

# **CHAPTER-I**

## **INTRODUCTION**

### **1.1 Background of the Study**

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 defined 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”.

There is no argument 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. According to Alexander, “Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user”. The production is the prime activity of each and every industry but successful marketing of the product is the ultimate goal.

Consumers are the king in marketing; he/she is the division making to buy or not to 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. To find out willingness of the consumer, we must learn about their behavior.

Consumer’s behavior indicates the consumer response on any particular brand from and makers 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 behavior reflect the totality of consumer’s decision with respect to the acquisition of goods, consumptions, and disposition of goods, 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.

### **1.2 Focus of the Study**

This study has been focused on the impact of advertising on consumer attitude with special reference to Wai Wai. It focuses also the marketing system of Instant Noodles

in Kathmandu valley. Kathmandu is a very important commercial centre of Nepal. As a capital of Nepal, the population of Kathmandu is very high than other parts. The importance 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 the world is also 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 product 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 minute to make ready to eat. The first introducing noodles as white noodles in Nepal are RARA by Gandaki Noodles P. 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.

#### **b) Brown Instant Noodles**

This type of Noodles is pre-cooked. It can either ear 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 ie, Chicken, Tom Yom, vegetable, Pork, Beef, Shrimp, Halal, Motton etc. In Nepal there are few flavor noodles ie, chicken, Tom Yom 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 Kathmandu valley and the effect of advertisement in Instant Noodles.

### **1.3 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/she needs and satisfactions to get success in the market.

Advertisement plays a vital role in the marketing to influence the consumer to buy particular brands. It gives the information about the products and help consumers on their buying decision. Most of Instant Noodles spending more money for the advertisement and sales promotion. Many companies are facing problem of choosing effective media and promotional tools.

Every day the taste of consumer is changing. The problem of price, quality and taste is facing by the manufacturer. At the initial time of producing the Wai-Wai the price was Rs. 11 and still same. During this period the rupee values has depreciated as shown by dollar exchange rate that increase from 46 to 79. The foreign exchange rate plays 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 Insatnt Noodles market?
- b. What is the sales and market share of Wai Wai 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?

#### **1.4 Objectives of the Study**

The prime objective of this study is to find out “The impact of advertising on consumer’s attitude with special reference to wai wai instant noodles at Kathmandu Valley.” But the specific objectives are:

- a. to study the position of Wai Wai in present Instant Noodles market.
- b. To find out the sales and market share of Wai Wai in the market.
- c. To know the factors which induce the consumer for buying the Instant Noodles Wai Wai.
- d. To study the consumer’s perception of Wai Wai advertisement.

#### **1.5 Importance of the Study**

Nepalese market is newly developed, therefore consumer belief, effectiveness and consumers’ 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 attitude towards the products.

Instant Noodles is a fast moving consumer item (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.

#### **1.6 Limitation of the Study**

- a. The study is limited only to the Wai Wai although there are other Instant Noodles.
- b. The study is limited within the Kathmandu valley
- c. Findings have been presented on the basis of the respondents only.
- d. The data analysis is based on simple statistical technique like Percentage, Pie-chart, graphs and tables.

## **1.7 Organization of the Study**

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

### **Chapter- I Introduction**

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

### **Chapter- II Review of Literature**

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

### **Chapter – III Research Methodology**

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

### **Chapter – IV Data Presentation and Analysis**

The fourth chapter in the Data Presentation and Analysis deals with the issued identified in the introduction. What has been analyzed, how it has been analyzed, and what has been found are the concerns of this chapter. This chapter deals mainly with the issue in the light of the theoretical perspective. Major Findings are derived from the study, suggestions regarding, the Role of Advertising in Brand choice will also be made in this chapter.

### **Chapter – V Summary, Conclusion and Recommendations**

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

## **CHAPTER - II**

### **REVIEW OF THE LIETRATURE**

The concept of consumer behavior is very important in marketing. Consumers are regarded as the king in marketing. An understanding of the consumer behavior can help make better environment for consumer themselves. It has also led to product and service development design to protect certain segments of consumers.<sup>5</sup> For example many parents worry that their children are watching too much television and are not doing their homework. A company called Timeslot invented a device that cut-off the electric current on T.V. at a certain time. From this example we learned that company produces the products as need and want of the consumers. So every business organization must care about the consumers. Rejection of consumers need and want is like disable people in business organization.

In this section, consumer behavior models, factors influencing consumer behavior, process structure of total consumers satisfaction service system, advertising effectiveness and available past studies.

#### **2.1 Consumer Behavior Models**

Among various models, mainly eight have reviewed as below:

##### **2.1.1 Economics Model**

Under economic Model, It is assumed that man is a rational being who will evaluate all the alternatives in terms of cost and value received and selects the products/service which gives them maximum satisfaction (utility). Economic model of consumer behavior is one-dimensional. This means that buying decisions of a person are governed by the concept of utility.

The 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 Effect).

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

### **2.1.2 Psychological Models**

In psychological model 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.

Motivation is the mental phenomenon. When a person perceives a stimulus, he/she may or may not respond to such a stimulus.

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

- a. Physiological needs: These are the basic needs of food, water and shelter.
- b. Safety needs: This is the need felt for being free of physical danger or self-preservation. For example: LIC has got various insurance policies on the fear of death, health, accident, theft, house and loans and real estate etc.
- c. Social needs: Men are social beings, he feels the need to belong and be accepted by various groups in the society. For example: Advertising of Baby Food like Cerelac, Lactogen and chocolate for children convey the feeling of love and affection
- d. Esteem needs: These needs are concerned with self respect, self confidence, a feeling of personal worth.
- e. Self-actualization needs: This refers to the development of intrinsic capabilities which lead People to look out got 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 to respond 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 in to a situation.”

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 environment event exhibiting 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 institution called society. Since he is living a society, he gets influenced by it and in turns also influenced by it and in turns also influences it in its path of development.

Intimate groups comprising of family, friend and close collages exercise a strong on the life style and the buying behavior of an individual member.

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 arrive at brand choice.<sup>10</sup>

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 concepts like learning, perception, attitudes etc. Which play a role in influencing consumer behavior.
- c. This model distinguish has three stages of decision making,
  - i. Extensive problem solving.
  - ii. Limited problem solving.
  - iii. Reutilized response behavior.



**Figure 2.1**  
**Information Sources**

	Personal (Social)	Impersonal
Commercial	<ul style="list-style-type: none"> <li>a. Sales Man</li> <li>b. Service Personal</li> </ul>	<ul style="list-style-type: none"> <li>a. Products (Significative)</li> <li>b. Advertise (Symbolic)</li> </ul>
Non-Commercial	<ul style="list-style-type: none"> <li>a. Family</li> <li>b. Reference Groups</li> <li>c. Social Groups</li> </ul>	<ul style="list-style-type: none"> <li>a. Print med (New Stories)</li> <li>b. Independent testing such as consumer report.</li> </ul>

This Model consists four major variables,

I) Input Variable:

- a) Physical brand characteristics (Significative Stimuli).
- b) Verbal or visual product characteristics (Symbolic Stimuli)
- c) Consumer's social environment (Family reference groups, Social class.)

II) Perceptual and learning construct

Outputs, either maybe 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 Francesco M. Nicosia on 1966. He is expert in consumer motivation and behavior.

This model tries to explain buyer behavior by establishing a link between organization and its (Prospective) consumers.

This model is divided into four major fields.

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 which influences the organizational buyers. These determinants influence both individual and group decision making processes and consequently the final buying decision.

An individual may be involved in one or more buying roles during organizational buying. Those roles are,

- a. User: - The ultimate user who often initiate the buying process and help in defining specifications.
- b. Influence: - Their views or judgments of a products or a supplier carry a lot of weightage.
- c. Buyers: - Those people whose negotiate the purchase.
- d. Deciders: - The people who take the actual decision.
- e. Gate Keeper: - The people who regulates the flow of information.

### **2.1.8 The Engel-Kollat-Backwell Model**

This model express about the consumer behavior as decision maker in the form of five activities i.e.

- ) Information input
- ) Information processing
- ) Products-brand evaluation
- ) General motivation influences
- ) Internationalized environmental influence

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

- a. Problem recognition: The consumer will recognize a difference between his/her actual state and what the ideal state should. This may occur on account of external stimuli.
- b. Information search: Initially the information available held by consumer may be consistent to the beliefs and attitudes held by him/her. While being involved in an 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 brand. The methods used for evaluating the various products will be dependent on the consumers underlying goals, motives and personality.
- d. Choice: The consumer's choice will depend on his/her intention and attitude. The choice will also depend upon normative compliance and anticipated circumstances
- e. Outcome: The outcome may be either positive or negative. If the end result is negative, the outcome will also be positive. Conversely, if there is dissonance that is, 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 influence the consumer. 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.

### **2.2.1 Cultural Factor**

Cultural Factor has the deepest influence on consumer behavior. It consists,

- a. Culture: Culture 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 involving the family and the other key institutions.

- b. Leisure time: Most of the couples are working and hence seeking more ways to increase leisure time spends on holidaying and sports. They are interested in the purchase of time saving home appliances and services like washing machines, ovens, vacuum cleaners etc.
- c. Health conscious: People are becoming health conscious and are getting involved in activities such as exercises, jogging, yoga, eating lighter and more natural food.
- d. Informality: People are adapting a more relaxed and informal life style. This can see in their choice of clothing, furnishing and entertaining.
- e. Sub-Culture: Each culture will contain smaller groups of subculture that provide more specific identification and socialization for its members. These sub cultural divisions are certain socio cultural and demographic variables like nationality, religion, geographic 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 influences buying behavior. Higher social class customers may prefer to purchase their clothes at Peanuts at New Road, where as lower socio class costumers may prefer to shop at small retail out let.

### **2.2.2 Social Factor**

Consumer behavior is also influencing by social factor. It consists,

- a. Reference Group: A person reference groups are those groups that have a direct (Face to face) or indirect influence on the person's attitudes or behavior. Groups having direct influence 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 on the purchase of a 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 appliance, etc.
  - 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 Factor**

A consumer purchase decision are also influencing by personal characteristics. It consists,

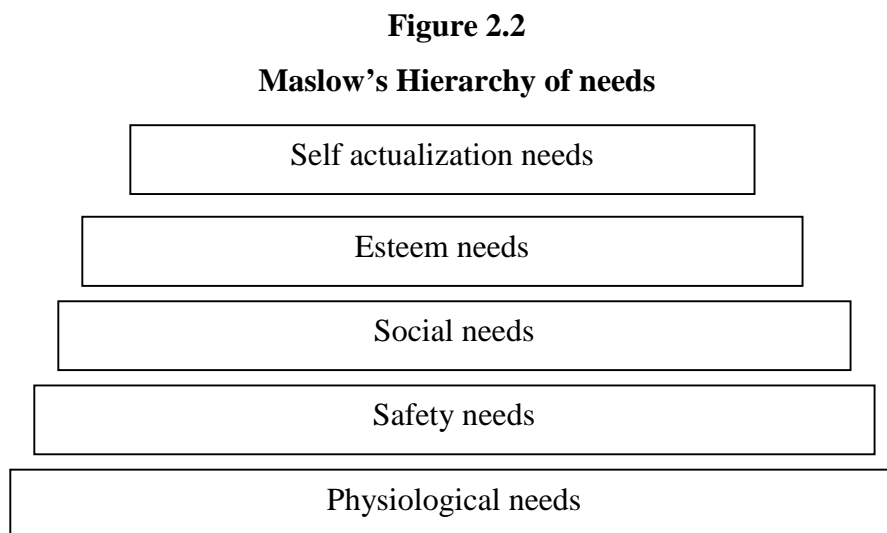
- a. Age and stage of life cycle: - People's choice of goods and services changes over their lifetime. This change can be observed right from childhood to maturity especially in taste and preferences related to clothes, furniture and recreation activities.
- b. Occupation: - A person's occupation has direct effect on his choice of goods and services. A clerk will purchase products which are economical. Whereas a top executive will purchase expensive goods services.
- c. Economic Circumstances: - A person's economical circumstances consist 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, interests and opinion." Life Style of a person conveys more than the person's social class or personality alone. Knowing a 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 buying behavior. Personality may be defined as "the person's distinguishing psychological characteristics that lead to relatively

consistent and enduring responses to his/her own environment”. Some of the traits used to describe a 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 understanding consumer’s buying behavior following factor have been described,

- a. Motivation: Motivation can be said to be the inner derive 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 derive from Moslow’s Hierarchy of Needs, in order of importance given here under:



- b. Perception: - “Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment”. 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 individual.
- c. Perceived Risk: - Any action on the part of the consumer or consumer behavior/purchase will compete with the numerous alternative uses of the 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 of either 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 and interrelationship when events occur in a chain. It consists,

) Distinctiveness/unique quality (prominently noticed both if present or when absent)

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

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

) Consensus: (same experience is voiced by all)

Thus, marketers have to consider all the aspects 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 things 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.

#### **2.3.1 Need Recognition**

Need recognition meads awareness of a want, a desire or a consumption problem without the satisfaction of which the consumer normally build up tension. The wants may be initiated either by self or by some other initiator, or other communicative media's. For example during the summer season, Consumer generally desire to purchase this clothes like T-shirt, Shirt, Half Pant, 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 firm's appeal or persuasion through various media's.

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,

Person Sources: Family, friends, neighbor etc.

- a. Commercial Sources: Advertisement, sales representative, dealers, wholesalers, retailers, display, packing etc.
- b. Public sources: Mass media, rating organization etc.
- c. Experiential sources: Handling, examining, uses the products etc.

### **2.3.3 Interest**

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

### **2.3.4 Evaluating 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 trial 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 product/brand. For example the in the use of following product/service generally consumer/customer evaluate below things,

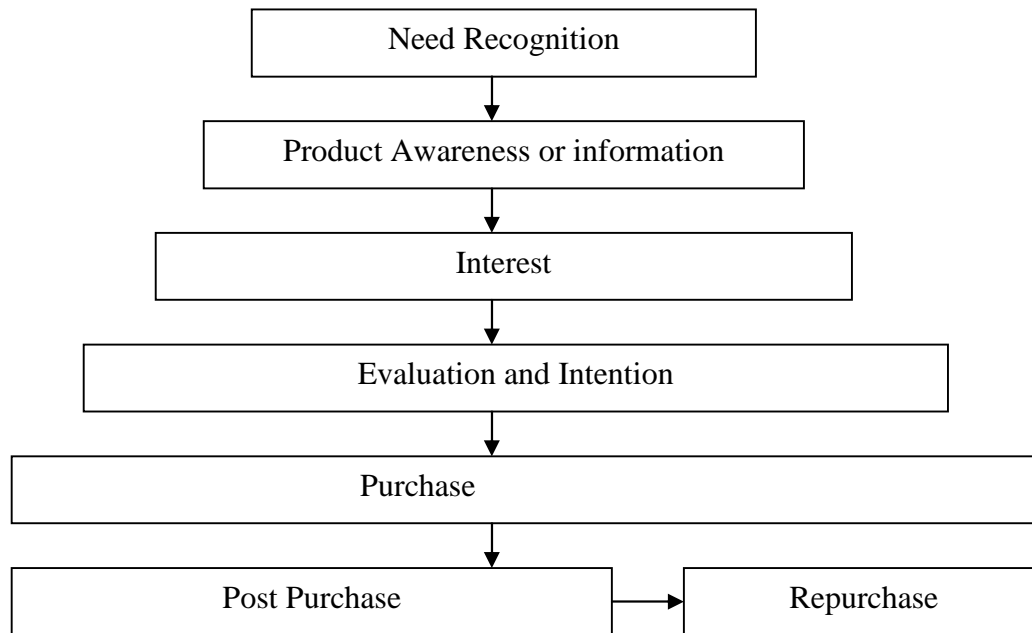
- a. Camera: Picture, Sharpness, camera speed, camera size, price etc.
- b. Hotels: Location, Cleanliness, atmosphere, price etc

### **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 decision process that complete the transaction. If a buyer is buying for the first time, the from the behavioral viewpoint it may be regarded as trial. If this experience is positive in terms of satisfaction derivation and then repeat purchase may occur.

**Figure 2.3**  
**Consumer Buying Process**



## 2.4 Consumer Goods

Consumer goods 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.

### 2.4.1 Convenience Goods

Convenience goods are those goods that the consumers usually purchase frequently, immediately, and within a minimum of effort. For example it includes tobacco 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 goods, consumers purchase on a regular basis for example peposodent toothpaste, Maggi tomato ketchup, Wai wai noodles, Rumpum noodles, teatime biscuit etc.

- b. Impulse goods: Impulse goods are purchased without any planning or search effort. Candy bar and 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 purchase 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 stores before purchasing. For example it includes furniture, clothing, used cars and major appliances. Shopping goods can be divided into,

- a. Homogeneous shopping goods: Homogeneous shopping goods are similar in quality but different enough in price to justify shopping comparisons.
- b. Heterogeneous shopping goods: Heterogeneous shopping goods differ in product features and services that may be more important the 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 Specialty Goods**

This goods are goods with unique characteristics or brand identification for which a sufficient number of buyers is willing to make a special purchasing effort. For example cars, stereo component, photographic equipment and men's suits.

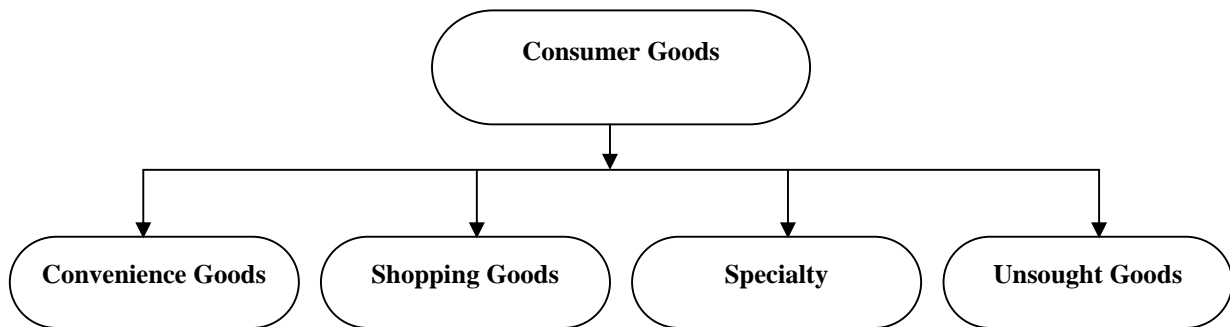
Specialty goods do not involve making comparisons; buyers invest time only to reach dealers carrying the wanted products. Dealers do not need convenient locations; however, they must let prospective buyers know their locations.

### **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 until the consumer is made aware of them through advertisement. Unsought goods required advertisement and personal-selling support. 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 fuel for autos.
- b. Product that is right now the consumers don't want. For example it includes prepaid burial insurance, gravestones, and auto seat belt.

**Figure 2.4**  
**Classification of Consumer Goods**



## **2.5 Process Structure of Total Consumer Satisfaction Services 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 expectations. When a lot has been promised and more is being delivered, this will always create satisfaction 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.

Consumer Satisfaction can also defined as it is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or Outcome) in relation to his or her expectation. As this meaning makes clear, Satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, 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. May marketers are aiming for high satisfactions because consumers who are just 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 bond with 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 uses this process structure as a checking list for consumer service quality or use it a blue print to rebuild the consumer services system. The seven key elements as are as 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 have a philosophical commitment to consumer services. The mark of total consumer satisfaction systems management's readiness to commit resource as well s moral support to consumer service for a practical reason: to create competitive advantage. It is extremely important that policies are highly specific and that they are practical and double in terms of the resources available to all service related activities.

### **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 intermediary consumer and end users. It is therefore necessary to survey one's consumers frequently, systematically, directly, personally. Consumers should be segmented so that demands can be met more directly and profitably.

### **2.5.3 Customization Research and Consumer Needs Analysis**

Consumer should be surveyed for their options, Ideas, feelings, likes and dislikes about products or services before new concepts and plans for products are being developed. Consumers should be explained how they can influence managers by making understand their needs, products and services should be created that meet those demands. Products and services should be refined and customized and their effectiveness tested.

### **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. Employed 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 option 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. Consumers 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**

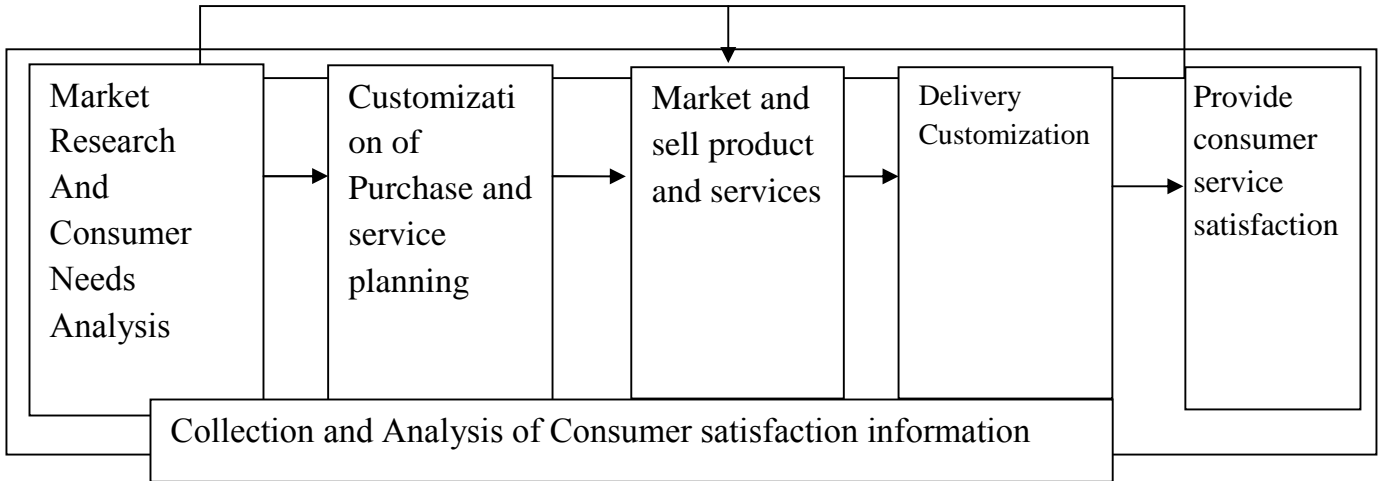
Consumer profiles should be designed and built using a common database to track consumer information. Service information should be established by studying how consumers use products and services. Consumer preference and satisfaction should be measured through both internal measures such as sales growth and revenues, and external ones such as industry analysis and consumer satisfaction surveys. These 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 2.5**

**Process Structure of total Consumer Satisfaction Information System**

Develop Consumer Service Satisfaction Concept and Policy



**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 take care about this. So every management must care consumer satisfaction because consumers are also changing day by day. Management of total consumer satisfaction service system is consumer focused and uses plan, do, and check and action cycles as tactic tools. Its operational strategies include team work operations on integrated processes and process reengineering and 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 tall service processes, therefore one should look at business as a consumer focused process. Every operation should have an understanding of 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 flowing to the same direction and same goal. Therefore, the process management tactic should adapt a plan, execute, check, and put in action a management cycle to improve the consumer

satisfaction continuous improvement is the key concept for the process management organization of the service system.

