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Consumers Preference towards Various Brands of Noodles in Kathmandu Valley

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Abstract

This topic of study aims at finding out whether the consumers' expectations of matched their satisfaction level on the basis of quality products provided by Noodles companies (i.e. RARA, WAI-WAI, MAYOS, YUM YUM and 2PM). So, the research is to study the preference of the consumers and their satisfaction level. A survey design with a questionnaire tool was used for collecting data with a view to remaining competitive leading position and for businesses to grow, product quality and consumers' preference are key ingredients. These two paradigms are rather different concepts; however, they are closely correlated. The purpose of this study was to describe how consumers perceive product quality whether they are satisfied with product/Noodles offered by the stated/sample companies. The thrust of this study was to compose an assessment of product quality and consumer satisfaction of the companies. The questionnaire was distributed using a convenience sampling technique among 150 respondents in the Kathmandu Valley. From the analysis, it was found that the overall product quality offered by the companies WAI-WAI and RARA was relatively higher than others. Further, the analysis proved that the dependency of consumer satisfaction on the quality of product and value for money had high positive correlation. As such, it appears that the most of the Noodles companies need to be very much concerned with the satisfaction of consumers by offering quality products with reasonable prices. The researcher makes a few recommendations based on the findings of the study. First of all, the management of the companies should pay attention to improve the product quality and other

factors which may lead to consumer satisfaction thereby improving its performance and the overall brand image and profitability of the companies.

Keywords: Consumer Preference, Consumer Satisfaction, Product Quality, Value for Money, Brand Image

Introduction

The Instant food product which is originated in Japan with Instant Noodles has its beginning in Nepal in the 1980s with the establishment of the Gandaki Noodles. In the early 1980s Gandaki Noodles (P.) Ltd. of Pokhara City introduced RARA, a white Instant Noodles. Then in around 1985, Chaudhary Group (CG) entered into the market with WAI-WAI Noodles with a brown, spicy and pre-cooked Noodles that became a big hit among the people. There are many Noodles companies in Nepal today as the Noodles have been extremely popular in Nepal as we find today in the kitchen shelves of every Nepalese household. They use Instant Noodles as food service in order to save time. Furthermore, it is easy to consume up for not only to children but also to young and adults as well. Thus the subject, the brand preference of RARA, WAI-WAI, MAYOS, YUM-YUM and 2PM are chosen for the study.

Customer preference means choosing one product than another. Consumer purchases those products giving more value to him/her (Auty, 1999).

Customer preference is affected by various factors like brand, price, quality of the product, taste, comfortable and availability of it (Golub & Biknley, 2005; Sowunmi, Omigie & Daniel 2014; Thiyagaraj, 2015). Customer preference motivates psychologically a person towards making decision of purchase (Lichtenstein & Slovic, 2006). Customer preference is significantly influenced by brand awareness, image, quality, and loyalty (Azzam & Salleh, 2013). Customer preference motivates psychologically a person towards making decision of purchase (Lichtenstein & Slovic, 2006). Similarly, perception is the procedure by which any customer tries to control brand information that allows you to gain brand recognition, which can lead to the transformation of the brand into brand loyalty (Ubeja, 2014).

The success or failure of any new product in the market depends on consumers' needs and satisfaction. Any product to be successfully marketed, need many things more than the core quality immanent into it. Core quality or a core product alone is not sufficient for successful marketing. Therefore, the products should be presented through proper branding, packaging and labelling. Almost all of the products today have got brand, that is to say brand is prominent feature of almost all products. It is essential as it promises to consistently deliver a specific set of features, benefit services to the buyers. The best brand conveys a warranty of quality products.

Among the processed food segment, Noodles products occupied a considerable shelf space in stores and markets in Nepal. Generally, food is prepared depending on the habits, tastes, social status, economic factor, availability, traditions, habits etc. of the people of that region. The most sought after the present age are the Instant/ready to eat foods like Noodles.

