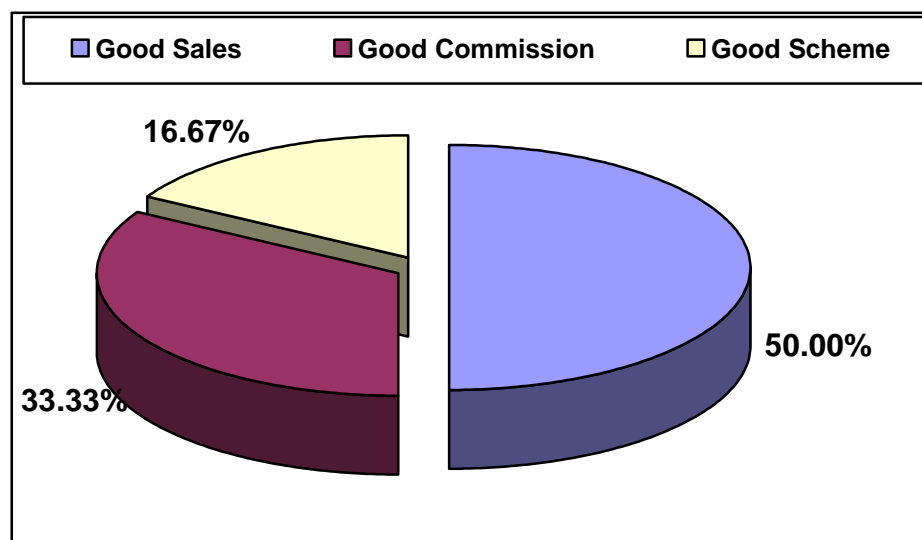
Sources: Table No. 4.24

4.2.6 Classification of brand of instant noodles on the basis of commission

The researcher has studied the classification of instant noodles on the basis of commission. The result of responses has been shown in table 4.25. The interpretation and analysis with inference have been mentioned below table.

Table 4.25

Classification of brand of instant noodles on the basis of commission

Brand	No. of Respondents	Percentage
Wai-Wai	2	6.67%
Mayos	15	50%
Rumpum	10	33.33%
RaRa	3	10%
Others	0	0
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table it can be analyzed that 6.67% of the retailers getting good commission in the brand Wai-Wai, 50% retailers are getting good commission, 33.33% retailers are getting good commission in the brand Rampum and 10% retailers are getting good commission in the brand RaRa.

From the analysis it can be analyzed that most of the retailers are getting good commission in the instant noodles Mayos, secondly retailers are getting good commission in the instant noodles Rumpum.

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

Classification of brand of instant noodles on the basis of commission
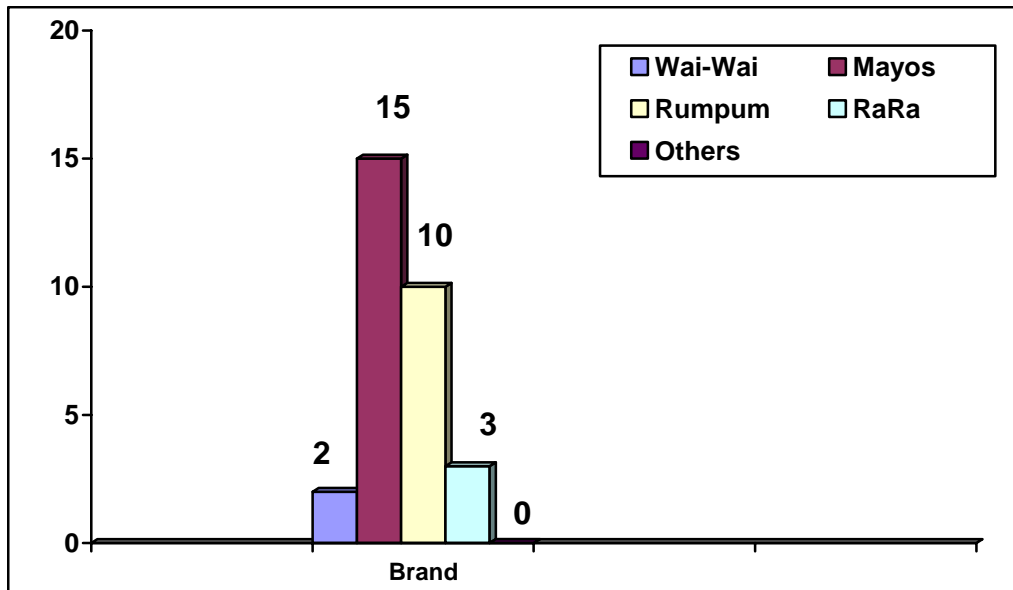
Sources: Table No. 4.25