### **2.6.3 Operational Strategy One: Teamwork Operations 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 become the generator of quality improvement.

### **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 levels of consumer satisfaction by value-added service are goals of the consumer service system. Therefore, quality, speed, and high level of consumer satisfaction could be used as performance indicators to compare with a world-class benchmarking service system.

## **2.7 Consumer's Perception of Instant Noodles Advertising**

### **2.7.1 Advertising**

First we have to learn about the concept of advertising, advertisement arise from tow Latin word i.e. "ad" means "toward" and "veto" means "turn". So meaning of advertisement in to turn people's attention to the specific things. It is an important element in modern marketing process.

Advertising is a form of mass communication where "The source is in direct contact with the receiver and the receiver is always a group or more precisely and aggregation rather that another individual."

The advertisement is defined as "a form of mass communication whereas such message is distributed by marketers through different sources by soughing and

acquired by the consumers”. It is any promotion of ideal, goods or services by and identified sponsor.

### **2.7.2 Consumer Advertising**

Most advertising are for consumer. They are sponsored by the manufacturer of the products or the dealer who sells the products, they are usually directed at the ultimate consumer of the product or at the person who will buy product for someone else use. For example a magazine advertisement of instant noodles Wai Wai may be aimed at both the purchaser and consumer. A commercial for the baby food like Cerelac on TV is aimed at the purchaser not the consumer of the products.

Advertising include not only business firms buy also museums, charitable organization and government agencies that direct message to target publics. Advertising are a cost effective way to disseminate messages, whether to build brand preference for Wai Wai or to educate to avoid hard drugs.

We can say that advertising is heart of marketing to be brand leader in market. The role of advertising in FMCG (Fast moving consumer goods) products is very important. It takes vital role in the promotion of FMCG products. Instant noodles are also a FMCG. So consumer’s perception of instant noodles advertising is very high. By advertising only organization must accept this, that advertising take vital role to make consumer for their brand.

In Katmandu Valley FM and Nepal Television is more reliable than Radio Nepal. And paper advertisement also very popular in Nepal. Most of business organization using FM as a important media for advertising. So FM studio is increasing day by day. Most of people pass their time by hearing FM. So FM is very important advertising media for every business organization to promote their products. FM is cheap media for advertising. Every business organization if they are small also can afford for advertisement of their products.

Another important media is TV. It is also very important media for advertising. But small organization can’t afford TV for advertising. But small organization can’t afford TV for advertising. In Katmandu valley only in the interior side people used to Nepali Channels. Most of people in Katmandu valley who are in city area used to see Indian



Channel like Zee TV, Star TV, Sony TV etc. Only in the prime time people of the city used to see Nepal TV like Tito Satya, Jire Kursani, Kantipur Channel and news channel only big company or business organization can afford for advertising in this time. Most of huge company using this prime time. In instant noodles Wai-Wai, Rum Pum etc are giving their advertising in this time.

Paper advertising also very popular in Katmandu Valley. So many papers are base in Katmandu. Kantipur Daily and The Kathmandu Post are more popular than Gorkha Patra, Samachar Patra, Rising Nepal, Himalayan Times etc most of business firms prefer Kantipur Daily and Kathmandu Post for paper advertising. Most of people read Kantipur Daily for news, after this business Gorkha Patra. Most of government agencies are using instant noodles like wai-wai, Rum-Pum, Mayos etc use Kantipur Daily for paper advertising.

And other important media now a day is Internet. International business firms are using Internet for wave advertising. In Nepal also Internet is very popular for all information. Only few marketers in Nepal insert their web page in Internet. Day by day the important of Internet is increasing in Nepal. We can see only the company profile in the Internet of Nepali Companies who are using Web Page in Internet. We can't see the product web design in Internet of Nepali Companies. Most of international companies deal through internet. They are selling their products through internet.

## **2.8 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 are 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, Tai used to take hotly in Tom Yom 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 those five thousand years ago. In the late 13<sup>th</sup> century Marco Polo traveled China and brought noodles back to Italy in the form of pasta and macaroni. In Chinese language noodles are called “lo 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 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 in the world introduce new concept foods i.e. 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 no time. Instant noodles gaining more popularity in the world that it cannot be replaced by any other fast foods. Every body in the cities or in any rural area.

## **2.9 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 menu on noodles in the name of chawmin in menu. They teach Nepali to eat noodles.

As a marketing way the concept of noodles in Nepalese market is introduced by Indian company i.e. Nestle India Ltd. They launched Maggi as 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 Nepal, Gandaki Noodles Ltd. Established 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

instant noodles, In 1984 Chaudhary Group entered in instant noodles market and introduces WAI-WAI as pre-cooked instant noodles (Brown Noodles) that can be eaten directly from the packet. In few time WAI-WAI become a brand leader in the market of instant noodles. After this in the few year many companies introduce different products i.e. YUM-YUM , MIN-MIN, HITS, RAMBA, RUM-PUM, Big MiMi, MAYOS, SATHI, GOL-MOL, U-KEY, etc and fighting to be a brand leader in Nepal market. WAI-WAI, MAYOSA, 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. 1400 million in Nepal. Total sales of instant noodles in Nepal in quantity are expected about 4.18 million cases. Every Year the market of Instant Noodles growing by 10% to 15%. 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 into two groups, they are as follows:

**a. White Instant Noodles**

This type of Noodles is uncooked it has to cook for two minute to make ready to eat. The first introducing noodles as white noodles in Nepal are 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 hilly and mountain area. In the plain area it is not so popular. Few numbers of people use White Instant Noodles in plain area. It captures about 18% of market area of Instant Noodles. That means about 0.70 million cases per annum.

**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 in Nepal. Now WAI-WAI is the brand leader. It captures about 51% share of the market.

## **2.10 Advertising and Brand Choice**

The word advertising is derived from the two Latin words "ad" means "towards" and "verto" means "turn". So the meaning of advertising is to turn people's attention to the specific thing. Another words advertising are to draw attention of people to certain goods or services. Most advertising is to stimulate People to buy a particular branded produced offered for sale by a particular seller. Despite some widely held misconceptions, advertising along works no miracles. It is an important element in modern marketing process, but it can produce consistently profitable results only when the entire structure is sound co-ordination. "Advertising is the form of communication intended to promote the role of a product or service to influence a particular cause to gain political support to advance a particular cause or to elicit some other response desired by the advertiser" (New Encyclopedia, 1979:104).

Most of the advertising campaigns are designed to influence consumer to buy a particular brand. "A name, term, sign, symbol or design or a combination of them, which is intended to identify the goods or services to one seller or group of sellers and to differentiate them from those of competitors." In the past, the goods were produced and then consumers were to select from the available stock or range of products. It happens in many underdeveloped countries even today. The marketer's concentration to the target groups needs want and preference to deliver the desired satisfaction, beyond this the main task of the company is to generate consumer satisfaction and long-run consumers and societal well being. The consumers' likes preference; attitude, opinions etc. have been respected in the production programmes of producers. Every producer has to take in the account these individual requirements of consumers, while producing the goods and services and advertising the same for successful selling. It's wrong to say advertising as the end of selling. Advertising never sells itself however; advertising has the super power to create positive response and can sell any thing. The audiences, predispositions, their attitudes, beliefs, motives, and value are largely determined by the media the consumers select the advertisement they see the messages that they accept and the product they buy. In stead of forcing a response. The modern marketing accepts consumers as the king because he has the purchasing power and no force on the earth would camped him to buy a particular product or

service. There are dozens and more than dozens of brands of a specific product class. He has full freedom to spend on the products or services according to his choice. Every consumer wishes and tries to preserve his sovereignty. A producer or a marketer succeeds when he wins the favor of the consumers by providing what they want. This consumer's sovereignty has two significant implications.

1. Once, he decides to spend on a particular product or services he has again full freedom to choose from the available products or services in the market. Buying a product is one thing and buying the best is another. Buying the best depends on his ability to select the best among the wide range of varieties to get maximum satisfaction from reasonable price. Advertising does the job of enhancing consumers' ability by providing varieties of required information.
2. He has the fundamental freedom to spend or not to spend his disposable income on goods and services these are available in the market place. No one can force the individual in the society to spend now or postpone the purchase to future date. Advertising provides detailed and up to date information, regarding the various products available in the market so that the consumer would decide to buy wisely and intelligently. Advertising as a mass media help the consumer in preserving and promoting their sovereignty in the following forms. In the first place it "informs". It informs the consumer about all product and services available for sale as to when they are available under what condition? at what price ? And soon. Secondly, it "explains." It explains the feature relative merits of each product or service so that he can have comparative account for making wise selection. Thirdly, it "educates". It provides good deal of information regarding products or services whether a person is interested to buy or not. This useful knowledge enlightens him as to what a product is? How it differs from others in the line? What is does for him? At what cost? It speaks not only the existing products but also the products when will be produced in near future. It makes him well-informed member of a society. This knowledge is available without payment. He plays, of course if he buys the product or service. For instance, while introducing for the first time, say a instant noodles, soft drink, the purpose's simply to educate. Fourthly it acts as a "guide" of consumer today. The consumers are really at sea because the present markets are flooded with too many verities of products. There are many products with wide range which are trying to meet the variable needs of

consumers. It is pertinent to note that consumers needs differ in terms of quality, quantity, price and time factors. It is the advertising which solves his problem of coming to the conclusion. It is so because; advertising makes him more needs conscious and directs him to the point of most accurate decision of selection in best way optimally. To sum up, advertising is a very powerful and successful mass media of communication that makes possible for the consumers brand choice through rational selection. The knowledge rendered through advertising is useful in selection of the best brand at reasonable price. Through advertising the consumer find himself as rational and intelligent purchaser.

### **2.11 Brand Loyalty on Consumer Products**

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

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

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

From the analysis of the collected data it is found that the brand awareness of a consumer is high and most of them are found brand loyal. Similarly, it is also found that the factors such as sex, age, marital status, income, family size, store loyalty,

special deals, favorable brand of the others members of a family influence brand loyalty but the degree and direction of relationship varies across products.

The Nepalese consumer market is rapidly growing competition in being tough and together with his growth. Understand about brand loyalty is very important for the achievement of competitive strength.

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

## **2.12 Review of Related Studies**

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

Rajendra Krishna Shrestha (2001), conducted a research entitled "*The Role of Advertising in Brand Choice and Product Positioning.*" (With special reference to soft drink and Instant noodles" with the following objectives:

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

### **Major Findings of the Study**

- i. Advertising has been established as an important promotional tool both in high involvement and low involvement goods.
- ii. Advertising importance to consumers' goods is comparatively weightier than industrial goods.
- iii. Consumers get knowledge about products through different media of advertising. Advertising is considered as the primary source of information.

- iv. The instant noodles and soft drink advertisements are found mostly, appealing to the consumers about financial persuasion.
- v. Advertising believability is found satisfactory.
- vi. The role of advertising in course of changing brand is important, but not ultimate.
- vii. Television is the mostly favorite medium for advertisement and radio stands in second position. At the same time FM broadcasting is also becoming popular in the Kathmandu valley among young generation.

Binay Kumar Thakur (2002), conducted a research entitled "*The Role of advertising in brand loyalty*" (with special refence to soft drink) with the following objectives:

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

#### Major Findings of the Study

- i. Both Coca-cola and Pepsi-cola realize the essence of advertising in the present situation.
- ii. Advertising is the main source of information about particular brand as well as most sensitive subject in the country in the course of promotion.
- iii. Advertising plays an important role in chancing brand of soft drink.
- iv. Soft drink holds the second position in consumption after tea among the drinks in Nepalese market.
- v. Brand awareness of the Nepalese consumers is found to be high.
- vi. Majority of Nepalese consumers are found brand loyal.

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

- i. To identify the existing advertising problem lunched by NTV.
- ii. To identify different sorts of advertisements preferred by audience.
- iii. To find out the different problems of advertisement faced by NTV.



- iv. To ascertain different advertisers groups willing to telecast their advertisement on NTV.
- v. To prove suitable suggestions.

#### Major Findings of the Study

- i. Majority of children, young and old age audience prefer musical advertisements where as other prefers good wording one.
- ii. Considering the educational level of the audience, mostly below SLC. and SLC and uneducated people prefer musical advertisements where as educated audience prefers good wording advertisements.
- iii. Considering the gender, most of the female audience prefers musical advertisement rather than good wording and voice versa.
- iv. Most of the audience prefers television advertisement rather than other media.
- v. Most of the audience likes NTV advertisement
- vi. Repetitions of advertisement attract the most of the audience.
- vii. Few advertisements of NTV are good and other few are boring.
- viii. Because of some advertisement produced in India, language dubbing is incorrect and miss pronounced.

Prakash Bhandary (2004), conducted a research entitled A study on *"The Impact of Advertising on Consumers'Attitude"* (with specially reference to Wai Wai noodle at Lalitpur sub-metropolitan city) with the following objectives:

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

#### Major Findings of the Study

- i. The advertisement is an important of getting knowledge about the noodles. Advertising is considered as the first source of information.
- ii. The Wai Wai noodle is preferred most of consumers due to its quality, packaging and other aspects.

- iii. Most of consumers used three packets of noodles in a day in family group; it means people are fascinated with quick made noodles.
- iv. Frequency Modulation (FM) is the best information coverage to the consumers about the noodles.
- v. Advertising of Wai Wai noodle is found better satisfied than others noodles.
- vi. Advertising believably is found satisfactory of various brands of noodles.
- vii. Most of noodles price is high.
- viii. Packaging save products, so, it must be better and packaging of Wai Wai noodle is comparatively good than other.
- ix. The quality (taste, performance) of Wai Wai is very good than other noodles.
- x. The most of consumers preferred the gift sand coupons of promotional techniques.
- xi. The satisfaction of Wai Wai noodle is very good.

Laxmi Prasad Baral (2005), conducted a research entitled "*Comparative study on the communication effects of advertising and brand preference.*" (A case study on instant noodles: *The Yum Yum and the RARA*) with the following objectives:

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

#### Major Findings of the Study

- i. Instant noodles are in different product life cycle and they require different media and techniques of advertising in different stage.
- ii. There is high degree of association between brand preference and advertisement qualities.
- iii. The advertisements are still traditional and ordinary in nature and style.
- iv. It is necessary that advertising should be more attractive informative and enjoyable both readers as well as listeners.

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Research methodology is a 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 consumer's arid retailers. The source of information for this study is both primary and secondary data. Primary data was collected from direct interviewing from consumers and retailers. And secondary data was collected from. Chaudhary Group, Khetan Group, local news paper, daily news paper, television, radio etc. 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 a research methodology which is briefly described as below:

#### **3.2 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. Therefore [researcher survey research design is used in this study. The collected data and information from the survey are tabulated and analyzed according to the need of the study to obtain the objectives.

#### **3.3 Nature and Sources of Data**

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

Different noodles companies, local news papers, magazines, publications, various books published and unpublished reports, bulletins, journals, etc. are the secondary data.

### **3.4 Sampling Plan**

Consumers of Instant noodles of Kathmandu Valley are considering as the population of this study. It consists of all the consumers in Kathmandu valley. The respondents represent the resident of Kathmandu Valley. From the population a sample of only 150 consumers are taken for this study. To collect the primary data, 150 buyers, 25 retailers and 5 advertising agency have been surveyed for this study. Retailers are also taken as a consumer in this study. Among them 100 are male and 50 are female including students and children. However, this study has taken the consumers of 5 to above 30 years age of people exposed to different varieties of instant noodles as its population from people of different sectors including housewives.

### **3.5 Data Collection Procedure**

The data have been collected through the field survey of Kathmandu..The respondents were identified and served with a set of questionnaire. The questionnaire contained both objective and subjective questions. The respondent 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 respondent are selected from the place of Kathmandu . A few additional questions were asked for snooping. Besides this, the researcher has personally observed the buying activities of the people in some public and shopping place of Kathmandu.

### **3.6 Data Processing, Tabulation and Analysis**

The data are collected thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. The tabulated data have been analyzed and interpreted using simple linear regression model, percentage, index figure and also preserved in graph. Different tool like graphs, bar diagrams and pie chart have been used to make the information easy and understandable. And other relevant data are collected from the different instant noodles companies, news paper, magazine, other published and unpublished materials etc.

## CHAPTER - IV

### DATA PRESENTATION AND ANALYSIS

In this chapter the data and information derived from the consumers, retailers and advertising agencies are presented and analyzed according to objective of the study. The survey has included 180 individuals. Among them 150 are consumers 25 are retailers and 5 are advertising agencies.

#### 4.1 Consumer Level Survey

**Consumer Profiler:-** In this chapter 150 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 and female. The result of responses has been shown in table 4.1 the interpretation and analysis with inference have been mentioned below table,

**Table 4.1**  
**Instant Noodles Users (Sex Wise Classification)**

<b>Sex</b>	<b>No of Respondents</b>	<b>Percentage</b>
Male	100	66.67%
Female	50	33.33%
Total	150	100%

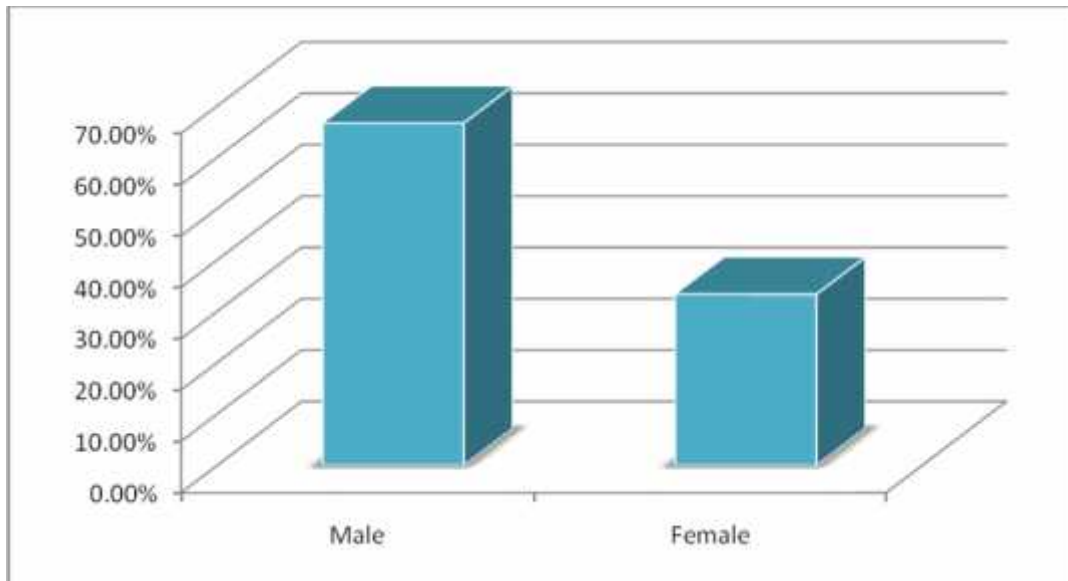
*Source: Primary Data*

In the above table no 4.1.1, Out of 100% respondents 66.67% are male consumers and 33.33% consumers are female who use instant noodles in Kathmandu valley.

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

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

**Figure 4.1**  
**Instant Noodles Users (Sex Wise Classification)**



**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 4.2**  
**Instant Noodles User (Age Wise Classification)**

Age	No of Respondents	Percentage
5 to 20	65	43.33%
20 to 35	55	36.67%
Above 35	30	20%
Total	150	100%

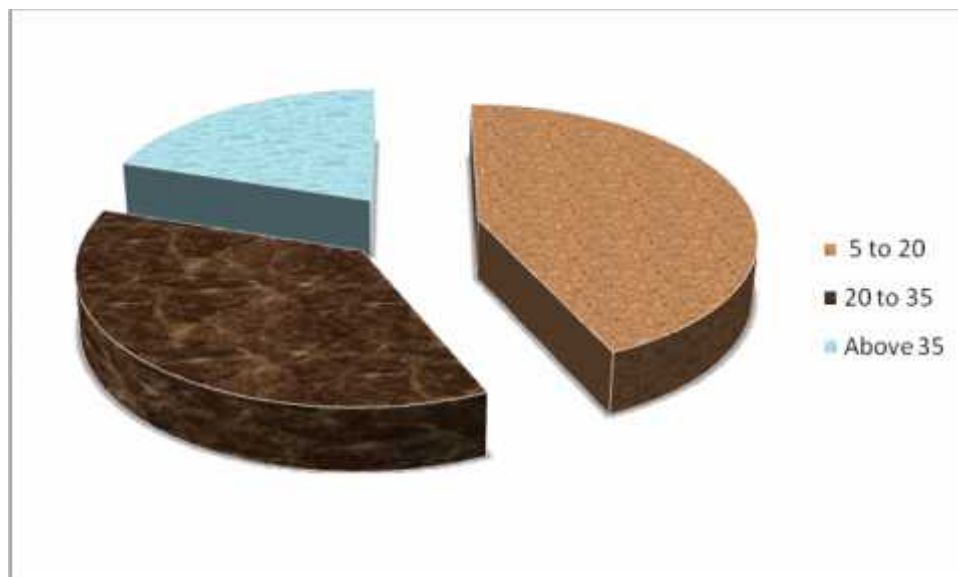
*Source: Primary Data*

From the above table 4. 2 it can be analyzed the age of different age group. Here the age group of 5-20 arc 43.33%, 20-35 are 36.67°o and 35 above are 20 %.

From the above analysis, it can be inferred that most of the consumers are children and adult teenager, then after between age of 20 to 35 and 35 above.

The same data can also be presented in figure form as below:

**Figure 4.2**  
**Instant Noodles User (Age Wise Classification)**



#### 4.1.3 Instant Noodles (Profession Wise Classification)

The researcher has studied use of instant noodles from consumer having different profession. The result of responses has been shown in table 4. 3. The interpretation and analysis with inference have been mentioned below table.

