

CHAPTER - I

INTRODUCTION

1.1 Background

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 From a managerial point of view, "marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals. Marketing management is the art of science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customers value" (Kotler Philip, Marketing Management, 12th edition, 2006).

The world of business is becoming complex day by day. Competition in every sector is increasing high. In this situation, companies especially manufacturing companies find the situation very tough to sell their products in the marker smoothly. So businessmen are using various tools and techniques to sell their products. The modern marketing accepts consumer as a king because they have the purchasing power of the particular products or services. Marketing aims as delivery of rising standard of living. It most serve consumers demands by offering right goods and services in right quantity , at right place as well as price, to right customer. It aims at creating, capturing and maintaining demand through appropriate marketing mix.

There is no argument on the existence of industry's development without the presence of active market management. Marketing is an organizational function and a set of processes for creating, communicating and

delivering value to customers and for managing customers relationship in ways that benefit the organization and its stake holders. The production is the prime activity of each and every industry but successful marketing of the product is the ultimate goal. Marketing can play a vital role to develop of industries successfully.

Consumers are the king in marketing, he/she is the decision 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.

Consumers 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, consumption, 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 ha been focused on the consumers preference towards various brand of Instant Noodles. It focus also tile 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 Is Increasing day by day.

Saving of time is very important in developing countries like ours. We must care about the time. So in Nepal also the consumption of instant noodles is increasing day by day. Nepal is a agricultural country, but due to increase in population there is lack of land for cultivate the production from agriculture is insufficient for the people so they must converted to other fast eating products like Instant Noodles.

Instant Noodles are so popular in Nepal that people 'ire having them as snack, lunch and dinner. It is widely available in different brand names in difference 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 winch are introduced in Nepal by different companies,

a) **White Instant Noodles:** This type of Noodles is unlocked it have to cook for two minute to make ready to eat. The first introducing noodles as a white noodles in Nepal is 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 number of people use White Instant Noodles in plain area.

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.

In the world there are different flavored noodles i.e. Chicken, Tom Yom, Vegetable, Pork, Beef, Shrimp, Pork, Halal, Motton etc. In Nepal there are only three flavor noodles ie Chicken, Tom Yum 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 The Statement of the Problem

The world of business is becoming very competitive. In every products 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 companies should understand his/her 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.

Industrial activities are gradually increasing in the country. Even in the last few years the number of Noodle Company has significantly increased in the country and still is on increasing trend. This development

of the industrial sector has provided varieties of noodles. Different types of noodles are available in Nepalese market.

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

Every day the taste of consumer is changing. The problem of price, quality and taste is facing by the manufacturer. Ten year ago the price of Wal Wai was Rs. 11 and now also become Rs.15. During this period, the rupee values has depreciated as shown by dollar exchange rate that increase from 55 to 79. The foreign exchange rate play the critical rote in tile cost of Instant Noodles since tile 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 Mayos in present Instant Noodles market?
- b) What is the sales and market share of Mayos in the market?
- c) What is inducing the consumers for buying the product Mayos?
- d) What are consumer's perception of Mayos advertisement ?
- e) What is the actual situation of Mayos among instant Noodles ?

1.4 Objectives of Study

The prime objective of this study is to find out the preference of the customers towards Instant Noodles with special emphasis on Mayos.

But specific objectives are:

- (a) To study the position of Mayos in present Instant Noodles market.
- (b) To find and evaluate the actual situation of Mayos Noodles among Instant Noodles.
- (c) To know and examine the factors which induce the consumer for giving satisfaction from the Instant Noodles Mayos.
- (d) To study and analyze the consumer's perception on Mayos promotional efforts.
- (e) To recommend Mayos for future betterment on the basis of findings of the study.

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 preference 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 overcome it and approaches the market with full strength.
- (d) To understand the various aspects of consumer behavior.

Major Noodles in Nepalese Market.

Table No. 1.1

Major Noodles in Nepalese Market

HSNPL	CG	ATF	GNI	PNI	MFI
Mayos	Waiwai	Rumpum	Aaha	Jojo	Minmin
Sakalaka	Quick	2pm	A-one	Tara	Khusi
Ruchee,	Tenz	Fatafat	Fewa	Leader	Marry
Lekali	Golmol	Treat	Aaha 50	Chino	Chante
Shangri-la	Mama	Phuchee	Majako	City	M.khaja
Hurray	Bigmimi	Joker	Etc.	Taj	Yes Papa
Jhilkey	Petpuja	2min Maza		Sema	Firiri
Dohari	Rintin	Dautari		Alfa	Etc.
HumptyDumpty	Sathi	2pm Cup		Etc.	
Mayos Cup. Etc.	Mimi Soaltee Express Waiwai Cup Etc.	Etc.			

Source: Field Survey, 2008.

Contents in Mayos Noodles

This brand is the main brand and leading brand of noodles in the Nepalese noodles market. It is produced under the technical license of Thai present food of Thailand. The plant is located at Kavreplanchowk and Rupendai District. It is described as "Wonderful Mayos Noodles". It has the standard certificate of quality product of Nepal govt. This brand is an instant seasoned noodle. It is available in Chicken, Veg, and Briniya Flavor. The consumer cost price is Rs.14 per packet and 75 grams in weight. It is recommended only for the children above 12 month. It is best to consume with in 9 months from the date of manufacturing. The nutritional value of Mayos per packet is as follows:

Nutritional Value	Chicken Veg	Briyaniya	Hot N sour
Carbohydrate	43.79g	46.23g	46.5g
Protein	10g	7.5g	7.5g
Fat	15.10g	15.1g	15.12g
Fiber	0.65g	0.55g	0.72g
Calcium	90mg	90mg	17.5mg
Iron	5mg	5mg	1.85mg
Sodium	-	-	1.18mg
Vitamin	A	A	A

Source: General information on its wrapper

1.6 Limitations of the Study

- a. The study is limited only to the Mayos although there are other Instant Noodles.
- b. The study is limited within the Kathmandu Valley (Three district Kathmandu, Lalitpur and Bhaktapur).
- c. Findings have been presented on the basis of the respondents only.
- d. The data analysis is based on simple statistical technique like percentages, pie charts, graphs and tables.

CHAPTER - II

REVIEW OF THE LITERATURE

The Concept of consumer behavior is very important in marketing. Consumer are regarded as the king in marketing. An understanding of consumer behavior can help make better environment for consumer themselves. It has also led to product and service development designed to protect certain segments of consumers (Shrestha, Shyam K., 1992, p. 53). 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 TV at a certain time. From this example we learned that company produce the products as need and want of the consumers. So every business organization must care about tile consumer. 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 consumer 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 Economic Model

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

utility (Suja Ra. Nair, 2001, p. 56).

Principle 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 (Nair, Suja R., 2002, p. 56).

Motivation is a 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 a need felt for being free of physical danger or self preservation. For example LIC has got various insurance on the fear of death, health, accidents, theft, housing loans, real estate, etc.

- c) Social needs: Man are social beings, lie feeds the need to belong and be accepted by various groups in the society. For example advertising of baby food like cerelac, lactogen and chocolate 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 for opportunities to utilize their potential, to become every thing. that one is capable of becoming.

2.1.3 Learning Model

Learning is a very important concept in the study of human behavior. According to Howard C. Warren's " Learning is the process of acquiring the ability to 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" (Nair, Suja R., 2001, p. 61).

Learning process involves the following,

- a) Drive: Strong stimulus the impels action.
- b) Cue: Any object in the environment perceived by the individuals.
- c) Response: Response is an answer to a given drive and stimulus.
- d) Reinforcement: It is defined as environmental event exhibiting the property of increasing the probability of occurrence of responses 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 in a society, he gets influenced by it and in turn also influences it in its path of development (Nair, Suja R., 2002, p. 63).

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

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

2.1.5: Howard Sheth Model

This model focuses on consumer decision making, on how individual consumers arrive at brand choice (Howard, John A., 1969, pp. 24-49).

This model serves two purposes

- a) It indicates how complex the whole question of consumer behavior really is.
- b) It provides the framework for including various concepts like learning, perception, attitudes etc. Which play a role in influencing consumer behavior.

This model distinguishes has three stages of decision making,

- (I) Extensive problem solving.

- (II) Limited problem solving.
- (III) Routinised response behavior.

	Personal (Social)	Impersonal
Commercial	a. Sales Man	a. Products (Significative)
	b. Service personal	b. Advertise (Symbolic)
Noncommercial	a. Family	a. Printmed (New Stories)
	b. Reference groups.	b. Independent testing such as consumer report
	c. Social group	

Fig. 1: Information Sources

This model consists four major variables,

- (I) Input Variables:
 - 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 (Francesco M. Nicosia,

1966, pp. 156-188).

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

This model is divided in to four major fields (Lcon G. Schiffman and Leslie, 1966, pp. 156-188).

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 (W. Webster and Y. Wind, 1972, p. 492).

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-Blackwell Model

This model express about the consumer behavior as a decision maker in the form of five activities i.e. (James F. Engel, Roger D. Blackwell, 1982, p. 422).

- : 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 an external stimuli.
- b) Information search: Initially the information available with the consumer may be consistent to the beliefs and attitudes held by him/her. While being involved in a information seeking or search stage, the consumer will try to gather more information from various sources like sales person, friends, neighbor, mass communication etc.
- c) Alternative evaluation: Now the individual will evaluate the alternative 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 also depends 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; a feeling of doubt experienced by the consumer, about the choice made by 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 behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are out of control and beyond the hands of marketing; however, they have to be considered while trying to understand the complex buying behavior (Nair, Suja R., 2002, p. 44).

2.2.1 Cultural Factor

Cultural factors have 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 couple are working and hence seeking more ways to increase leisure time spend on holidaying and sports. They are interested in the purchase of time saving home appliances and services like washing machines , ovens, 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 seen 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.

2.2.1 Social Factor

Consumer behavior is also influencing by social factor. It consists (Nair, Suja R., 2002, p. 44)

- 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 (Ibid., p. 46),

- a) Age and stage of life cycle:- People's choice of goods and services changes over their lifetime. This change can be observed right from childhood to maturity especially in taste and preferences related to clothes, furniture and recreation activities.
- b) Occupation:- A person's occupation has direct effect on his choice of goods and services. A clerk will purchase products are economical. Whereas a top executive will purchase expensive goods and services.
- c) Economic Circumstances:- A person's economical circumstances consists of his/her spendable income (amount, stability, 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" (Shrestha, Shyam K., 1992, p. 53). Life style of a person conveys more than the person's social class or personality alone. Knowing a person's social class will help in inferring about what the person's behavior is likely to be. However, if one fails to see him/her as individual, similar persona, 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" (Nair, Suja S., 2001, p. 46). 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 a 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 hereunder:(Shrestha, Shyam K., 1992, p. 63).

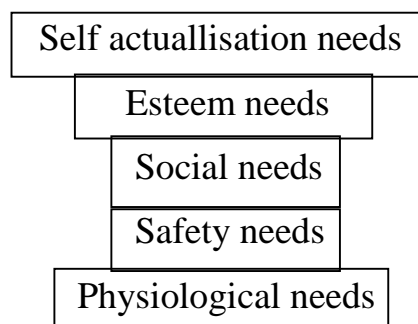


Fig. 2: Maslow's hierarchy? of needs

b Perception:- "Perception is the process of selecting, organizing, and interpreting or attaching meaning to events happening III environment" (Nair, Suja R., 2001, p. 46). How a motivated person acts will be dependent on how he/she perceives the situation. Perception depends not only on the character of the physical stimuli but also on the relation of the Stimuli to the surrounding field and on the actions, thoughts, feelings etc., within the 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 an interrelationship when events occur in a chain. It consists,
- i) **Distinctiveness/unique quality** (prominently noticed both present or when absent)
 - ii) **Consistency over time** (the individuals reaction should be the same, each time the thing is present)
 - iii) **Consistency over modality** (even if mode of interaction with the thing varies, the individuals reaction must be consistent.)
 - iv) **Consensus:** (same experience is voiced by all)

Thus, marketers have to consider all the 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 thing is changing day by day. So the nature of consumer also changing day by day and the process of buying also

depend on nature of consumer so buying process of consumer also changing. Flowing steps shows the buying process of consumer i.e. (Shretha, Shyam K., 1992, p. 60).

2.3 Need Recognition

Need recognition means awareness of a want, a desire or a consumption problem without the satisfaction of which the consumer normally build up tension (Shrestha, Shyam K., 1992, p. 61). 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-pint, 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 in currently recognized by a consumer, the awareness is consider as neutral. It happen due to following sources,

- a) Person sources: Family, friends, neighbor etc.
- b) Commercial sources: Advertisement, sales representative, dealers, wholesalers, retailers, display, packing etc,
- c) Public Sources: Mass media, rating organization etc.
- d) Experiential sources⁷. Handling, examining, using the products etc.

2.3.3 Interest

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

2.3.4 Evaluation and Intention

Once interest in a product is aroused, a Consumer enter the subsequent stage of evaluation and intention. The evaluation stage represents the stage of mental trial of the product. During this stages consumer assigns relative value weights to different products. Brand on the basis of accumulated stock of product information and draws conclusions about their relative satisfaction giving potential. After evaluation, the consumer develops the intention either to purchase or reject the product/brand. For example 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, then repeat purchase may occur.

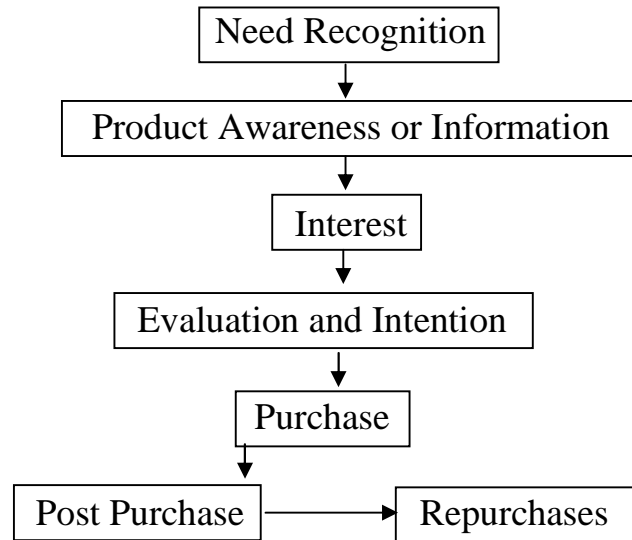


Fig. 3: Consumer Buying Process

2.4: Consumer Goods

Consumer goods are products intended for use by ultimate household consumers for non-business purpose. Consumer goods are divided in to four groups i.e. Convenience goods, shopping goods, specialty goods and unsought goods (Philip, Kotler, 1998, p. 433).

2.4.1 Convenience Goods:

Convenience goods are those goods that the consumer usually purchases frequently, immediately, and within a minimum of effort (Ibid., p. 434). For example it include tobacco products; groceries, soaps, toothpaste, newspaper. drugs, sundries, staple hardware etc. Convenience consumer can be divided in to as below i.e.

- a) **Staple goods:** Staple goods are those goods, consumers purchase on a regular basis for example respondent toothpaste, Maagi 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 an magazine are placed next to checkout or cash counters because shoppers may not have thought of buying them until they spot them.
- c) Emergency goods: It is purchased when a need is urgent. For example umbrella will be purchased in the raining season as like rain coat too. In the winter season must of people buy woolen clothes.

2.4.2 Shopping Goods

Shopping goods are products for which consumers usually wish to compare suitability, quality, price and style in several stores before purchasing (Ibid., p. 434). For example it include furniture, clothing, used cars and major appliances. Shopping goods can be divided in to, (Ibid., p. 435).

- 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 than price. The seller of heterogeneous shopping goods carries a wide assortment to satisfy individual tastes and must have well-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 (Ibid., p. 435). 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 know or 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 (Stanton, W.J. and C. Futrell, 1988, p. 194). For example life insurance, cemetery plots, grave stones, and encyclopedias. There are two type of unsought goods i.e.

- a. New products that the consumer isn't yet aware of. For example it include disc, camera, computer that speak, telephoto, telephones or methanol as a fuel for autos.
- b. Product that is right now the consumers don't want. For example it include prepaid burial insurance, gravestones, and auto seat ,belt.

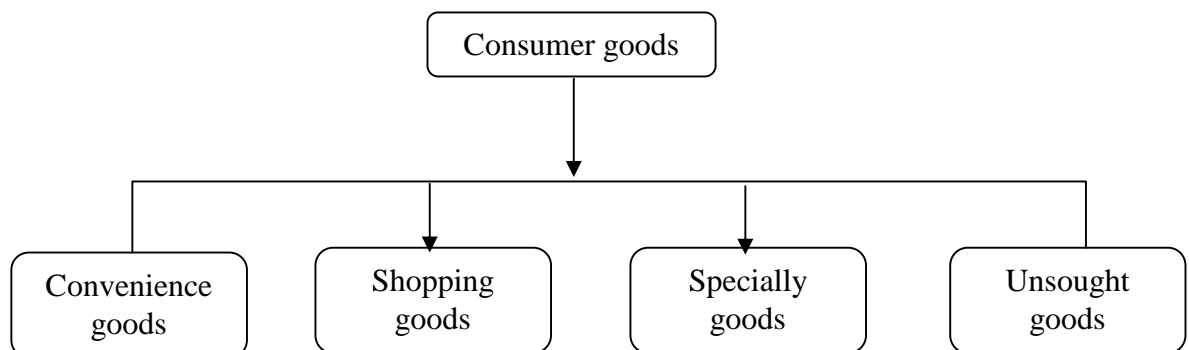


Fig. 4 Classification of consumer goods

2.5 Process Structure of Total Consumer Satisfaction Service System: Consumer Satisfaction

First of all we have to know the meaning of consumer satisfaction. So consumer satisfaction is defined as it is a function of performance relative to the consumer's expectations. When a lot has been promised and more is being delivered., this will always create satisfied consumers. For sales people this mean that they only should promise what they know you are able to deliver. For people on the inside, this means delivering everything that has been promised (Luiu, Chang-Yung, p. 4).