4.2.7 Acceptation of the Consumers in the Substitution of their Favorite Brand by the Retailers

The researcher has studied the acceptation of the consumers in the substitution of their favorite brand by the retailers. The result of responses has been shown in table 4.26. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.26

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

Option	No. of Respondents	Percentage
Yes	18	60%
No	12	40%
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table 4.26 it can be analyzed that 60% of the retailers said that the consumers take the alternative or substitution brand if there is not available their favorite brand and only 40% wait for their favorite brand.

From the above analysis it can be inferred that most of the retailers said that the consumers take the alternative substitution brand if their favorite brand is available. Only few retailer said that the consumers wait for their favorite brand.

The same data can also be presented in graphic from as under.

Figure No. 4.26

Acceptation of the Consumers in the Substitution of their Favorite Brand by the Retailers
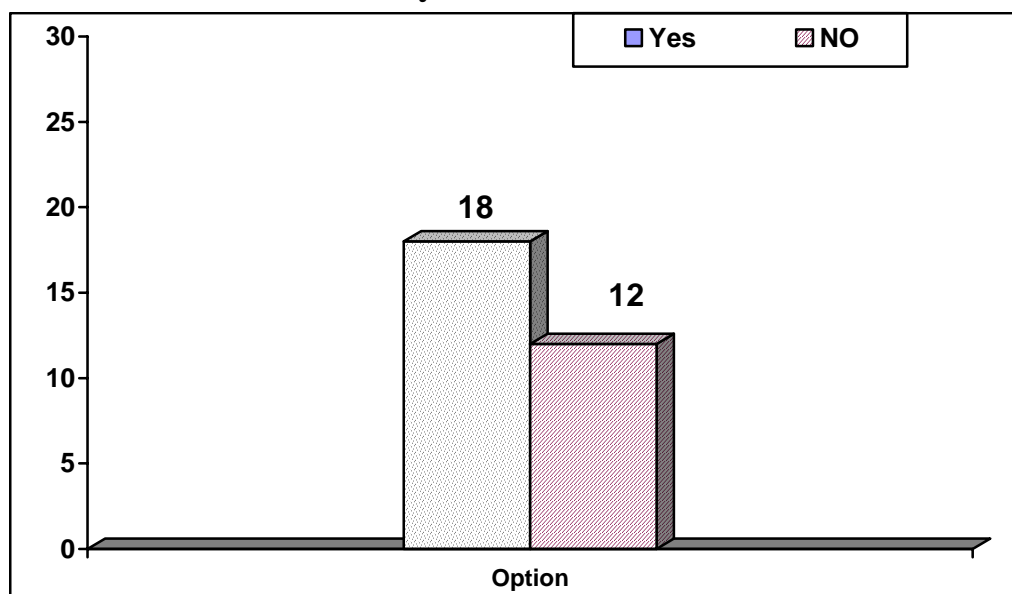
Sources: Table No. 4.26

4.2.8 Classification of the Brand in the Basis of Good Marketing Strategy

The researcher has studied the classification of the brand in the basis of good marketing strategy. The result of responses has been shown in table 4.27. The interpretation and analysis with inference have been mentioned below table.