**Table 4.3**  
**Instant Noodles (Profession Wise Classification)**

Profession	No. of Respondent	Percentage
Student	75	50 %
Service	40	26.6 %
Business person	25	16.67 %
Others	10	6.66 %
Total	150	100 %

*Source: Primary Data*

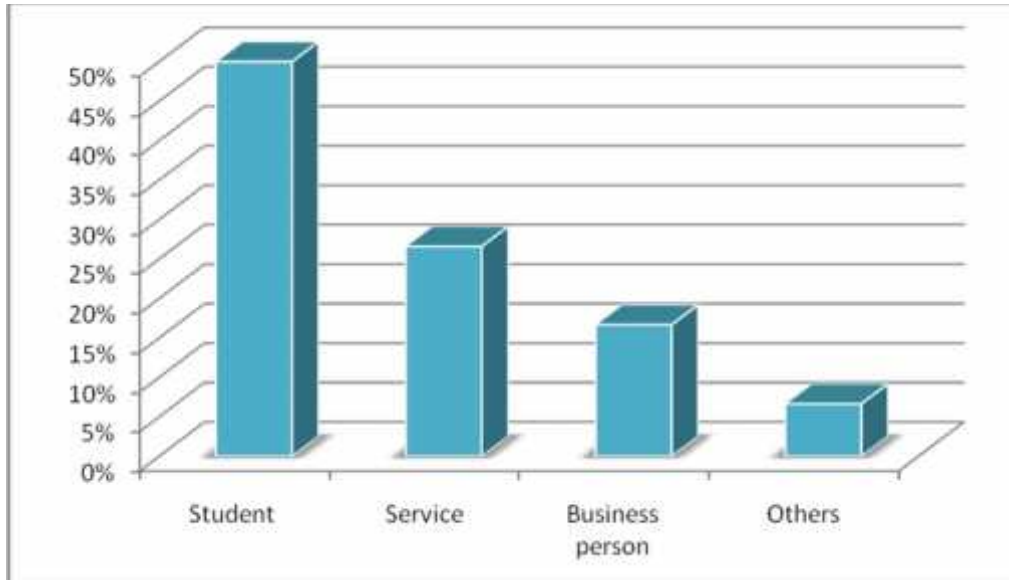
From the above table it can be analyzed that 50% of the consumers of Instant Noodles included in the survey are students, 26.67% are Service holders, 16.67% are Business persons and 6.66% are others, such as housewives.

From the above analysis it can be inferred that most of the consumers of Instant Noodles are student, then after service holders, business persons and others.

The same data have been presented in graphic form as under:

**Figure 4.3**

**Instant Noodles (Profession Wise Classification)**



#### **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 responses has been shown in table 4.4. The interpretation and analysis with inference have been mentioned below table.

**Table 4.4**

**Instant Noodles User (Education Wise Classification)**

<b>Education</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Literate	5	3.33 %
School	75	50 %
SLC	30	20 %
Intermediate	25	16.67 %
Graduate and above	15	10 %
Total	150	100 %

*Source: Primary Data*

From the above table 4.4 it can be analyzed that among the consumers surveyed, according to education background 3.33 % of the consumers are literate, 50%



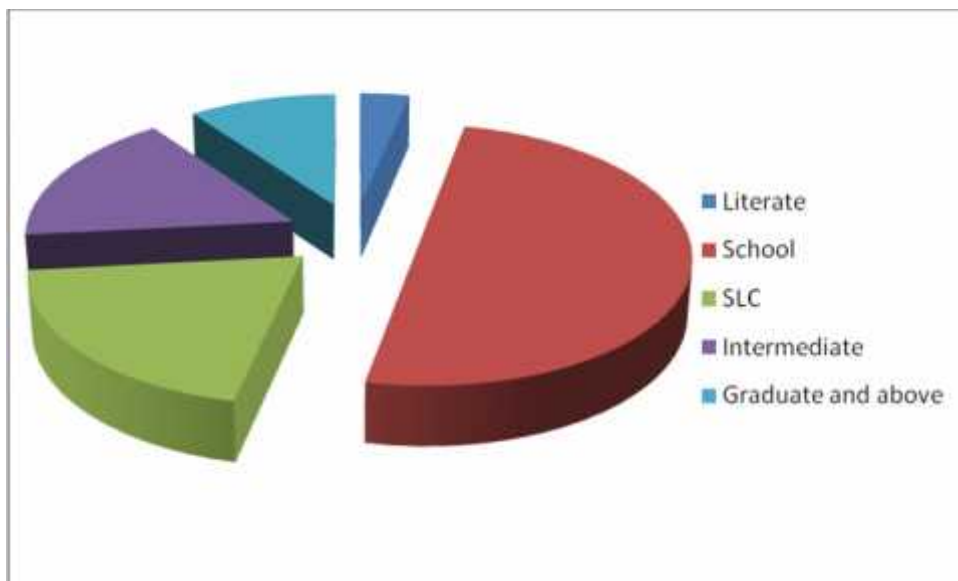
consumers are school students, 20% are SLC students 16.67% are Intermediate students and 10% consumers are Graduate and above.

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 SLC, Intermediate, Graduate & above and Literate.

The same data can also be presented in figure form as under

**Figure 4.4**

**Instant Noodles User (Education Wise Classification)**



#### 4.1.5 Instant Noodles Users (Area Wise Classification)

The researcher has studied use of instant noodles by Kathmandu valley. The result of responses has been shown in table 4.5 The interpretation and analysis with inference have been mentioned below table.

**Table 4.5**

**Instant Noodles Users (Area Wise Classification)**

Area	No of Respondents	Percentage
New road	65	43.33%
Kalanki	55	36.67%
Gaushala	30	20%
Total	150	100%

Source: Primary Data

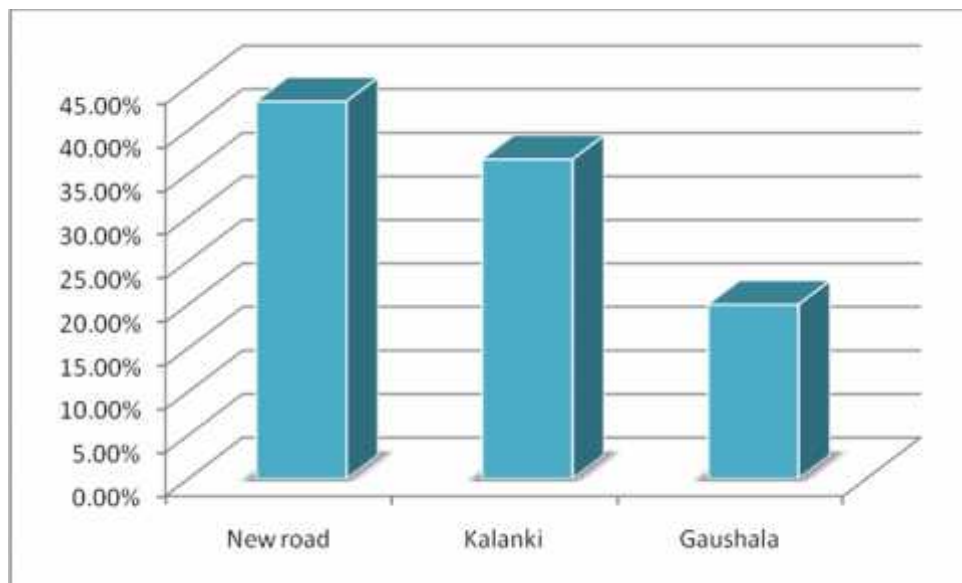
From The above table 4.5 it can be analyzed that 43.33% consumers are from new road, 36.67% consumers are from Kalanki and 20% are from Gaushala.

From the above table 4.5 it can be inferred that most of the consumers of Instant Noodles are from the new road, then after from Kalanki and Gaushala.

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

**Figure 4.5**

**Instant Noodles Users (Area Wise Classification)**



#### **4.1.6 Size of Instant Noodles Consumed by Consumers**

The researcher has studied use of different size of instant noodles by the consumers. The result of responses has been shown in table 4.6 The interpretation and analysis with inference have been mentioned below table.

**Table 4.6**

**Size of Instant Noodles Consumed by Consumers**

Size of Noodles	No. of Respondents	Percentage
50 gms.	30	20%
65 gms.	10	6.67%
75 gms.	110	73.33%
Total	150	100%

*Source: Primary Data*

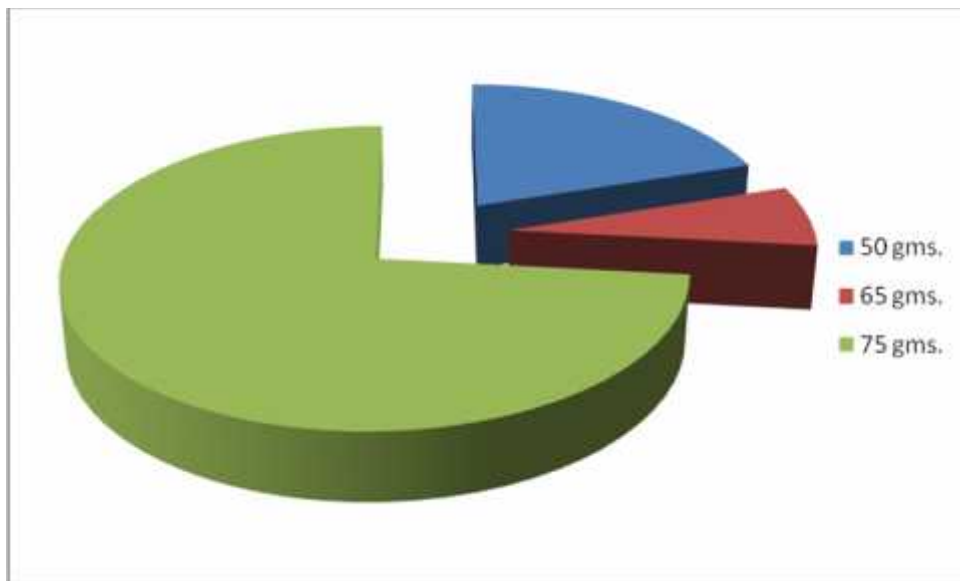
From the above table 4.6 it can be analyzed that 20% consumers are used 50 Gms. Instant Noodles, 6.67% are using 65 Gms Instant Noodles and 73.33% consumers are used 75Gms. Instant Noodles.

From the above analysis it can be inferred that most of the consumers are preferred to use 75gms. Instant Noodles than after 50 Gms. And least no. of consumers preferred to use 65 Gms. Instant Noodles.

The same data from the above table can also be presented in chart form as under,

**Figure 4.6**

**Size of Instant Noodles Consumed by Consumers**



#### **4.1.7 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 4.7 The interpretation and analysis with inference have been mentioned below table.

**Table 4.7**

**Daily Consumption of Instant Noodles**

<b>Consumptions Volume</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1 packet	80	53.33%
2 packets	15	10%
3 packets	5	3.33%
More	50	33.34%

Total	150	100%
-------	-----	------

Source: Primary Data

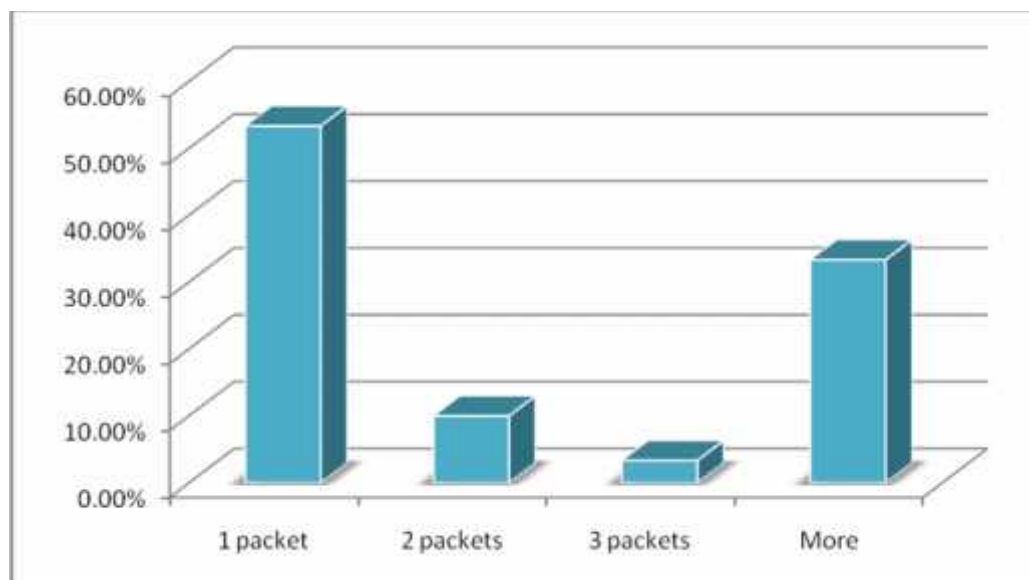
From above table 4.7 it can be analyzed that 53.33% consumers are used 1 packet instant noodles per day, 10% are used 2 packets, 3.33% are used 3 packets and 33.34% are used more than three packets per day.

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

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

**Figure 4.7**

**Daily Consumption of Instant Noodles**



#### **4.1.8 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 4.8 The interpretation and analysis with inference have been mentioned below table.

**Table 4.8**  
**Purpose of Taking Instant Noodles**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
As a breakfast	0	0%
As a launch	0	0%
As a dinner	5	3.33%
As a Tiffin	95	63.33%
Any time	50	33.34%
<b>Total</b>	<b>150</b>	<b>100%</b>

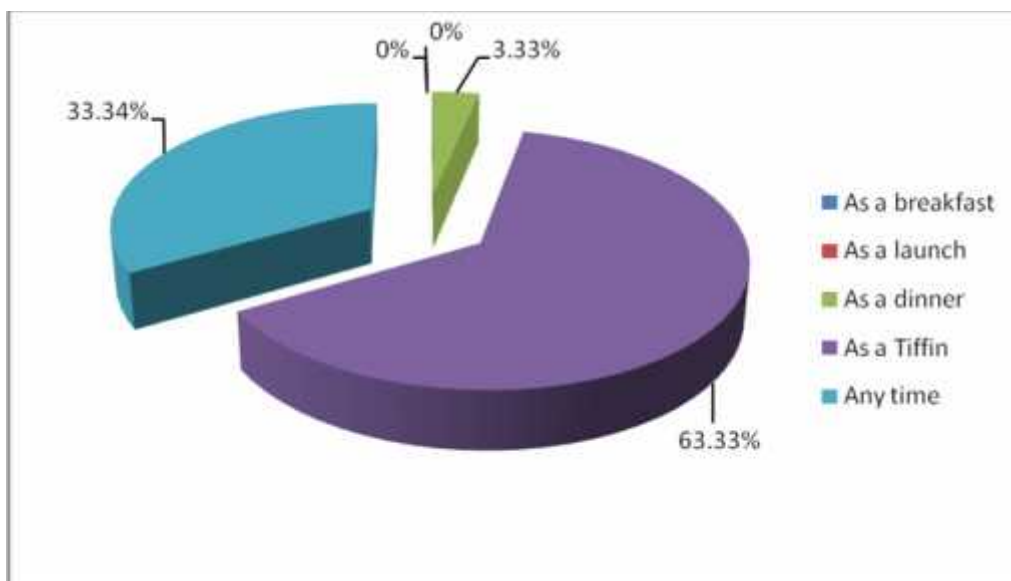
*Source: Primary Data*

From the above table 4.8 it can be analyzed that 3.33% consumers like to have instant noodles as a dinner, 63.33% consumers like to have instant noodles as Tiffin and 33.34% 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 Tiffin, 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 form as under

**Figure 4.8**  
**Purpose of Taking Instant Noodles**



#### 4.1.9 Mostly Taken Place of Instant Noodles

The researcher has studied the mostly taken place of instant noodles. The result of responses has been shown in table 4.9. The interpretation and analysis with inference have been mentioned below table.

**Table 4.9**  
**Mostly Taken Place of Instant Noodles**

Place	No. of Respondents	Percentage
At home	45	30%
At school or college	70	46.67%
At restaurant	20	13.33%
Others	15	10%
Total	150	100%

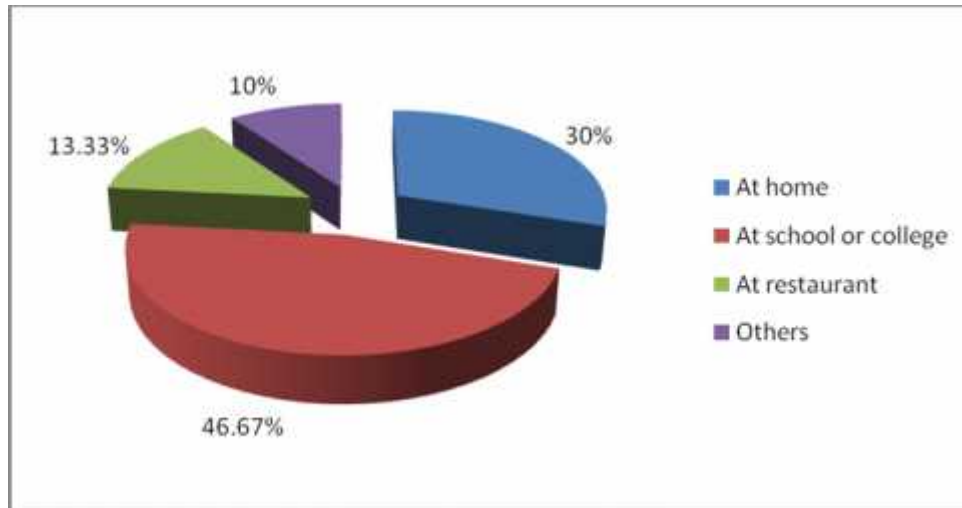
*Source: Primary Data*

From the above table 4.9 it can be analyzed that 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at school or college, 13.33% consumers consumed at restaurant and 10% consumers consumed instant noodles at other place.

From the above analysis it can be inferred that most of the consumers consumed instant noodles at school or college, then after at home and restaurant. Least no. of consumers consumed instant noodles at other place like traveling, gathering etc.

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

**Figure 4.9**  
**Mostly Taken Place of Instant Noodles**



#### 4.1.10 Reason of Taking Noodles

The researcher has studied the reason of taking Instant Noodles. The result of responses has been shown in table 4.10 The interpretation analysis with inference have been mentioned below table.

**Table 4.10**  
**Reason of Taking Noodles**

Reason	No of Respondent	Percentage
For fun	15	10%
Easy to cook	40	26.67%
Can eat directly without cook	85	56.67%
Enough for meal	10	6.66%
Total	150	100%

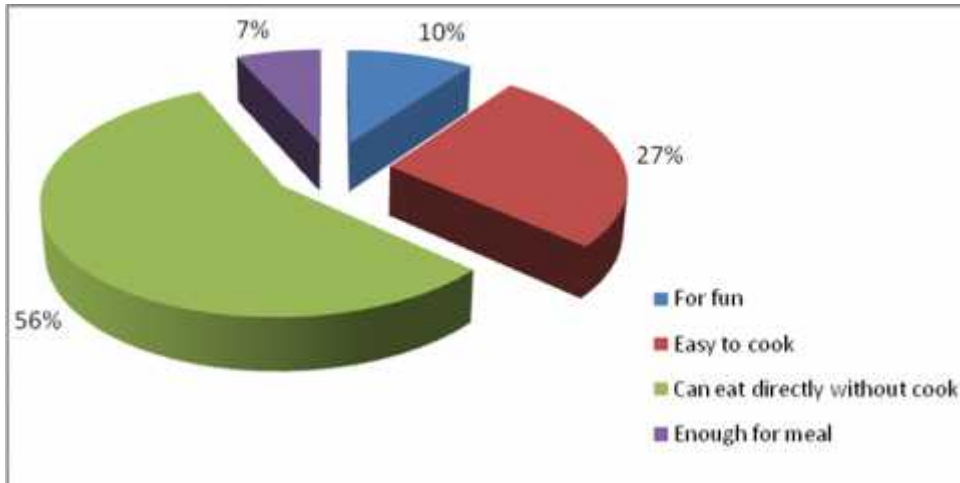
*Source: Primary Data*

From the above table 4.10 it can be analyzed that 10% consumers eat noodles for fun, 26.67% consumers eat due to easy to cook, 56.67% consumers eat due to directly eat without cook and 6.66% consumers eat instant noodles for enough meal.

From the above analysis it can be inferred that most of consumers eat instant noodles due to directly can eat without cook, then after due to easy to cook, for fun and least no. of consumers eat for enough mail. It means only for the few consumers eat as meal.

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

**Figurer 4.10**  
**Reason of Taking Noodles**



#### 4.1.11 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 4.11. The interpretation and analysis with inference have been mentioned below table,

**Table 4.11**

#### **Classification of Preference Toward Brand by the Consumers**

<b>Brand</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Wai Wai	65	43.33%
Mayos	30	20%
Rum Pum	35	23.33%
Gol Mol	5	3.33%
RaRa	10	6.66%
Others	5	3.33%
Totals	150	100%

*Source: Primary Data*

From the above table 4.11 it can be analyzed that among the surveyed of 150 consumers in Kathmandu valley, 43.33% consumers prefer Wai Wai 20% prefer Mayos, 23.33% prefer Rumpum, 3.33 % prefer Gol Mol, 10% prefer RaRa and 3.33% consumer prefer other brand.

From the above analysis, it can be inferred that Most of the consumers prefer to have Wai Wai. It proves that Wai Wai is the brand leader in instant noodles. Then after

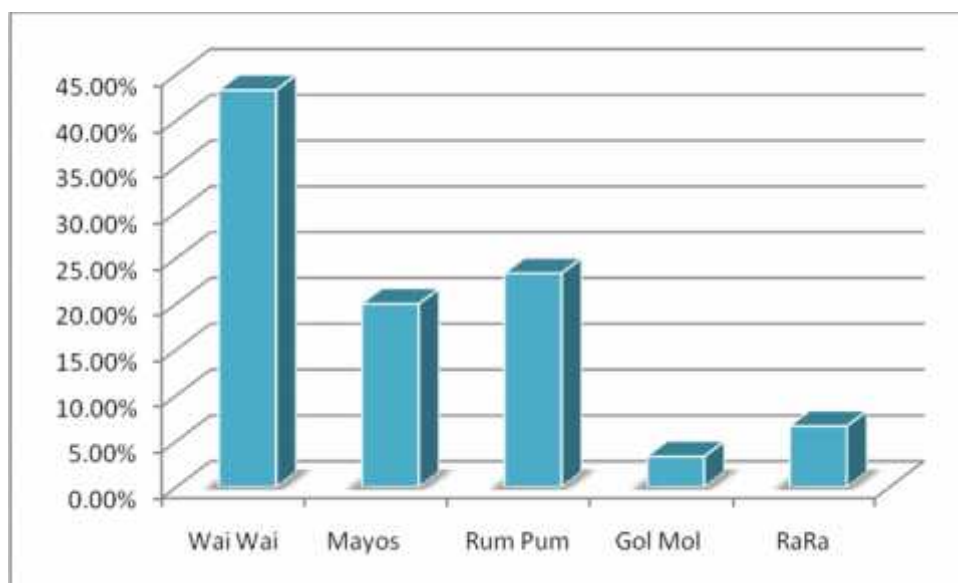


Rum Pum, Mayos, RaRa, other brands. Gol Mol. In white noodles RaRa is the brand leader.