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 (Chang-Yung Liu , p. 4). 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 satisfaction because consumer 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 the brand, not just a rational performance. For example the smoker of **Shikhar Filter Kings Cigarette** never divert in any other brands of Cigarette. The result is high consumer loyalty.

A company either use this process structure as a checking list for consumer service quality or use it as blue print to rebuilt the consumer service system. The seven key elements as are 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 service. The mark of total consumer satisfaction systems management's readiness to commit resource as well as 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 (Ibid, p. 4).

2.5.2 Market Research and Consumer Needs Analysis

The management should understand that the market is more than just the consumer. In the broadest sense, the market environment includes the company's supply chain and merchant partners as well as intermediary consumer and end users. It 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 (Ibid., p. 4).

2.5.3 Customization of Product and Services Planning

Consumers should be surveyed for their opinions, ideas, feelings, likes, and dislikes about products or services before new concepts and plans for products and services are being developed. Consumers should be explained how they can influence managers by making 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 (Ibid, p. 5).

2.5.4 Marketing and Selling of Products and Services

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

2.5.5 Delivery Customization

Delivery options should be offered broad to become the "supplier of choice". Delivery systems to fit the need of core consumers should be customized, in particular by creating channels of communication and service offerings to meet their demands. Consumer, 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. 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.

Collection & analysis of consumer satisfaction information

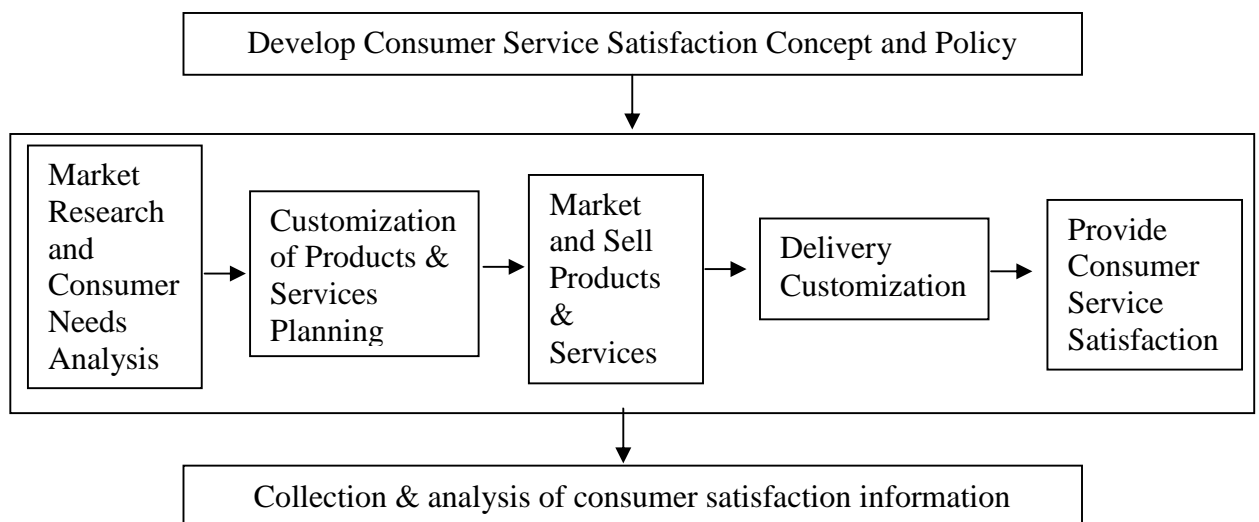


Fig. 4

Process Structure of total Consumer Satisfaction Service System

2.6 Management of Total Consumer 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 consumer are also changing day by day. Management of total consumer satisfaction service system is consumer focused and uses plan, do, check, and action cycles as tactic tools. Its operational strategies include team work operations on integrated processes and process reengineering and management by information technology. Quality, speed- and highly consumer satisfaction were its system goals (Chang-Yung Liu , p. 7). Figure 3 is the process management wheel of total consumer satisfaction service system and its contents is described as follows:

2.6.1 System Core: Consumer Focused

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

2.6.2 Managerial Tactic: PDCA Cycle

All consumer service operations should be continuously 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 continuously. Continuous improvement is the key concept for the process management of the consumer service system.

2.6.3 Operational Strategy One: Teamwork Operations on Interpreted Processes

Because the services are cross-functions, teamwork becomes one of the most important option 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 (Chang-Yung Liu , p.7).

2.6.5 System Goals: Quality. Speed and High Level of Consumer Service

Providing quality by consistent and reliable products, speed by fast- response and problem solving, high level of consumer 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 preference 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 two Latin words i.e. "ad" means "toward" and

"Veto" means "turn". So, meaning of advertisement is 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 Source is in direct contact the receiver and the receiver is always a group or more - precise an aggregation rather than another (Phillip Kotler, 2002, p.579).

The advertisement is defined as "a form of mass communication whereas such message is distributed by soughting through different sources by soughting and acquired by the consumers" (Ibid., p. 579). It is any promotion of ideas; goods or services by an 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 Mayos 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 but 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 Mayos or to educate to avoid hard drugs.

We can say that advertising is a 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 is also a FMCG. So consumer's perception of instant• noodles advertising is very high. By advertising only any consumer can attract towards the instant noodles. Every business organization must accept this, that advertising take vital role to make consumer for their brand.

In Kathmandu Valley FM and Nepal Television is more reliable than Radio Nepal. And paper add. 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 hearing different FM for entertainment. More 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. In Kathmandu valley only in the interior side people used to see Nepal Television. Most of people in Kathmandu 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 News, *Tito Satya*, *Meri Bassai*, *Jire Khursani* etc.. In this time the rate of advertisement is very high so only big company or business organization can afford For advertising in this title. Most of huge company using this prime time. In instant noodles like Mayos, Wai Wai, Ram Pum etc. are giving their advertising in this time.

Paper advertising also very popular in Kathmandu Valley. So many paper is based in Kathmandu. Kantipur Daily and The Kathmandu Post is more popular than Gorkha Patra, Samachar Patra, Rising Nepal, Himalaya Time etc. most of business firms prefer Kantipur Daily and Kathmandu Post for paper advertising. Most of people read Kantipur Dailt for news. After this business firm use Gorkha Patra. Most of government agencies are using Gorkha Patra and The Rising Nepal. Most of popular brand of instant noodles like Mayos, Wai Wai, Rum Pum etc. use Kantipur Daily for paper advertising.

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

2.8 Origin, History and Popularity of Instant Noodles

Every clay 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 cats instant noodles in flavor and manufactured in various countries. Mainly instant noodles is very popular in north Cast Asia Re Korea, China. Singapore, Thailand, Japan etc. Korean used to take highly speed, Chinese used to take Szechwan flavor, Singaporean used to take spices mild in seafood flavor, Thai used to take hotly in Tom Yom flavor, and Japanese Used to take in seafood flavor

instant noodles.

Originally instant noodles came from China. Chinese people were known to have eaten noodles as before the HAN dynasty that rive thousand years ago. In tile late 13th century Marco Polo traveled China and brought noodles back to Italy iii the form of pasta and macaroni. In Chinese language noodles are call "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 of instant noodles gained popularity all over the world because of fast convenient in preparation and good taste.

The world is the world of busy. Every body in the world is busy that they couldn't get enough time to eat well. Due to constraints, people are attracted to taking well-processed foods, which is easy to cook and consume. In this time 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 using instant noodles whenever available and necessary. In the city it is popular due to saving of time but in rural area it is popular for style and fashion like "Oh! I eat noodles today."

2.9 Instant Noodles Industries and Marketing in Nepal

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

As a marketing way the concept of noodles in Nepalese market is introduced by Indian company i.e. Nestle India Ltd. They launched Magga as a white - instant noodles giving concept of "2 minute noodles". They increase the market and done monopoly business for few years. After some year due to heavy demand of noodles in Nepal, Gandaki Noodles Ltd. establish noodles industries in 1980. They produce noodles in the name of RARA with Japanese technology. Gandaki Noodles Ltd. is establish as the first company introduce instant noodles in Nepal and done a good business and became brand leader in market. After grand success of Gandaki Noodles Ltd. In instant noodles, In 1984 Chaudhary Group entered in instant noodles market and introduce Wai Wai as a pre-cooked instant noodles (Brown Noodles) that can be eaten directly from the packet . In a 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. Mayos, Yum Yum, Min Min, Hits, Ramba, Rum Pum, Big MiMi, Sathi, Gol Mol, U-Key etc and fighting to be a brand leader in Nepal market. Wai Wai, Mayos, Rum Pum and U-Key are doing export to India also. Wai Wai have high share of market both in Nepal And India in the compare of other noodles.

The total size for noodles is expected to be above Rs. 1250 million in Nepal. Total sales of instant noodles in Nepal in quantity is expected about 3.92 million cases. Every Year the market of Instant Noodles

growing by 10% o to 15%. Every Company are searching new market for the Instant Noodles. It means they are growing the consumer of Instant Noodles day by day. Instant noodles can be divided in to two groups.

- a) **White Instant Noodles:** This type of Noodles is uncooked it have to cook for two minute o make ready to eat. The first introducing noodles as a white noodle, in Nepal is RARA by Gandaki Noodles P. Ltd. Before it had imported from third country like India and Thailand. 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 number of people use White Instant Noodles ill plain area. It capture about of market area of Instant Noodles. That means about 0.03 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 use 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 man,' company introduce different type of brown Instant Noodles. There are 3.92 million cases sales of Brown Instant Noodles in Nepal. Now Wai Wai is the brand leader. It capture about 5 1 % share of the market.

2.10 Review of Previous Studies

Maharjan, Sajana (2006) "*A Study on Advertising Effectiveness (With Reference To Noodles)*"

Objectives

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

Major Findings

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

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

KC Niraj Pratap (2005) "*Advertising Policy of Himalayan Snax and Noodles Pvt. Ltd. and Fast food Nepal Pvt. Ltd. A Comparative Study*"

Objectives

- J To evaluate the present trend of Mayos and Wai Wai.
- J To suggest steps for advertising to play its role effectively.

- J To evaluate the effects of the advertisements of both products on the consumer.

Major Findings

- J Advertisement is the main source of information regarding instant noodles.
- J Mayos is more popular than Wai Wai instant noodles.
- J Television advertisement is more popular for instant noodles. Newspaper magazine advertisement the second position regarding popularity. Hording board advertisement is also getting popular.
- J Instant noodles are very popular in Katmandu valley. Wai Wai and Mayos are more popular than other instant noodles, so neck to neck competition is between Mayos and Waiwai noodles.
- J Price, quality and advertisement are consumer preference in instant noodles.
- J Most of the consumer believes in advertisements.
- J The role of advertisement in changing consumption behavior is found to be very effective.
- J Changeable advertising is liked by all age consumers. They are satisfied with the changing advertisement of Mayos and Wai Wai.

Mr. Adhikari Tara (2006) *"Brand Preference of Instant Noodles"*.

Objectives

- J To examine the buying habit regarding the noodles and the
- J Behavior of the consumer.
- J To find out the effective advertising media of noodles and their

impact on sales and consumer.

- J To find out the products attributes and pricing factor of noodles.
- J To suggest measure for promotional marketing of noodles products.

Major Finding of the Study

- J Most of the consumers of noodles purpose is snacks and the place to consume is restaurants.
- J Most of the consumers are consuming noodles frequently and from more than 3 years.
- J The preferred brand is Mayos, Waiwai as second, Marry is least preferred and Sakalakaboom and 2pm are moderate preferred.
- J Most of the noodles consumers are found in the age group of 15-30 yrs old and most of them preferred the Mayos. Rest consumers are found to below 15 yrs and above 30 years old who preferred in this segment.
- J The reason to consume the noodles is easy to consume.
- J The highly familiar media is TV and radio with the age group of below 30yrs old of consumer and those consumers who are above 30 yrs are familiar hording board and newspapers.
- J Large number of consumer opined that TV is the best media for noodles advertisement.
- J Most impressive advertisement has been found that these brands Mayos and Waiwai equally but the Mayos is most impressive with the age group of below 30 yrs and the brand Waiwai is impressive with the age group of 30 yrs old consumers.
- J The sales turnover of noodles is dependent upon their extensive advertisement. Even to survive and sustain in the market, advertising is necessary.
- J Most of the consumer of noodles will buy the second preferred

brand if their favorite brand is not available.

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

Bhandari, Prakash (2003) *"Role of Advertising on Sales Especially Response to Waiwai Noodles in Lalitpur Sub-metropolitan City."*

Objectives

- J To evaluate the role of advertising in changing the consumer's attitude towards Waiwai noodles.
- J To calculate the consumer market of Waiwai noodles in the Lalitpur submetropolitan city.
- J To obtain the consumer's attitude of Waiwai noodles with others.
- J To uplift the consumer's positive attitude towards Waiwai instant noodles.

Major Findings:

- J Noodles have good market and basically most of family group are used the noodles three packets in a day.

- J Noodles are used as Tiffin most and little bit customers are preferred to use as both Tiffin and meal.
- J The most of information has got by customers about the noodles through F.M. and other media also help to know about the noodles.
- J The Mayos noodles users like it most due to its quality.
- J The most of consumers are pondered to quality when they purchase Mayos noodles and other things.
- J In the context of Mayos noodles advertising is satisfied.
- J The most of consumers noticed the advertising usually same.
- J The comparison of advertising of Wai Wai noodles with other is better satisfied.
- J The most of the consumers recall the advertising of Myos and Rumpum noodles.
- J The most of consumers has decided to see the regularly advertising then it comes in remember.
- J The Mayos noodle of advertising is highly believed, Rumpum noodle advertising is believed. WaiWai is also believed and Rara and Yummy noodles advertising are neither believed nor disbelieved.
- J The price of Rumpum and Mayos noodles are higher than other brands.
- J The Waiwai noodle quality is very good. And Rumpum also good among the various brand of noodles.
- J Gifts and coupons are more effective promotional techniques for noodles.
- J The awareness of Waiwai noodles both Hami Sabaiko and Chaudhary group KO umadan are famous.
- J The most of the customers are highly satisfied with Waiwai

noodle with its quality and other aspect.

- J The Waiwai noodle is preferred most among the five brands of different noodles. But Rum Pum and Mayos are also being popular among the customers.

Parajuli Bhagawati (2002) "*A study Market Situation of Instant Noodles in Pokhara Valley*"

Objectives:

- J To know the demand and supply in instant noodles in the market of Pokhara Valley.
- J To examine the potential consumers of instant noodles in Pokhara Valley.
- J To obtain the consumers opinion on price, quality and test on instant noodles. To find out the popular media of advertisement for the instant noodles.

Major findings:

- J Demand of instant noodles is highly increasing in Pokhara Valley.
- J Consumers give more preference to the test and less preference to the brand and quality.
- J Most of the consumer who consumed the instant noodles is under 20 years of age.
- J Most of the student has been using instant noodles as Tiffin in comparison to other professional area.
- J Most of the respondents think that the quality of instant noodles is of moderate quality with reasonable price. Instant noodles have been taken as hygienic food compared with different taste of fast food.

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 consumers and retailers. The source of information for this study are both primary and secondary data. Primary data was collected from direct interviewing from consumers and retailers. And secondary data was collected from Chaudhary Group, Khetan Group, Sardha Group, local news paper, daily newspaper, 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 are 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, the survey research design is used in this study. The collected data and information from the survey and 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 data 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 consider as the population of this study. It consists of all the consumers in Lalitpur, Kathmandu and Bhaktpur. 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 and 30 retailers 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, Lalitpur, Bhaktapur city. 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 Lalitpur, Kathmandu and Bhaktaur. 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, Laiitpur and Bhaktapur.

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 analyzed and interpreted using simple linear regression model, percentage, index figure and also presented 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 and retailers are presented and analyzed according to objective of the study. The survey has included 180 individuals. Among them 150 are consumers and 30 are retailers.

4.1 Consumer Level Survey

Consumer profile:- 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 4.1.1. The interpretation and analysis with inference have been mentioned below table, Table: 4.1.1

Table 4.1.1
Instant Noodles Users (Sexwise Classification)

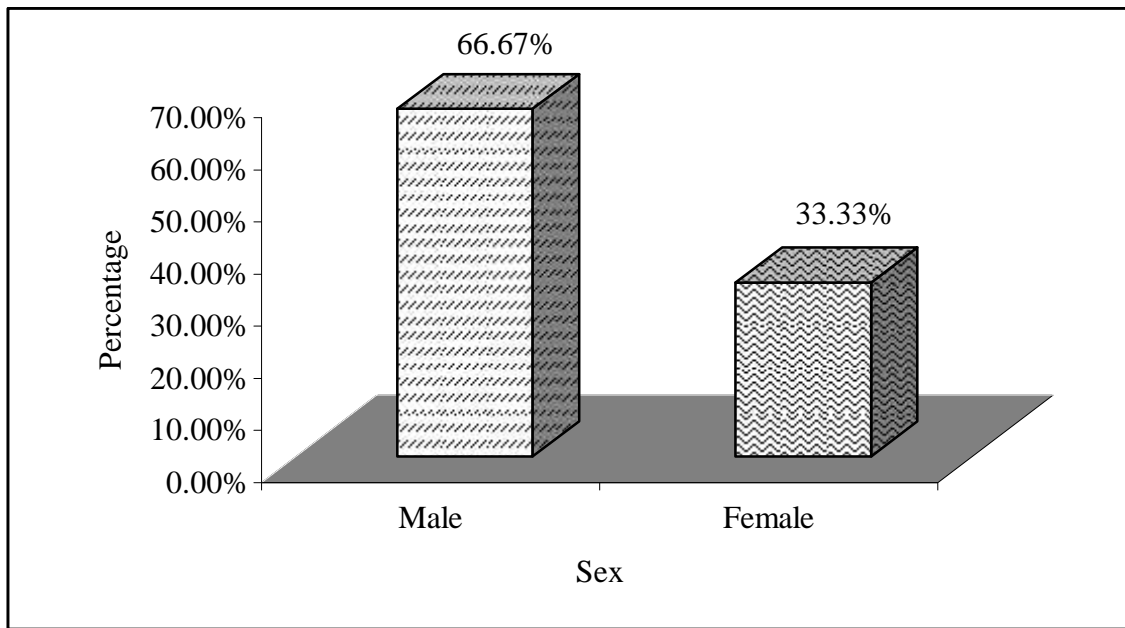
Sex	No of Respondents	Percentage
Male	100	66.67%
Female	50	33.33%
Total	150	100%

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, Lalitpur and Bhaktpur.