<div align="center">

Table No. 4.27

Classification of the Brand in the Basis of Good Marketing Strategy

</div>

Brand	No. of Respondents	Percentage
Wai-Wai	8	26.67%
Mayos	12	40%
Rumpum	7	23.33%
RaRa	3	10%
Others	0	0
Total	**30**	**100%**

Sources: Field Survey 2065

From the above table 4.27 it can be analyzed that 26.67% retailers liked the marketing strategy of Wai-Wai, 40% retailers liked the marketing strategy of Mayos, 23.33% retailers liked the marketing strategy of Rumpum, 10% retailers liked the marketing strategy of RaRa.

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

The data from the above table 4.27 can also be presented in chart from as under.

Figure No. 4.27

Classification of the Brand in the Basis of Good Marketing Strategy
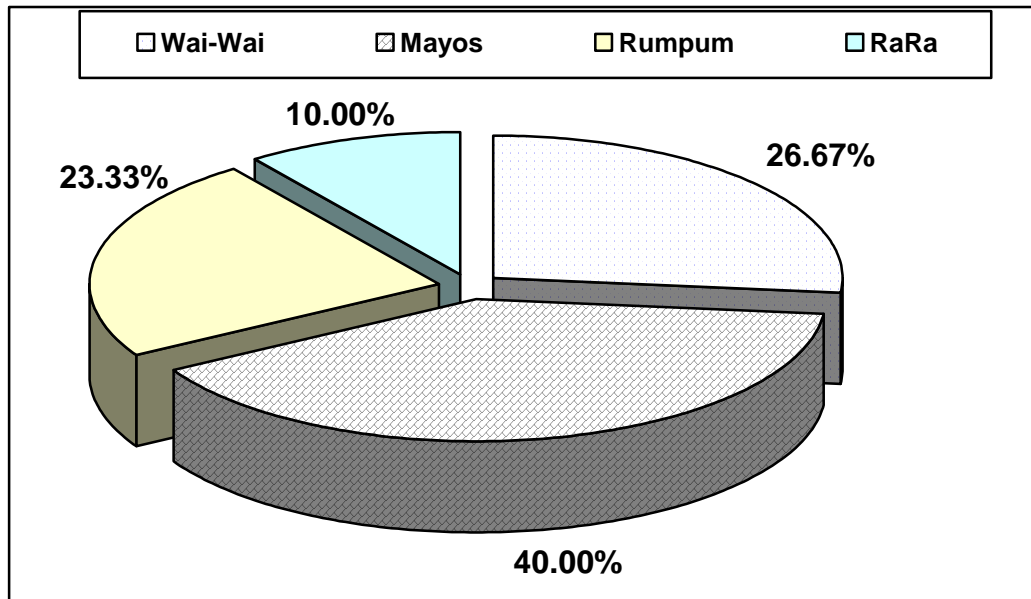
Sources: Table No. 4.27

4.3 Major Findings of the Study

1) The consumers of the instant noodles are 62.50% male and 37.50% female. It indicates that most of the consumers of the instant noodles are male. Nearly half of the males are the female consumers of instant noodles.

2) 56.25% Consumers having age group between 5-15 of the instant noodles. It indicated that the large number of consumers of instant noodles are Children & Teenagers. Second and third the age group of 15-30 and 30 above.

3) 68.75% of the consumers of Instant Noodles included in the survey are students, 18.75% are job holders and 12.50% are others. It indicated that most of the consumers of the Instant Noodles are student and followed by the serviceman.

4) 43.75% consumers are from Narayangarh and 56.25% are from Bharatpur. Most of the consumers of Bharatpur Municipality used Instant Noodles more than Narayangarh. Least number of consumers used Instant Noodles in Narayangarh.

5) 5% consumers like to have Instant Noodles as a dinner, 62.5% consumers like to have Instant Noodles as tiffins and 32.5% consumers like to have it any time. It indicated that huge number of consumers used Instant Noodles as tiffin. And secondly the consumers used to take Instant Noodles anytime.

6) 50% consumers eat Instant Noodles due to directly easy to cook and can eat without cook. It indicated that most of the consumers are attracted toward Instant Noodles due to easy to cook as well as directly eat without cook.

