LITERATURE SURVEY ON MARKETING MANAGEMENT ON NOODLES

**Managing the noodles bowl: the fragility of east Asian**

The paper argues that East Asian regionalism is fragile, since (i) each nation's industrial competitiveness depends on the smooth functioning of "Factory Asia" — in particular, on intra-regional trade; (ii) the unilateral tariff-cutting that created "Factory Asia" is not subject to WTO discipline (bindings); (iii) there is no "top-level management" to substitute for WTO discipline, i.e., to ensure that bilateral trade tensions — tensions that are inevitable in East Asia — do not spillover into region-wide problems due to lack of cooperation and communication.

Gastronomy as a mean of marketing management and rural destination development

Aleksandra Vojtko, Mirjana Delis-Jović, Olgica Zečević-Stanojevic, Leposava Zečević, Dragan Nedeljkovic

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Culinary experience is an unforgettable experience and a highlight for many tourists. The food contains "energy of love" and can be a powerful "push-up effect". The purpose of this paper is to identify factors that influence the culinary experience, and in this context, to introduce hedonistic food from Serbia. The paper is based on empirical research carried out amongst 328 foreign tourists "taste trekkers" from eight countries who visited six traditional farmhouses (Salaši) in the rural destination of Vojvodina Province (Northern Serbia) from August 2015 to August 2017.

A Study in Consumers preferences towards Various Brands of Instant Noodle

Faculty of Management, 2009

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, 12 th edition, 2006).

Importance of Consumer Behavior–A Case Study of Maggi Noodle, Nestle India

Annala Deepa, J Saujanya, Venkateswara Rao Poodle

Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. In today’s world, consumers’ product and service preferences are constantly changing. Marketing managers must understand these desires in order to create a proper marketing mix for a well-defined market. Understanding the customer behavior is very essential to design marketing strategies which influences the customer buying behavior.

Consumer Preference Towards Various Brands of Instant Noodles with Empathies on Noodles in Bharatpur Municipality

Bijaya Joshi

Faculty of Management, Balakumara College, Narayan Grah, 2009

Marketing is most important part of the business. Marketing is very poor in a developing country like ours. To increase the economic state of developing country, marketing plays major role. According to Philip Kotler, Marketing is defined as" A human activity directed at satisfying needs and wants through exchange process"