They are very popular in the western region of the world. Even Nepal is being influenced by such Instant foods like Noodles.

Many Noodles industries have been established in Nepal such as Gandaki Noodles, Morang Noodles, Mayos Noodles etc. and Noodles were introduced in Nepalese market after 2007 BS. But the Instant Noodles production in Nepal started in 1982 after the establishment of Gandaki Noodles. Till today, there are nineteen Noodles factories established in Nepal. The selected topic targets the Noodles market of Kathmandu Valley. It is the federal capital city of Nepal and situated in the central part of federal democratic republican state, Nepal. Therefore, the Noodles as fast foods are highly demanded in Kathmandu Valley. Many brands of Noodles like RARA, WAI-WAI, MAYOS, Rambha, Sakalakaboom, 2PM and YUM YUM etc. are available in the market of Kathmandu Valley.

As the market for Noodles is ever expanding the manufactures are emerging in a large number to quench consumers' demand. As a result, there is more competition in Noodles industry than ever before. Brand preference as well as brand loyalty is a part of marketing success. Therefore, every manufacturer is obliged to think about its brand name, quality and consumers' satisfaction to survive in this cut throat competitive market place.

At present more than thirty brands of Noodles are available in market. Consumers have much alternative choice to select the brand so the manufacturers are facing very tough competition to sell their products. At presents the consumption of Noodles is increasing tremendously and contributing to the national income.

In this backdrop, how the market position of these concerned Noodles in the view of consumer preference is the major concern of the study.

The aim of the study is to find out the proper attitude regarding the brand and the effect of the promotional activities for the brand.

The Noodles companies now realize that their brands are an essential asset, even though they do not appear on the balance sheet of the company. They have to be constantly nourished by new products in order to maintaining their market share. To get the most from them it is necessary to concentrate all one's efforts over the long term on a few viable brands to increase their potential and value several brands which were part of our, your and still exist in our conscious awareness will soon disappear (Kapferer, 1997,425).

This study aims to find out brand preference of Noodles in only Kathmandu Valley on the basis of consumer preference towards the different brands. In spite of fulfillment of this objectives, this study has following limitations:

- This study is limited to inside certain areas of Kathmandu Valley city. So it may not represent overall consumers' view of the entire city.
- Only five brands of Noodles such as RARA, WAI-WAI, MAYOS, YUM-YUM and 2PM are selected for the study.

- Sample size is limited (within 150 respondents, 125 representing individual consumers and 25 respondents as retailers only).
- Most of the data used in this study has been obtained through questionnaire interviews, so most of the data are primary based on sample survey.

The objectives of this study are:

- to examine consumers' brand preference and buying behavior of Noodles.
- to point out the effective advertising media for Noodles and measure their impact on the consumer.
- to examine the market position of different/selected brands of Noodles in Kathmandu Valley.
- to access the brand loyalty of the consumer with reference to different brands of Noodles.

Literature Review

Kailash Patendra Amatya, (2019) has elucidated the Consumer Preference on Instant Noodles in Kathmandu City. This study attempts to measure customer preference on instant noodles in Kathmandu City. The study is Descriptive and causal research in nature. 100 samples were taken through on convenient sampling technique. This study reveals that the brand, price, quality, taste, easy and fast and availability are the major factors to purchase noodles. Shubhendu Shekher Shukla and Sandhya Sinha (2020) in their paper on Consumer's Awareness towards Instant Noodle Brands: On the basis of taste and preferences explained that, Over the few years, the noodles have been a fasten food in many parts of the world. Now a day the change of consumer preference, taste and eating habit also is being changed due to the modernization. As per my analysis Consumer buying behaviour mainly depend on the knowledge about the product and consumer is one of the important factor for every organization to increase the market share, if consumer wouldn't aware about the product then it is hardly possible to increase the sales. The study finds out Television advertisement make the customers to availability of the products. The study concludes that company can use for the poster and handbill for these area instead of high budget TV advertisements. As per the study rural people brand loyalty and brand recognition is so high which help to the company to increase the market share and market growth. Shrestha (2012), Market situation of Instant Noodle YUM YUM revealed that wholesalers prefer the brands of Noodles on the basis of sales volume. On the basis of sales volume, WAI-WAI stands at the top and YUM YUM stands in second. Few wholesalers have expressed the view that some retailers complain over the price of RARA, WAI-WAI and Hits and on the taste of YUM YUM. Parajuli (2012), Market Situation of Instant Noodles revealed that Consumers give more preference to the taste and less preference to the brand and quality. Most of the consumers who consumed the Instant Noodles are under 20 years of age. Most of the student has been using Instant Noodles as Tiffin in comparison to other professional area. The advertisement of the WAI-WAI of Nepal Television is much more attractive than that of RARA. Most of the respondents think that the quality of Instant Noodles is of moderate quality with reasonable price. Maharjan (2012), A