The data from the above table can also be presented in graphic form as under:

**Figure 4.11**

**Classification of Preference Toward Brand by the Consumers**



**4.1.12 Classification of Effective Advertisement Media for Introducing Instant Noodles**

The researcher has studied the effective advertisement media for introducing instant noodles to the consumers. The result of responses has been shown in table 4.12. The interpretation and analysis with inference have been motioned below table,

**Table 4.12**

**Classification of Effective Advertisement Media for Introducing Instant Noodles**

Advertisement media	No. of respondents	Percentage
From advertisement of NTV, KTV and Image	80	53.34%
From advertisement of Radio Nepal	8	5.34%
From advertisement of FM	20	13.33%
From advertisement of newspaper and magazine	20	13.33%
From the advertisement of poster	3	2%
From friends	5	3.33%
From hoarding board	2	1.33%
From neon sign and glow sign	2	1.33%
All of the above	10	6.67%
Total	150	100%

*Source: Primary Data*

From the above table 4.12 it can be analyzed that 53.34% effective media of instant noodles is NTV, 5.34% is Radio Nepal, 13.33% effective media of instant noodles is

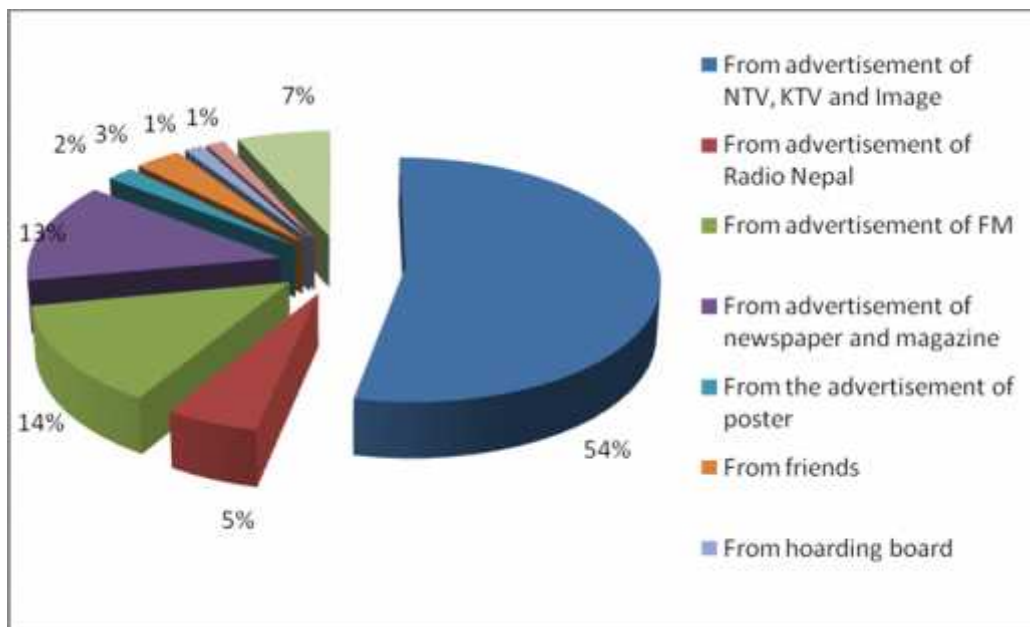
FM, 13.33% is News Paper and magazine, 2% is Poster, 3.33% is friends, 1.33% is hoarding board, 1.33% is neon sign and glow sign and 6.67% effective media of instant is all.

From the above analysis it can be inferred that most effective advertisement media of instant noodles is NTV, KTV and Image channel. Then after FM, News paper and magazine, all media, Radio Nepal, Friends, Posters and Hoarding board and Neon sign & Glow sign is the poor effective advertisement media of instant noodles.

The same data can also be presented in the form of chart as under:

**Figure 4.12**

**Classification of Effective Advertisement Media for Introducing Instant Noodles**



**4.1.13 Brand's Best Advertisement of Instant Noodles**

The researcher has studied (lie best advertisement of (he Instant Noodles. The result of responses has been shown in table 4.13. The interpretation and analysis with inference have been mentioned below table:

**Table 4.13**

**Brand's Best Advertisement of Instant Noodles**

<b>Brand</b>	<b>No. of Respondent</b>	<b>Percentage</b>
Wai wai	40	26.67%
Mayos	50	33.34%
Rum Pum	35	23.33%
Gol Mol	10	6.67%
Rara	10	6.67%
Others	5	3.33%
Total	150	100%

*Source: Primary Data*

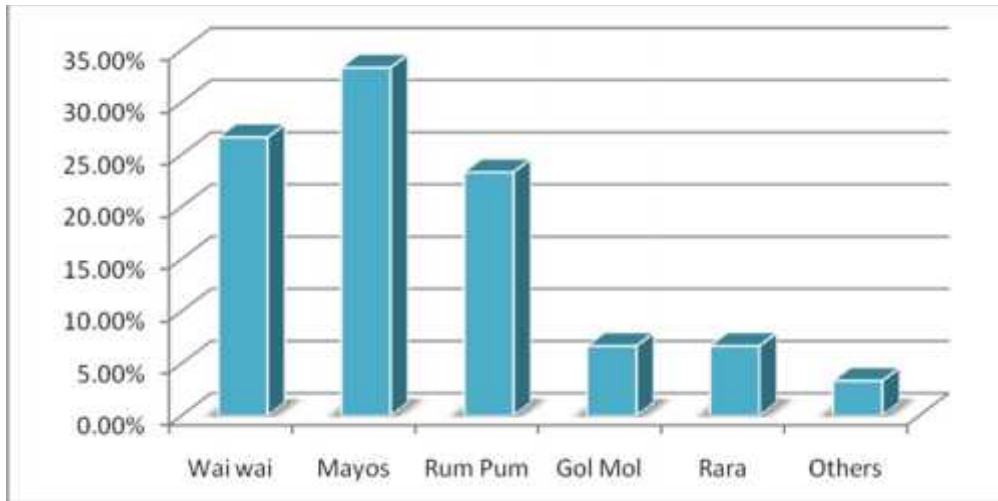
From the above table 4.13 it can be analyzed that 26.67% consumers like the advertisement of Wai Wai, 33.34% consumers like the advertisement of Mayos, 23.33% like the advertisement of Rum Pum, 6.67% like the advertisement of Gol Mol and RaRa, and 3.33% consumers like the advertisement of others brand like MiMi, Big MiMi, Hurya, Le-Kali etc.

From the above analysis it-can be inferred that most of the consumers like the advertisement of Mayos, then after the consumers like the advertisement of Wai Wai, Rum Pum, other brands like Min Min. Big MiMi, Hurya, Lckali etc, U-key, Gol Mol, JoJo and RaRa.

The data from the above table 4.13 can also be presented in graphic form as under,

**Figure 4.13**

**Brand's Best Advertisement of Instant Noodles**



#### 4.1.14 The Popular Advertisement Media for Instant Noodles

The researcher has studied the popular advertisement media for instant noodles. The result of responses has been shown in table 4.14. The interpretation and analysis with inference have been mentioned below table,

**Table 4.14**

**The Popular Advertisement Media for Instant Noodles**

Brand	TV	Percentage	FM	Percentage	News Paper	Percentage	Friend	Percentage	Total
Wai Wai	100	66.67	20	13.33	20	13.33	10	6.67	150
Mayos	110	73.34	10	6.67	20	13.33	10	6.67	150
Rum Pum	100	66.67	15	10	15	10	20	13.33	150
Gol Mol	110	73.34	15	10	20	13.33	5	3.33	150
RaRa	90	60	30	20	20	13.33	10	6.67	150

*Source: Primary Data*

In Wai-Wai TV advertisement is 66.67% popular, FM is 13.33% popular, News paper is also 13.33%, from friends' circle 6.67% popular.

In Mayos TV advertisement is 73.34% popular, FM is 6.66% popular, News paper is also 13.33%, from friends' circle 6.67% popular.

In Rum Pum TV advertisement is 66.67% popular, FM is 10% popular, News paper is also 10%, from friends' circle 13.33% popular.

In Gol Mol TV advertisement is 73.34% popular, FM is 10% popular, News paper is also 13.33%, from friends' circle 3.33% popular.

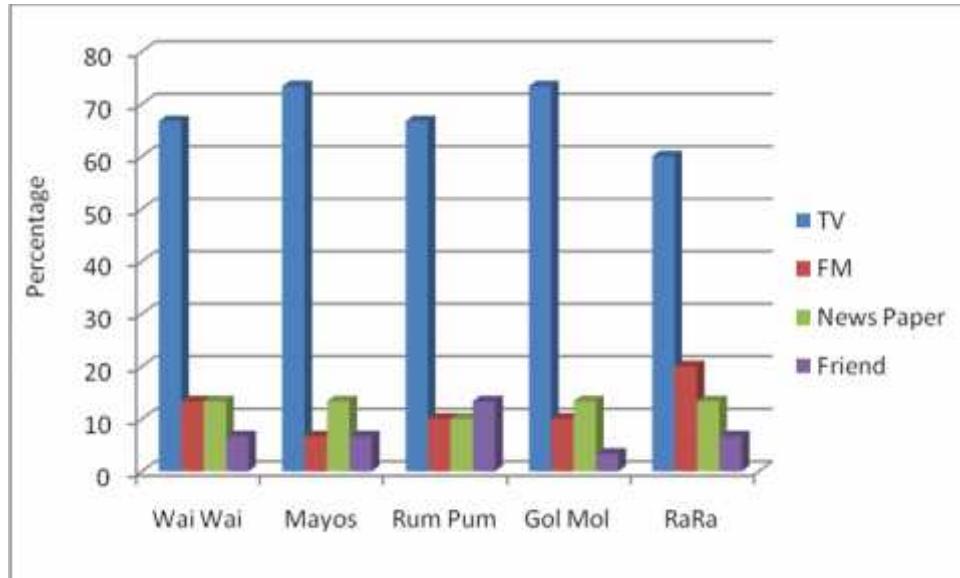
In RaRa TV advertisement is 60% popular, FM is 20% popular, News paper is also 13.33%, from friend? Circle 6.67% popular.

From the above analysis it can be inferred that TV media of the advertisement is the most popular for all brand of instant noodles then other media

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

**Figure 4.14**

**The Popular Advertisement Media for Instant Noodles**



**4.1.15 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 4.15. The interpretation and analysis with inference have been mentioned below table.

**Table 4.15**

**Habit of the Consumers Taking Instant Noodles**

Habit	No. of Respondents	Percentage
Always	60	40%
Often	75	50%
Sometime	15	10%
Total	150	100%

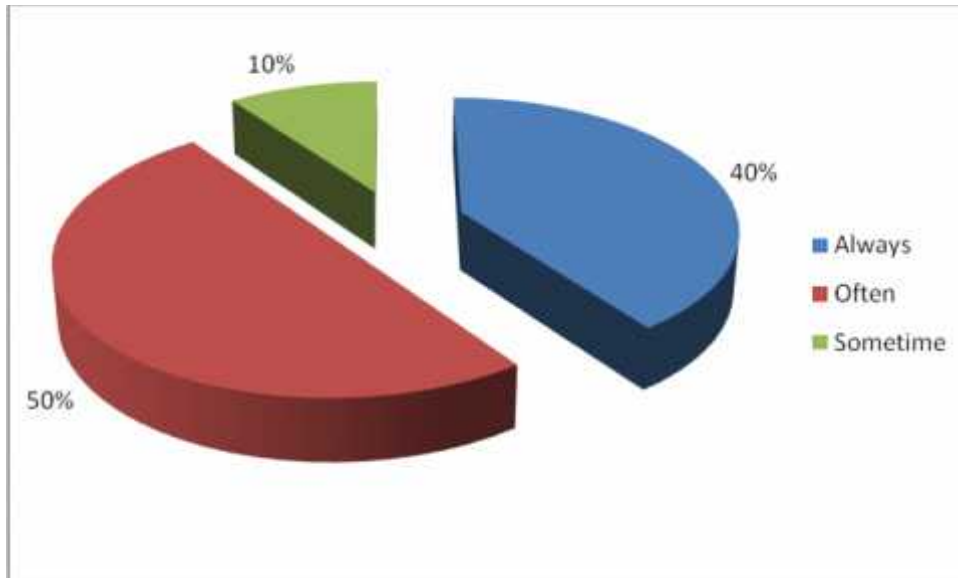
*Source: Primary Data*

From the above table 4.15 it can be analyzed that 40% consumers take always the instant noodles, 50% consumers take often the instant noodles and 10% consumers take sometimes the instant noodles.

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

The data from the above table 4.15 can also be presented in the form of chart as under,

**Figure 4.15**  
**Habit of the Consumers Taking Instant Noodles**



**4.1.16 Decision Making to the Particular Brand of Instant Noodles before going to Shop**

The researcher has studied the decision making to the particular brand of instant noodles before going to shop by the consumer. The result of responses has been shown in table 4.16. The interpretation and analysis with inference have been mentioned below table,

**Table 4.16**  
**Decision Making to the Particular Brand of Instant Noodles**  
**Before going to Shop**

Decision	No. of Respondents	Percentage
Yes	130	86.67%
No	20	13.33%
Total	150	100%

*Source: Primary Data*

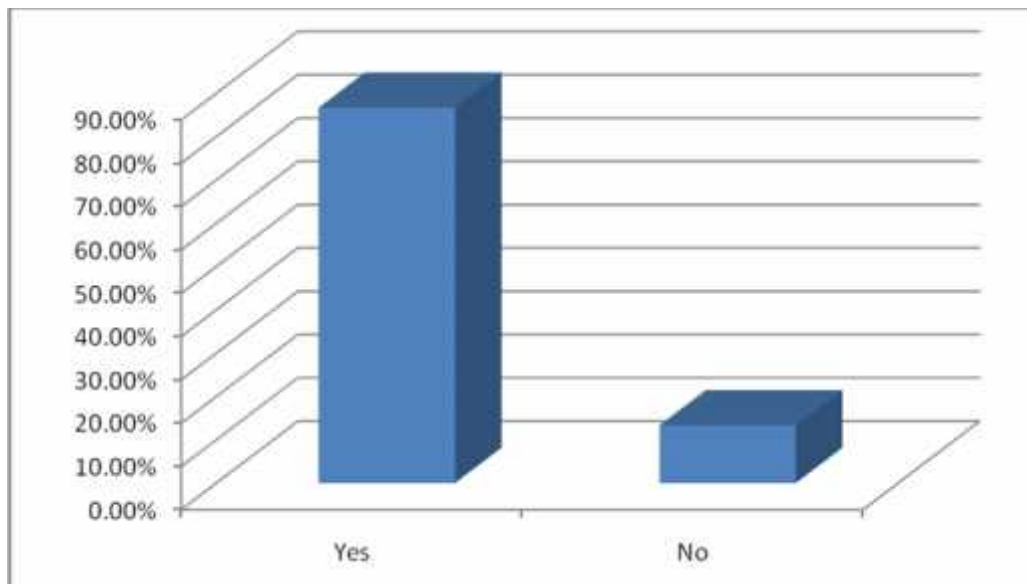
From the above table 4.16 it can be analyzed that 86.67% consumers already took the decision which brand they had to buy before going to shop and 13.33% consumers take the decision to the shop.



From the above analysis it can be analyzed that 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 form as under:

**Figure 4.16**  
**Decision Making to the Particular Brand of Instant Noodles**  
**before going to Shop**



#### 4.1.17 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 4.17. The interpretation and analysis with inference have been mentioned below table:

**Table 4.17**  
**Behavior in case of Unavailability of the Favorite Brand**

Option	No. of Respondents	Percentage
Wait for favorite brand	30	20%
Take any other available brand	120	80%
Total	150	100%

Source: Primary Data

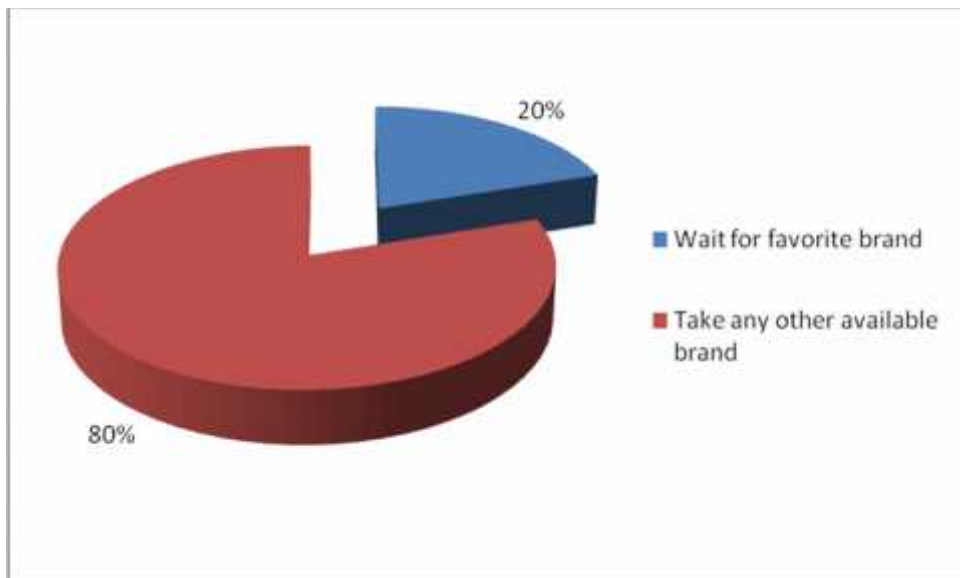
From the above table 4.17 it can be analyzed that 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand.

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 4.17 can also be presented in chart form as below:

**Figure 4.17**

**Behavior in Case of Unavailability of the Favorite Brand**



**4.1.18 Quality Awareness of Consumer Towards the Instant Noodles while Purchasing**

The researcher has studied the quality awareness of consumers towards the instant noodles while purchasing. The result of responses has been shown in table 4.18. The interpretation and analysis with inference have been mentioned below table:

**Table 4.18**

**Quality Awareness of Consumer Towards the Instant Noodles while Purchasing**

<b>Quality</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Very High	10	6.67%
High	40	26.67%
Moderate	60	40%
Low	10	6.67%
Very Low	5	3.33%
Don't know	25	16.66%
Total	150	100%

*Source: Primary Data*

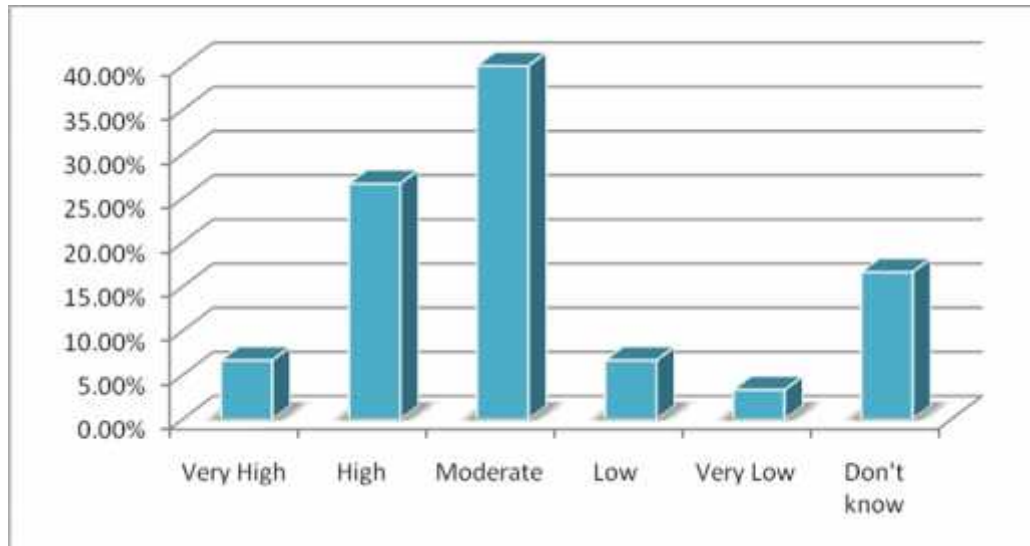
From the above table 4.18 it can be analyzed that 6.67% consumers are very highly aware in quality, 26.67% are highly aware, 40% are moderately aware, 6.67% are lowly aware, 3.33% are very lowly aware, 16.66% consumers are unknown about the quality of instant noodles.

From the above analysis it can be inferred that most consumers are moderately aware about the quality of the instant noodles. Then after highly, very highly, lowly and very 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 form as under:

**Figure 4.18**

**Quality Awareness of Consumer Towards the Instant Noodles while Purchasing**



#### 4.1.19 Evaluation of Brand of Instant Noodles in the Basis of Quality

The researcher has studied the evaluation of brand of instant noodles in the basis of quality. The result of responses has been shown in table 4.19. The interpretation and analysis with inference have been mentioned below table

**Table 4.19**

**Evaluation of Brand of Instant Noodles in the Basis of Quality**

Brand	Good	%	Very Good	%	Bad	%	Very Bad	%	Don't Know	%
Wai Wai	95	63.33	30	20	0	0	0	0	25	16.67
Mayos	100	66.67	15	10	0	0	0	0	35	23.33
Gol Mol	50	33.33	10	6.67	10	6.67	0	0	80	53.33
RaRa	100	66.67	30	20	0	0	0	0	20	13.33
Rum Pum	100	66.67	20	13.33	0	0	0	0	30	20

*Source: Primary Data*

#### **Wai Wai:**

From the above table 4.19 it can be analyzed that 63.33% consumers said that the quality of wai wai is good, 20% said very good, 16.67% consumers are unknown about the quality of wai wai.

#### **Mayos:**

From the above table 4.19 it can be analyzed that 66.67% of the consumers said that the quality of the mayos is good, 10% said very good, 23.33% are unknown about the quality of mayos.

**Gol Mol:**

33.33% consumers said that the quality of Gol Mol is good, 6.67% said very good, 6.67% said bad and 53.33% are unknown about the quality of Gol Mol.

**RaRa:**

66.67% consumers said that the quality of RaRa is good, 13.33% said very well and 13.33% are unknown about the quality of RaRa.

**Rum Pum:**

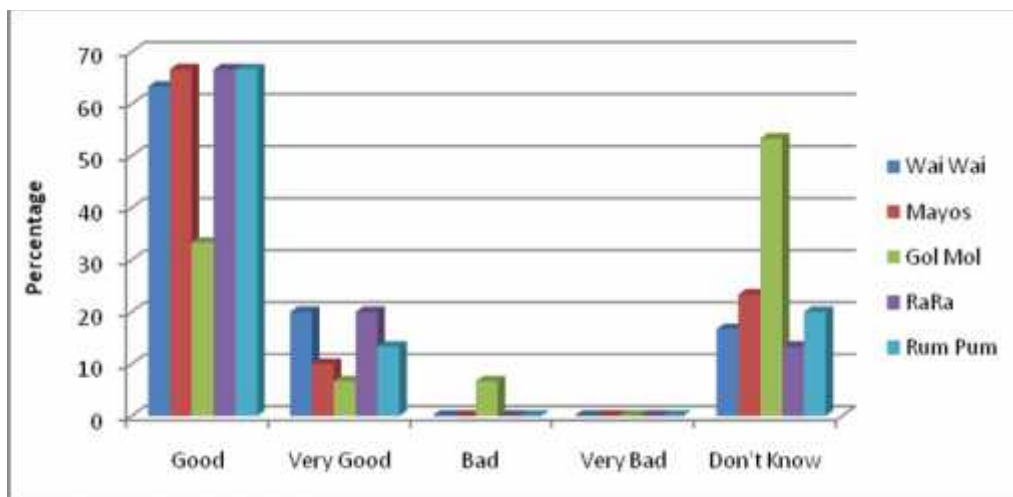
66.67% consumers said that the quality of Rum Pum is good, 13.33% Said very well and 20% are unknown about the quality of Rum Pum.