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

male. The same data also be presented in graphic form as under Graph 4.1.1

Graph 4.1.1
Instant Noodles Users (Sexwise Classification)



4.1.2 Instant Noodles User (Agewise Classification)

The researcher has studied use of instant noodles from different age group. The result of responses has been shown in table 4.1.2. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.2
Instant Noodles User (Agewise Classification)

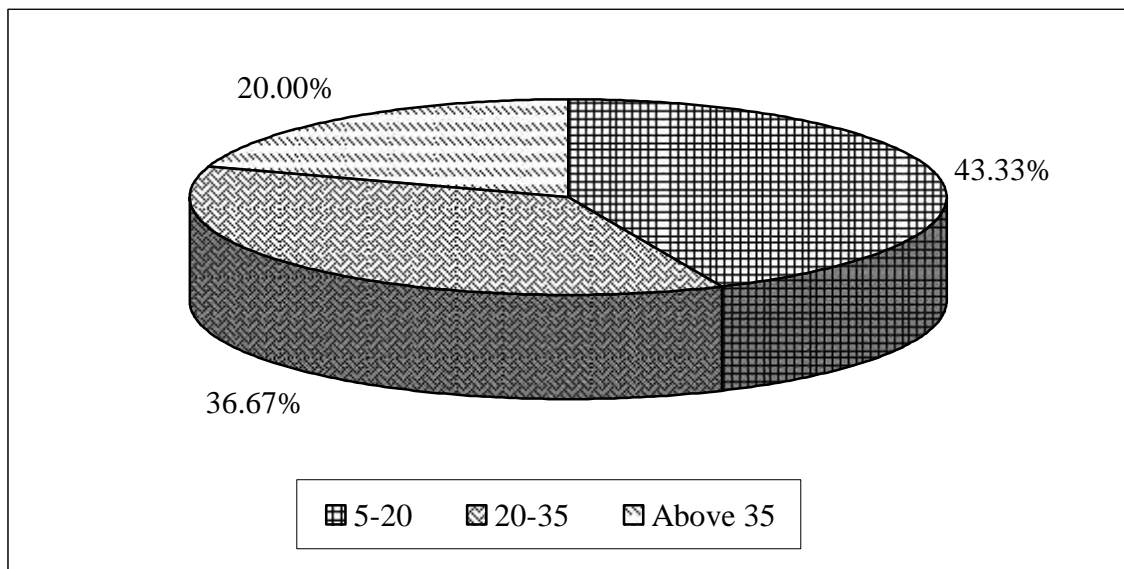
Age	No of Respondents	Percentage
5-20	65	43.33%
20 -35	55	36.67%
Above 35	30	20.00%
Total	150	100%

From the above table 4.1.2 it can be analyzed the age of different age group. Here the age group of 5-20 are 43.33%, 20-35 are 36.67% 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 chart form as below

Chart 4.1.2
Instant Noodles User (Age wise Classification)



4.1.3 Instant Noodles (Professionwise Classification)

The researcher has studied use of instant noodles from consumer having different profession. The result of responses has been shown in table 4.1.3. The interpretation and analysis with inference have been mentioned below table

Table 4.1.3

Instant Noodles Users (Professionwise Classification)

Profession	No. of respondents	Percentage
Student	75	50%
Service	40	26.67%
Business Person	25	16.67%
Other	10	6.66%
Total	150	100%

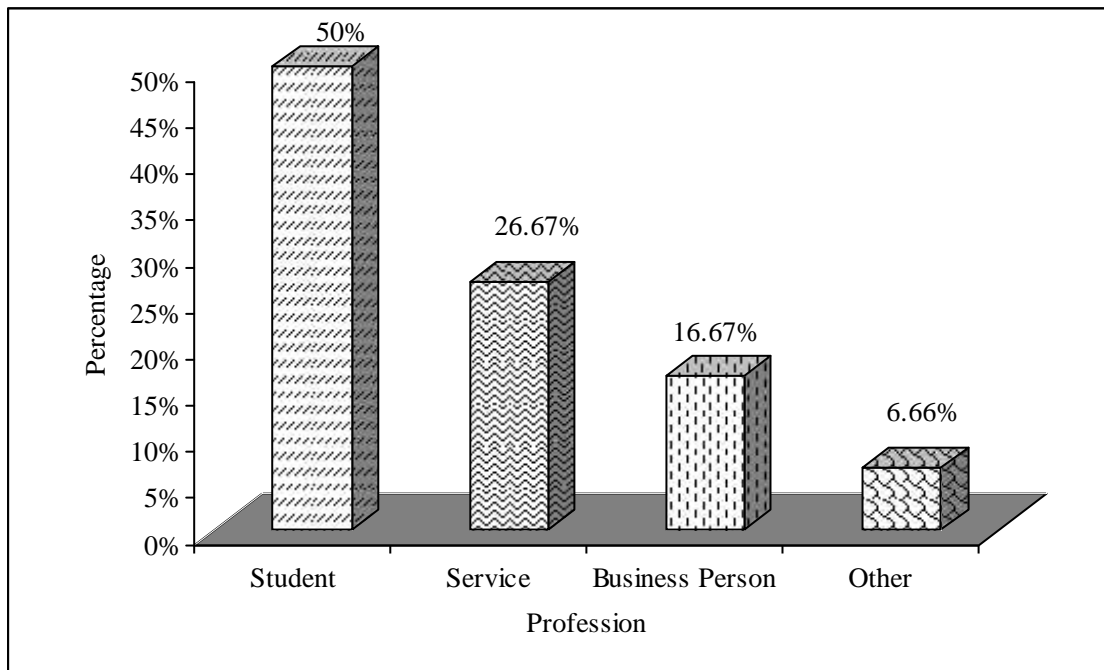
From the above table it can be analyzed that 50% o of the consumers of Instant Noodles included in the survey are students, 26.67% are Service holders, 16.67% are Business persons and 6.66% are others, such as housewives.

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

Graph 4.1.3

Instant Noodles (Professionwise 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 4.1.4. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.4

Instant Noodles User (Education Wise Classification)

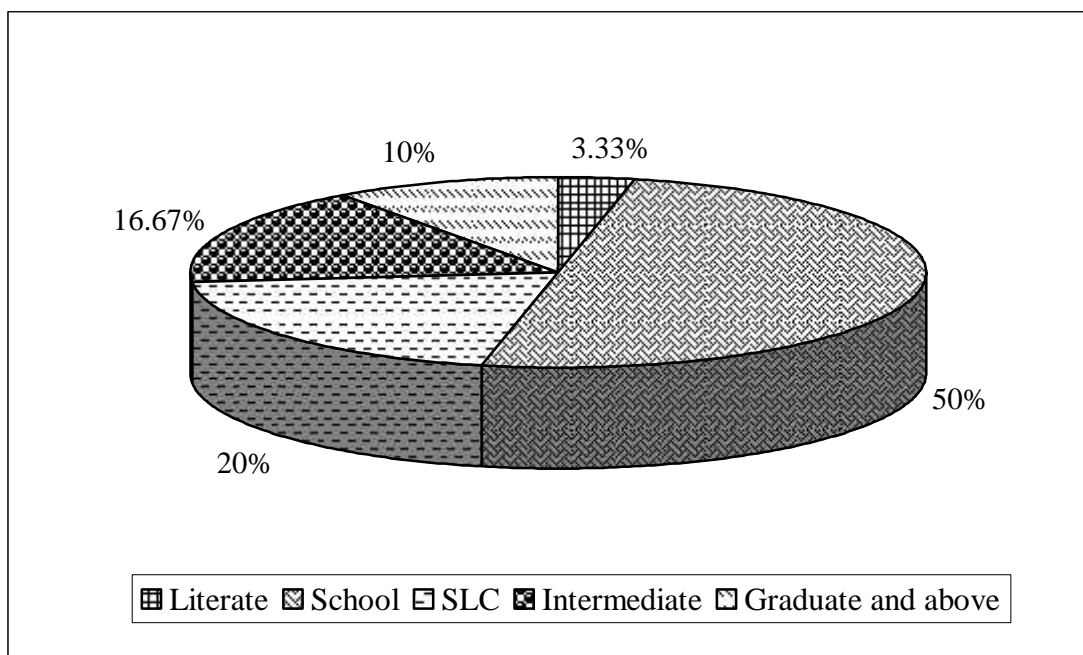
Education	No. of Respondents	Percentage
Literate	5	3.33%
School	75	50%
SLC	30	20%
Intermediate	25	16.67%
Graduate and above	15	10%
Total	150	100%

From the above table 4.1.4 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 chart form as under

Graph 4.1.4
Instant Noodles User (Education Wise Classification)



4.1.5 Instant Noodles Users (District Wise Classification)

The researcher has studied use of instant noodles by different district (Kathmandu, Lalitpur and Bhaktpur). The result of responses has been shown in table 4.1.5. The interpretation and analysis with preference have been mentioned below table,

Table 4.1.5
Instant Noodles Users (District Wise Classification)

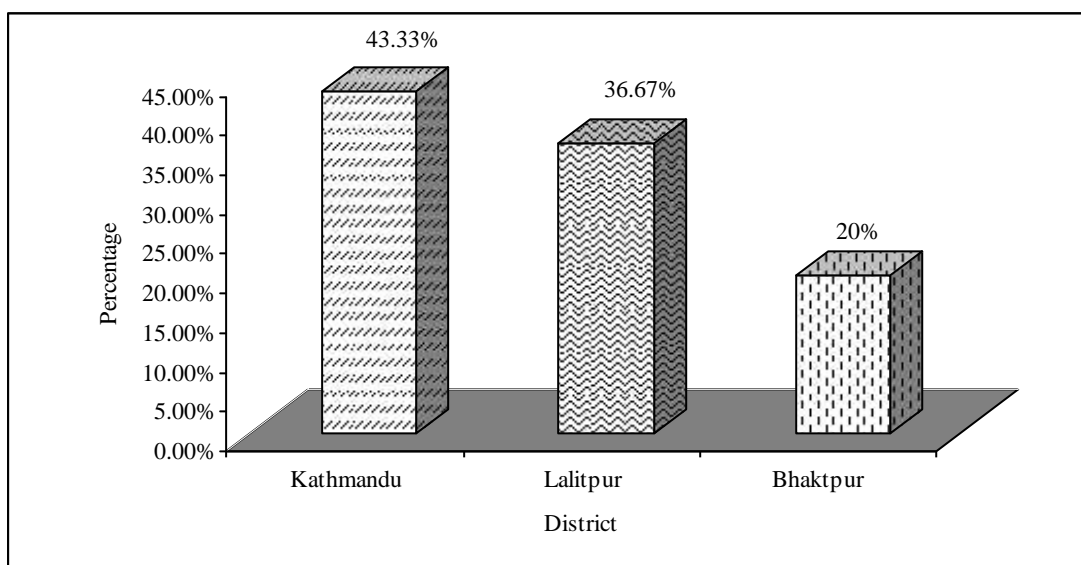
District	No of Respondents	Percentage
Kathmandu	65	43.33%
Lalitpur	55	36.67%
Bhaktpur	30	20%
Total	150	100%

From The above fable 4.1.5 it can be analyzed that 43.33% consumers are from Kathmandu, 36.67% consumers are from Lalitpur and 20% are from Bhaktpur.

From the above table 4.1.5 it can be inferred that most of the consumers of Instant Noodles are from the Kathmandu , then after from Lalitpur and Bhaktpur.

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

Graph 4.1.5
Instant Noodles users (district 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 4.1.6. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.6
Size of Instant Noodles Consumed by Consumers:

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

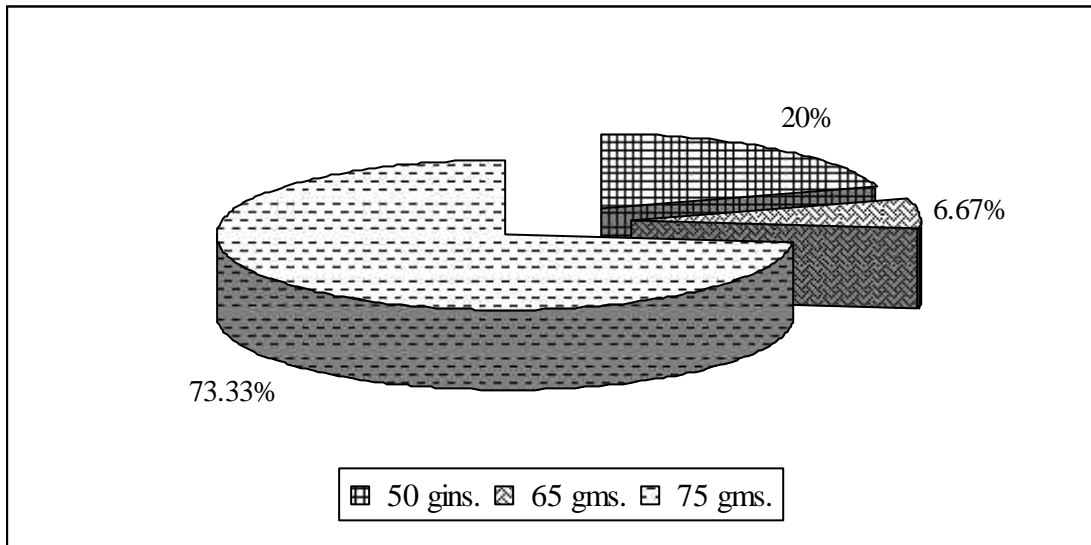
From the above table 4.1.6 it can be analyzed that 20% consumers are used 50 gms. Instant Noodles, 6.67% are use 65 gms Instant Noodles and 73:33% consumers are used 75bms. Instant Noodles.

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,

Chart 4.1.6

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 4.1.7. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.7

Daily Consumption of Instant Noodles

Consumptions Volume	No. of Respondents	Percentage
1 packet	80	53.33%
2 packets	15	10%
3 packets	5	3.33%
More	50	33.34%
Total	150	100%

Source: Field Survey, 2008.

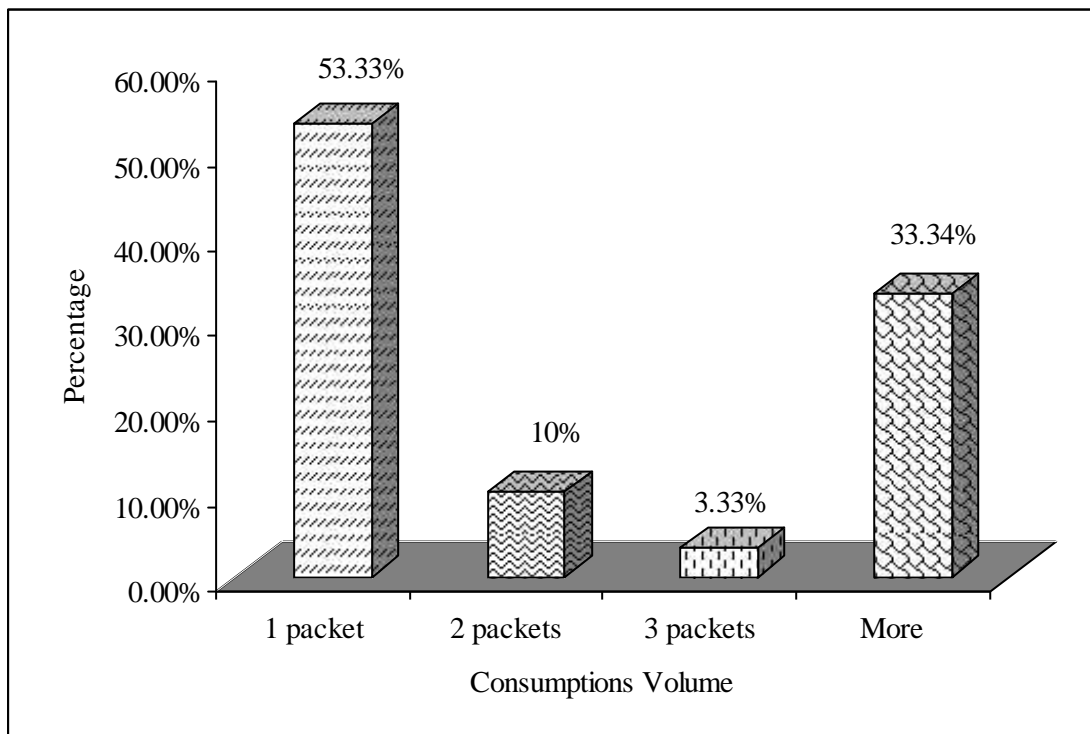
From above table 4.1.7 it can be analyzed that 53.33% consumers are

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

Graph: 4.1.7
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 4.1.8. The interpretation and analysis with inference have been mentioned below table,

Table: 4.1.8
Purpose of Taking Instant Noodles

Option	No. of Respondents	Percentage
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%
Total	150	100%

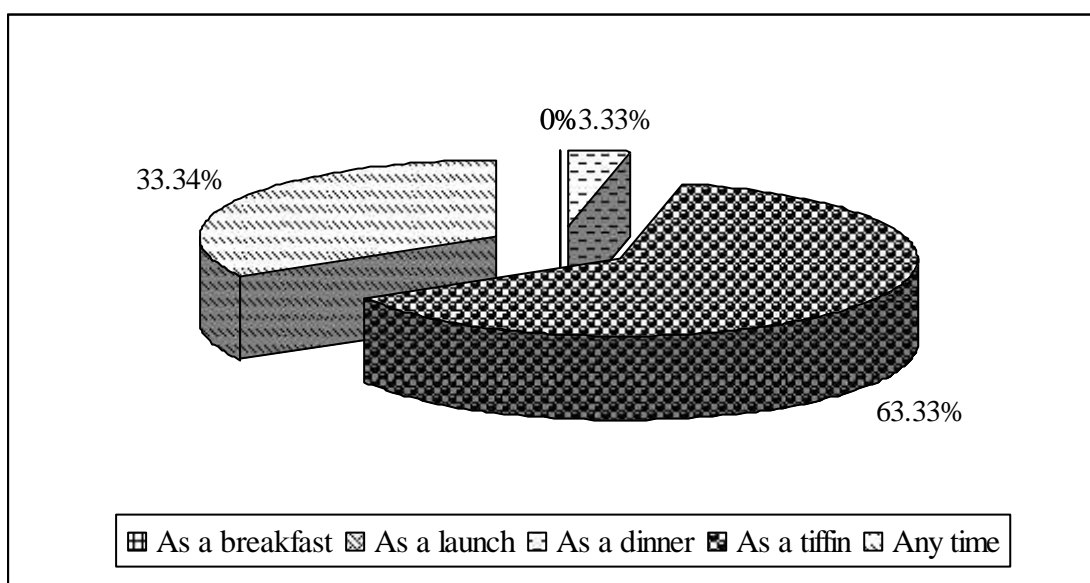
Source: Field Survey, 2008.