Study on Advertising Effectiveness revealed that the most of the Noodles advertising were effective and were interesting and communication effectiveness of advertising of Mayos is effective whereas sales effectiveness of WAI-WAI's advertising is effective. Singh (2013), Advertising and Consumer revealed that there is a positive relation between the advertisements and their buying behavior and attitude which, in turn, justified that people take advertisement positively and the properness of the advertisement practices in Nepal. Similarly, the advertising expenses of Mayos Instant Noodles are more and an average sale of WAI-WAI is significantly higher than average sales of Mayos Instant Noodles. Baral (2010), A Comparative Study on Communication effects of Advertising and Brand Preferences of YUM YUM and RARA Instant Noodles stated that Instant Noodles is very popular in Kathmandu Valley and most of them preferred WAI-WAI. Similarly, it was also found that consumers give preferences to the quality and less preference to the brands. K.C. (2005), Advertising policy of the Himalayan Snax and Noodles Pvt. Ltd. and Fast Food Pvt. Ltd. a comparative study revealed that advertisement is the main source of information regarding Instant Noodles. WAI-WAI is more popular than Mayos Instant Noodles.

In the grounds of the current cut throat competitive market environment the company should pay due attention to address the satisfaction level of the consumers through offering quality products with reasonable prices. Consumers are highly complex because their expectations are differing person to person depends upon their demographical and sociological profile (Gopinath, 2019). This study focuses on find the level of satisfaction of the consumers in terms of brand, price, quality, taste, easy and fast and availability of the Noodles.

Conceptual Framework

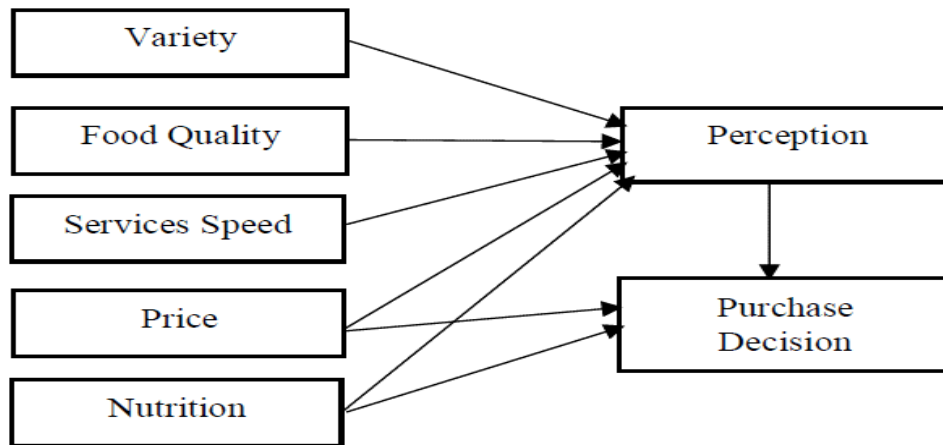


FIGURE 1
The Conceptual Framework

Source: <https://www.abacademies.org/articles/changing-consumer-preferences-factors-influencing-choice-of-fast-food-outlet-8907.html>

Marketing is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing. But it is never dull; welcome to the part of the organization where “the rubber meets the road” the place where an organization’s ideas, planning and execution are given the acid test of the market acceptance or rejection (Stanton, 1994:1).