7) About 43.75% consumers prefer Wai-Wai, 31.25% prefer Mayos, 12.5% prefer Rumpum, 6.25% prefer RaRa and 6.25% consumer prefer other brand like Hurray, Ruchi, Jojo, etc. It indicates that more consumers prefer to have WaiWai. Mayos and Rumpum also accepted by consumer in the market.

8) About 87.5% consumers take always the Instant Noodles, 50% consumers take often the Instant Noodles and 12.5% consumers take sometime the Instant Noodles. It indicated that most of the consumers take Instant Noodles often the Instant Noodles.

9) More consumers always take the decision before going to shop to buy Instant Noodles.

10) About 18.75% of the Consumers want to buy their favorite brand and 81.25% of the Consumers want to buy the available brand. It indicated that most of the Consumers didn't wait fore their favorite brand, they buy any available brand if there is not their favorite brand. There is no brand loyalty in Instant Noodles.

11) About 25% consumers are highly aware in Quality, 43.75% are moderately aware, 12.5% are lowly aware and 18.75% Consumers are unknown about the quality of Instant Noodles. It indicates that Consumers are aware about the quality of the Instant Noodles. They want good quality in Instant Noodles. Quality takes vital role in the sales of Instant Noodles.

12) Most of the Consumers told that the quality of the Wai-Wai is very good. Mayos, RumPum and Rara also have good quality.

13) 6.25% Consumers give the price preference of the Instant Noodles highly, 68.75% Consumers give the price preference moderately, 12.5% Consumers give the price preference lowly, 12.5% Consumers are not Care about the price of Instant Noodles. It indicated that most of the Consumers think that price of the Instant Noodles is not so important factor. Most of the Consumers told that the price of RaRa is Cheap and the rest of the brand has reasonable.

14) Most of the Consumers changed their favorite brand due to desire to test new brand. And secondly Consumers changed their favorite brand due to attractive Advertisement Campaign by the Competitor brand. Least number of Consumers changed their brand due to Price.

15) About 62.5% Consumer bought the Instant Noodles due to Good Test, 6.25% bought due to Scheme, 6.25% bought to Low Price and 25% Consumers bought the Instant Noodles due to Good Quality. It indicated that most of the Consumers bought the Instant Noodles due to Good Taste. Most of the Consumers prefer to have Instant Noodles due to Taste. Then after due to attractive quality, scheme and price.

16) Wai-Wai has good availability i.e. 100% in Market followed by Rumpum, Mayos, Rara i.e. 83.33%. Other brands like Hurray, Ruchi, JoJo etc have also good available in the Market. It indicated that WaiWai has more availability in Market than other brands of Instant Noodles.

17) About 40% Retailers sales the brand WaiWai more, 16.67% Retailer sales the brand Mayos more, 16.67% Retailers sales the brand RumPum more, 16.67 Retailer sales teh brand Rara more and other brands like Hurray, Ruchi, Jojo etc more. It indicated that most of the Retailers sales the brand WaiWai more. Then after Mayos, RumPum and other brand like Hurray, Ruchi, Jojo etc more.

18) 33.33% Retailers said that the quality of WaiWai is good, 26.67% Retailers said that the quality of Mayos is good, 23.33% Retailers said that the quality of RumPum is good and 16.67% Retailers said that the quality of Rara is good. It indicated that most of the Retailers liked the quality of the WaiWai is better than other brand. Secondly the quality of Mayos accepted as a good quality from the Retailers. RumPum accepted as a good quality from the Retailers. And the quality of Rara is also accepted as a good quality by the Retailers. Other Noodles like Hurray, Ruchi, Jojo etc have good quality.

19) 50% of the Retailers sales the Instant Noodles due to good sales, 33.33% sales the Instant Noodles due to good Commission and 16.67% Retailers sales the Instant Noodles due to good Scheme. It indicated that most of the Retailers sales the Instant Noodles due to good Sales. Retailers give the second preference to the good Commission and third preference to the good Scheme.