From the above analysis it can be inferred that most of the consumers liked the quality of Wai Wai, Mayos, RaRa and Rum Pum very much. Most of the consumers are unknown about the quality of Gol mol.

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

**Figure 4.19**

**Evaluation of Brand of Instant Noodles in the Basis of Quality**



**4.1.20 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 4.20 the interpretation and analysis with inference have been mentioned below table,

**Table 4.20**

**Price Preference of the Instant Noodles given by the Consumers**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Very High	5	3.33%
High	10	6.67%
Moderate	85	56.67%
Low	20	13.33%
Very Low	10	6.67%
Don't Know	20	13.33%
Total	150	100%

*Source: Primary Data*

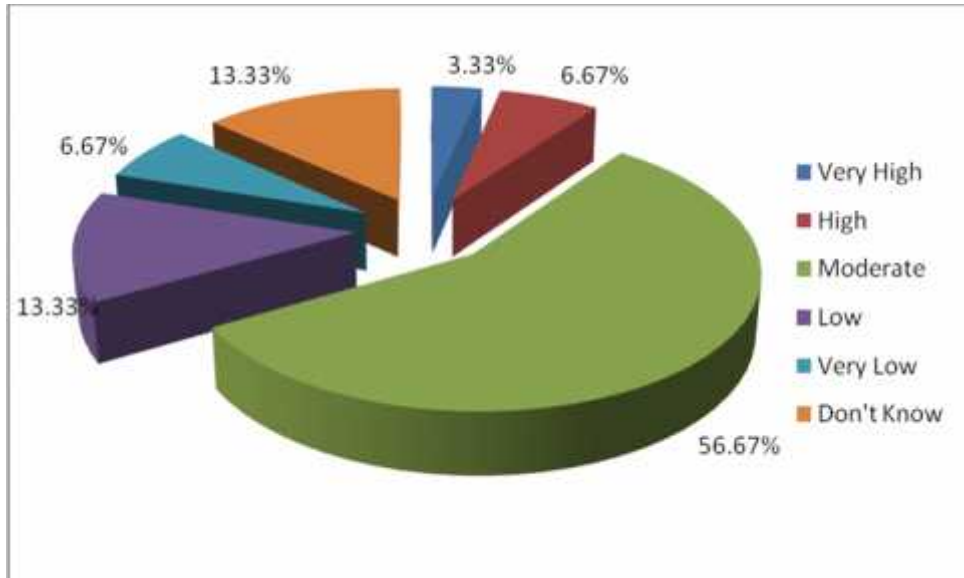
From the above table 4.20 it can be analyzed that 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference highly, 56.67% consumers give the price preference moderately, 13.33% consumers give the price preference lowly, 6.67% consumers give the price preference very lowly, 20% 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 4.20 can also be presented in the form of chart as under,

**Figure 4.20**

**Price Preference of the Instant Noodles given by the Consumers**



#### 4.1.21 Evaluation of Brand of Instant Noodles in the Basis of Price

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

**Table 4.21**

**Evaluation of Brand of Instant Noodles in the Basis of Price**

<b>Brand</b>	<b>Exp.</b>	<b>%</b>	<b>Very Exp</b>	<b>%</b>	<b>Chp.</b>	<b>%</b>	<b>Very Chp.</b>	<b>%</b>	<b>Ok or Reso.</b>	<b>%</b>
Wai Wai	10	6.67	5	3.33	0	0	0	0	135	90
Mayos	15	10	10	6.67	0	0	0	0	125	83.33
Gol Mol	40	26.67	15	10	0	0	0	0	95	63.33
RaRa	0	0	0	0	85	56.67	15	10	50	33.33
Rum Pum	15	10	5	3.33	5	3.33	0	0	125	83.34

*Source: Primary Data*

Note: Exp.: Expensive Chp: Cheap Reso: Reasonable

**Wai Wai:**

From the above table 4.21 it can be analyzed that 6.67% consumers said that the price of wai wai is expensive, 3.33% said very expensive, 90% consumers said that the price of Wai Wai is ok or reasonable.

**Mayos:**

From the above table 4.21 it can be analyzed that 10%-of the consumers said that the price of the mayos is expensive, 6.67% said very expensive, 83.33% consumers said that the price of mayos is ok or reasonable.

**Gol Mol:**

From the above table 4.21 it can be analyzed that 26.67% of the consumers said that the price of the Gol Mol is expensive, 10% said very expensive, 63.33% consumers said that the price of Gol Mol is ok or reasonable.

**RaRa:**

From the above table 4.21 it can be analyzed that 56.67% of the consumers said that the price of the RaRa is cheap, 10% said very cheap, 33.33% consumers said that the price of RaRa is ok or reasonable.

**Rum Pum:**

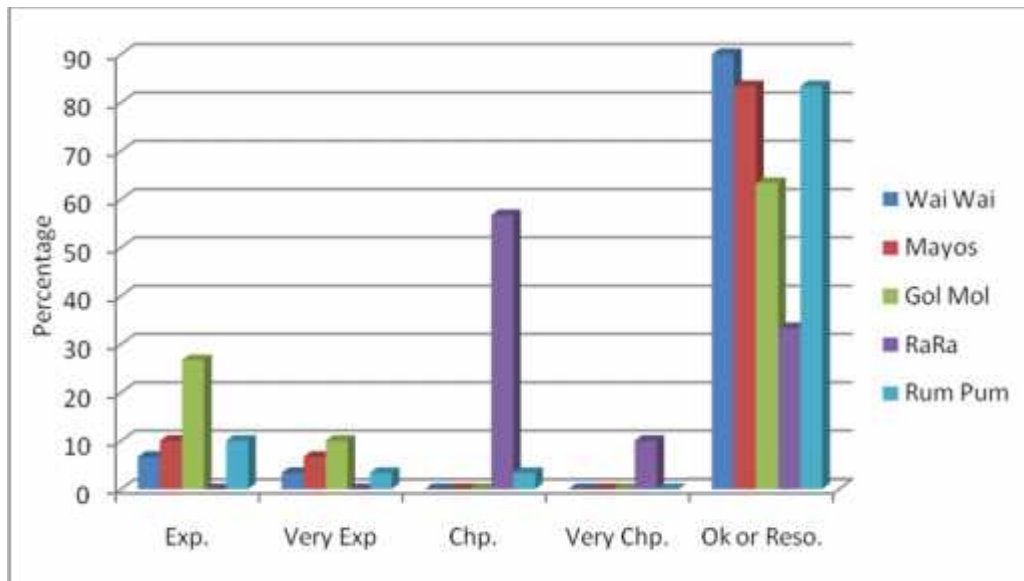


From the above table 4.21 it can be analyzed that 10% of the consumers said that the price of the Rum Pum is expensive, 3.33% said very expensive, 3.33% consumers said the price of Rum Pum is cheap. 83.34% consumers said that the price of Rum Pum is ok or reasonable.

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, Gol Mol, and Rum Pum is ok or 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 numbers of the consumers said the price of Wai, Wai, Mayos, Gol Mol, and Rum Pum is ok or reasonable.

**Figure 4.21**

**Evaluation of Brand of Instant Noodles in the Basis of Price**



**4.1.22 Factor Influence to leave the Favorite Brand and Switch to Alternative Brand**

The researcher has studied the influencing factor which made the consumer leave his/her favorite brand and switch to alternative brand. The result of responses has been shown in table 4.22. The interpretation and analysis with inference have been mentioned below table,

**Table 4.22**

**Factor Influence to leave the Favorite Brand and Switch to Alternative Brand**

<b>Brand</b>	<b>Price Active</b>	<b>%</b>	<b>Adv. Camp.</b>	<b>%</b>	<b>Test New Brand</b>	<b>%</b>	<b>Non Of above</b>	<b>%</b>
Wai Wai	5	3.33	45	30	90	60	10	6.67
Mayos	10	6.67	50	33.33	80	53.33	10	6.67
Rum Pum	10	6.67	40	26.67	90	60	10	6.66
Gol Mol	20	13.33	35	23.33	80	53.34	15	10
RaRa	0	0	40	26.67	100	66.66	10	6.67

*Source: Primary Data*

Note: Active: Activity, Adv: Advertisement, Camp: Campaign

**Wai Wai:**

From the above table 4.22 it can be analyzed that 3.33% consumers changed their favorite brand wai wai due to price activity, 30% consumers changed their favorite brand wai wai due to advertisement campaign by the competitor brand. 60% Consumers changed their favorite brand wai wai due to desire to test new brand and 6.67% consumers had no reason to change their favorite brand wai wai.

**Mayos:**

From the above table 4.22 it can be analyzed that 6.67% consumers changed their favorite brand mayos due to price activity, 33.33% consumers changed their favorite brand mayos due to advertisement campaign by the competitor brand, 53.33%, consumers changed their favorite brand mayos due to desire to test new brand and 6.67% consumers had no reason to change their favorite brand mayos.

**Rum Pum:**

From the above table 4.22 it can be analyzed that 6.67% consumers changed their favorite brand Rum Pum due to price activity, 26.67% consumers changed their favorite brand Rum Pum due to advertisement campaign by the competitor brand, 60% consumers changed their favorite brand Rum Pum due to desire to test new brand and 10% consumers had no reason to change their favorite brand Rum Pum.

**Gol Mol:**

From the above table 4.22 it can be analyzed that 13.33% consumers changed their favorite brand Gol Mol due to price activity, 23.33% consumers changed their favorite brand Gol Mol due to advertisement campaign by the competitor brand, 53.33% consumers changed their favorite brand Gol Mol due to desire to test new brand and 10% consumers had no reason to change their favorites brand Gol Mol.

**RaRa:**

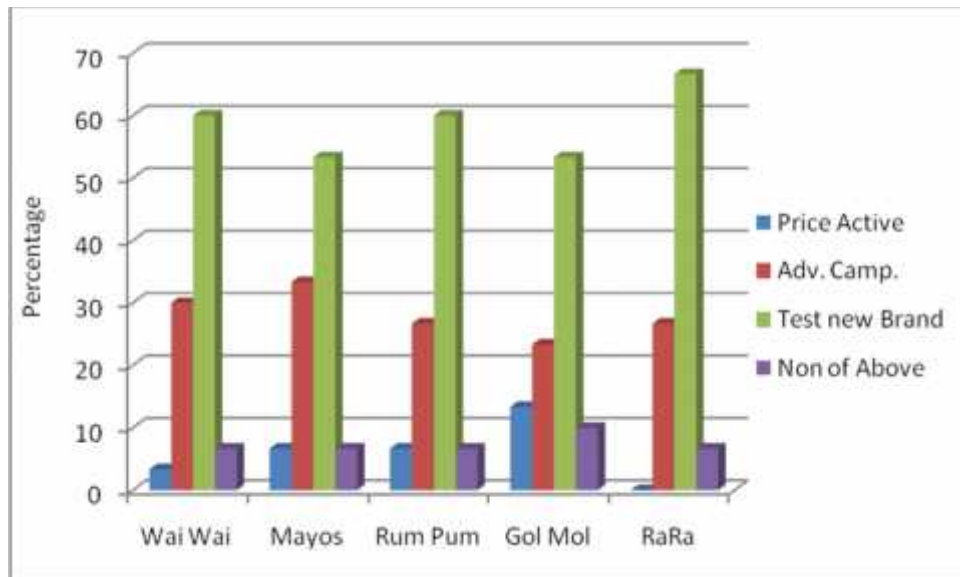
From the above table 4.22 it can be analyzed that consumers changed their favorite brand RaRa due to price due to advertisement campaign by the competitor brand, 66.6% Consumers changed their favorite brand RaRa due to desire to test new brand and 6.67% consumers had no reason to chaos their favorite brand RaRa.

From the above analysis it can be inferred that 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 tinged their brand due to price.

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

**Figure 4.22**

**Factor Influence to leave the Favorite Brand and Switch to Alternative Brand**



**4.1.23 Changing of Favorite Brand Due to Attractive Scheme of Competitor Brand**

The researcher has studied. (lie changing of favorite brand due to attractive scheme of competitor brand. The result of responses has been shown in table 4.23. The interpretation and analysis with inference have been mentioned below table:

**Table 4.23**

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

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Yes	60	40
No	90	60
Total	150	100

*Source: Primary Data*

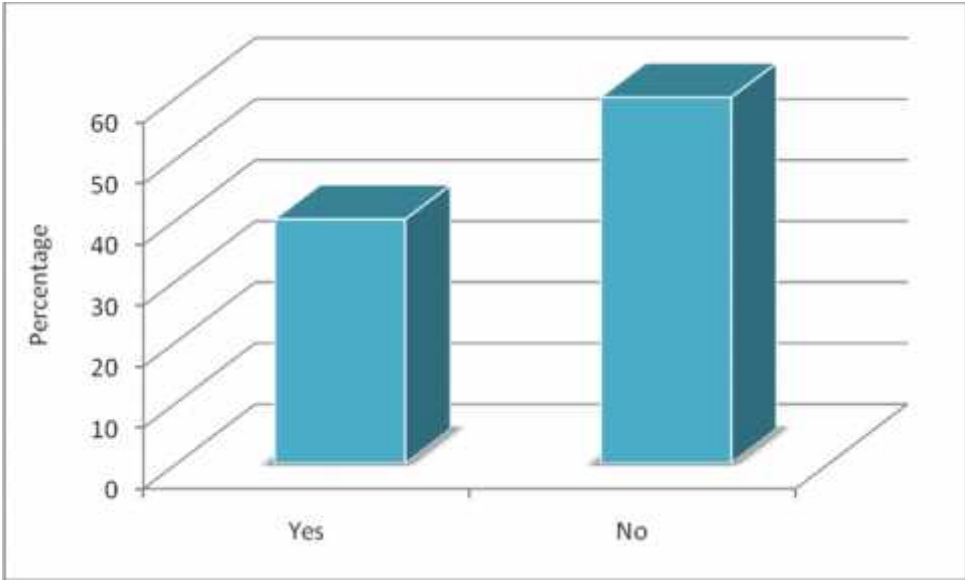
From the above table 4.23 it can be analyzed that 40% consumers changed their favorite brand if any competitor brand give them the attractive. Scheme 60% consumers did not change their favorite brand if the competitor brand gives them attractive scheme.

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 form as under,

**Figure 4.23**

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



#### 4.1.24 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 4.24. The interpretation and analysis with inference have been mentioned below table.

**Table 4.24**

#### **Factor affecting in the Purchase of Instant Noodles**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Test	70	46.67%
Scheme	20	13.33%
Price	10	6.67%
Advertisement	30	20%
Prize	20	13.33%
Total	150	100%

*Source: Primary Data*

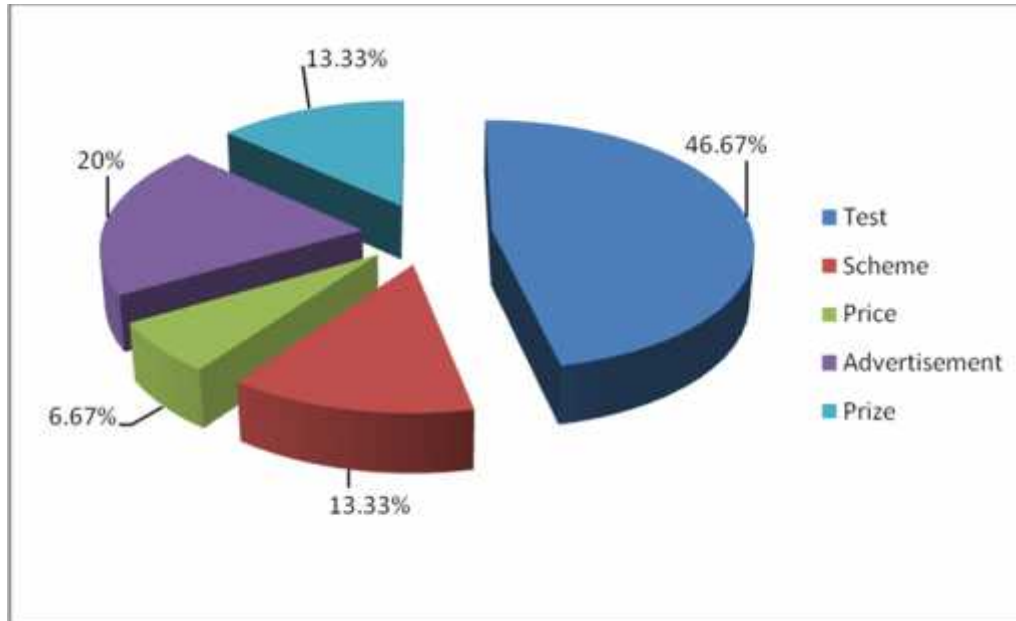
From the above table 4.24 it can be analyzed that 46.67% consumer bought the instant noodles due good test, 13.33% bought due to scheme, 6.67% bought due to low price, 20% consumers bought the instant noodles due to good advertisement and 13.33% bought due to good prize.

From the above analysis it can be inferred that most of the consumers bought the instant noodles due to good test. Most of the consumers prefer to have instant noodles due to test. Then after due to attractive advertisement, scheme and prize. Least no of consumer bought the instant noodles due to low price.

The same data can also be presented in the form of chart as under,

**Figure 4.24**

**Factor affecting in the Purchase of Instant Noodles**



**4.1.25 Effective Scheme Which Influence in the Purchase of Instant Noodles**

The researcher has studied the scheme influencing in the purchase of Instant Noodles. 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**

**Effective Scheme Which Influence in the Purchase of Instant Noodles**

Option	No. of Respondents	Percentage
Cash Prize Inside	15	10%
Chocolate Inside	55	36.66%
Sticker Inside	10	6.67%
Empty packet scheme	10	6.67%
Others	60	40%
Total	150	100%

*Source: Primary Data*

From the above table it can be analyzed that 10% consumers bought the instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% consumers bought due to Sticker inside, 6.67% consumers bought due to

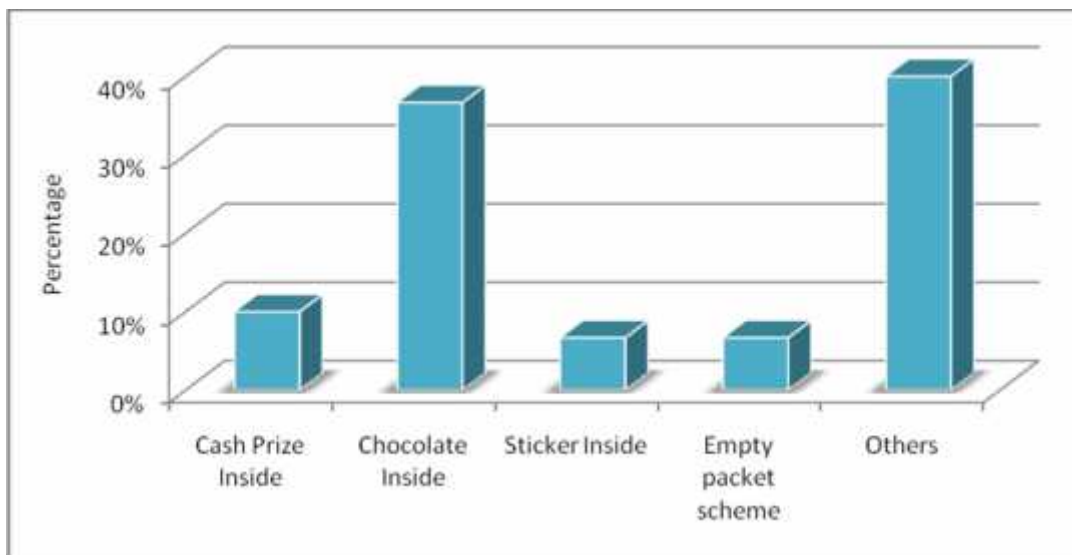
empty packet scheme and 40% of the consumers bought instant noodles due to other scheme like motor, TV, Motor Bike, Video game, Computer etc.

Most of the consumers bought instant noodles due to other scheme like motor, TV, Motor Bike, Video game, Computer etc. Then after due to chocolate inside, cash prize inside, sticker inside and empty packet scheme.

The same data from the above table 4.25 can also be presented in the form of graph as below,

**Figure 4.25**

**Effective Scheme Which Influence in the Purchase of Instant Noodles**



#### **4.1.26 Judgment, Ability of the Consumer in the Purchase of Instant Noodles**

The researcher has studied the judgment of the consumer in the buying of Instant Noodles. The result of responses has been shown in table 4.26. The interpretation and analysis with inference have been mentioned below table:

**Table 4.26**

**Judgment, Ability of the Consumer in the Purchase of Instant Noodles**

Option	No. of Respondents	Percentage
Very high	10	6.67%
High	45	30%
Moderate	85	56.66%
Low	10	6.67%
Very Low	0	0%
Total	150	100%

*Source: Primary Data*

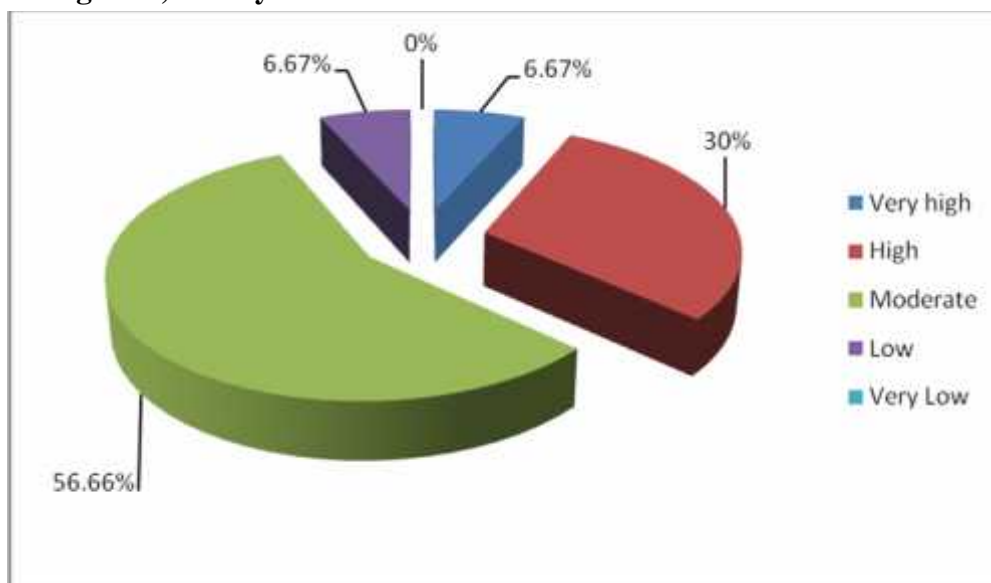


From the above table 4.26 it can be analyzed that 6.67% consumers have very high judgment ability, 30% have high judgment ability, 56.66% have moderate judgment ability and 6.67% have low judgment ability.