Marketers must do two things. First of all, ensure that all marketing activities, such as the price of the product, the claims made for it in advertising, and the places in which it is sold, contribute to creating reasonable expectations on the part of the customer. Secondly, eliminate variation in customers’ experiences in purchasing and consuming the product (Pant, 1998-23).

Quality is intangible that can be perceived before and after the purchase (Grunert, 2010). Consumer’s perception of quality is based on the expectations developed on the expected product performance and the services delivered (Boulding et al., 1993). Comparison between the consumer’s expectations and perceived performance results in consumer perception of the quality (Tinoco & Ribeiro, 2008).

The speed of delivery along with a friendly staff helps brands to create a positive image. Increased accessibility, convenience, and customer service enhance consumer perception of the brand (Lindberg et al., 2018).

Research shows that the growth for market for fast food is the low price, the ease of preparation, and the promotions (Tiwari & Verma, 2008)

The word brand is comprehensive it encompasses other narrower term. A brand is a name mark intended to identified the product of one seller or a group of sellers and differentiate the product from competing product. A brand name consists of words, letters numbers that can be vocalized (Stanton, 1982:308).

A brand name associated with a quality product is one of the most valuable assets a company have. Most products in the market place are branded: that is, they have name and/or symbol i.e. identified with the product. If we define of a board meaning i.e. a brand means more than a name. It is also represented by the benefits it conveys (the core product), the package it is in (the tangible product), and any warranties and services associated with it the augmented product (Panta, 1998:25).

The reputation of a brand also influences customers’ loyalty among buyers of services as well as business and consumers’ goods. Finally, branding can differentiate commodities (Stanton, 1982:302).

Consumer Behavior and Preference on Brand or Product :

In course of analyzing consumer behavior for developing different marketing plans and doing marketing planning, the analysts needs to examine consumer behavior incorporating their tastes and preference, liking and disliking attitudes, buying pattern, buying

frequency, buying decisions, etc. these are influenced by social, cultural, religious and psychological and other various individual factors (Sharma, 1997:25).

Attitude in the buying process plays the major role because consumers evaluate alternative brands being emotional toward specific object or ideas (Kotler, 2000:207).

Consumer perceptions of various products, and their preference for brands within a product category, would also intuitively seem to be related to consumer behavior. Since perceptions and preferences are likely to be rather complex, presenting them in several dimensions should improve understanding of their relationship to consume behavior. Although the analytical and procedures involved here are quite complex, managerial interpretation of the results often proves useful. (Murphy, 1987:207).

Hence marketers need for finding out favorable or unfavorable attitudes of customers about their product or services and try to change the attitude to be compatible with product and determine what the consumers' attitudes are to change the products (Stanton, 1994:302).

Brand Preference and Purchase Intention :

The customer arrived at attitudes (judgement, preference) toward the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand. However, two factors can intervene between the purchase intention and purchase decision. The first factor is the attitudes of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consumer motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person are to the consumer, the more the consumer will adjust his or her purchase intention. (Kotler, 2000:180-182).

According to Mason and Ezel, the stages of consumer decision making process for the purchase shown in the hierarchy of effects model are awareness, knowledge, linking, preference, conviction and purchase.

- **Awareness:** The ability of the consumer to recall a brand name either with or without promoting.
- **Knowledge:** The ability of consumer to describe the importance attribute of a product or service.
- **Linkage:** The attitude of the consumer toward a product or services.
- **Preference:** The degree to which a consumer feels more positive about a product or service relative to other offering.
- **Conviction:** The likelihood that the consumer will purchase the product or services.