From the above table 4.1.8 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 tiffins 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 a tiffins, then after any time and least no. of consumers like to have instant noodles as a dinner.

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

Chart 4.1.8
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 4.1.9. The interpretation and analysis with inference have been mentioned below table,

Table: 4.1.9
Mostly taken place of Instant Noodles

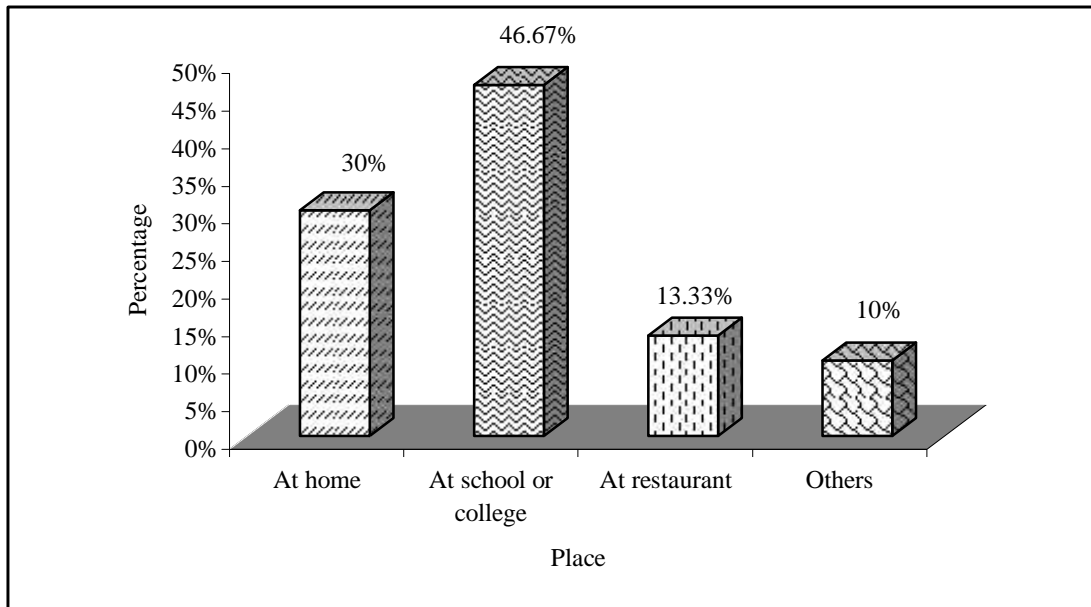
Place	No. of Respondents	Percentage
At home	45	30%
At school or college	70	46.67%
At restaurant	20	13.33%
Others	15	10%
Total	150	100%

From the above table 4.1.9 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 15% 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,

Graph 4.1.9
Mostly taken place of Instant Noodles



4.1.10 Reason of taking Instant Noodles

The researcher has studied the reason of taking Instant Noodles. The result of responses has been shown in table 4.1.10. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.10
Reason of taking Instant Noodles

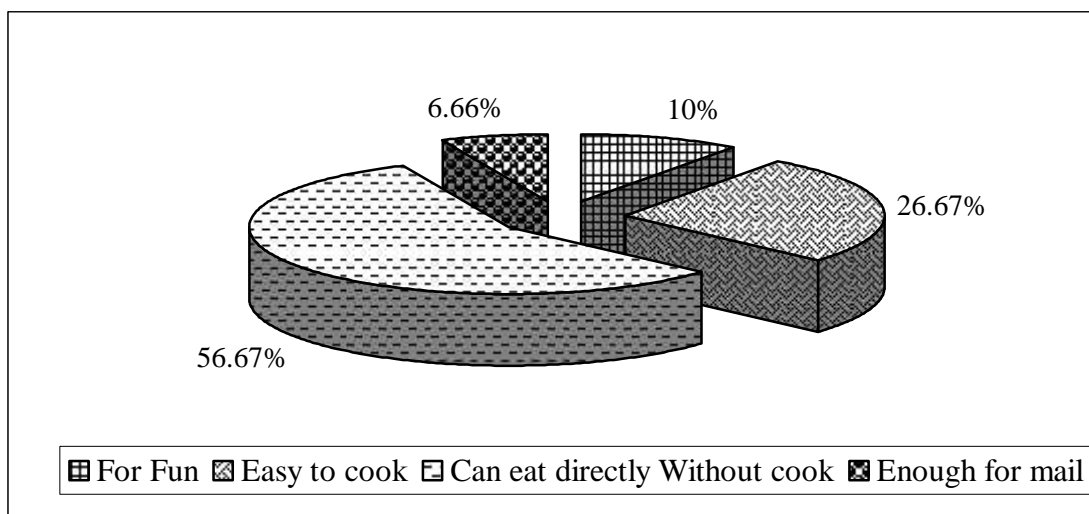
Reason	No. of Respondents	Percentage
For Fun	15	10%
Easy to cook	40	26.67%
Can eat directly Without cook	85	56.67%
Enough for mail	10	6.66%
Total	150	100%

From the above table 4.1.10 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 mail.

From the above analysis it can be inferred that most of consumer 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 mail.

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

Chart 4.1.10
Reason of taking Instant Noodles



4.1.10 Retail Level Survey

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

Availability of different brand of instant noodles

The researcher in the market. The result of responses has been

shred inthe table 4.1.11. The interpretation and analysis with inference have been mentioned below table.

Table 4.1.11
Retail Level Survey

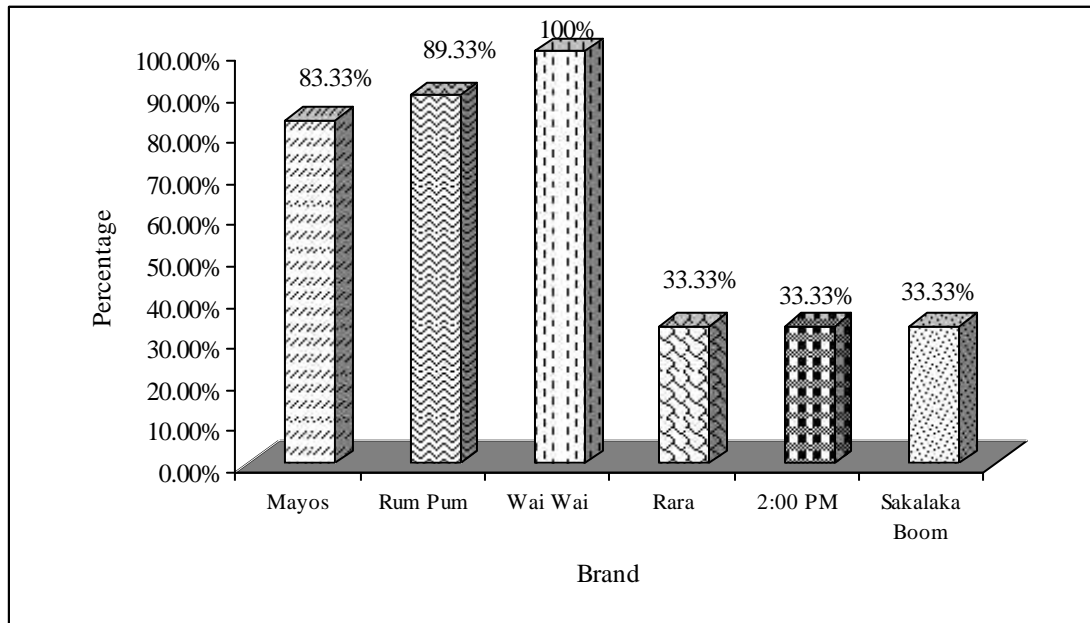
Brand	No. of retailers	Percentage
Mayos	25	83.33%
Rum Pum	25	89.33%
Wai Wai	30	100%
Rara	10	33.33%
2 PM	10	33.33%
Sakalaka Boom	10	33.33%

From the above table 4.1.11,it can be a analyzed that Wai Waiis available inm 100% shop. Mayos is available in 83.33%,Rumpum is in 83.33%, RaRa is 33.33%, 2PM is in 33.33% and Sakalaka Boom is in 33.33% and otehrs brand like Hurey, Lekali, GolMol, U-key etc. are available in 50% shop.

From the the above analysis is can be analyzed that Mayos is in 2nd position, above it Wai Wai Instant Noodles is available in every retail shop. After that RumPum has has same position of availability with Mayos and others have poor availability.

The same data on the about table can also be presented in Graphica form as under.

Graph 4.1.11
Retail Level Survey



4.1.12 Brandwise Sales of Instant Noodles

The researcher has studied the brandwise sales of instant noodles. The result of response has been shown in table 4.1.12. The interpretation and analysis with inference have been mentioned below table.

Table 4.1.12
Brandwise Sales of Instant Noodles

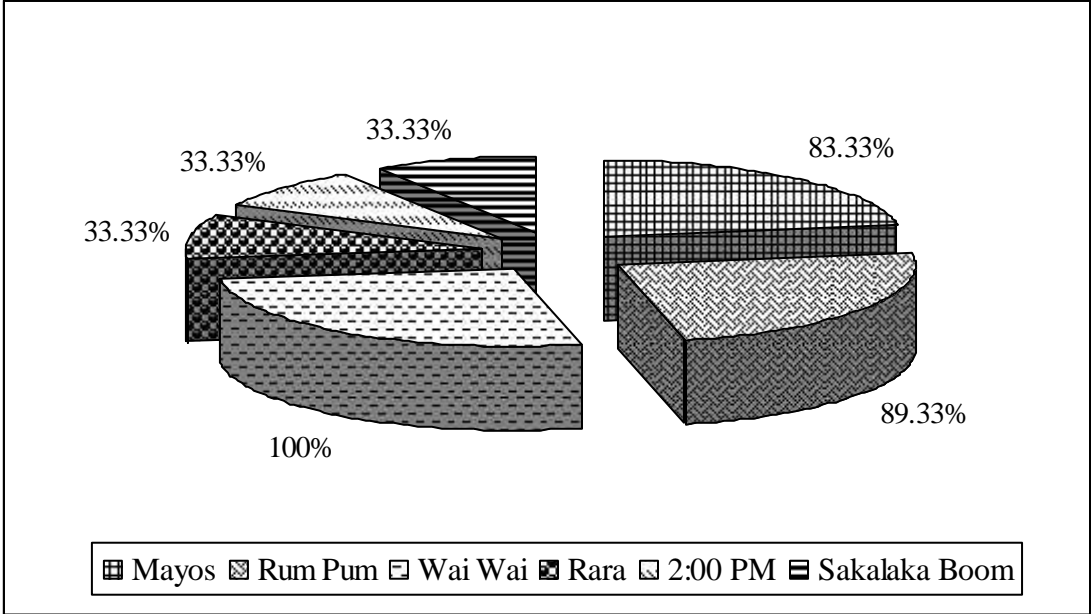
Brand	No. of retailers	Percentage
Wai Wai	10	33.34%
Mayos	7	23.31%
2 PM	4	13.34%
Sakalaka Boom	2	6.67%
Rum Pum	5	16.67%
Rara	2	6.67%
Total	30	100%

From the above table 4.1.11, it can be analyzed that 33.34% retailers sales the brand Wai Wai were. Mayos has second position with 23.31%, 2PM has 13.34, Rum Pum has 16.07 and least sales of 6.67% of Sakalaka Boom and Rara Instant Noodles.

From the the above analysis it can be inferred that most of the retailors sales the brand of Wai Wai and Maos has second position.

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

Graph 4.1.12
Brandwise Sales of Instant Noodles



4.1.13 Qualitywise Classification of differnt Brand of Instant Noodles

The researcher has studied the qualitywise classification of different brand of instant noodles. The result of resopnmses has been shown on the table 4.1.13. The interpretation and analysis with inference has been mentioned below table.

Table 4.1.13

Qualitywise Classification of different Brand of Instant Noodles

Brand	No. of retailers	Percentage
Mayos	7	23.33%
Wai Wai	10	33.33%
2 PM	5	16.67%
Sakalaka Boom	1	3.34%
Rum Pum	2	6.66%
Rara	5	16.67%
Total	30	100%

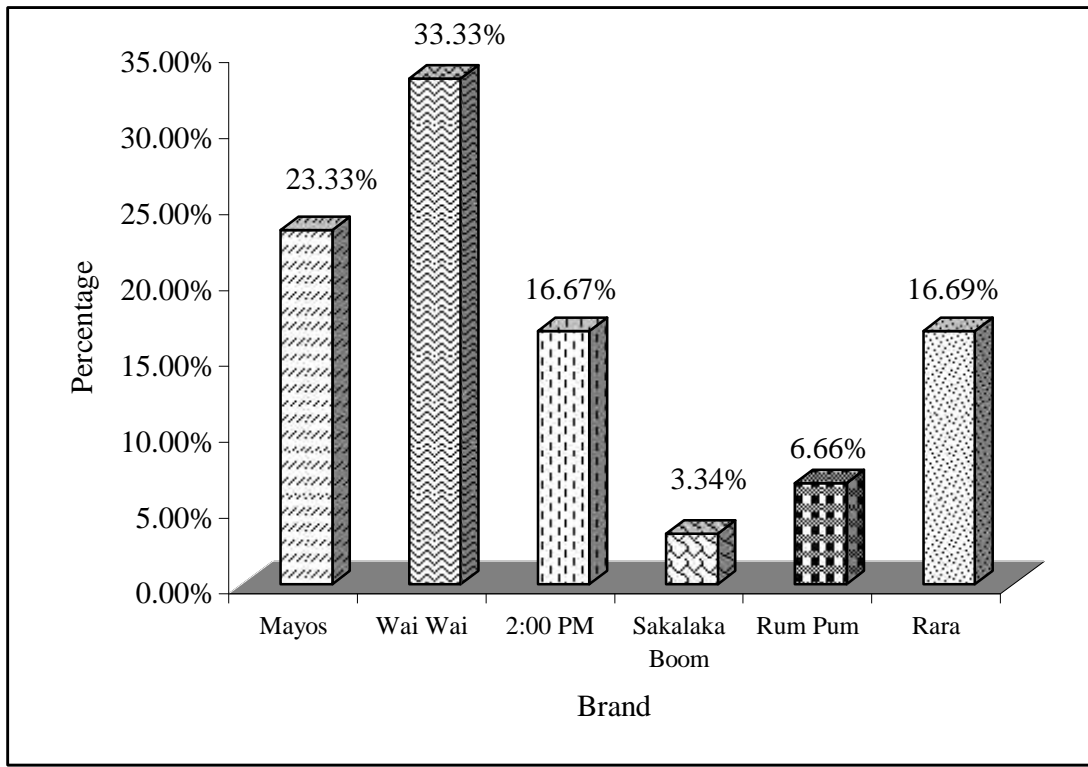
From the above table 4.1.13, it can be analyzed that 23.33% retailers said the quality of Mayos is good 33.33% retailers said Wai Wai is good 16.67, 3.34%, 6.66% and 16.67% retailers said that 2 pm, Sakala Boom, Rum Pum and Rara is good in quality respectively.

From the above analysis it can be inferred that most of the retailers said that the quality of Wai Wai is better than other brand. Mayuos is accepted secondly as a good quality from the view of retailer. Also Rara and 2 PM are also accepted by the retailer as a good quality. Sakala Boom and Rum Pum is accepted at least by retailer as a good quality.

The same data from the above table 4.1.13 can also be presented on graphic from as under.

Graph 4.1.13

Qualitywise Classification of differnt Brand of Instant Noodles



4.1.14 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 on the table 4.1.14. The interpretation and analysis with inference has been mentioned below table.