From the above analysis it can be inferred that most consumers have neither high nor low judgment ability. It means most of the consumers have middle judgment ability. Then after high and low judgment ability.

The same data can also be presented in chart form as under:

**Figure 4.26**  
**Judgment, Ability of the Consumer in the Purchase of Instant Noodles**



## 4.2 Retail Level Survey

**Retail's Profile:** In this chapter 25 retailers are taken.

### 4.2.1 Availability of Different Brand of Instant Noodles

The researcher has studied the availability of different brands of instant noodles in the market. The result of responses has been shown in table 4.27. The interpretation and analysis with inference have been mentioned below table,

**Table 4.27**  
**Availability of Different Brand of Instant Noodles**

<b>Brand</b>	<b>No. of Retailers</b>	<b>Percentage</b>
Wai Wai	<b>25</b>	100%
Mayos	24	96%
Rum Pum	20	80%
Ruchee	10	40%
Hot Pot	10	40%
Gol Mol	10	40%
RaRa	22	88%
Others	15	60%

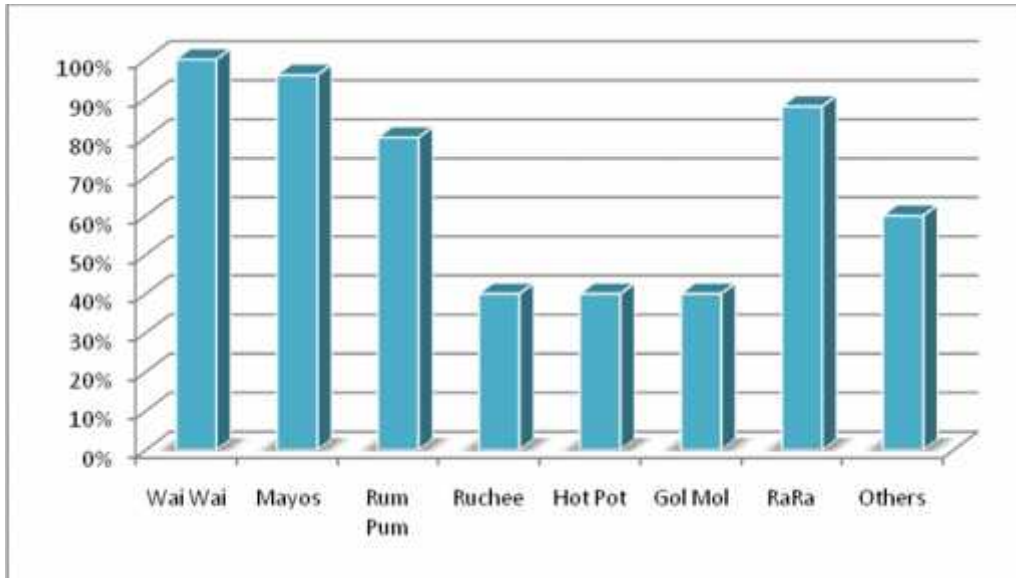
*Source: Primary Data*

From the above table 4.27 it can be analyzed that Wai Wai is available in 100% shop, Mayos is available in 96% shop, Rum Pum in 80%, Rumpum in 80%, Ruchee in 40%, Hot pot in 40%, Golmol in 40%, RaRa in 88% and others brand like , Hurray, Lekali etc are available in 60% 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, RaRa and Rumpum.

The same data from the above table 4.27 can also be presented in graphic form as under

**Figure 4.27**  
**Availability of Different Brand of Instant Noodles**



#### 4.2.2 Brand Wise Sales of Instant Noodles

The researcher has studied the brand wise sales of instant noodles. The result of responses has been shown in table 4.28. The interpretation and analysis with inference have been mentioned below table:

**Table 4.28**  
**Brand Wise Sales of Instant Noodles**

Brand	No. of Retailers	Percentage
Wai Wai	7	28%
Mayos	5	20%
Rum Pum	5	20%
Ruchee	2	08%
Hot Pot	2	08%
Gol Mol	1	04%
RaRa	2	08%
Others	1	04%
Total	25	100%

*Source: Primary Data*

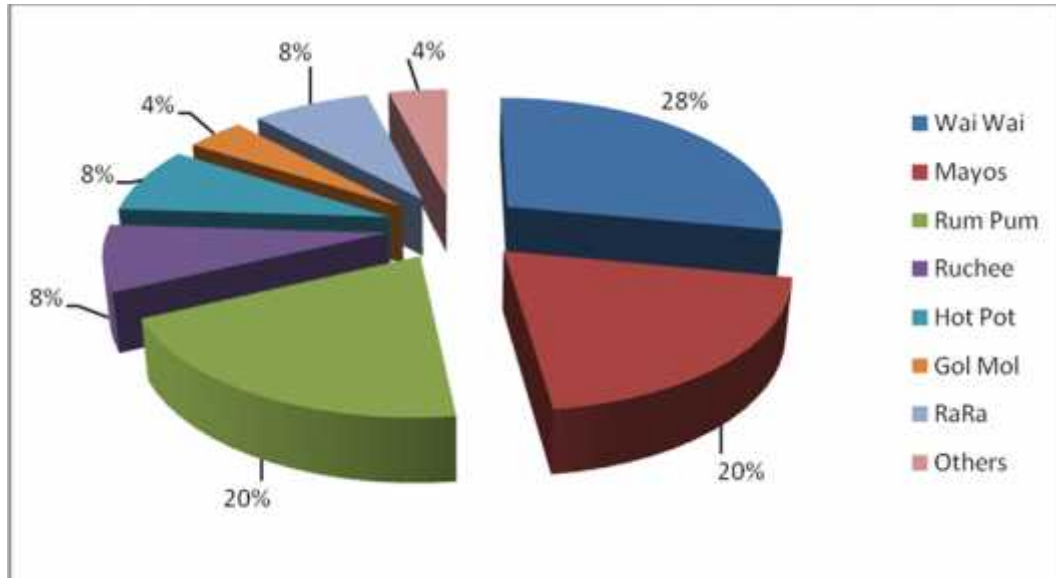
From the above table 4.28 it can be analyzed that 28% retailers sales the brand Wai Wai more, 20% retailers sales the brand Mayos more, 20% retailers sales the brand Rum Pum more. 08% retailers sales the brand Ruchee, Hot Pot, Gol Mol, RaRa and other brand like Big MiMi, MiMi, Hurray, Lekali etc. From the above analysis it can be inferred that most of the retailer's sales the brand Wai Wai more. Then after

Mayos, Rum Pum and RaRa, Least number of retailers sales the brand Ruchee, Hot Pot, Gol Mol, and others brand like Big MiMi, MiMi, Hurray, Lekali etc. more.

The same data can also be presented in chart form as under:

**Figure 4.28**

**Brand Wise Sales of Instant Noodles**



**4.2.3 Age Group of Consumers who buy the Instant Noodles in Retail**

The researcher has studied the age group of consumer who buy the instant noodles in retail. The result of responses has been shown in table 4.29. The interpretation and analysis with inference have been mentioned below table,

**Table 4.29**

**Brand Wise Sales of Instant Noodles**

Age group	No. of Retailer	Percentage
05 To 10	04	16%
10 To 20	14	56%
20 To 30	03	12%
30 To 40	03	12%
40 Above	01	04%
Total	25	100%

*Source: Primary Data*

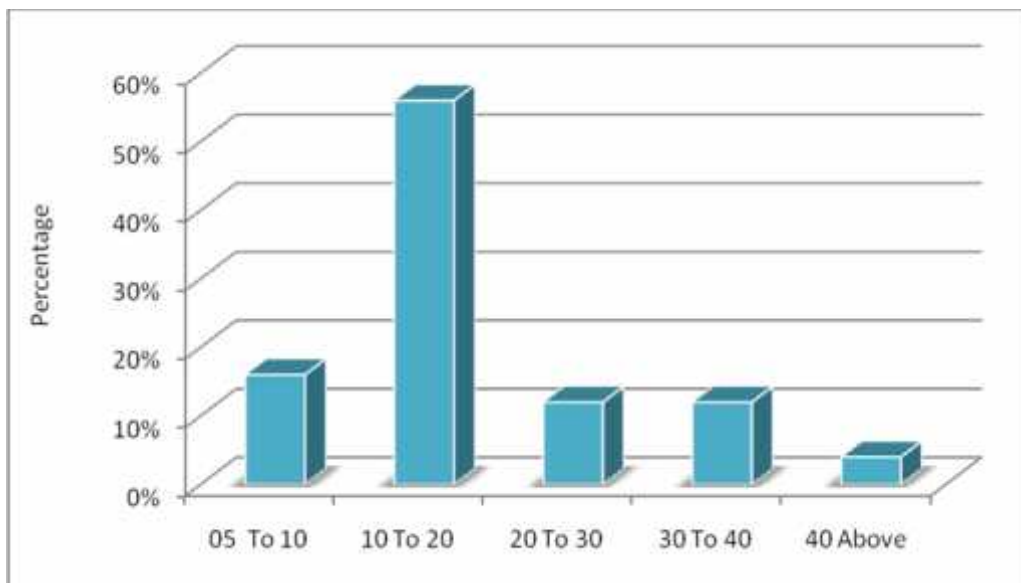
From the above table 4.29 it can be analyzed that the buyers of instant noodles in retail, 16% of the consumers are in the age of between 5-10, 56% in the age of between 10-20, 12% in the age of between 20-30, 12% in the age of between 30-40 and 4% are in the age of above 40.

From the above analysis it can be inferred (hat 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 fail in the age 5-10. So it shows that instant noodles are popular among children, teenager and young people.

The data from the above table 4.29 can also be presented in graphic form as under,

**Figure 4.29**

**Brand Wise Sales of Instant Noodles**



#### **4.2.4 Effect of Advertisement in the Sales of Instant Noodles**

The researcher has studied the effect of advertisement in the sales of Instant Noodles. The result of responses has been shown in table 4.30. The interpretation and analysis with inference have been mentioned below table:

**Table 4.30**

**Effect of Advertisement in the Sales of Instant Noodles**

<b>Option</b>	<b>No. of Retailers</b>	<b>Percentage</b>
Yes	20	80%
No	05	20%
Total	25	100%

*Source: Primary Data*

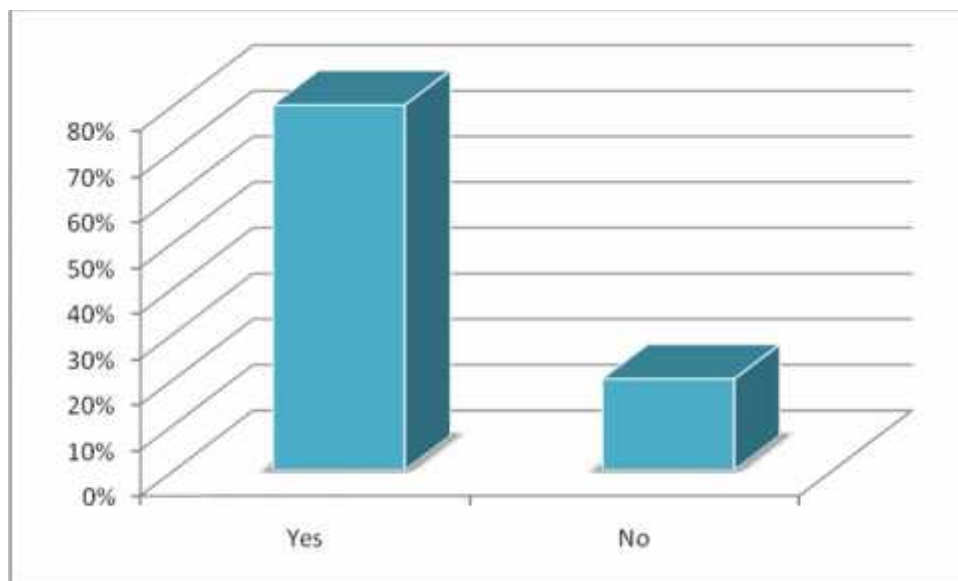
From the above table 80% retailers said that advertisement affects the sales of instant noodles and only 20% retailers do not agree with this.

From the Above analysis it can be inferred that most of the retailers think that advertisement affects the sales of instant noodles. Only the least number of retailers think that advertisement does not affect the sales of instant noodles.

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

**Figure 4.30**

**Effect of Advertisement in the Sales of Instant Noodles**



#### **4.2.5 Highly Affected Brand by the Advertisement**

The researcher has studied the highly affected brand by the advertisement. The result of responses has been shown in table 4.31. The interpretation and analysis with inference have been mentioned below table:

**Table 4.31**

**Highly Affected Brand by the Advertisement**

<b>Brand</b>	<b>No. of Retailers</b>	<b>Percentage</b>
Wai Wai	05	20%
Mayos	10	40%
Rum Pum	05	20%
Ruchee	00	00
Hot Pot	02	08%
Gol Mol	01	04%
RaRa	00	00

Others	02	08%
Total	25	100%

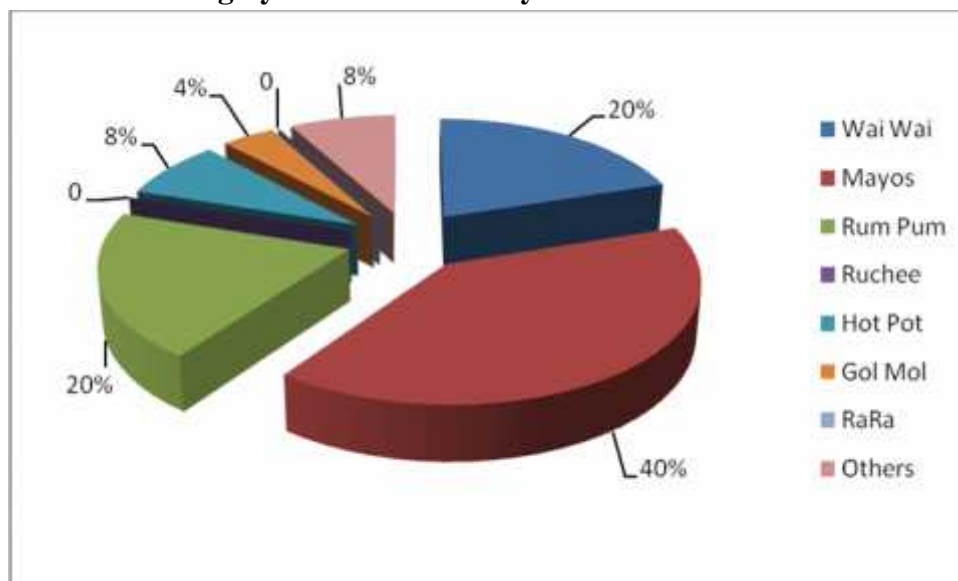
*Source: Primary Data*

From the above table 4.31 it can be analyzed that 20% of the retailers think that the sales of Wai Wai is affected by the advertisement, 40% of the retailers think that the sales of Mayos is affected by the advertisement, 20% of Rum Pum, 8% of Hot Pot, 4% of Gol Mol and 8% of others brand like Big MiMi, MiMi, Hurray, Lekali etc.

From the above analysis it can be inferred that most of the retailers think that the sales of Mayos is highly affected by the advertisement. Second Rum Pum is affected by the advertisement.

The same data can also be presented in chart form as under,

**Figure 4.31**  
**Highly Affected Brand by the Advertisement**



#### 4.2.6 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 4.32; the interpretation and analysis with inference have been mentioned below table;

**Table 4.32**

**Quality wise Classification of Different Brand of Instant Noodles**

<b>Brand</b>	<b>No. of Retailers</b>	<b>Percentage</b>
Wai Wai	08	32%
Mayos	07	28%
Rum Pum	04	16%
Ruchee	00	00
Hot Pot	01	04%
Gol Mol	00	00
RaRa	05	20%
Others	00	00
Total	25	100%

*Source: Primary Data*

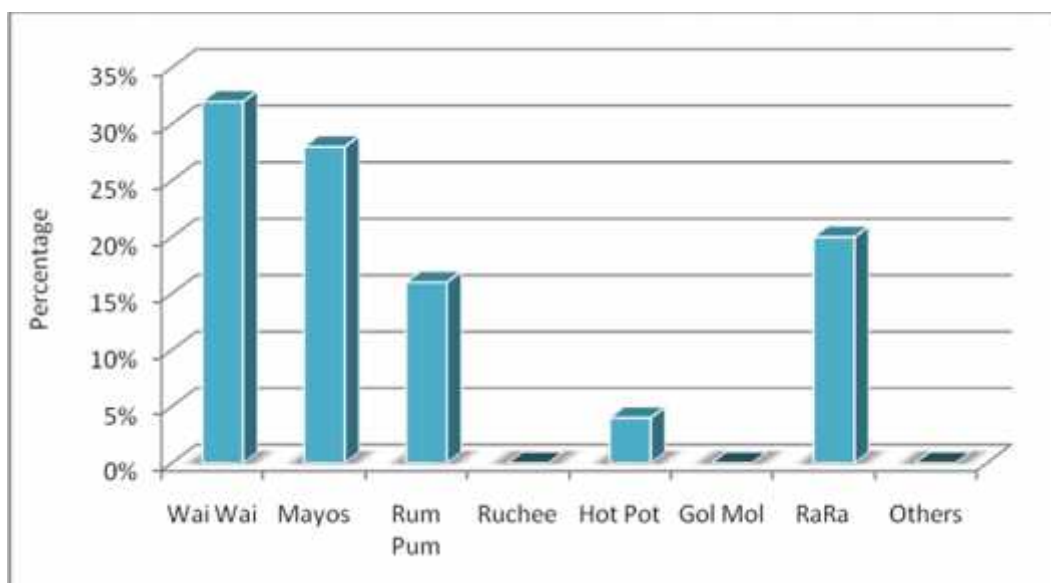
From the above table 4.32 it can be analyzed that 32% retailers said that the quality of Wai Wai is good, 28% retailers said that the quality of Mayos is good, 16% said that quality of Rum Pum is good, 4% retailers said that the quality of Hot Pot is good and 20% retailers said that the quality RaRa 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. The quality of Mayos and Rum Pum also accepted as a good quality from the retailers. And the quality of the RaRa also accepted as a good quality by the retailers. Only the least retailers said that the quality of Hot Pot is good. The quality of Ruchee, Gol Mol and others noodles like Big MiMi, MiMi, Hurray, Lekali etc have not so good quality.

The same data from the above table 4.32 can also be presented in graphic form as under,

**Figure 4.32**

**Quality wise Classification of Different Brand of Instant Noodles**



**4.2.7 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 4.33 the interpretation and analysis with inference have been mentioned below table,

**Table 4.33**

**Reason of Selling Instant Noodles by the Retailers**

Reason	No. of Retailers	Percentage
Good Sales	12	48%
Good commission	10	40%
Good Scheme	03	12%
Total	25	100%

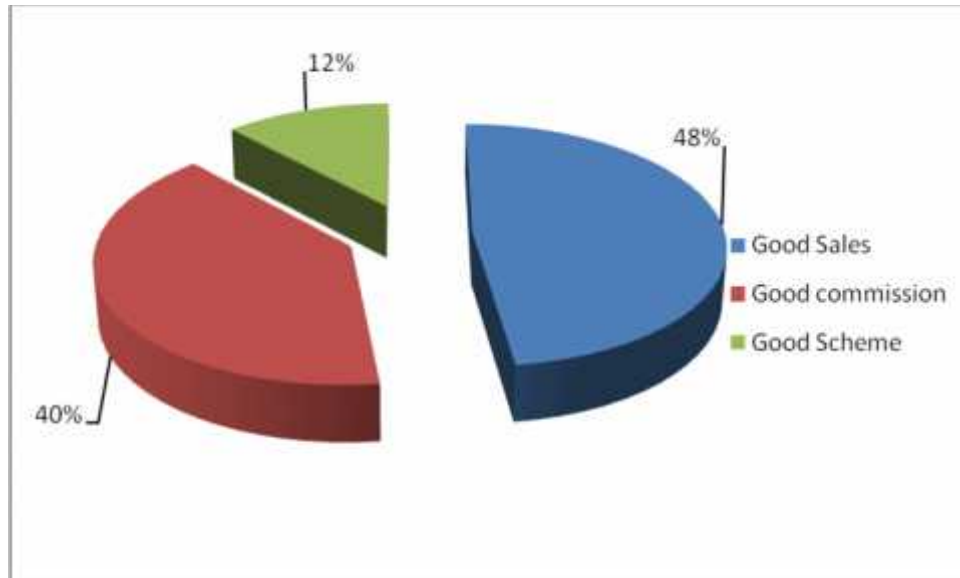
*Source: Primary Data*

From the above table 4.33 it can be analyzed that 48% of the retailers' sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 12% retailers' 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 give the second preference to the good commission. And give third preference to the good scheme,

The data from the above table 4.33 can also be presented in the form of chart as below,

**Figure 4.33**  
**Reason of Selling Instant Noodles by the Retailers**



#### 4.2.8 Classification of Brand of Instant Noodles in the basis of Commission

The researcher has studied the classification of instant noodles in the basis of commission. The result of responses has been shown in table 4.34. The interpretation and analysis with inference have been mentioned below table;

**Table 4.34**

**Classification of Brand of Instant Noodles in the basis of Commission**

Brand	No. of Retailers	Percentage
Wai Wai	02	08%
Mayos	12	48%
Rum Pum	08	32%
Ruchee	00	00
Hot Pot	00	00
Gol Mol	00	00
RaRa	03	12%
Others	00	00
Total	25	100%

*Source: Primary Data*

From the above table it can be analyzed that 8% of the retailers getting good commission in the brand Wai Wai, 48% retailers are getting good commission from

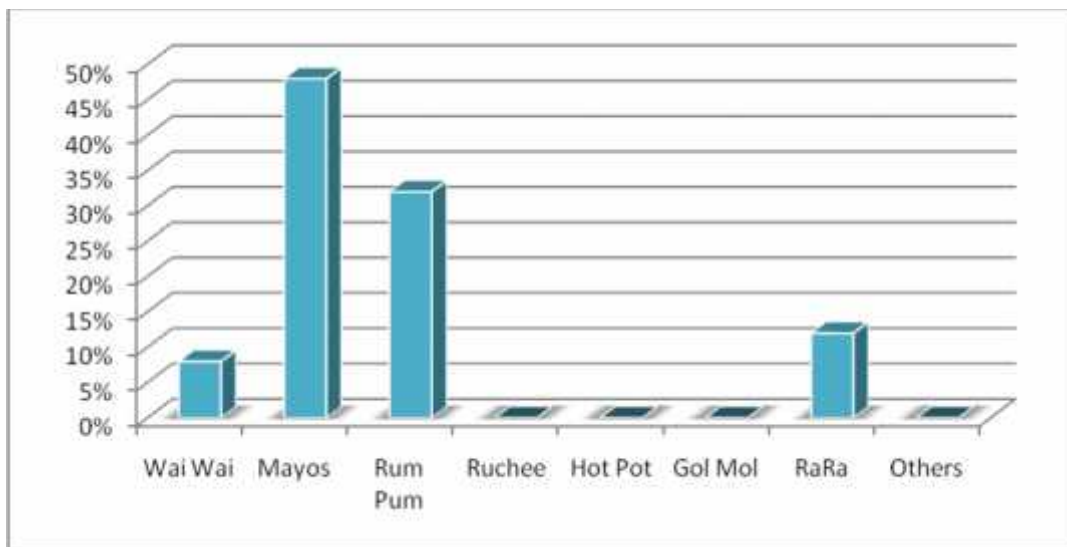
Mayos, 32% retailers are getting good commission from the brand Rum Pum, 12% retailers are getting good commission from the brand RaRa.