- **Purchase:** The acquisitions of a product or services. Preference and purchase intention are not completely reliable prediction of purchase behavior.

Classification of Brand Preference Segment :

The brand preference is very vital in reaching the target consumers to fulfil their needs and wants. So it would be better to know the different pattern of preference which is presented by Philip Kotler. In the marketing, preference can be classified in different preference segments (Kotler, 2000, 261-62).

- **Homogenous Preference:** A market where all consumer having a roughly the same preference is homogenous preference. The market shows no natural segments. We would predict that existing brand would be similar and cluster around the middle of the scale in both sweetness and creaminess.
- **Diffused Preference:** Consumer preference may be scattered throughout the space indicating that consumer vary guilty in their preference. The first brand in the center minimizes the sum total of consumer dissatisfaction. A second competitor could locate next to the first brand and fight for market share or, it could locate in a corner to attack a customer group that was not satisfied with the center brand. If several brands in the market they are likely to position throughout the space and show real difference to match consumer preference differences.
- **Clustered Preference:** The market might reveal distinct preference clusters, called natural market segments. The first firm in the market has three options. It might position in the center hoping to appeal to all groups. It might position in the largest market segments. If the firm is developed, only one competitor would enter and introduce brands in other segments.

Brand preference is very important to attract the consumers towards the product is a highly competitive market.

Brand Loyalty and Switching :

As the name implies Brand Switching means consumer habit of consistently shifting from one brand to another in this sense brand switching is opposite to brand loyalty. A brand loyal consumer is attached to a specific brand of a set of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior is very important for complete understanding of brand loyalty behavior. Because why consumers switch brand explain to a great extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behavior. "It is not unusual to switch brands simply because of variety seeking" say Leigh McAlister and Edgor Pessimier (Engel, 1900:31).

Some consumer switch brand because they are satisfied or bored with a product, others because they are more concerned with price than with brand name (Schiffman and Kanuk, 1997:260).

- **Hard Core Loyal:** Consumers who buy one brand all the time.
- **Split Loyal:** Consumers who is loyal on two or three brands.
- **Shifting Loyal:** Consumers who shift from one brand to another.
- **Switcher:** Consumers who show no loyalty to any brand.

A brand is a both memory and the future of its product. Customer loyalty is created by respecting the brand features that initially seduced the buyers. If the products slacken off, weaken, or show a lack of investment and thus no longer meet customer expectations. In order to build customer loyalty and capitalize on it, brands must stay true to themselves (Kapferer, 1997:25-53).

The Function of the Brand for the Consumer :

The brand is a sign whose is to disclose the hidden qualities of the products which are inaccessible to contact (sight, touch, hearing, smell) and possibility those which are accessible through experience but where the consumer doesn't want to take the risk of trying the product. Lastly, a brand when it is well known, adds an aura of make-believe when it is consumed (Kapferer, 1997:28).

The informational role of the brand covers a very specific area which varies according to the product or services, the consumption situation and the individual. Thus a brand is not always useful. On the other hand, a brand becomes necessary once the consumer loses his traditional references points (Panta, 2002:32).

Methodology

All the consumers of Instant Noodles in Kathmandu Valley are considered as the population for this study. Both primary and secondary data was collected in this study. The researcher relied on collection of primary data through questionnaires and interviews. The collection of secondary data was an extensive literature review. The questions were selected carefully for this study in an attempt to solicit reliable and verifiable information that will help in meeting the research objectives. Thus, the questions were designed to gain an understanding of how service quality affects the level of satisfaction of the consumers of difference brands of Noodles, and eventually how to use it for competitive edge in a market. Thus, these approaches enabled the researcher to assess the effect of service quality on customer satisfaction. So, a simple convenient random sampling is used to obtain the samples from the population. 150 questionnaires were distributed to the respondent in different location of Kathmandu Valley and responses have been successfully obtained. The research

has induced 125 individuals from different backgrounds and of 25 retails of different places. 49 of the respondents fall between the age group of 16-30 with the percentage of 39.20, 37 of the respondents fall below the age group of 15 years with the percentage of 29.60, and the rest respondents fall under the age group of above 31 years. Majority of the respondents are students with the percentage of 54.40 whereas, least of the respondents are others with the percentage of 22.40. Most of the respondents are female with the percentage of 58.4 and the rest of the respondents are male with the percentage of 41.6.