20) 6.67% of the Retailers getting good Commission in the brand WaiWai, 50% Retailers are getting good Commission in the brand Mayos, 33.33% Retailers are getting good Commission in the brand RumPum, 10% Retailers are getting good Commission in the brand Rara. It indicated that most of the Retailers are getting good Commission in the Instant Noodles Mayos. Secondly Retailers are getting good Commission in the Instant Noodles RumPum. So most of the Retailers want to puss sales the Instant Noodles Mayos and RumPum.

21) About 60% of the Retailers said that the Consumers take the alternative or substitution brand if there is not available their favourite brand and only 40% wait for their favorite brand. It indicated that most of the Retailers said that the Consumers take the alternative or substitution brand if their favorite brand is not available. Only few retailers said that the Consumers wait for their favorite brand. It means Consumers of the Instant Noodles can easily substitute to other brands.

22) About 26.67% Retailers like the marketing strategy of WaiWai, 40% Retailers like the marketing strategy of Mayos, 23.33% Retailers like the marketing strategy of RumPum and 10% Retailers like the marketing strategy of Rara. It indicated that most of the Retailers like the marketing strategy of Mayos. It means the marketing strategy of

the Mayos is better than other Instant Noodles. Secondly WaiWai have also good marketing strategy as well as RumPum and Rara also. Remaining all Instant Noodles in the Market has slightly poor marketing strategy.

CHAPTER FIVE

Summary, Conclusion and Recommendation

5.1 Summary

Consumers are regarded as a king in business. Every business organization should care about their consumers. An understanding of consumer behavior can help make better environment for consumer themselves. The success and failure of business firm entirely depends on consumer reaction to its offering. It is, therefore essential for marketers of manufacturer of the products and services to understand the consumers buying behaviors for long term survival in today's changing and competitive business environment. But, understanding of consumer behavior has become more complex and complicated day by day, it requires continuous efforts of investigation and exploration of consumers so this type of investigation and exploration on consumer behaviors are too rear or entirely absents in Nepalese business perspectives.

In such a circumstance, an attempt has been made in this work to study the buying behavior of consumers of Bharatpur municipality, the objective of the present study is to generate consumers profile, to obtain consumer's opinion on the quality, test, and other relevant aspects, to obtain the sales and market share and to evaluate the marketing system of instant Noodles in Bharatpur municipality. The study has been conducted over the consumers and retailers of instant Noodles in the major town of Bharatpur and Narayangarh. To serve these objectives, 80 questionnaires were filled up by the consumers and 30 questionnaires were filled up by the retailers.

5.2 Conclusion:

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

- Most of the consumers of instant noodles is more popular in children and teenagers. About 56.25% of the consumers of instant noodles is lies on 5-15 age groups. Secondly young people between the age group 15-30 use the instant noodles. Most of the school students about 50% take the instant noodles are in huge number in town of Bharatpur than in Narayangarh.

- Most of the consumers about 62.5% like to have instant noodles as tiffins then after like to have as dinner and any time. The main reason for having instant noodles is found to be "Directly can eat with out cook" then after having instant noodles due to easy to cook, for fun and enough for mail.

- 43.75% consumers prefer to have Wai-Wai. So most of the consumers want to have Wai-Wai. Wai-Wai is the brand leader in instant noodles. After that most of about 31.25% consumers prefer to have Mayos. Mayos is the second brand leader in instant noodles followed by Rumpum and RaRa.

- The effective media for advertisement for all brands of instant noodles is TV media. Besides TV other popular as well as effective media are Radio, Friends circle etc.

- Most of the consumers take instant noodles oftenly than after consumers takes instant noodles always and sometime.

- Most of about 81.25% of the consumers would buy any available band if there was not their favorite brand. It means there are not brand loyalties in instant noodles. Consumers are found easily go for substitute brand when the favorite brand is not available in the market.

- There is not so aware in quality of the instant Noodles. About 43.75% consumers are moderately aware about the quality of the instant Noodles. Most of the consumers are moderately aware about the quality followed by highly andlowly. The study found that most of the consumers lived the quality of Wai-Wai followed by Mayos, Rumpum and Rara. Wai-Wai has the best quality than other instant noodles. High number of consumers accepted that the quality of the Wai-Wai is good as well as very good.

- Price factor did not play any role in the purchase of instant noodles by the consumers. All the consumers accepted that the price of instant noodles is reasonable. They never care in price while buying the instant noodles. All brands of instant noodles have best price means the price of instant noodles is neither high nor low.

- From this study it is found that most of the consumers changed their favorite brand due to desire of testing new brand. The world is the changing world. Consumers are also from the same world so they have also changing habit, due to this habit they switched to any new brand easily. Advertisement campaign and attractive packing also make the consumers to change their favorable brand.

- Any attractive scheme could not affect the consumers to leave their favorite brand. Most of the consumer gave stress in the test of instant noodles. They bought the instant noodles due to test followed by quality scheme and prices.

- The availability of the Wai-Wai is very high then other brands. Wai-Wai is in 100% retailers. It means Wai-Wai have good availability in the market followed by Mayos, Rumpum and Rara. Most of the retailers sales the brand Wai-Wai more. Wai-Wai have good sale in the market. Secondary Mayos, Rumpum & Rara also have good sale in the market.

- According to retailers Wai-Wai have the best quality than other brands of instant noodles. Mayos, Rumpum & Rara have also good in quality. Retailers sell the instant noodles. Due to good sales. They give the second preference to the commission in Mayos, Rumpum and Rara. Only the few numbers of retailers are getting good commission in Wai-Wai.

- Retailers perceive that Mayos has the best marketing strategy, followed by Wai-Wai, Rumpum and RaRa. Remaining all other brands of instant noodles have slightly poor marketing strategy.

5.3 Recommendation:

On the basis of conclusion following recommendations have been made:

- Consumers feel bore to have same kind of flavor and test of instant noodles. Here in the market we have only chicken and vegetable flavors in instant noodles. So if any companies introduce other flavor like mutton, buff etc., they can easily take market. In Bharatpur Municipality about 60% population from Bramin samaj. So if in this time any company introduces mutton flavor instant noodles they can take market in long time.

- To preserve they existing consumers every company should research the market regularly. To make new consumers they should bring different kind of activity like quality. Attractive scheme and price etc.

- The companies should give attention in packing. Packing should be attractive, comfortable and compact. In the packing there should be manufacture date and expire data as well. The content of the instant should be according to the weight mentioned in the packet.

- The companies should not use any harmful ingredients like artificial color, artificial flavor etc. which make bad effect in the health of users. Using more monosodium glutamate (Ajinamoto) can harm the health of people so minimum quality of the monosodium glutamate should be used.

- Every company should be very careful in quality of the instant noodles. It takes vital role in the sales of instant noodles. The companies should not compromise in the quality. To grab the market the companies should maintain their quality.

- From the study it is found that TV and local news paper is the most effective media for the advertisement of instant noodles. So the companies should be telecast there advertisement in the TV and should be published in the news papers.

This study is emphasis on Wai-Wai. So some recommendation to the Wai-Wai company is as followed,

- 5, 6 years ago Wai-Wai had monopoly market in the instant noodles. Within this 5, 6 years many companies introduced different type of instant noodles. Wai-Wai got fall in their sales from 100% to 45% and

the process of falling in sales happening today also. So to stop this falling Wai-Wai company ie. Chaudhary Group should improve their management first. The marketing policy of Chaudhary is very poor. Company should bring aggressive marketing strategy as like company of Mayos and Rumpum.

- Wai-Wai have poor scheme. Scheme directly affects the sales. So they should introduce new attractive scheme as like in Mayos and Rumpum.

- Wai-Wai has the good quality than other instant noodles. So Wai-Wai should maintain their quality in the future also. The test of Wai-Wai is very good then other instant noodles. In test also they have to maintain.

- The advertisement also affects the sales. Wai-Wai have poor advertisement. So company should increase the advertisement of Wai-Wai.

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Appendix- I

Questionnaire

Namaskar!!!