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 Rum Pum.

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

**Figure 4.34**

**Classification of Brand of Instant Noodles in the basis of Commission**



#### 4.2.9 Reason of the Good Sales of Instant Noodles

The researcher has studied the reason of the good sales of Instant Noodles. The result of responses has been shown in table 4.35. The interpretation and analysis with inference have been mentioned below table,

**Table 4.35**

**Reason of the Good Sales of Instant Noodles**

Reason	No. of Retailers	Percentage
Due to good advertisement	06	24%
Due to cheap price	04	16%
Due to expensive	00	00
Due to good Scheme	04	16%
Due to good quality	08	32%
Others	03	12%
Total	25	100%

Source: Primary Data

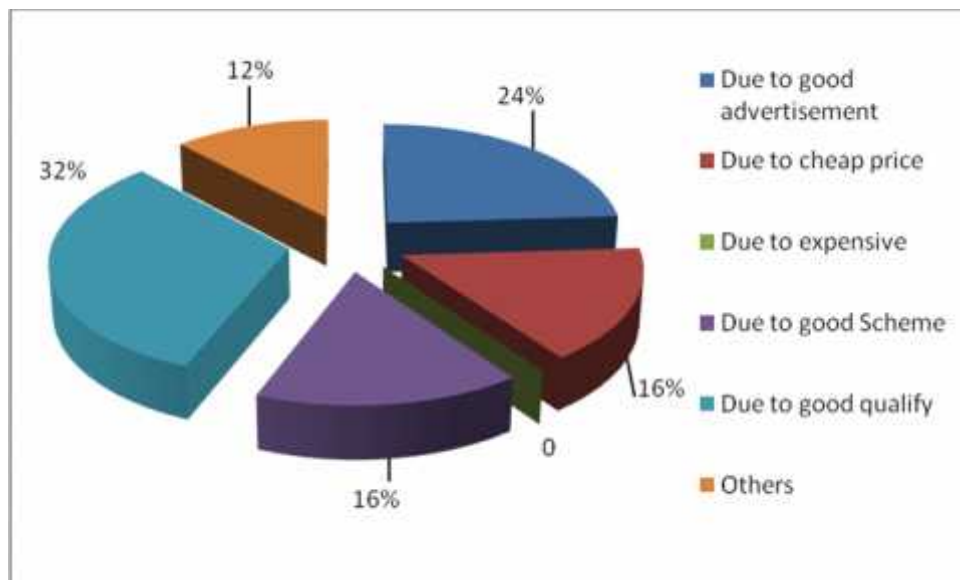
From the above table 4.35 it can analyzed that 24% of the retailers think that the good sales of the instant noodles is due to good advertisement, 16% of the retailers think that the good sales of the instant noodles is due to cheap price, 16% of the retailers think that the good sales of the instant noodles is due to good scheme, 32% of the retailers think that the good sales of the instant noodles is due to good quality and 12% of the retailers think that the good sales of the instant noodles is due to others reason like good prize, attractive packing etc.

From the above analysis it can be inferred that most of the retailers think that the good sales of instant noodles is due to good quality. It means quality play the vital role in the sales of instant noodles. Then after advertisement also make good sales of the instant noodle.

The same data can also be presented in mart form as under;

**Figure 4.35**

**Reason of the Good Sales of Instant Noodles**



#### **4.2.10 Acceptation of the consumers in the Substitution of their Favorite Brand by the Retailers**

The researcher has studied the acceptance of the consumers in the substitution of their favorite brand by the retailers. The result of responses has been shown in table 4.36. The interpretation and analysis with inference have been mentioned below table,

**Table 4.36**  
**Acceptation of the consumers in the Substitution of their Favorite**  
**Brand by the Retailers**

<b>Option</b>	<b>No of Retailers</b>	<b>Percentage</b>
Yes	15	60%
No	10	40%
Total	25	100%

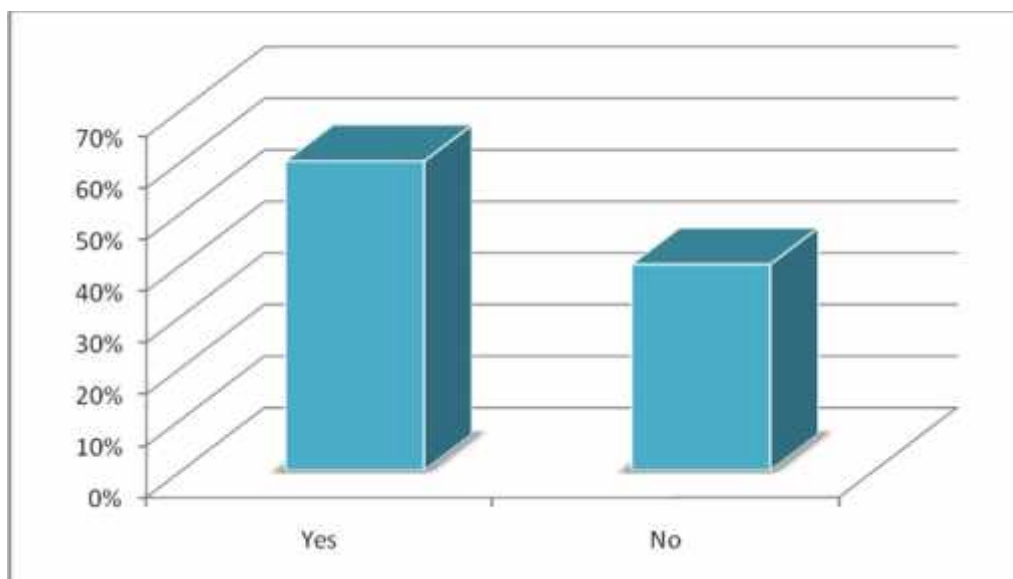
*Source: Primary Data*

From the above table 4.36 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 or substitution brand if their favorite brand is not available. Only few retailers said that the consumers wait for their favorite brand.

The same data from the above table 4.36 can also be presented in graphic form as under,

**Figure 4.36**  
**Acceptation of the consumers in the Substitution of their Favorite**  
**Brand by the Retailers**



#### 4.2.11 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 4.37. The interpretation and analysis with inference have been mentioned below table,

**Table 4.37**

#### **Classification of the brand in the basis of Good Marketing Strategy**

<b>Brand</b>	<b>No. of Retailers</b>	<b>Percentage</b>
Wai Wai	04	16%
Mayos	10	40%
Rum Pum	08	32%
Ruchee	00	00
Hot Pot	00	00
Gol Mol	00	00
RaRa	03	12%
Others	00	00
Total	25	100%

*Source: Primary Data*

From the above table 4.37 it can be analyzed that 16% retailers liked the marketing strategy of Wai Wai, 40% retailers liked the marketing strategy of Mayos, 32% retailers liked the marketing strategy of Rum Pum and 12% retailers liked the marketing strategy of RaRa.

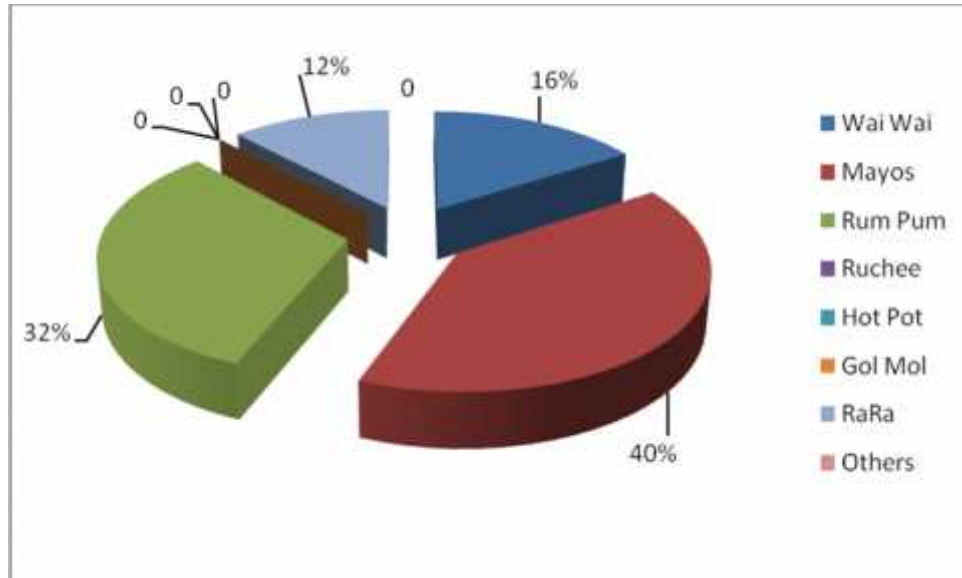
From the above analysis it can be analyzed that most of the retailers liked the marketing strategy of the Mayos. It means the marketing strategy of the Mayos is better than other instant noodles. Secondly Wai Wai has also good marketing strategy as well as Rum Pum and RaRa also. Remaining all instant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



The data from above table 4.37 can also be presented in chart form as under,

**Figure 4.37**

**Classification of the brand in the basis of Good Marketing Strategy**



**4.3 Advertising Agency Level Survey**

**Advertising Agency’s Profile:** - In this chapter 5 Advertising Agencies are taken.

**4.3.1 Role of Advertising Agency in Nepal**

The researcher has studied the role of advertising agency in Nepal. The result of responses has been shown in table 4.38. The interpretation and analysis with inference have been mentioned below table,

**Table 4.38**

**Role of Advertising Agency in Nepal**

Role	No of Agency	Percentage
Good Sale	2	40%
Good Commission	2	40%
Consumer Awareness	1	20%
Total	5	100%

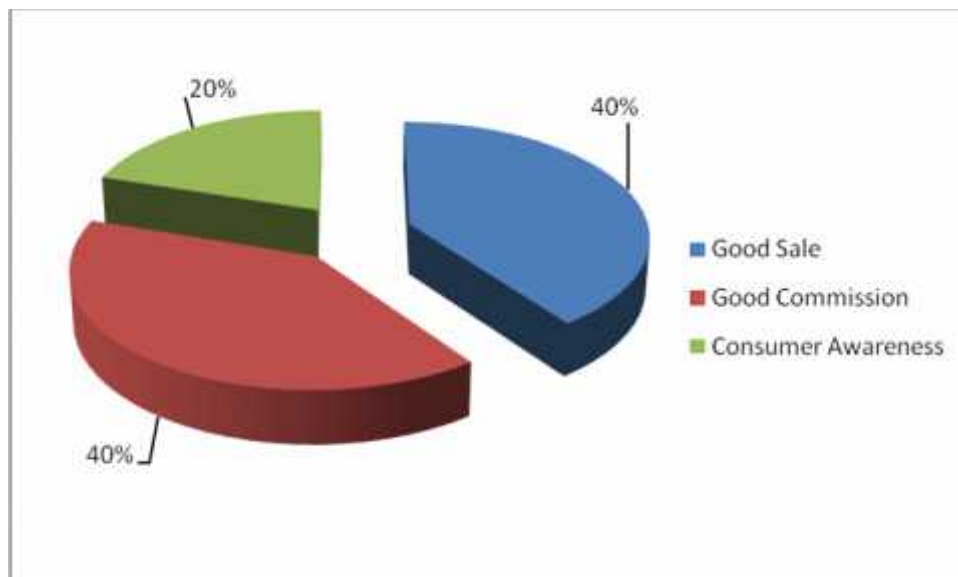
*Source: Primary Data*

From the above table 4.38 it can be analyzed that 40% of the Advertising Agency advertise the noodle due to good sale, 40% due to good commission and only 20% agencies advertise instant noodle due to consumer awareness.

The data from above table 4.38 can also be presented in Chart form as under,

**Figure 4.38**

**Role of Advertising Agency in Nepal**



**4.3.2 Effects on Consumer Attitude by Advertising of Instant Noodle**

The researcher has studied Effects on consumer attitude by advertising of instant noodle. The result of responses has been shown in table 4.39. The interpretation and analysis with inference have been mentioned below table,

**Table 4.39**

**Effects on Consumer Attitude by Advertising of Instant Noodle**

Effect	No of Agency	Percentage
Informative	1	20%
For fun	2	40%
Taste once time	1	20%
Other	1	20%
Total	5	100%

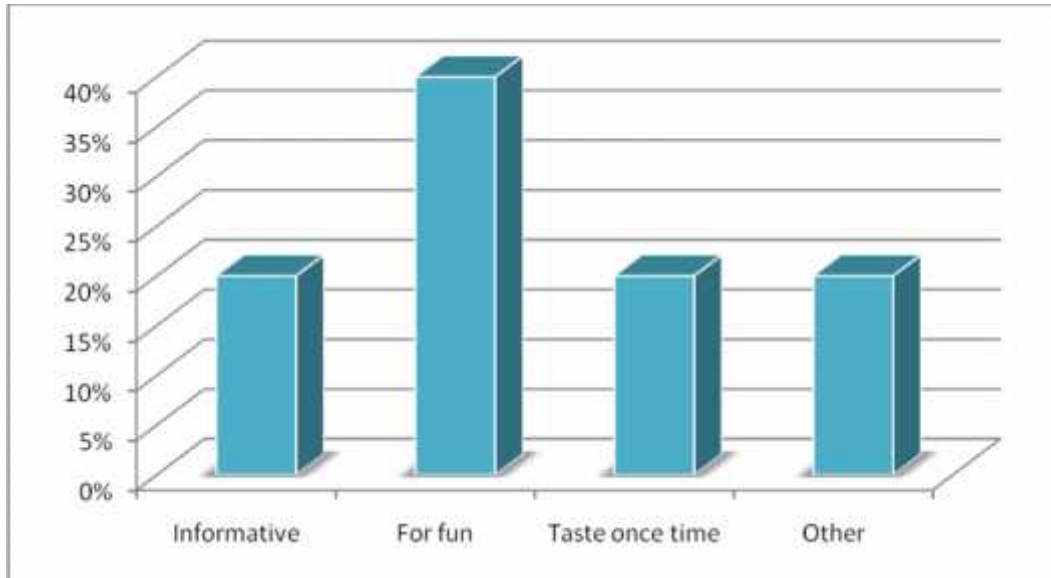
*Source: Primary Data*

From the above table 4.39 it can be analyzed that 20% of the Advertising Agency advertise the noodle for information to consumer, 40% for fun, 20% for taste once time and 20% other types of effects like entertainment, time pass etc.

The data from above table 4.39 can also be presented in graphic form as under,

**Figure 4.39**

**Effects on Consumer Attitude by Advertising of Instant Noodle**



**4.3.3 Which Advertising Agency Play Effective Role to Develop Noodle Business**

The researcher has studied which advertising agency play effective role to develop noodle business. The result of responses has been shown in table 4.40. The interpretation and analysis with inference have been mentioned below table,

**Table 4.40**

**Which Advertising Agency Play Effective Role to Develop Noodle Business**

Agency	Very High	High	Moderate	Low	Very low	Percentage
N TV	5	-	-	-	-	100
K TV	-	4	-	-	-	80
Image	-	-	3	-	-	60
Avenues	-	-	-	2	-	40
Sagarmatha	-	-	-	-	1	20

Source: Primary Data

Note: NTV- Nepal Television, KTV- Kantipur Television

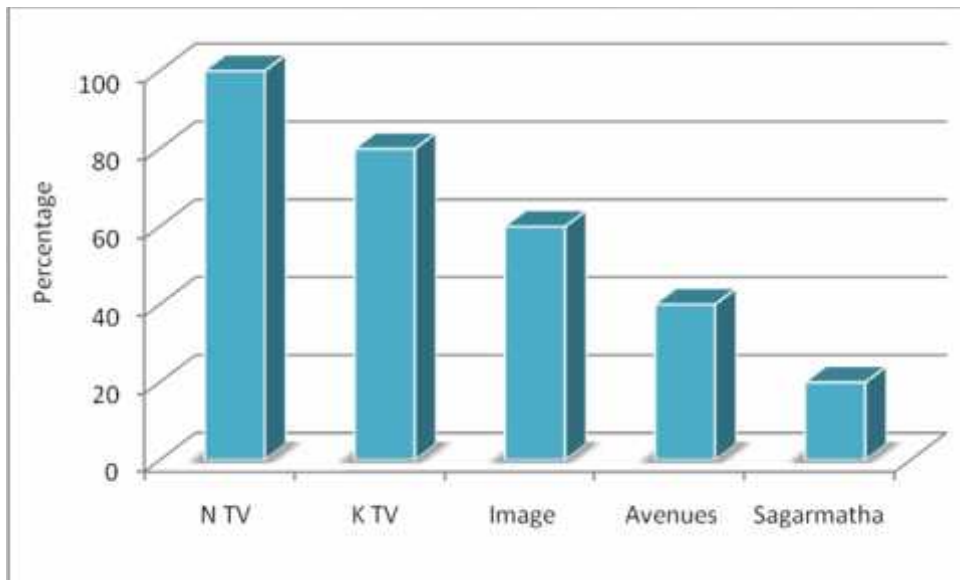
From the above table 4.40 it can be analyzed that 100% of the company advertise the noodle at NTV because of its network and goodwill. it is very old media, 80% role

play by KTV because of its picture quality and presentation, 60% by Image channel, 40% by Avenues TV and 20% by Sagarmatha TV.

The data from above table 4.40 can also be presented in graphic form as under,

**Figure 4.40**

**Which Advertising Agency Play Effective Role to Develop Noodle Business**



#### **4.3.4 Need of Advertising Agency to Promote Noodle Business**

The researcher has studied Need of advertising agency to promote noodle business. The result of responses has been shown in table 4.41. The interpretation and analysis with inference have been mentioned below table,

**Table 4.41**

**Need of Advertising Agency to Promote Noodle Business**

<b>Need</b>	<b>No of Agency</b>	<b>Percentage</b>
Very high	5	100
High	0	0
Moderate	0	0
<b>Total</b>	<b>5</b>	<b>100</b>

*Source: Primary Data*

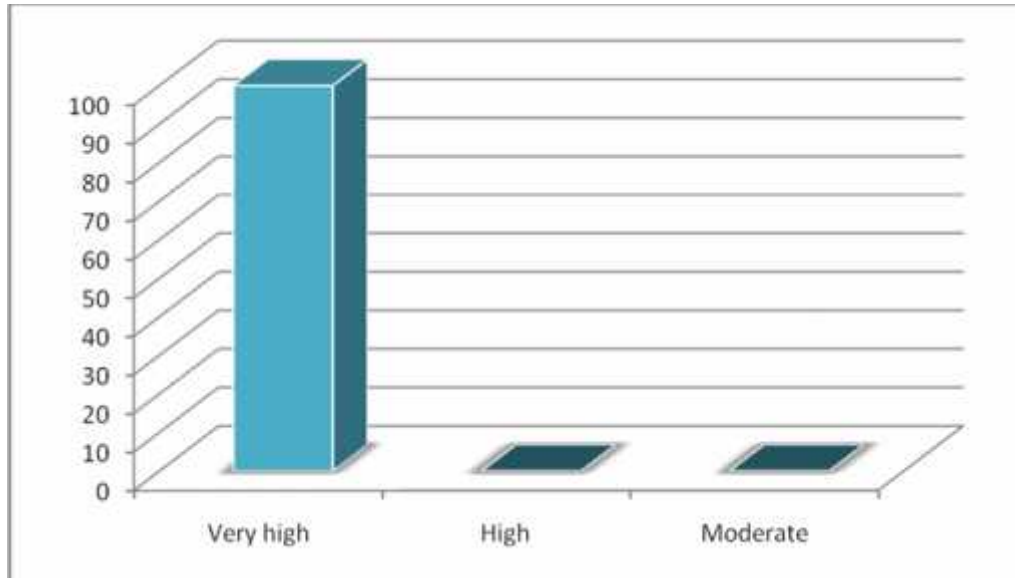
From the above table 4.41 it can be analyzed that 100% of the company need very high of advertising agency to promote noodle business because of its network and good will.



The data from above table 4.41 can also be presented in graphic form as under,

**Figure 4.41**

**Need of Advertising Agency to Promote Noodle Business**



**4.3.5 Give First Priority to Advertisement of Noodles in Advertise Agency**

The researcher has studied what factor should give first priority to advertisement of noodles in advertise agency. The result of responses has been shown in table 4.42. The interpretation and analysis with inference have been mentioned below table;

**Table 4.42**

**Give First Priority to Advertisement of Noodles in Advertise Agency**

Option	No of agency	Percentage
Good commission	3	60%
Type of advertise	1	20%
Consumer awareness	1	20%
Total	5	100%

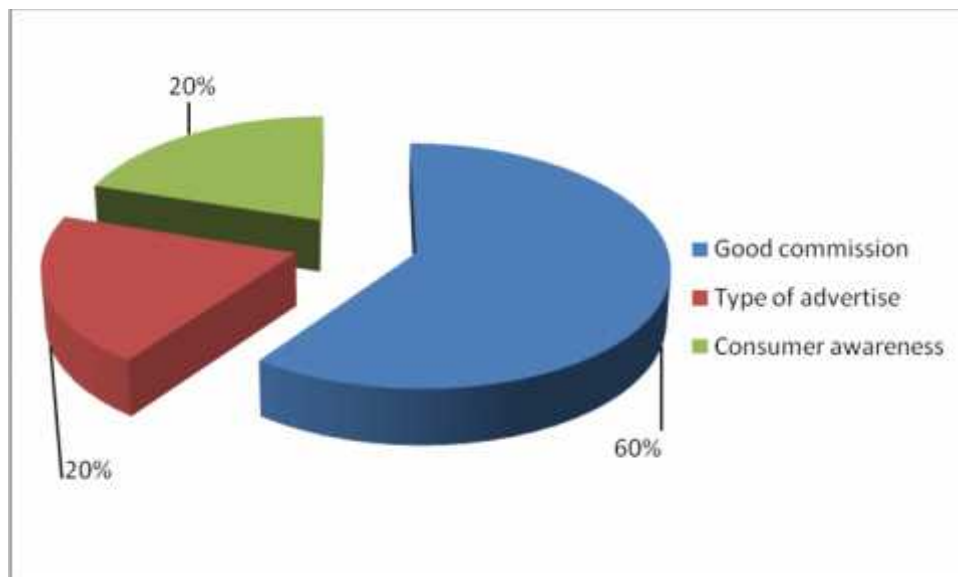
*Source: Primary Data*

From the above table 4.42 it can be analyzed that 60% of the advertise agency advertising noodle for good commission, 20% for type of advertisement like attractive, comedy type etc and 20% for consumer awareness.

The data from above table 4.42 can also be presented in chart form as under,

**Figure 4.42**

**Give First Priority to Advertisement of Noodles in Advertise Agency**



**4.3.6 Cost of Advertising in Different Advertise Agencies**

The researcher has studied the cost of advertising in different advertise agencies. The result of responses has been shown in table 4.43. The interpretation and analysis with inference have been mentioned below table:

**Table 4.43**

**Cost of Advertising in Different Advertise Agencies**

Cost	No of Agency	Percentage
High	3	60%
Moderate	1	20%
Low	1	20%
Total	5	100%

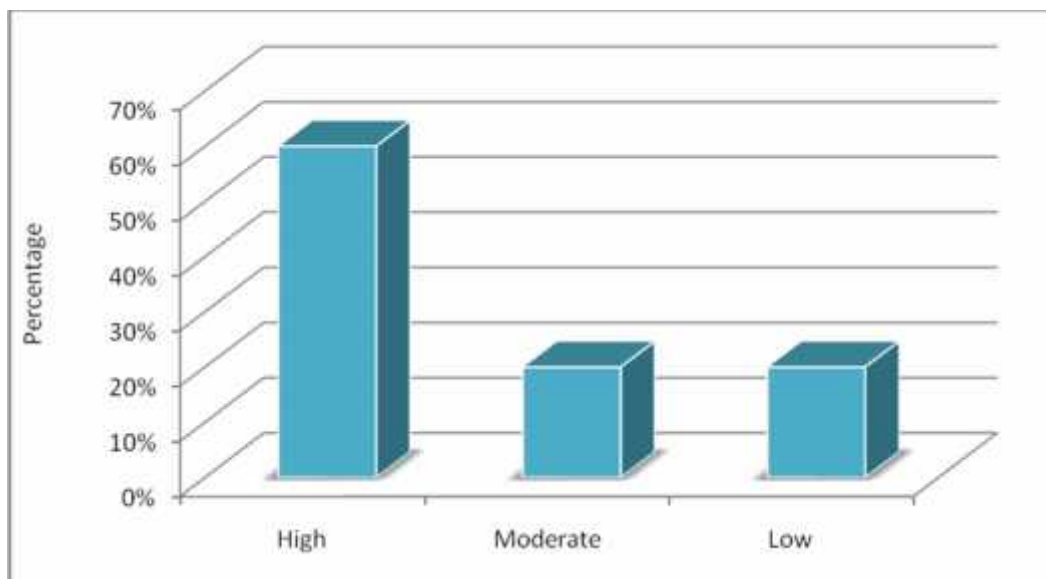
*Source: Primary Data*

From the above table 4.43 it can be analyzed that 60% of the advertise agency advertise in high cost like Nepal television, kantipur television and Image channel. 20% advertise in moderate cost and 20% advertise in low cost.

The data from above table 4.43 can also be presented in graphic form as under,

**Figure 4.43**

**Cost of Advertising in Different Advertise Agencies**



#### **4.3.7 Factors that Develop Noodle Market in Nepal**

The researcher has studied the factors that develop noodle market in Nepal. The result of responses has been shown in table 4.44. The interpretation and analysis with inference have been mentioned below table,

**Table 4.44**

**Factors that Develop Noodle Market in Nepal**

<b>Factors</b>	<b>No of Agency</b>	<b>Percentage</b>
Facility of light	2	40%
Facility of road	2	40%
Education	1	20%
Total	5	100%

*Source: Primary Data*

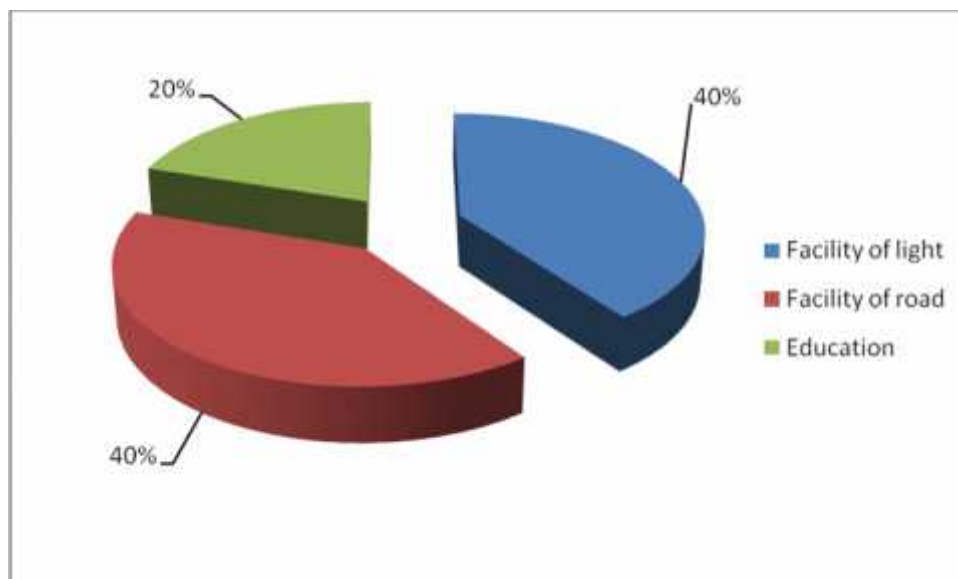
From the above table 4.44 it can be analyzed that 40% of the advertise agency want facility of light to develop noodle market in Nepal, other 40% wants facility of road to develop noodle business in Nepal and remain 20% wants facility of education.



The data from above table 4.44 can also be presented in chart form as under,

**Figure 4.44**

**Factors that Develop Noodle Market in Nepal**



**4.4 Major Finding of the Study**

1. The consumers of the instant noodles are 66.67% male and 33.33% female. It Indicated that most of the consumers of the instant noodles is male. Only half part of the male are the female consumers of instant noodles.
2. 43.33% consumers having age group between 5-20 of the instant noodles. It indicated that the large numbers of consumers of instant noodles are children and teenager. Second and third the age group of 20-35 and 35 above.
3. 50% of the consumers of instant noodles include in the survey are students, 26.67% are Service holders' 16.67% are Business persons and 6.66% are others, such as houseWives. It indicates that most of the consumers of the instant noodles are students and Followed by the service man.
4. 43.33% consumers are from Katmandu, 36.67% consumers are from Lalitpur and 20% are from Bhaktapur. Most of the consumers of Katmandu district used instant More than Lalitpur and Bhaktapur. Least no of consumers used instant noodles in Bhaktapur district.
5. About 20% consumers are used 50 gms. Instant noodles, 6.67% consumers are use 65 gms instant noodles and 73.33% consumers are used 75 gms. Instant noodles. It indicates that most of the consumers used 75 gms instant noodles is

more than that of 50 and 60 gms. The consumption of 75 gms instant noodles is more.

6. 3.33% consumers like to have instant noodles as a dinner, 63.33% consumers like to have instant noodles as tiffin and 33.34% consumers like to have any time. It indicated that huge number of consumers used to take instant noodles any time.
7. About 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at restaurant and 15% consumers consumed instant noodles at other place. It indicated large number of consumers use to take noodles at school. Second most of the consumers use to take noodles at home.
8. 56.67% consumers eat instant noodles due to directly easy to cook and can eat with out cook. It indicated that most of the consumers are attracted toward instant noodles due to easy to cook as well as can eat with out cook.
9. About 43.33% consumers prefer Wai Wai, 20% prefer Mayos, 23.33% prefer Rumpum, 3.33% prefer Golmol, 6.66% prefer Rara and 3.33% prefer other brand like mimi, Hurey, Sathi etc. It indicates that more consumers prefer to have wai wai. Mayos and Rumpum also accepted by consumer in the market.
10. 53.34% effective media of instant noodles is NTV, 5.34% is Radio Nepal, 13.33% effective media of instant noodles are FM. It cleared that the most popular and effective media for instant noodles is TV. News paper and FM is the second popular and effective advertisement media for instant noodles.
11. In Wai Wai TV advertisement is 66.67% popular, In Mayos TV advertisement is 73.34% popular, in Rumpum 66.67% popular, In Golmol 73.34% popular and in Rara 60% popular. It indicates that TV is the most popular advertisement media for all brands of instant noodles.
12. About 40% consumers take always the instant noodles, 50% consumers take often the instant noodles and 10% consumers take sometime the instant noodles. It indicated that most of the consumers take instant noodles often the instant noodles.
13. More consumers always take the decision before going to shop to buy instant noodles.
14. About 20% of the consumers want to buy their favorite brand and 80% of the consumers want to buy the available brand. It indicated that most of the

consumers did not wait for their favorite brand, they buy any available brand. There is no brand loyalty in instant noodles.

15. About 6.67% consumers are very highly aware in quality, 26.67% are highly, 40% are moderately aware, 6.67% are lowly aware, 3.33% are very lowly aware, 16.66% are unknown about the quality of the instant noodles. Quality like vital role in the sales of instant noodles.
16. Most of the consumers told that the quality of Wai Wai is very good. Mayos, Rumpum and Rara also have good quality.
17. 3.33% consumers give the price preference of the instant noodles very highly, 6.67% consumers give the price preference of the instant noodles highly, 56.67% consumers give the price preference moderately, 13.33% consumers give the price preference lowly, 20% 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 brands have reasonable.
18. Most of the consumers changed their favorite brand due to desire to test new brand. And secondly changed their favorite brand due to attractive advertisement campaign by the competitor brand. Least number of consumers changed their favorite brand due to price.
19. About 46.67% consumer bought instant noodles due to good taste, 13.33% bought due to scheme, 6.67% bought due to low price, 20% bought due to good advertisement and 13.33% bought due to good prize. It indicated that most of the consumers bought due to good taste.
20. About 10% % consumer bought instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.67% bought due to sticker inside and 40% bought due to other scheme like motor bike, TV, cycle etc. It indicated that most of the consumers bought due to attractive and effective scheme for the instant noodles.
21. Wai Wai has good availability ie 100% in the market, Mayos has 96%, Rumpum has 80%, Rara has 88%, followed by Ruchee, Hotpot, Golmol ie 40% and other brand like Hurey, Mimi, Sathi etc have also good available in the market.
22. Calculation in brand wise sales of instant noodles about 28% retailers' sales the brand Wai Wai more. 20% retailers sales the brand Mayos and Rumpum,

- 8% retailers sales the brand Ruchee, Hotpot and Rara. It indicated that most of the retailers sales the brand Wai Wai.
23. 80% retailers said that advertisement affects the sales of instant noodles and only 20% retailers do not agree with this. It indicated that most of the retailers think that advertisement affects the sales of the instant noodles. So advertisement play key role in the selling of instant noodles.
  24. About 20% of the retailers think that the sales of Wai Wai is affected by the advertisement, 40% % of the retailers think that the sales of Mayos affected by the advertisement, 20% of Rumpum.It indicated that most of the retailers think that the sales of Mayos is highly affected by the advertisement. So nobody can reject the advertisement. Every company should be followed it.
  25. 32% retailers said that the quality of Wai Wai is good, 28% retailers said that the quality of Mayos is good,16% said quality of Rumpum is good. It indicates that the most of the retailers liked the quality of wai wai is better than other brand.
  26. 48% of the retailers' sales the instant noodles due to good sales, 40% sales the instant noodles due to good commission and 12% of the retailers' sales the instant noodles due to good scheme. It indicated that most of the retailers' sales the instant noodles due to good sales.
  27. About 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. It indicated that most of the retailers said that consumers take the alternative or substitution brand if their favorite brand is not available.It means consumers of the instant noodles can easily substitute to other brands.
  28. 16% retailers liked the marketing strategy of Wai Wai, 40% retailers liked the marketing strategy of Mayos, 32% retailers liked the marketing strategy of Rum Pum and 12% retailers liked the marketing strategy of RaRa.It indicated that most of the retailers liked the marketing strategy of the Mayos. It means the marketing strategy of the Mayos is better than other brand of instant noodles.
  29. 40% of the Advertising agency advertises the noodle due to good sale, 40% due to good commission and only 20% agencies advertise instant noodle due

to consumer awareness. It shows that most of the advertising agency wants good sale and good commission from advertising the instant noodles.

30. 20% of the Advertising agency advertises the noodle for information to consumer, 40% for fun, 20% for taste once time and 20% other types of effects like entertainment, time pass etc. It indicated that most of the advertising agency wants fun to consumers from advertising the instant noodles.
31. NTV is the best media for advertisement of instant noodles other than KTV, Image, Avenues, and Sagarmatha. NTV is first media of Nepal so it reaches Mechi in east from Mahakali in the west it is easily available media for Nepalese people.
32. 100% of the Advertising agency advertises the noodle for promote instant noodles business very high by advertisement because of increase their network and goodwill.
33. Most of the advertising agency wants Government help to promote noodles market only short Listed advertising agency wants help from noodles company.

## **CHAPTER–V**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

Consumers are regarded as a king in business. Every 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 of any business firm entirely depends on consumer's reaction to its offering. It is, therefore, essential for marketers or manufacturer of the products and services to understand the consumers buying 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. Rejection of consumers need and want is like disable people in business organization.

In such a circumstance, an attempt has been made in this work to study the buying behavior of consumers of Katmandu valley. The objective of the present study is to generate consumer's profile, to obtain consumer's opinion on the quality, taste, and the other relevant aspects, to obtain the sales and market share and to evaluate the marketing system of instant noodles in Katmandu valley. The study has been conducted over the consumers, retailers and Advertising agencies of instant noodle wai wai in the major city of Katmandu. To serve these objectives, 150 questionnaires were filled up by the consumers, 25 questionnaires were filled up by the retailers and 5 questionnaires were filled up by the Advertising agencies.

The collected data were completely analyzed and inferred on objective wise and the major finding is given.

#### **5.2 Conclusion**

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

1. Most of the consumers of instant noodles are male. It's about 50% more than female. The instant noodles is more popular in children and teenagers. About

43.33% of the consumers of instant noodles is lies on 5-20 age groups. Secondly young people between the age group of 20-35 use. Most of the school students about 50% take the instant noodles. The consumers of instant noodles are in huge number in city of at New road location.

2. The packet of 75 gms instant noodles is popular. Most of the consumers prefer packet of 75 gms of instant noodles than that of 50 gms and 60 gms. About one three- fourth of respondents found to have 75 gms of instant noodles. Most of the consumers about 63.33% like to have instant noodles as tiffins then after like to have as any time and dinner. The main reason for having instant noodles found to be “directly can eat with out cook” then after having instant noodles due to easy cook, for fun and enough for meal.
3. 43.33% 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 23.33% consumers prefer to have Rumpum. Rumpum is the second brand leader in instant noodles followed by Mayos and Rara.
4. The effective media for advertisement for all brands of instant noodles is TV media. Besides TV other popular as well as effective media are news paper, FM radio, magazine, friends circle, poster hording boards etc.
5. The best advertisement of instant noodles is Mayos. About 33.34% consumers liked the advertisement of Mayos, followed by Wai Wai and Rumpum. So Mayos have qualitative advertisement.
6. Most of the consumers take instant noodles often then after consumers take instant noodles always and sometime.
7. Most of about 80% of the consumers would by any available brand if there was not their favorite brand. It means there is not brand loyalty in instant noodles. Consumers are found easily go for substitute brands when the favorite brand is not available in the market.
8. There is not so aware in quality of the instant noodles. About 40% consumers are moderately aware about the quality of the instant noodles. Most of the consumers are moderately aware about the quality followed by highly, very highly, lowly and very lowly. This study found that most of the consumers liked the quality of Wai Wai followed by Mayos, Rumpum, Rara and Golmol. Wai Wai has the best quality than other instant noodles. Huge number of consumers accepted that the quality of Wai Wai is good as well as very good.

9. 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 ok. 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 or low.
10. From this study it is found that most of the consumers changed their favorite brand due to desire of tasting new brand. The world is the changing day by day peoples want new thing in every step of their life. 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 and prizes also make the consumers to change their favorite brand.
11. Most of the consumers of instant noodles are children and teenagers so they liked the scheme of chocolate inside very much. After this scheme most of the consumers liked the cash prize, sticker and other like video game, bike, T.V etc.
12. The availability of the Wai Wai is very high then other brands. It means Wai Wai have good availability in the market followed by Mayos, Rumpum and others. Most of retailers sales Wai Wai because of good sale in the market.
13. According to retailers Wai Wai have the best quality then other brands. Mayos, Rumpum, Rara also good in quality. Retailers sell the instant noodles due to good sales. They give the second preference to commission. Most of the retailers are getting good commission in Mayos, Rumpum and Rara. Retailers perceive that mayos has best marketing strategy followed by Wai Wai, Rumpum and Rara. Remaining all other brands have poor marketing strategy.
14. Most of the advertising agency advertise the instant noodles for good commission and good sales only few for consumer awareness. Consumers take advertisement of instant noodles for fun then after informative, test once time and others.
15. NTV is the best advertising media for advertisement of instant noodles. Need of advertising agency to promote instant noodles business is very high.
16. The role of advertisement in switching brand habit is found effective. Most of the consumers like entertaining advertisement than other types of advertisements.



17. Cost of advertising of instant noodles very high on NTV after then KTV, Image etc. Cost of advertising on TV media is high other than paper media.
18. Factors that develop noodles business in Nepal are facility of light, road and education it will help to advertising agencies to develop their advertisement of instant noodles.

### **5.3 Recommendations**

On the basis of conclusion following recommendations have been made:

1. Consumers feel bore to have same kind of flavor and test of instant noodles. Here in the market we have only few flavor so if we introduce other flavor like shrimp, halal, mutton, buff etc they can easily capture the market. In Katmandu valley about 70 % population from Newari samaj so if in this time any company introduce buff flavor instant noodles they can take market in short period of time.
2. To preserve their existing consumers every company should research the market regularly. To make new consumers they should bring different kind of activity like attractive advertisement campaign, attractive scheme, good prizes, quality awareness etc.
3. The company should give attention in packing. Packing should be attractive, comfortable and compact. In the packing there should be manufacturing date expiring date and price as well. The content of the instant noodles should be according to the weight mentioned in the packet.
4. The companies should not use any harmful ingredients like artificial color, flavor etc, which make bad effect in the health of users. Using more monosodium glutamate can harm the health of people so minimum quantity of the monosodium glutamate should be used.
5. 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 manufacturer of instant noodles should maintain their quality.
6. From the study it is found that TV is the most effective media for advertisement of instant noodles then local news also important part of advertisement. So the manufacture of instant noodles should be telecast there advertisement in the TV and published in the News paper. This study is

emphasis on Wai Wai. So some recommendation to the Wai Wai company is as followed:

- a. 8, 10 years ago Wai Wai had monopoly market in the instant noodles. Within this 8, 10 years many companies introduced different types of instant noodles. Wai Wai got fall in their sales and the process of falling in sales is happening today also. So to stop this falling Chaudhary group should improve their management first. Company should bring aggressive marketing strategy like company of Mayos and Rumpum.
- b. Wai Wai have very poor Scheme. Scheme directly affects the sales. So Wai Wai should introduce new attractive scheme as like in mayos and Rumpum.
- c. Wai Wai have 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 noodles. In test also they have to maintain.
- d. The advertisement also affect the sales. Wai Wai have very poor advertisement. So company should increase the advertisement of Wai wai.

## BIBLIOGRAPHY

### Books:

- Engel, J.F. & Blackwell, R.D. (1982). *Consumer Behavior*. New York: Holt Sanndress International.
- Howard, John A. and Shet, J.N. (1999). *The Theory of Buying Behavior*. New York Wilky Hall.
- Koirala, K.D (1995). *Marketing Decisions*, Kathmandu: M.K. Publishers and Distributors.
- Kotler, Phillip (1998). *Marketing Management Analysis and Control*. New Delhi: Prentice Hall of India Pvt. Ltd.
- Kotler, Phillip (1999). *Marketing Management*. New Delhi: Prentice Hall of India Pvt. Ltd.
- Kotler, Phillip (1999). *Principle of Marketing*. New Delhi: Prentice Hall of India Pvt. Ltd.
- Kotler, Phillip (2001). *The Millennium Edition*. New Delhi: Prentice Hall of India Pvt. Ltd.
- Nair, S.R. & Nijalingappa, S. (2001). *Consumer Behavior Test And Cases*. New Delhi: Delhi Himalayan Publishing House.
- Nicosia, Francece M. (1996). *Consumer Decision Process*. Englewood Cliffs: Nj Prentice Hall.
- Schiffman, Leon G. and Kanuk, Leslie L. (1993). *Consumer Behavior*. New Delhi: Prentice Hall of India Pvt. Ltd.
- Shrestha, Shyam K. (1992). *Marketing Strategy and Management*. Katmandu: Padma Educaion Traders.
- Stanton, W.J. and Futrell, C. (1988). *Fundamental of Marketing*. New York: McGraw Hill.
- Wayne, D.H. & Deborah, J.M. (1999). *Consumer Behavior*. Chennai: All India Publisher and Distributers Regd.
- Webster, W. & Wind, Y. (1972). *Organization Buying Behavior*. New Delhi: Prentice Hall of India Pvt. Ltd.

### Journals, Reports, Articles And Government Publications

- American Marketing Association (AMA) (1995).

Chaudhary Group, (2059), *Annual Export report of Wai Wai Noodle*, Sanepa, Lalitpur.

Population Census (2058).

Pradhan, Dhana (2059). *Nepal ma Bigyapan Byabasaya*. AAAN Smarica.

Report on Noodles Ministry of Commerce (1967).

The Economic Survey (Revised) Year (1994-1994).

### **Thesis**

Baral, Laxmi Prasad (2005). *Comparative Study on the Communication Effects of Advertising and Brand Preference (A Case Study on Instant Noodles: The Yum Yum and the RARA)*. An Unpublished Master Degree Thesis, Tribhuvan University.

Bhandary, Prakash (2004). *The Impact of Advertising on Consumers' Attitude" (with Specially Reference to Wai Wai Noodle at Lalitpur Sub-Metropolitan City)*. An Unpublished Master Degree Thesis, Tribhuvan University.

Sharma, Sunita (2003) *Impact of Nepal Television Advertising on Audience*. An Unpublished Master Degree Thesis, Tribhuvan University.

Shrestha, Rajendra Krishna (2001). *The Role of Advertising in Brand Choice and Product Positioning (With Special Reference to Soft Drink and Instant Noodles)*. An Unpublished Master Degree Thesis, Tribhuvan University.

Thakur, Binay Kumar (2002). *The Role of Advertising in Brand Loyalty" (With Special Reference to Soft Drink)*. An Unpublished Master Degree Thesis, Tribhuvan University.