A research strategy as a general plan of how the researcher goes about answering the research questions already set (Kitamoto, 2009). It must be noted that the choice of data collection for this study was mainly determined by the research strategy that was adopted for this study. Examples of research strategies include case studies, experiment, action research, ethnographic studies, grounded theory or archival research and survey (Saunders, 2000, Malhotra and Birks, 2007).

Results and Discussions

Table 1

Purpose of using Noodles

Purpose	No. of respondents	Percentage
Breakfast	15	12
Meal	2	1.6
Tiffin	86	68.8
Dinner	11	8.8
Others/ Anytime	11	8.8
Total	125	100

Source: Field Survey 2022

The above table shown that 15 consumers of Noodles are using for breakfast with the percentage of 12, where 2 consumers are using Noodles for meal with the percentage of 1.6, similarly 86 consumers of Noodles are using for tiffin with the percentage of 68.8, and 11 consumers of Noodles are using for dinner with the percentage of 8.8 as well as 11 consumers of Noodles are using for any time purposes with the percentage of 8.8.

Table 2

Ranking of Noodles in the basis of their overall quality

Brand name Ranking	RARA		Wai-Wai		Mayos		2PM		Yum Yum	
	No.	%	No.	%	No.	%	No.	%	No.	%
1 st	33	26.4	37	29.6	20	16	5	4	30	24
2 nd	29	23.2	34	27.2	31	24.8	12	9.6	19	15.2
3 rd	19	15.2	16	12.8	34	27.2	30	24	26	20.8
4 th	12	9.6	11	8.8	29	23.2	37	29.6	36	28.8
5 th	32	25.6	27	21.6	11	8.8	41	32.8	14	11.2
Total	125	100	125	100	125	100	125	100	125	100

Source: Field Survey 2022

The above table shown the ranking by the consumers on brand preference. On the basis of overall quality and characteristics of selected Noodles 29.6% have selected Wai-Wai as their most preferred brand. Similarly, 26.4 % have selected RARA as their most preferred brand, 24% of them selected Mayos, 4% of them selected 2PM and 16% of them selected Yum Yum as their most preferred brand.

Table 3

Brand evaluation in respect to price

Evaluation Brand	Cheap		Reasonable		Expensive		Total
	No.	%	No.	%	No.	%	
RARA	10	8	69	55.2	46	36.8	125
Wai-Wai	5	4	49	39.2	71	56.8	125
Mayos	4	3.2	57	45.6	64	51.2	125
2PM	32	25.6	43	34.4	50	40	125
Yum Yum	83	66.4	25	20	17	13.6	125

Source: Field Survey 2022

The above table has clearly shown that Yum Yum brand is cheaper in price than the other brands which are taken for the study.

Table 4

Factors affecting in the purchase of Noodles

Option	No. of respondents	Percentage
Taste	63	50.4
Scheme	12	9.6
Price	13	10.4
Advertisement	21	16.8
Prize	16	12.8
Total	125	100%

Source: Field Survey 2022

The above table shown that most of the consumers buy the particular Noodles due to its good taste. In other words, it can be seen that 50.4% of the consumers buy Noodles due to their good taste, 9.6% of the consumers buy Noodles because of scheme offered, 10.4% of the consumers buy Noodles because of their reasonable price, 16.8% of the consumers buy Noodles due to being influenced by advertisement and 12.8% of the consumers buy Noodles by getting attracted by its offered prizes.