My name is Bijaya Joshi. I am student of Balkumari College, Narayangarh. I am writing a thesis on **"Consumer Preference Towards Various Brand of Instant Noodles with Emphasis on Wai-Wai"** on the basis of consumer behavior of Nepalese consumer under the guidance of my respective. Will you please take a few minute to answer some questions? I assure you that your answer will be kept completely confidential.

Name: Age:

Address:

Occupation:

Sex: Male   ☐   Female   ☐

Martial status: Married ☐   Unmarried ☐

Qualification: Literate ☐   S.L.C   ☐   Undergraduate ☐   Above ☐

1. **Do you eat noodles?**

    Yes   No

2. **Normally, what type of food do you take noodles as?**

    Breakfast,   Tiffin,   Lunch,   Dinner,   Any Time

3. **How many noodles do you take on average?**

    One packet a day

    Two packets a day

    Three packets a day

    More than three packets a day

4. **Why you use to take noodles?**

    for fun   easy to cook   can eat directly

    Without cooked   enough for mail

5. **Which brand you prefer?**

Wai-Wai   Mayos   Rumpum

RaRa   Others

6. **Above mention Instant Noodles which you had said, how did know about them? Which media you had used to take the information about the Instant Noodles?**

From the advertisement of NTV

From the advertisement of Radio

From friends

All of above

7. **Habitually how used to take Instant Noodles?**

Always   Often   Sometime

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

Yes   NO

9. **If there is not your brand of Instant Noodles in any shop, what will you do?**

I will wait for favorite brand

I will take any other available brand

10. **In the purchase of Instant Noodles did you aware in quality?**

High   Moderate

Low   Don't know

11. **In the basis of quality how you evaluate the Instant Noodles?**

	Good	**Don't know**
Wai-Wai		
Mayos		
Rumpum		
RaRa		

12. **Do you give the price preference while purchasing Instant Noodles?**

High   Moderate

Low   Don't know

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

For fun   easy to cook   can eat directly

Without cooked   enough for mail

14. **If any competitor brand gives you be attractive scheme do you change your brand?**

Yes   No

15. **In what you world be conscious while purchasing the Instant Noodles?**

Test   Scheme

Price   Quality

16. **Who will take the decision to buy the Instant Noodles in your family?**

Father   Mother

Yourself   Any other member

17. **Any information about the Install Noodles.**

_____

_____

_____

_____

Thank You

Appendix- II

<u>**Questionnaire**</u>

<u>**For Retailers**</u>

Namaskar!!!

My name is Bijaya Joshi. I am student of Balkumari College, Narayangarh. I am writing a thesis on **"Consumer Preference Towards Various Brand of Instant Noodles with Emphasis on Wai-Wai"** on the basis of consumer behavior of Nepalese consumer under the guidance of my respective. Will you please take a few minute to answer some questions? I assure you that your answer will be kept completely confidential.

Name: Age:

Address:

Occupation:

Sex: Male   ☐   Female   ☐

Martial status: Married☐   Unmarried ☐

Qualification: Literate ☐   S.L.C   ☐   Undergraduate☐   Above☐

1. **What are the brand of Instant Noodles do you have in your shop?**
    Wai-Wai   Mayos   Rumpum
    RaRa   Other

2. **Which brand you sale more?**
    Wai-Wai   Mayos   Rumpum
    RaRa   Other

3. **What ages of people come to your shop to buy Instant Noodles?**
    5-10   10-20   20-30
    30-40   40 above

4. **In your opinion which brand is good in quality?**

   Wai-Wai   Mayos   Rumpum

   RaRa   Other

5. **Why you are selling the Instant Noodles?**

   Good sale   Good commission   Good scheme

6. **In which brand you are getting good commission?**

   Wai-Wai   Mayos   Rumpum

   RaRa   Other

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

   Yes   No

8. **Which brand has good marketing strategy?**

   Wai-Wai   Mayos   Rumpum

   RaRa   Other

9. **In which brand you give stress for selling?**

   Wai-Wai   Mayos   Rumpum

   RaRa   Other

   And Why?

   _____

   _____

Thank You