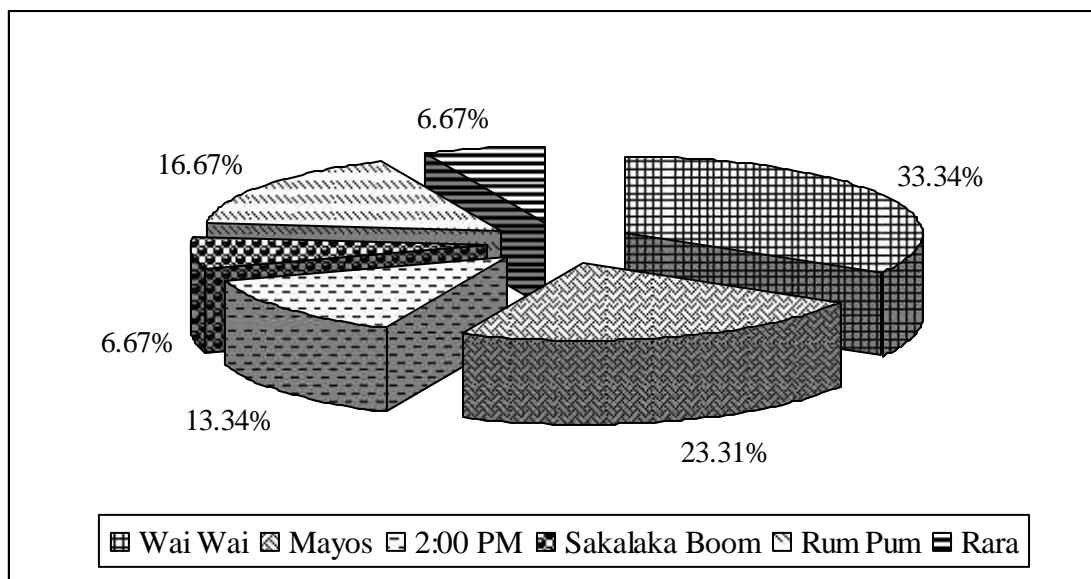
Table 4.1.14
Classification of Brand of Instant Noodles in the Basis of
Commission

Brand	No. of retailers	Percentage
Mayos	15	50%
Wai Wai	2	6.64%
2 PM	2	6.67%
Sakalaka Boom	3	10%
Rum Pum	4	13.34%
Rara	4	13.34%
Total	30	100%

From the above table, it can be analyzed that 50% of retailers getting good commission on Mayos instant noodles. 6.67% of retailers getting good commission from brand Wai Wai and 2PM while 10% rtailers setting good commision from Sakalaka Boom and 13.34% retailers getting good Commission from Rumpum and Rara.

The same data from the above table 4.1.14 can also be presented on graphic from as under.

Graph 4.1.14
Classification of Brand of Instant Noodles in the Basis of Commission



4.1.15 Classification of Preference Toward Brand by Consumers

The researchers has studied the preference toward brand by the consumer. The result of resonses has been shown on the table 4.1.15. The interpretation and analysis with inference has been mentioned below table.

Table 4.1.15

Classification of Preference Toward Brand by Consumers

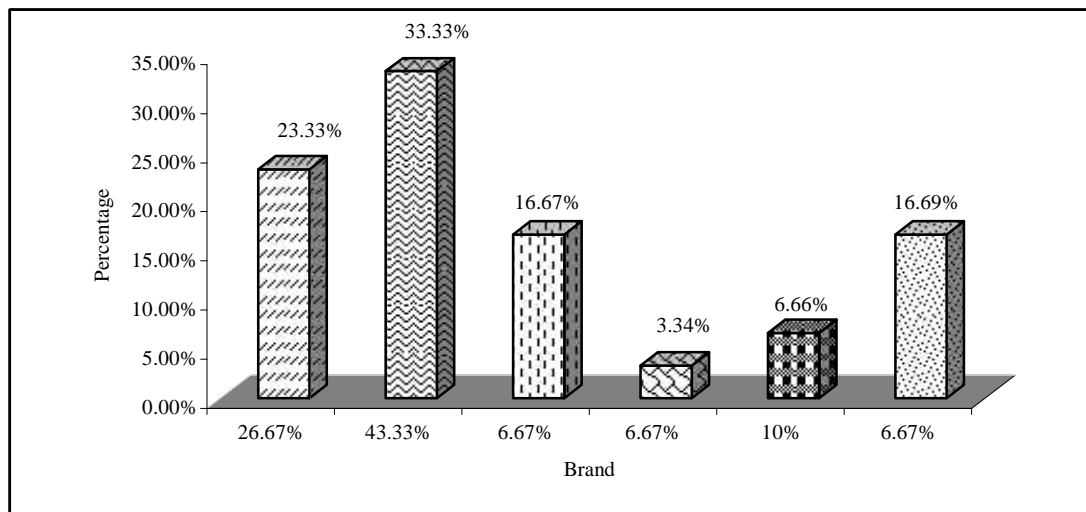
Brand	No. of retailers	Percentage
Mayos	40	26.67%
Wai Wai	65	43.33%
2 PM	10	6.67%
Rum Pum	10	6.67%
Sakalaka Boom	15	10%
Rara	10	6.67%
Total	150	100%

From the above table 4.1.15, it can be analyzed that among surveyed of 150 consumers on Kathmandu Valley 26.67% prefer Mayos, 43.33% consumer prefere Wai Wai, 6.67% consumer prefere Rara, 2 PM and Rum Pum and 10% consumer prefere Sakalaka Boom.

The above table 4.1.15 can also be presented on graphic from as under.

Graph 4.1.15

Classification of Preference Toward Brand by Consumers



4.1.16 Brand's Best Advertisement of Instant Noodles

The researcher has studied the best advertisement of the instant noodles. The result of responses has been shown in table 4.1.16.

Table 4.1.16

Brand's Best Advertisement of Instant Noodles

Brand	No. of retailers	Percentage
Mayos	50	33.33%
Wai Wai	40	26.67%
2 PM	20	13.33%
Sakalaka Boom	20	13.33%
Rum Pum	10	6.66%
Rara	10	6.66%
Total	150	100%

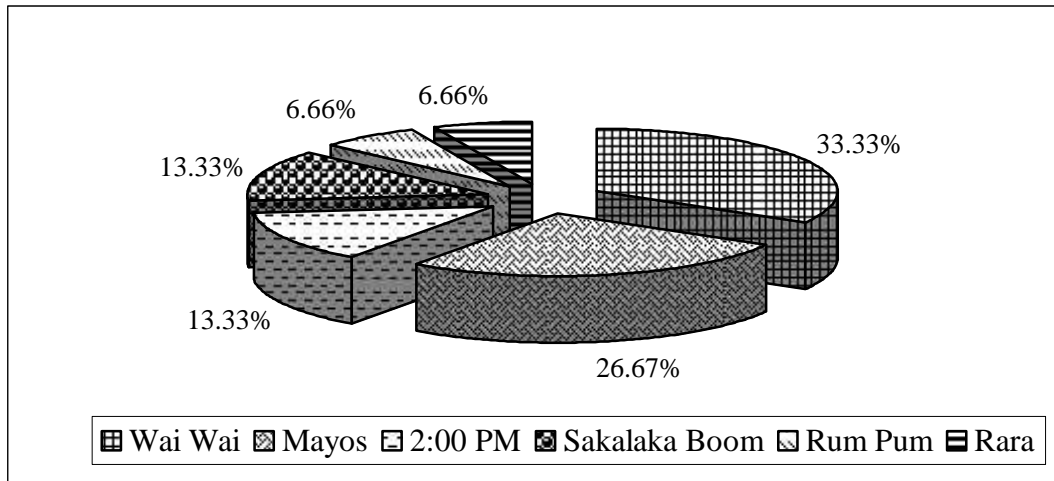
From the above table, it can be analyzed that 33.34%, consumer like the advertisement of Mayos. This is the largest number of consumer. It is followed by Wai Wai, 2 Pm, Rum Pum, Sakalaka Boom and Rara.

The same data from the above table 4.1.16 can also be presented on

graphic form as under.

Graph 4.1.16

Classification of Brand of Instant Noodles in the Basis of Commission



4.1.17 Age Group of Consumers who buy the Instant Noodles Retails

The researcher has studied the age group of consumer who buy the instant noodles in retails. The result of responses has been shown in table 4.1.17. The interpretation and analysis with inference have been mentioned below table

Table: 4.1.17

Age Group of Consumers who buy the Instant Noodles Retails

Age group	No. of Retailers	Percentage
5-10	5	16.67%
10-20	16	53.33%
20-30	4	13.33%
30-40	3	1%
40 above	2	6.67%
Total	30	100%

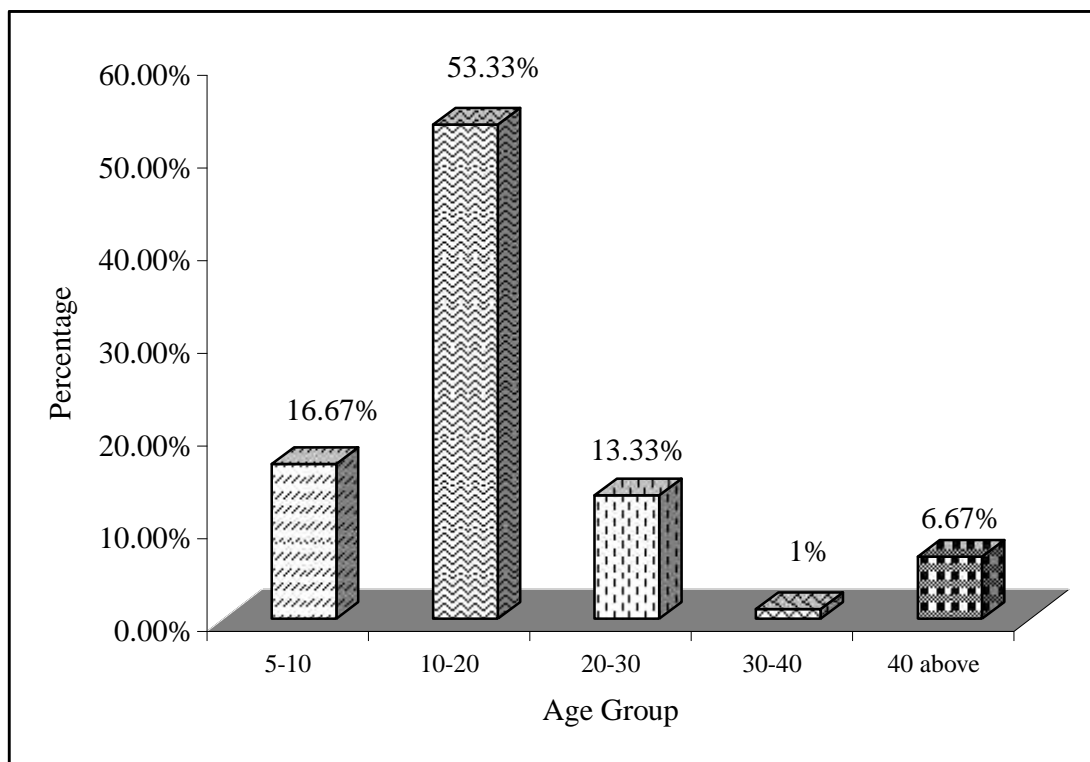
From the above table 4.1.17, it can be analyzed that the buyers

of.irlstaiit noodles in retails; 16.67% of the consumers are in the age of between 5-10, 53.33% in the age of between 10-20, 13.33% in the age of between 20-30, 10% in the age of between 30-40 and 6.67 are in the age of above 40.

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

The data from the above table 4.1.17 can also be presented in graphic form as under

Graph 4.1.17
Age Group of Consumers who buy the Instant Noodles Retails



4.1.18 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 4.2.4. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.18

Effect of Advertisement in the Sales of Instant Noodles

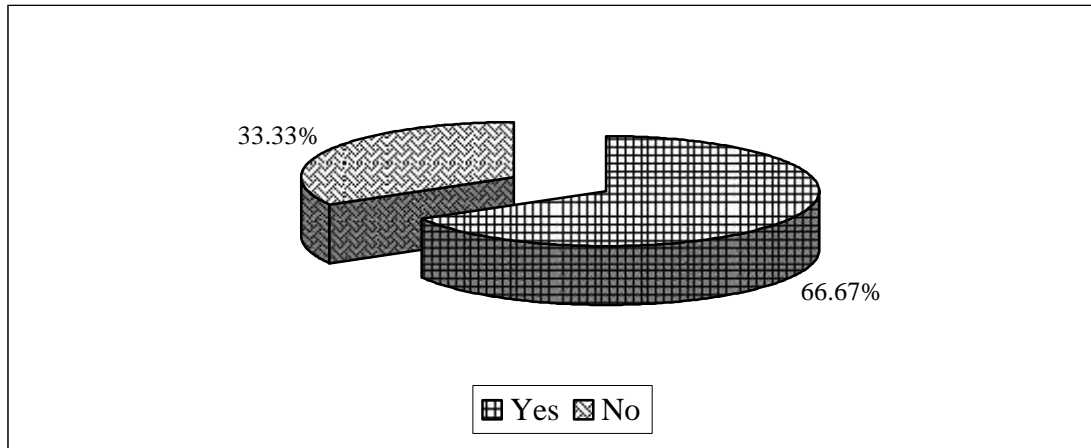
Age group	No. of Retailers	Percentage
Yes	20	66.67%
No	10	33.33%
Total	30	100%

From the above table 66.67% retailers said that advertisement affects the sales of instant noodles and only 33.33% 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

Graph 4.1.18
Effect of Advertisement in the Sales of Instant Noodles



4.1.19 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 4.2.7. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.19
Reason of Selling Instant Noodles by the Retailers

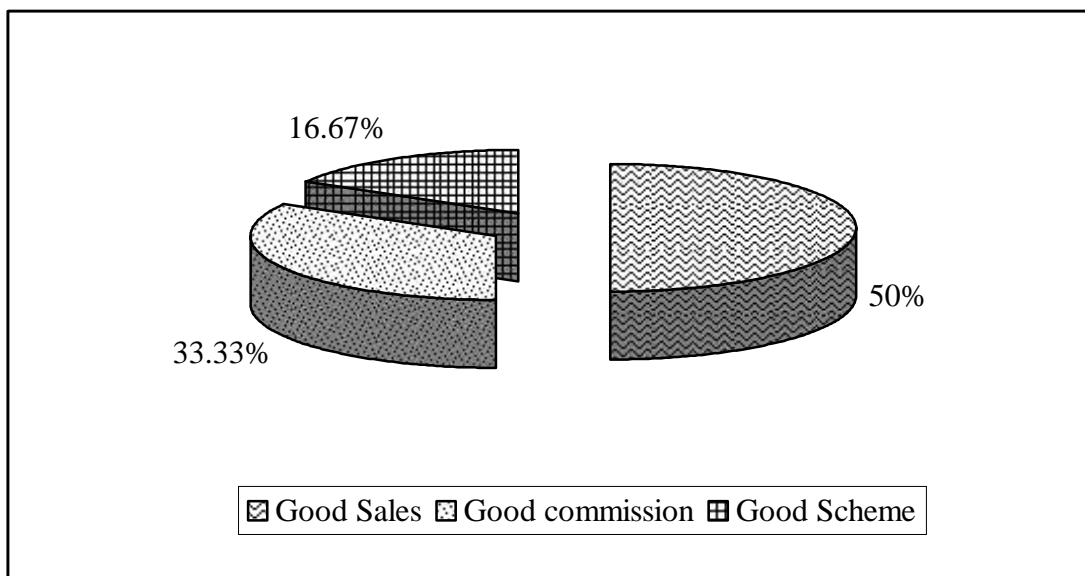
Reason	No. of Retailers	Percentage
Good Sales	15	50%
Good commission	10	33.33%
Good Scheme	5	16.67%
Total	30	100%

From the above table 4.1.19 it can be analyzed that 50% of the retailers sales the instant noodles due to good sales, 33.33% sales the instant noodles due to good commission and 16.67% retailers sales- the instant noodles due to good scheme.

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 4.1.19 can also be presented in the form of chart as below,

Graph 4.1.19
Reason of Selling Instant Noodles by the Retailers



4.1.20 Most Preferred Brand of Noodles

The following table shows which brand of noodles is most preferred by the noodles consumer based on the 110 respondents.

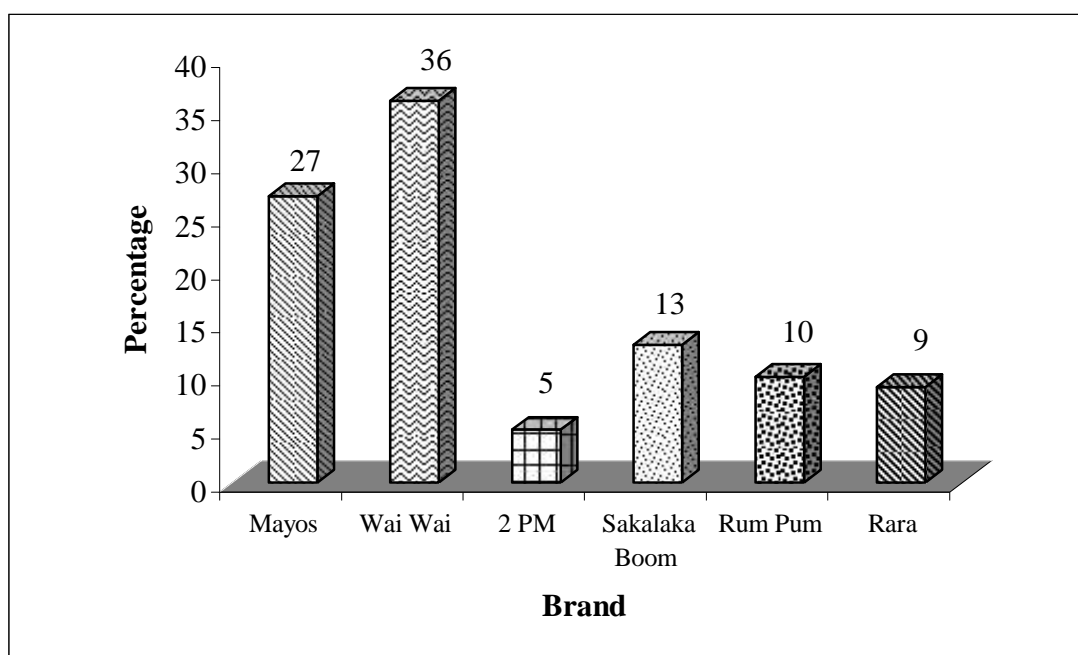
Table No. 4.1.20
Most Preferred Brand of Noodles

Brand	No. of Respondent	Percentage
Mayos	39	27
Wai Wai	54	36
2 PM	8	5
Sakalaka Boom	20	13
Rum Pum	15	10
Rara	14	9
Total	150	100

Source: Field Survey, 2008.