Table 5

Reason of selling Noodles by the Retailers

Reason	No. of Retailers	Percentage
Good Sales	13	52%
Good Commission	10	40%
Good Scheme	2	8%
Total	25	100%

Source: Field Survey 2022

From the above analysis it can be said that most of the retailers' sales the Noodles due to good sales and give the second preference to the good commission as well as give third preference to the good scheme.

Conclusions

Instant Noodles are frequently consumed in Kathmandu Valley. It has high demand in Kathmandu Valley. Various brands of Instant Noodles available are made well known to the consumers by different advertising media mostly by electronic media like Radio and Television. Most of the consumers are informed of the brand by advertisements.

Advertisement has high influence on the preference of brands to the consumers. There is high competition in the market among different brands. The factors like taste, price, quality and availability in the market are evaluated from consumers' side whereas incentives, profit margin etc. are evaluated from retailers. Consumers give more preference in taste and quality rather than brand and price. Availability of other fast food with different taste and reasonable price is having negative effect on consumption and production of Instant Noodles in recent years. Various new brands are coming in the market but the producers aren't considering about improving the taste and quality. Consumers are getting new brands with price competition and incentives but no remarkable improvement in quality and taste. Noodles companies should discourage unhealthy competitions and give emphasis on taste and quality for consumer.

The findings of this study have many implications for the Nepalese Noodles marketers. So, it includes taste and quality are the major factors for brand preference to consumers. So Noodles manufacturers should improve their quality along with the taste of Noodles to meet the present competition with rival brands. It would be better to develop the taste of different flavor. Noodles are mostly popular within certain age group i.e. below 30 years. So Noodles marketers should develop their marketing strategies by acknowledging such fact. In this aspect, the attractive bumper prizes with attractive advertisement program should be conducted to increase the sales volume and to capture the large portion of markets share. The companies should not use any harmful ingredients like artificial color, artificial flavor etc. as they effect negatively in human health. Using more monosodium glutamate is also harmful for health of people. So its quantity should also be reduced. Every company should be careful enough in maintaining the quality of their product. They should not compromise in quality to occupy better position in market. To cover the maximum area of consumers Television, Radio and Magazines/Newspaper as well should be used for advertisement. This is because young generation prefer TV whereas other aged generation prefer print media. The promotional activities shouldn't be avoided by Noodles marketer as consumers get motivated by such activities. Taste and quality as some brands like RARA and 2PM is liked by many consumers but still they are facing less sales due to lack of attractive promotional activities. So, it is recommended that the more attractive schemes should be applied to reduce brand switching and to increase the sales volume as well.

Considering the purpose of consumption of Noodles, the study recommends that the manufactures should expand their snacks varieties rather than meal and breakfast to capture the market share. To preserve their existing consumers every company should focus on research the market regularly and perform activities according to the research findings. There is not any organized group of producers of Instant Noodles. So the companies have to jointly prepare market strategies to enlarge and strengthen the market for their products. Wholesaler and retailers also play an important role in marketing of products. So, Noodles companies should increase the incentives to them to motivate and encourage them to focus their transaction on Instant Noodles. Noodles companies should discourage unhealthy competitions

and give emphasis on taste and quality for consumer. Large number of Nepalese people lives in villages and Noodles are not easily accessible in such areas. Therefore, to increase the market and achieve maximum revenue the companies should expand their marketing activities in village area too.

In short, in the grounds of this dynamic and competitive marketing environment the consumer taste and preferences are changing day by day. So that the success of companies mainly depends upon the satisfaction of their consumers. In this regard, the companies should pay an attention on retaining their customers and creating new customers that will support to increase their market share. Hence the companies should identify the target group of customers and deliver the products to satisfy their wants and needs of consumers.

These major recommendations for the Noodles manufacturers companies may prove to be fruitful for them on increasing their market share which immensely helps marketers to achieve their goals and objectives.

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