The table no.4.1.20 presents that there is very competitive figure of brand choice between the various brands. Among them Waiwai is preferred by 36% of respondents. Mayos is preferred by 27% of respondents, 2pm by 5%, Sakalakaboom by 13%, Rumpum by 10%, and Rara by remaining 9% of respondents out of 110 respondents. It can be shown in the following bar-diagram.

Graph 4.1.20
Most Preferred Brand of Noodles



4.1.21 Reason for Noodles Consumption

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

Table 4.1.21
Reason for Noodles Consumption

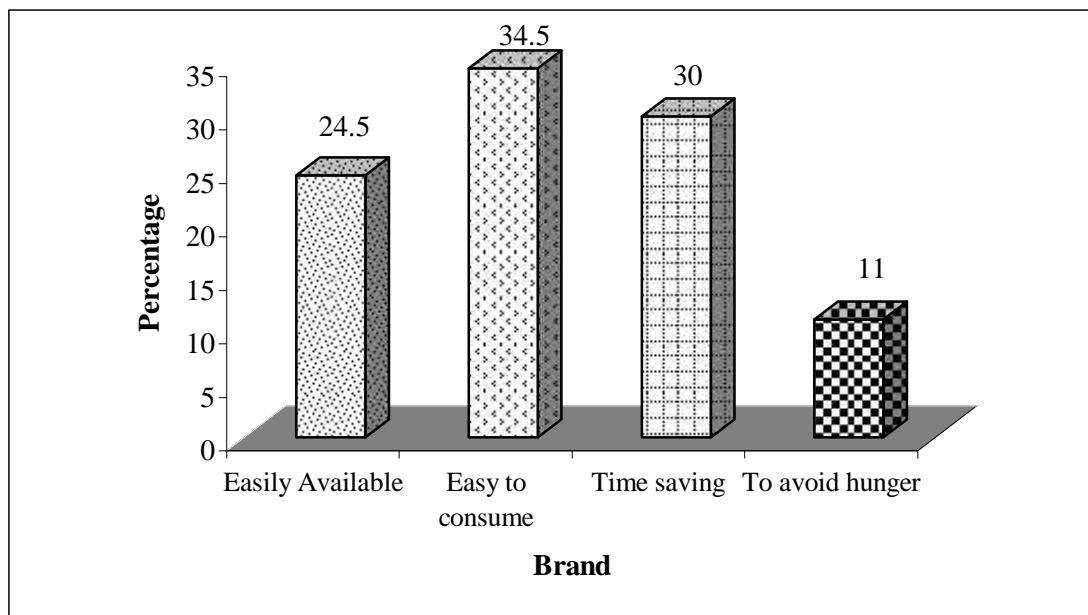
Reason	No of Responds	% of Respondents
Easily Available	37	24.5
Easy to consume	52	34.5
Time saving	45	30
To avoid hunger	16	11
Total	150	100

Source: Field Survey, 2008.

The table 4.1.21 presents that the reason for noodles consumption.

The data indicates that easy to consume is the main reason of noodles consumption which is proved by the 34.5% of respondents. Same way easily available by 24.5%, time saving by 30%, and to avoid hunger by 11 % out of 110 respondents.

Graph 4.1.21
Reason to Consume of Noodles



4.1.22 Ranking of different brand of Noodles

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

Table 4.1.22
Ranking of Different Six Brands of Noodles

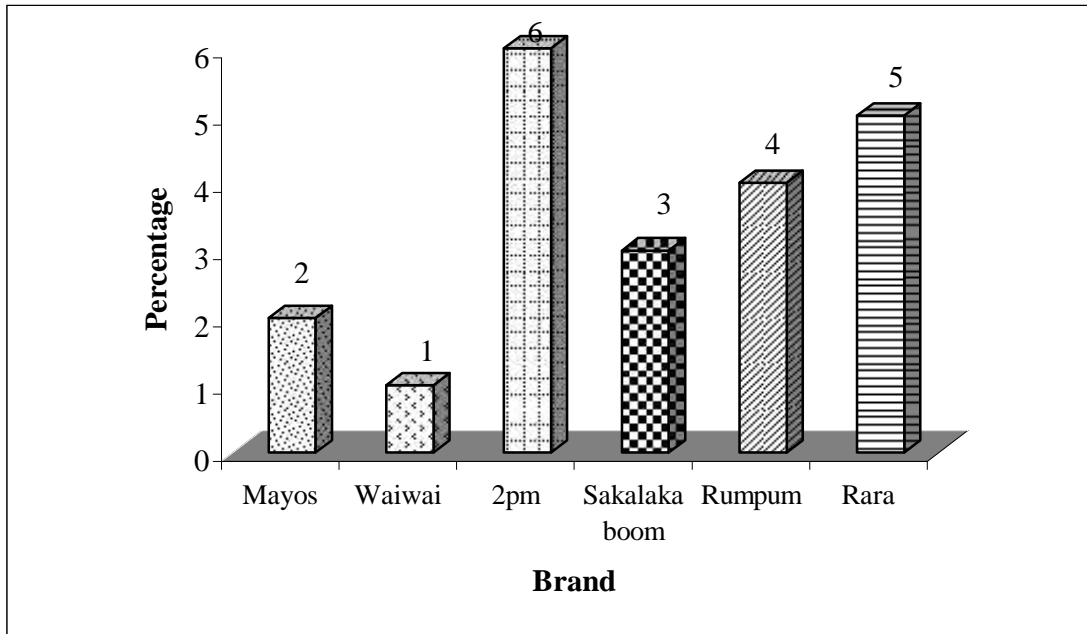
Noodles	No of	Percentage	Ranking
Mayos	41	27.3	2
Waiwai	54	36.36	1
2pm	7	4.5	6
Sakalaka boom	19	12.7	3
Rumpum	15	10	4
Rara	14	9	5
Total	150	100	21

Source: Field survey 2008.

In the table above, the consumers to different six brands have been presented. Note that, the highest priority is given noodle denoted by 1 and the lowest priority given noodles is denoted by 6 and it is also noted that the number 1 denoted noodles has the highest percentage and number 5 denoted noodle has got the lowest percentage.

By the overall ranking of various brands of noodles, Waiwai noodles is seen as most preferred with 36.36% and Mayos is also as high as Waiwai at 27.3% with second ranking, Sakalaka Boom in third ranking , Rumpum in fourth ranking, Rara in fifth ranking and 2pm in six position or six ranking. Which means Waiwai and Mayos is most popular and 2pm is lowest among the a

Graph 4.1.22
Ranking of Different Noodles



4.1.23 Alternative Choice of Brand if Favorite Brand is not available

The table below presents the alternative brand of noodles if any consumer can not get his favorite brand.

Table 4.1.23

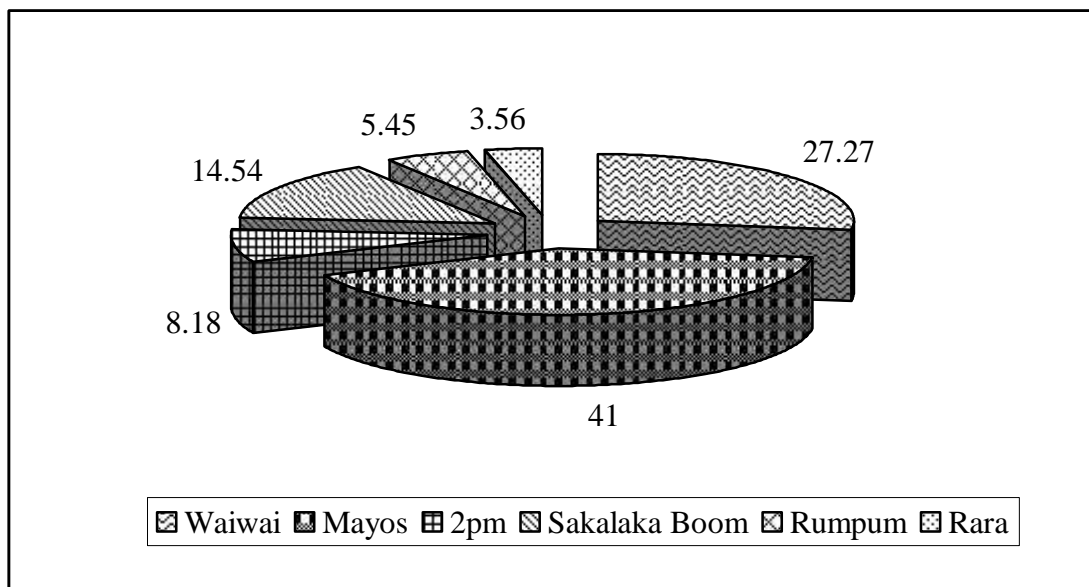
Alternative Choice of Brand If Favorite Brand Is Not Available

Alternative Choice of Brand	No of Respondent	% of Respondent
Waiwai	41	27.27
Mayos	62	41
2pm	12	8.18
Sakalaka Boom	22	14.54
Rumpum	8	5.45
Rara	5	3.56
Total	150	100

Source: Field Survey 2008

The table 4.1.23 is related to alternative choice of brand if favorite brand is not available in the market. According to the table, most of the respondents have been found in the alternative choice of brand as Mayos by almost 41% where as Waiwai 27.27%, 2pm 8.18, Sakalaka Boom 14.54%; Rumpum 5.45% and Rara by 3.56%.

Figure 4.1.23
Alternative Choice of Noodles



4.1.24 Information about the Noodles Through various Media:

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

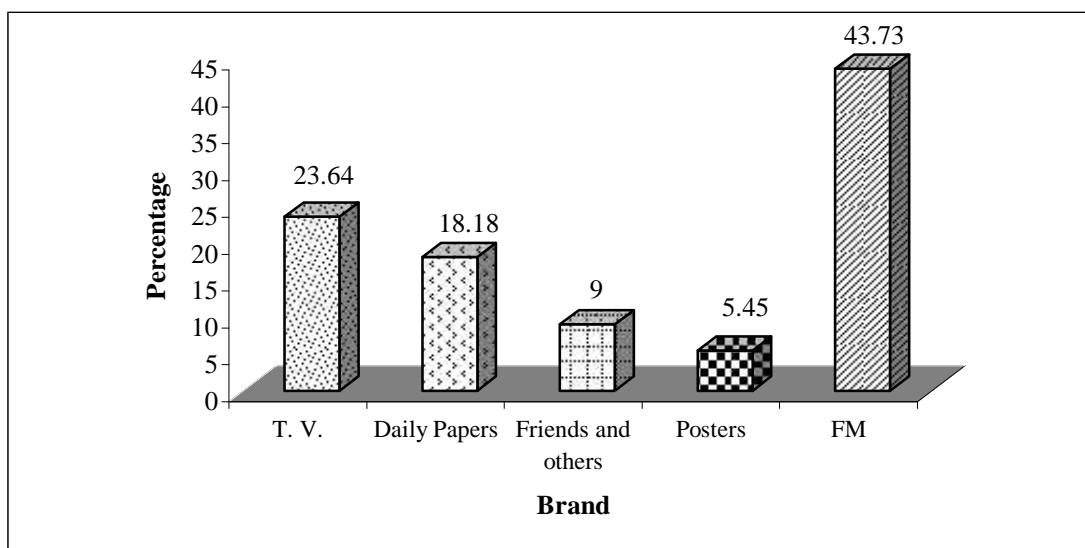
Table 4.1.24
Information of Noodles through Media

Media	No. of Respondent	Percentage
T. V.	35	23.64
Daily Papers	27	18.18
Friends and others	14	9
Posters	8	5.45
FM	66	43.73
Total	150	100

Source: Field Survey: 2008

According to the field survey there are most of media to inform about the noodles market. Most of the noodles consumer got information of noodles through FM radio. The respondents are 43.73% out of 110 respondents. Same way through Television 23.64, through papers 18.18%, through friends 9% and through poster 5.45%. It can be shown under bar diagram also.

Figure 4.1.24
Information of Noodles through Media



4.1.25 Reason of Noodles Buying in Dept store

Departmental store are those types of shop where the price of product be the always fix and customer can buy all kinds of products in the same place. So these questionnaires were helpful to bring out the reason for the noodles buying in departmental store.

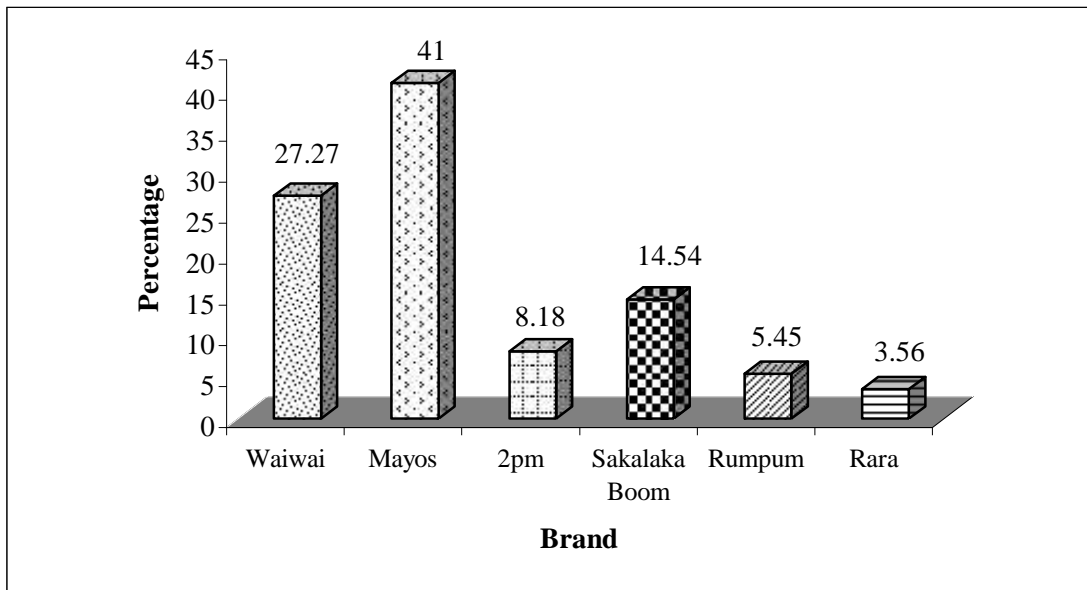
Table 4.1.25
Reason of Noodles Buying in Dept Store

Media	No. of Respondents	Percentage
Easily available	12	8.18
Alternative choice	46	30.9
Fix price	25	16.36
Buying with other product	67	44.56
Total	150	100

Source: Field Survey, 2008.

The table 4.1.25 shows the reason for the purchasing of noodles through the departmental store. According to the table most of the customers of dept. store buy noodles because they purchase the various products from so they also buy noodles at that time. According to survey 44.56% of customers buy noodles with other product. In the same way 30% of respondents buy there because of alternative brand available, 16.36% for fix price and 8.18% for easily available. It can be shown through bar diagram also.

Figure 4.1.25
Reason of Noodles Buying in Dept Store



4.1.26 Reason for Consumption of Mayos Noodles

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

Table 4.1.26
Reason for Consumption of Mayos Noodles

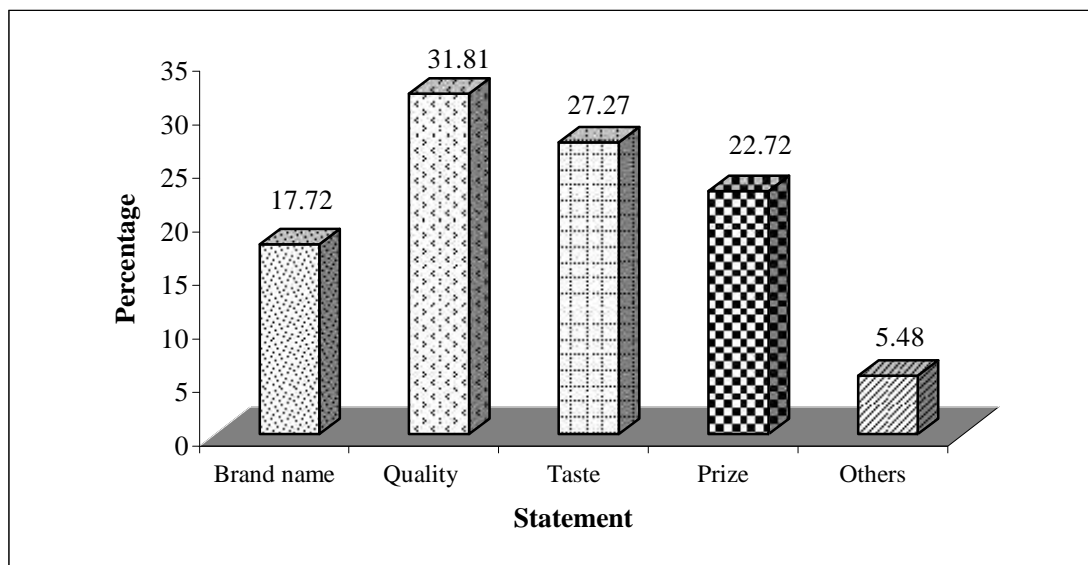
Statement	No. of Respondents	Percentage
Brand name	26	17.72
Quality	46	31.81
Taste	40	27.27
Prize	32	22.72
Others	6	5.48
Total	150	100

Source: Field Survey: 2008.

According to the table no 4.1.26 it describes the reason for consumption of Mayos noodles. Most of the consumer of Mayos noodles believes the quality of Mayos noodles around 31.81% as 35 Of respondents among the 110 respondents. Same way 27.27% of consumer like the taste of Mayos noodles, 12.72% for brand name, 22.72% for the prize, and remaining 5.48% for the other reason. It shows most of the consumer of Mayos noodles believed the quality, test and consumer scheme.

We can present in the bar diagram also.

Graph 4.1.26
Reason for Consumption of Mayos Noodles



4.1.27 Consumer evaluation of advertising style of Mayos

In order to identify the consumer perception of advertising style of Mayos noodles we should consider the following table.

Table 4.1.27

Evolution of Advertising of Mayos Noodles

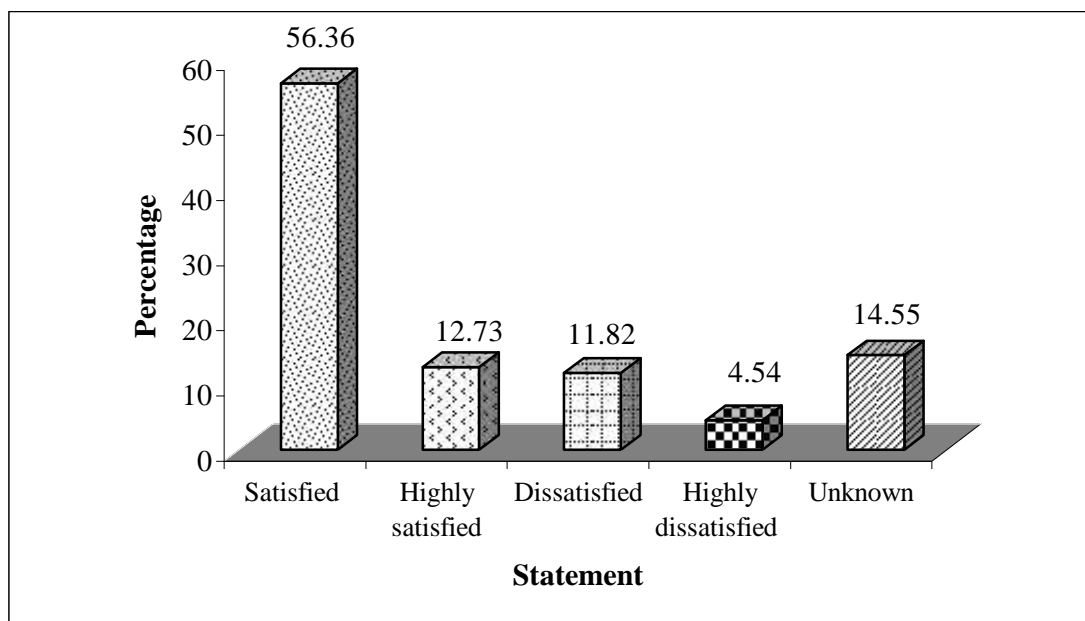
Statement	No. of Respondents	Percentage
Satisfied	85	56.36
Highly satisfied	19	12.73
Dissatisfied	18	11.82
Highly dissatisfied	7	4.54
Unknown	21	14.55
Total	150	100

Source: Field Survey: 2008.

According to field survey most of respondents are satisfied with the advertising of Mayos noodles which is 56.36% among the 110 respondents. Same way 12.73% are satisfied, 11.82% are dissatisfied, and 4.54% are highly dissatisfied. And 14.55% respondents are unknown about the published advertisement of Mayos. It can be denoted through bar diagram also.

Graph 4.1.27

Evolution of Advertising of Mayos Noodles



4.1.28 Consumer Suggestion to the Mayos what should be Targeted

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

Table 4.1.28
What should be targeted?

Statement	No of respondents	% of respondents
Quality	110	72.72
Taste	20	13.63
Consumer scheme	14	9
Others	6	4.65
Total	150	100

Sources: Field Survey, 2008.

4.1.29 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 4.1.29. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.29
Habit of the Consumers Taking Instant Noodles

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

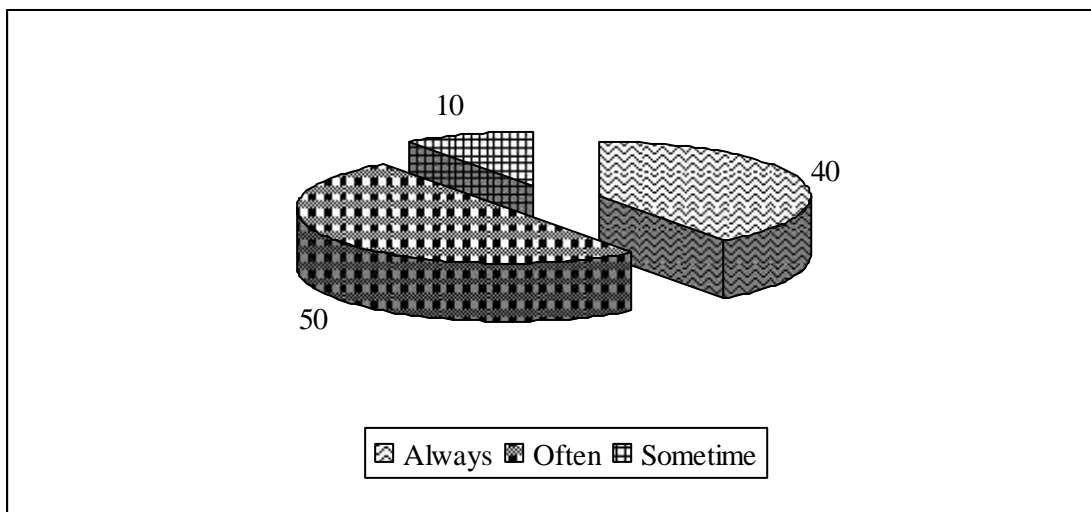
From the above table 4.1.29 it can be analyzed that 40% consumers take always the instant noodles, 50% consumers take often

the instant noodles and 10% consumers take sometime the instant noodles.

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

The data from the above table 4.1.29 can also be presented in the form of chart as under,

Graph 4.1.29
Habit of the Consumers Taking Instant Noodles



4.1.30 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 4.1.30. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.30
Decision Making to the Particular Brand of Instant Noodles Before
Going to Shop

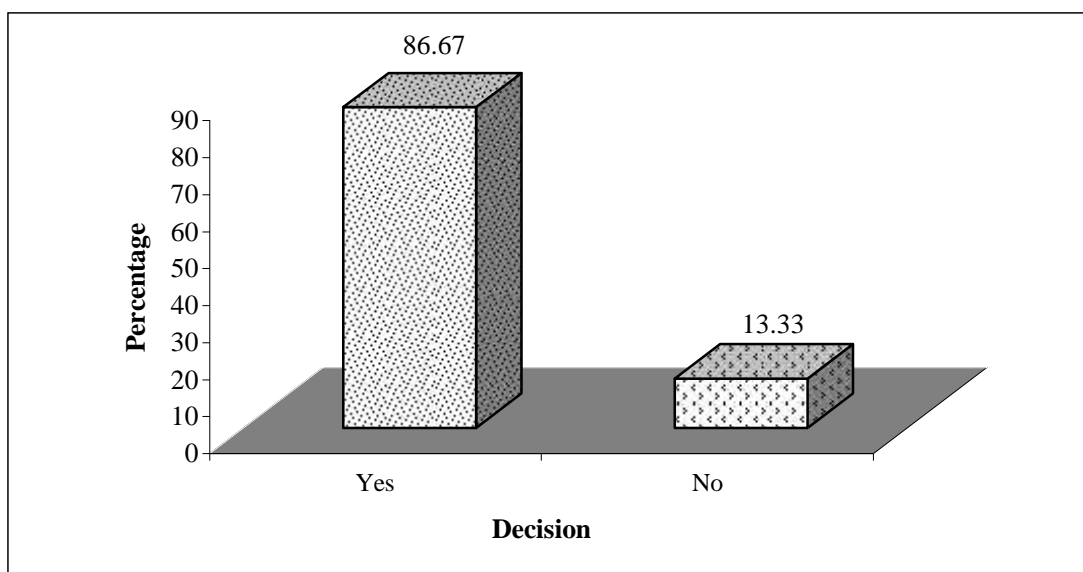
Habit	No. of respondents	Percentage
Yes	130	86.67
No	20	13.33
Total	150	100

From the above table 4.1.30 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 took the decision before going to shop and few consumers only took the decision to the shop.

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

Graph 4.1.30
Decision Making to the Particular Brand of Instant Noodles Before
Going to Shop



4.1.31 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 4.1.31. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.31
Quality awareness of consumer towards the instant
Noodles while purchasing

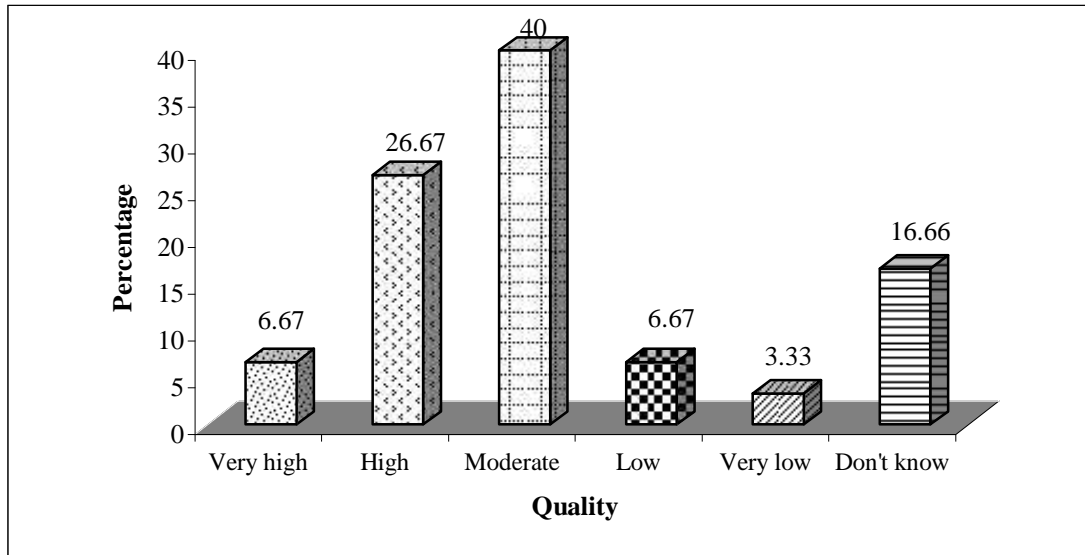
Quality	No. of respondents	Percentage
Very high	10	6.67
High	40	26.67
Moderate	60	40
Low	10	6.67
Very low	5	3.33
Don't know	25	16.66
Total	150	100

From the above table 4.1.31 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,

Graph 4.1.31
Quality awareness of consumer towards the instant
Noodles while purchasing



4.1.32 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 4.1.32. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.32
Price Preference of the Instant Noodles Given by the Consumers

Quality	No. of respondents	Percentage
Very high	5	3.33
High	10	6.67
Moderate	85	56.67
Low	20	13.33

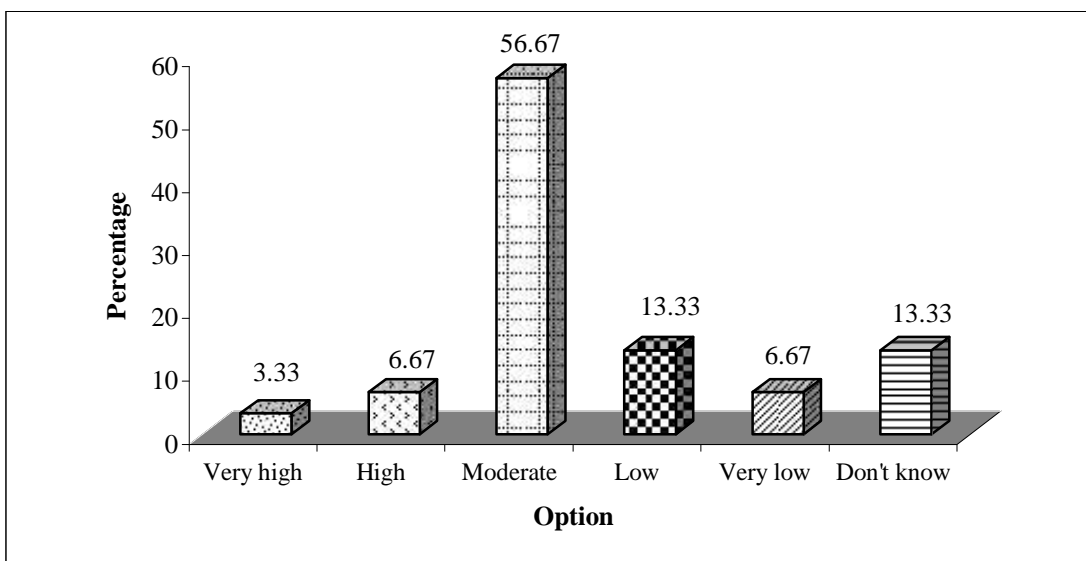
Very low	10	6.67
Don't know	20	13.33
Total	150	100

From the above table 4.1.32 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 are very conscious about the price of the instant noodles.

The data from the above table 4.1.32 can also be presented in the form of as under,

Chart 4.1.32
Price Preference of the Instant Noodles Given by the Consumers



4.1.33 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 4.1.33. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.33
Factor Affecting in the Purchase of Instant Noodles

Quality	No. of respondents	Percentage
Test	70	46.67
Scheme	20	13.33
Price	10	6.67
Advertisement	30	20
Prize	20	13.33
Total	150	100

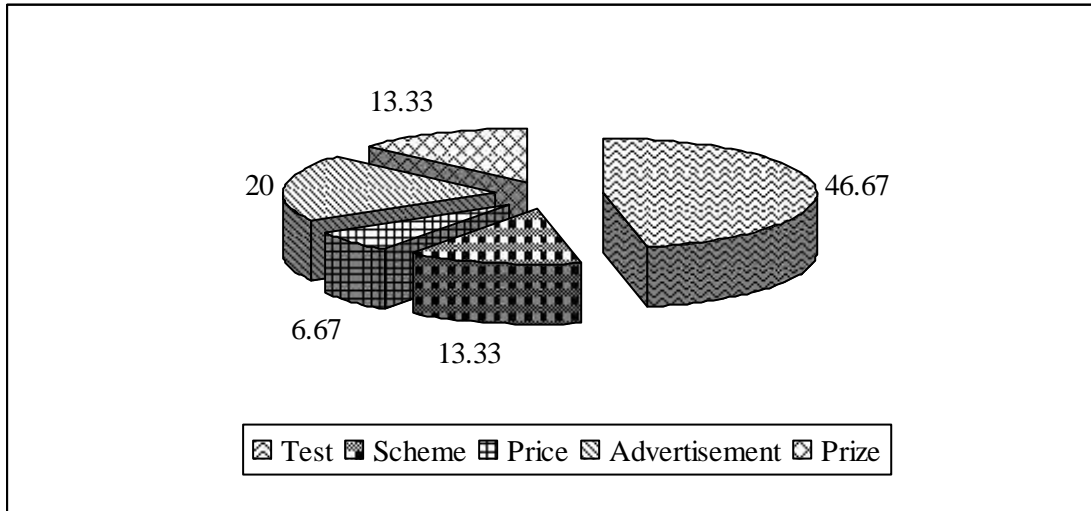
From the above table 4.1.33 it can be analyzed that 46.67% consumer bought the instant noodles due good test, 13.33% bought due to scheme, 6.67% 'bought due to low price, 20% consumers bought the instant noodles due to good advertisement and 13.33% bought due to good prize.

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,

Graph 4.1.33

Factor Affecting in the Purchase of Instant Noodles



4.1.34 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 4.1.34. The interpretation and analysis with inference have been mentioned below table,

Table 4.1.34

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

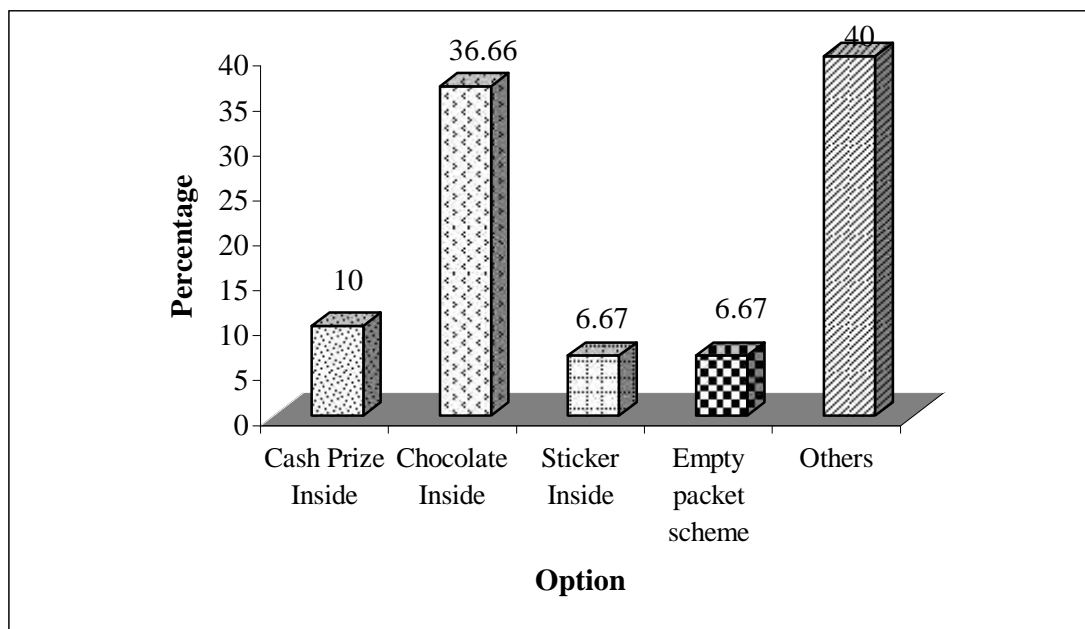
From the above table it can be analyzed that 10% consumers bought the instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate , inside, 6.67% consumers bought due to Sticker inside, 6.67% consumers bought due to empty packet scheme and 40% of the consumers bought instant noodles 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 4.1.34 can also be presented in the form of graph as below,

Graph 4.1.34

Effective Scheme which Influence in the Purchase of Instant Noodles



4.1.35 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 4.1.26. The interpretation and analysis with inference have been mentioned below table,

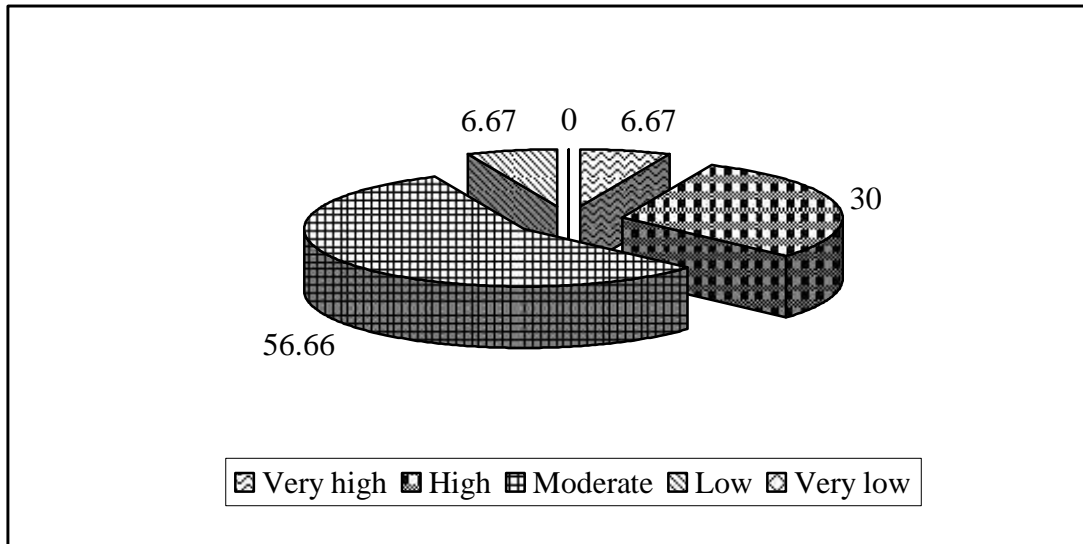
Table 4.1.35
Judgment, Ability of the Consumer in the Purchase of Instant Noodles

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%

From the above table 4.1.35 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,

Graph 4.1.35
Judgment, Ability of the Consumer in the Purchase
of Instant Noodles



4.2 Major Findings 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 are group between 5-20 of the instant noodles. It indicated that the' large number 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 included in the survey are students, 26.67% are Service holders, 16.67% are Business persons and 6.66% are others, such as housewives. It indicated that most of the consumers of the instant noodles are student and followed by the service man.

4. 43.33% consumers are from Kathmandu, 36.67% consumers are from Lalitpur and 20% are from Bhaktpur. Most of the consumers of Kathmandu district used instant more than Lalitpur and Bhaktpur. Least no of consumers used instant ^{noodles} in Bhaktpur district.
5. About 20% consumers are used 50 gins. Instant Noodles, 6.67% are use 65 gms Instant Noodles and '3.3-'% consumers are used 75gms. Instant Noodles. It indicated that most of the consumers used 75gms packet more than that of 50gms and 60grns. The consumption of 75gins 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 tiffins and 33.34% consumers like to have any time. It indicated that huge number of consumers Used instant noodles as tiffin. And secondly the consumers used to take instant noodles any time.
7. About 30% of the consumers consumed instant noodles at home, 46.67% consumers consumed at school or college, 13.33% consumers consumed at restaurant and ¹115% 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 without cook. It indicated that most of the consumers are attracted toward instant noodles due to easy to cook as well as can directly eat with out cook.
9. About 40% consumers take always instant noodles, 50%

consumers take often the instant noodles and consumers take sometime the instant noodles. It indicated that most of the consumers take instant noodles often the instant noodles.

10. More consumers always take the decision before going to shop to buy instant noodles.
11. 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 favorite brand, they buy any available brand if there is not their favorite brand. There is no brand loyalty in instant noodles.
12. About 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. It indicates that consumers are aware about the quality of the instant noodles. They want good quality in instant noodles. Quality takes a vital role in the sales of instant noodles.
13. Most of the consumers told that the quality of the Wai Wai is very good. Wai Wai is in 2nd position and after this Wai Wai, Rara, Sakalaboom and RumPum Noodles.
14. 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. 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.

15. Most of the consumers, changed their favorite brand due to desire to test new brand. And secondly Consumers changed their favorite brand due to attractive advertisement campaign by the competitor brand. Least number of consumers changed their brand due to price.
16. About 46.67% consumer bought the instant noodles due good test, 13.33% bought due to scheme 67% bought due to low price, 20% consumers bought the instant noodles due to good advertisement and 13.33% bought due to good prize. It indicated 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.
17. About 10% consumers bought the instant noodles due to cash prize inside, 36.66% consumers bought due to chocolate inside, 6.6% 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. It indicated that consumers think that motor cycle, Video games, cycle etc. coupon inside and chocolate inside are the attractive and effective scheme for the instant noodles.
18. Wai Wai has good availability i.e. 100% in market followed

Mayos with 89.33%. Rum Pum 83.33%, RaRA, 2Pm and Sakala Boom with 3.33% availability. So Mayos has and availabilities.

19. 66.67% retailers said that advertisement affects the sales of instant noodles and only 33.33% retailers do not agree with this. It indicated 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. So advertisement play, the key role in the selling of instant noodles.
20. 50% of the retailers sales the instant noodles due to good sales, 33.33% sales the instant noodles due to good commission and 16.67% retailers sales the instant noodles due to good scheme. It indicated that most of the retailers sales the instant noodles due to good sales. Retailers give the second preference to the good commission. And give third preference to the good scheme.
21. 27.6 % of the retailers getting good commission in the brand Wai Wai, 50%--retailers are getting good commission; 33.33% retailers are getting good commission in tile brand Rum Pum, 10% retailers are getting[\] good commission in the brand RaRa. It indicated that most of tile retailers are getting good commission in the instant noodles Mayos. Secondly retailers are getting good commission in the instant noodles Rum Rlun. So most of the retailers want to puss sales the instant noodles Mayos and Rum Pum.
22. 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 116 retailers said that the consumers take the alternative or substitution brand if their favorite brand is not available. Only few retailers said that the consumers wait for their favorite brand. It means consumers of the instant noodles can easily substitute to other brands.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Consumers are regarded as a king in Business. Every business organization should care about their consumers. An understanding of consumer behavior can help make a better environment for consumers 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 behaviors for long term survival in today's changing and competitive business environments. But, understanding of consumer behavior has become more complex and complicated day by day; it requires continuous efforts of investigation and exploration of consumers. So this type of investigation and exploration on consumer behaviors are too rare or entirely absent in Nepalese business perspectives. Rejection of consumers' need and want is like disabling people in business organization.

In such a circumstance, an attempt has been made in this work to study the buying behavior of consumers of Kathmandu Valley. The objective of the present study is to generate a consumer profile, to obtain consumer's opinion on the quality, taste, and other relevant aspects, to obtain the sales and market share and to evaluate the marketing system of instant noodles in Kathmandu Valley. The study has been conducted over the consumers and retailers of instant noodle in the major city of Kathmandu, Lalitpur and Bhaktapur. To serve these objectives, 100

questionnaire were filled up by the consumers and A0 questionnaire were filled up by the retailers.

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 reached to the following conclusions.

1. Most of the consumers of instant noodles is 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 the instant noodles. Most of the school students about 50% take the instant noodles. The consumers of instant noodles are in huge number in city of Kathmandu than in city of Lalitpur and Bhaktapur.
2. The packet of 75gms instant noodles is popular. Most of the consumers prefer packet of 75gms of instant noodles than that of 50gms and 60gms. About one three - fourth of the respondents found to have 75gms of instant noodles. Most of the consumers about 63.33% like to have instant noodles as tiffins then after like to have as dinner and any time. The main reason for having instant noodles is found to be " directly can eat Without cook" then after having instant noodles due to easy to cook, for fun and enough for mail.
3. The effective media for advertisement for all brand of instant noodles is TV media. Besides TV Other popular as well as

effective media are News paper, FM radio, magazine, Friends circle, poster hoarding boards etc.

4. The best advertisement of instant noodles is of Mayos. About 33.34% consumers liked the advertisement of Mayos, followed by Wai Wai and Rum Pum. So Mayos have qualitative advertisement.
5. Most of the consumers take instant noodles oftenly then after consumers takes Instant noodles always and sometime.
6. Most of about 80% of the consumers would buy any available brand if there was not their favorite brand. It means there are not brand loyalty *in* instant noodles. Consumers are found easily go for substitute brands when the favorite brand is not available in the market.
7. 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. The study found that most of the consumers liked the quality of the Wai Wai followed by Mayos. So Mayos is 2nd leading instant noodles.
8. 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 brand of instant noodles have best price. Means the price of instant noodles is neither high nor low.
9. From this study it is found that most of the consumers changed their favorite brand due to desire of testing new brand. The world is the changing world. Consumers are also from the same world so

they have also changing habit, due to this habit they switched, to any new brand easily. Advertisement campaign and attractive packing also make the consumers to change their favorite brand.

10. Any attractive scheme could not affect the consumers to leave their favorite brand. Most of the consumers gave stress in the test of instant noodles. They bought the instant noodles due to test followed by attractive advertisement, scheme and good prizes.
11. The availability of the Wai Wai is very high then other brands. Wai Wai are in 100% retailers. 83.33% retailers have mayos instant noodles. Mayos has second good sale in market sales the brand Wai Wai more. Wai Wai have good sale in the market. Secondly Mayos, Rum Ptun and RaRa also have good sale in the market.
12. According to retailers Wai Wai have the best quality than other brands of instant noodles. Mayos has 2nd best quality. Retailer sell instant noodles due to quality, good sale and commission.
13. Retailers perceive that Mayos has the best marketing strategy, followed by Wai Wai, Rum Puin and RaRa. Remaining all other brands of instant noodles have poor marketing strategy.

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 Chicken and Vegetable flavors in instant noodles. So if any company introduce other flavor like shrimp, Halal, Motton, buff etc, they can easily take the

market. In Kathmandu valley about 75% population from *newari samaj*. So if in this time any company introduce buff flavor instant noodles they can take market in no short 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 etc.
3. The companies should give attention in packing. Packing should be attractive, comfortable and compact. In the packing there should be manufacture date and expire date as well. The content of the instant should be according to the weight mentioned in the packet.
4. The companies should not use any harmful ingredients like artificial color, artificial flavor etc, which make bad effect in the health of users. Using more monosodium glutamate (*Ajinaniolo*) can harm the health of people so minimum quantity of the monosodium glutamate should be used.
5. Every companies should be very careful in quality of the instant noodles. It take vital role in the sales of instant noodles. The companies should not compromise in the quality. To grab the market the companies should maintain their quality.
6. From the study it is found that TV and local news paper is the most effective media for the advertisement of instant noodles. So the companies should be telecast there advertisement in the TV and should be published in the News paper.

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

1. 10 years ago Wai Wai had monopoly market in the instant noodles. Within this 3, 4 years many companies introduced different type of instant noodles. Mayos got increasing in their sales upto 23.32% of the total sale of instant noodles. Mayos company should improved their management first marketing policy is very good. Marketing policy should continue for its best.
2. Mayos have very poor scheme. Scheme directly affect the sale. So they should introduce new attractive scheme as like in Wai Wai and Rum Pum.
3. Mayos have the good quality lower than Wai Wai. So Mayos should increase their quality in the future. The test of Mayos good but lower than Wai Wai. In test also they have to increase their test.
4. The advertisement also affect the sales. Mayos good advertisement policy. So, this policy should maintain in the future.

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Appendix - 1

Date:

Questionnaire

Survey of Buyers' Instant Noodles

First of all I want to introduce as an MBS student at **Tribhuvan University**. I am conducting a behavior study on **Consumer Preference Towards Various Brand of Instant Noodles With Special Reference to Mayos**. On the basis of consumer behavior of Nepalese consumer under the guidance of my respective sir Gopal Thapa. I want to request you to co-operate with me by helping to fill all the questions which are given below. The questions are:

1. Have you taken Instant Noodles ?
(i) Yes (ii) No
2. How many packets have you taken per day?
(i) 1 Pkt. (ii) 2 Pkts. (iii) 3 Pkts. (iv) More
3. In what way you use to take Instant Noodles?
(i) As a Breakfast (ii) As a lunch
(iii) As a dinner (iv) Any time
4. In what place you use to take noodles ?
(i) In the house (ii) In the School or College
(iii) In the Restaurant
5. Generally what size of packet you use to take?
(i) 70gms. (ii) 65gms.
(iii) 50gms. (iv) 1 kg.
(iv) Any of them

6. Why you use to take noodles?
- (i) For Fun (ii) Easy to cook
 (iii) Can eat directly without cooked (iv) Enough for mail
7. Which brand you prefer?
- (i) Wai Wai (ii) Mayos (iii) Rum Pum
 (iv) 2 Pm (v) Sakala Boom (vi) Ra Ra
8. Which is your favorite brand?
- (i) Wai Wai (ii) Mayos (iii) Rum Pum
 (iv) RaRa (v) Sakala Boom
9. Above mention Instant Noodles which you had said, how did you know about them? Which media you had used to take the information about the Instant Noodles.
- (i) From advertisement of NTV
 (ii) From the advertisement of Radio
 (iii) From advertisement of FM.
 (iv) From Advertisement of News Paper, books and magazine
 (v) From Friends
 (vi) From Poster
 (vii) From Hoarding
 (viii) From Neon Sign and Glow Sign
 (ix) All of above
10. Which brand's advertisement you like ?
- (i) Wai Wai (ii) Mayos (iii) Rum Pum
 (iv) 2 Pm (v) Sakalaka Boom
11. Habitually how you used to take Instant Noodles?
- (i) Always (ii) Often (iii) Sometime

12. Do you already decide upon which brand to buy before going to shop to buy it?
- (i) Yes (ii) No
13. If there is not your brand of Instant Noodles in any shop where you gone for buy, what will you do?
- (i) I will wait for my brand
- (ii) I will take any other available brand
14. What make you to take your brand?
- (i) From advertisement of NTV.
- (ii) From the advertisement of Radio
- (iii) From advertisement of FM
- (iv) From Advertisement of News Paper, books and magazine
- (v) From Friends
- (vi) From Poster
- (vii) From Hoarding Board
- (viii) From Neon Sign and Glow Sign
- (ix) All of above
15. In the purchase of Instant Noodles did you aware in quality ?
- (i) Very high (ii) High (iii) Moderate
- (iv) Low (v) Very low (vi) Don't know
16. Did you give the price preference while purchasing Instant Noodles ?
- (i) Very high (ii) High (iii) Moderate
- (iv) Low (v) Very low (vi) Don't know
17. If any competitor brand give you the attractive scheme do you change your brand?
- (i) Yes (ii) No

18. What you would be conscious while purchasing the Instant Noodles?
- (i) Test (ii) Scheme
 (iii) Price (iv) Advertisement (v) Others
19. Did any type of scheme make you buy the brand?
- (i) Cash prize (ii) Chocolate inside (iii) Sticker inside
 (iv) Empty packets scheme (v) Others
20. Who will take the decision to buy the Instant Noodles in your Family?
- (i) Father (ii) Mother
 (iii) Yourself (iv) Any other member
21. How much confidence do you have in your ability to judge brand?
- (i) Very high (ii) High
 (iv) Moderate (v) Low (vi) Very low
22. Any information about the Instant Noodles?

.....

Name: Male Female
 Address: Age.....

Appendix - 2

Date:

Questionnaire

For Retailers

First of all I want to introduce as an MB student at Tribhuvan University. I am conducting a behavior study on **Consumer Preference Towards Various Brand of instant Noodles with Special Reference to Mayos**. On the basis of consumer behavior of Nepalese consumer under the guidance of my respective sir Gopal Thapa. I want to request you to co-operate with me by helping to fill all the questions which are given below. The questions are:

1. What are the brand of Instant Noodles do you have in your shop?
(i) Wai Wai (ii) Mayos (iii) Rum Pum
(iv) Rara (v) Sakala Boom
2. Which brand you sale more ?
(i) Wai Wai (ii) Mayos (iii) Rum Pum
(iv) 2 Pm (v) RaRa (vi) Sakalaka Boom
3. What age of people come to your shop to buy Instant Noodles?
(i) 5-10 (ii) 10-20 (iii) 20-30
(iv) 30-40 (v) 40-more
4. Generally what brand and how many packets do you sale per day?
(i) Wai Wai (ii) Mayos (iii) Rum Pum
(iv) RaRa (iv) Sakalaka Boom
5. Did advertisement make you to sale particular brand?
(i) Yes (ii) No
6. If yes from the question number 5, which brand made you that?

- (i) Wai Wai (ii) Mayos (iii) Rum Pum
 (iv) Rara (v) Sakalaka Boom

7. In your opinion which brand is good in quality?

- i) Wai Wai (ii) Mayos (iii) Rum Pum
 iv) 2pm v) RaRa vi) Sakalaka Boom

8. Why you are selling the Instant Noodles?

- (i) Good Sale (ii) Good Commission
 (iii) Good Scheme

9. In which brand you are getting good commission ?

- (i) Due to good advertisement (ii) Due to cheap price
 (iii) Due to expensive (iv) Due to good scheme
 (v) Due to good quality (vi) Other

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

- (i) Yes (ii) No

11. Which brand you have good marketing strategy ?

- (i) Wai Wai (ii) Mayos (iii) Rum Pum
 (iv) 2Pm (v) RaRa (vi) Sakalaka Boom

Name: Male

Female: Age:

Address: