

**A STUDY OF
BUYING DECISION OF TELEVISION CONSUMER**

A THESIS

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RECOMMENDATION

This is to certify that the thesis

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DECLARATION

I heartily declare that the work report in this thesis entitled “*A Study of Buying Decision of Television Consumer*” Submitted to office of Dean, Faculty of Management, Tribhuwan University is my original work for the partial fulfilment of the requirement for the Master of Business Study under the supervision of **Dr. Nayayan Krishna Pradhan** of Shanker Dev Campus.

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ABBREVIATION

\$:	Dollar
&	:	And
CCTV	:	Close Circuit Television
e.g.	:	Example
H ₁	:	Alternative hypothesis
H ₀	:	Null hypothesis
i.e.	:	That's
Ltd.	:	Limited
M.B.S	:	Master of Business Studies
M.D	:	Median
Mr.	:	Mister
No.	:	Number
RS	:	Rupees
S.N	:	Serial Number
T.U	:	Tribhuvan University
T.V	:	Television
XL	:	Extra large

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Nepal is one of the very few countries in the world in terms of rich and unique cultural heritage, manifested in its architecture, temples, sculptures, monuments etc. Aside from this, it is also richly gifted with natural resources like vast forests, many perennial rivers and minerals.

Due to geographical difficulties & lack of infrastructure development of Nepal, the growths of financial sector are badly affected. Domestic crisis create huge problem in development of financial sector in Nepal. The world converted into narrow boundary. The concept of borderless country took rapid motion in those days. Liberalization, globalization as well as privatization are most common and essential part of investment and other activities in financial sector of Nepal. The open market concept creates several opportunities & threats. Rapid development in information-technology sector is also milestone for increasing investment activities. Thus, competitive environment was formed in national market as well as international market. The liberalization policy attracts foreign investor as well as national investor to invest financial sector & commercial sector, which help to raise the life standard of people.

The construction sector that has 6.44 percent contribution to Nepal's GDP in 2009/10 (Economic Survey, 2008) witnessed a 3.11 percent growth in FY 2009/10 compared to 2.49 percent of 2006/07. It is one of the fast growing sectors in Nepalese economy. Having formally started in the 1960s, the construction industry— a 30-billion rupees business— is a “relatively well developed sector in the country” (Pant, 2009: 124).

Despite of the above natural resources and attributes, Nepal is still a developing country characterized by high population growth rate, low per capita income and low rate of capital formation. Nepal remained in self-imposed isolation for more than a century until it saw the dawn of democracy in 1951. It is an underdeveloped country with per capita income of US\$240, almost half of the population lives below the poverty line. Many reasons are there for the slow pace of development such as landlocked position, misuse of resources, absence of economic infrastructure, political instability, poor economic policy and institutional

weaknesses. For this to overcome, the process of capital accumulation among other prerequisites should be enhanced.

Capital accumulation plays an important role in accelerating the economic growth of a nation, which in turn is determined among other, by saving and investment propensities. However, the capacity to save in developing countries is quite low with a relative higher marginal propensity of consumption. As a result, such countries are badly entrapped into the vicious circle of poverty. Therefore, the basic problem for the developing countries is in raising the level of saving and thus investments.

Marketing is a primarily related with creating value for customer and a return for the company. The marketers seek to understand which factor motivates customers to buy more or pay more. The marketers should know why the customers might prefer the particular brands to those of competitor's brands.

1.2 Nepalese Advertising Environment

In a developing marketing strategy for individual product, the marketer has to confront the branding decision. Branding is the major issue in product strategy. A brand is essential because a seller promise to consistently deliver a specific set of features, benefits and service to the buyers. The best brand conveys a warranty of quality. Almost all the product today have got brand name, each and every marketer now a days focuses his product/service to the customers based on the preference of the customers towards the specific brands. So it is important to trace out the preference level of customer on specific brands in the market. This research work focuses on analysis the brand preference attitude of Television buyers of Nepal.

Entertainment industries have been emerging as important industries in Nepal from the restoration of democracy in 1990. There are more than 100 satellite and terrestrial television channels serving their program in open air for Nepalese viewer. Cable networks are the link between viewers and Television channels. Among many, Nepalese channels such as Channel Nepal, Kantipur TV, Image metro, Nepal- 1, Sagarmatha TV, ABC TV. Nationan TV, Avenues TV, Tarai TV, NTV metro are struggling for their existence and NTV national channel are serving in Nepali language. NTV national is a pioneer among these.

Nepal Television (NTV) is perhaps one of the youngest television stations in Asia, It started as a project in January 1985 under the Sixth Development Plan (1980-1985) in which a provision was made "to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if found feasible from economic and technical standpoints." Despite doubts felt by many, it began its experimental transmission for Kathmandu Valley in a very modest manner with VHF equipment and in the UHF band, In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used for receiving Doordarshan signals. The thirst for TV programmers was growing. When Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experimental transmission, Regular transmission of two hours commenced by the end of 1985. In February of 1986, it became a full-fledged corporation under the Communication Act of Government of Nepal.

Established as an electronic medium to enhance the country's socio-economic development, Nepal Television currently covers 42% of the country's population and-32% of the land area. Programmes are thus mostly geared to inform and educate the general mass. With the extension of the network. Transmission hours have also increased 61 hours per week.

TV programs can be categorized into these groups:

- Adventures
- Entertainment
- News
- Religious
- Sports

Various TV stations influence viewers to select better program with better television sets. So it affects TV market automatically. Marketers serve digital TV sets in comparison of analog TV sets. Dome screen are threatened by flat screen, and black &white TV sets are rarely found. Thus, changing market scenario influence TV manufacturer to change their strategy and production style so that customer want to serve what they deserved. Rapidly changed technology effect quite easily to television industry and as a result, customer easily can find cheaper brands with fully digital system. So T.V. is not luxurious goods these days. Customer

has various options to choose specific brands of TV's in terms of their income, family size, convenience and other factors.

TV is the science of transmitting rapidly changing picture from one place to another. Radio waves are usually used for the transmission of TV picture but in some application, such are close circuit TV (CCTV), wires or cables carry the signal from one place to another. TV is not only one of the most significant factors in the home entertainment industry but it also used extensively in science, industry, education ,military application and medical field.

In 1946 the first TV was founded, were black & white. Then after science and technology have been developed and these days hi-tech TV are found in the market.

No actual data can be found about the entry of TV in Nepal. When and who imported it for the first time, is still unknown. However Japanese brands of TV came first in Nepal. Japanese and Indian brands fulfill the total demand before the introduction of assembled and Chinese brands. Main brands of TV these days were Sony, Toshiba, Hitachi, Panasonic, T-Series, and Onida etc. At that time, higher society's customers can afford Japanese brands and other middle class customers having Indian brands. Still these Japanese brands have dominant position in Nepalese TV market.

Then after the decade of 90's, so many TV brands are introduced. Korean technology influence Nepalese TV market in very short time period. Samsung, KEC, Gold star were some renowned brands these days. Now a day, more than 50% of available brands are assembled here. Assembled brand producer of Nepal basically uses Korean and Chinese technologies.

With the introduction of Chinese brand TV, there has been dramatic change in the structure of Nepalese TV market. Xingbao, Changhong, Konka, Panda, Rowa, Die-star, Orsan, Mitsuma, Hi-sense, samurai were introduced one by one. Now a day there has been a flood of Chinese TV.

Today, TV of almost every brand and model can be found on Nepalese market. We know that more than 100 brands of T.V. are available, Haier (Germany), Conic (Hong Kong), TCL, Sharp and Philips (Multinational) are some examples.

There is keen competition among the dealers and producers of TV. This has provided wide ranges of choices and preference for Nepalese TV customers.

TV was perceived as the means of luxury and prestige, some years back, but today it has become the need for almost all people in Nepal due to their requirements. Off course, it has been proved that it's not only for luxury but also to meet the need of information and entertainment at home.

1.3 Statement of Problems

Nothing is perfect, there are always some problems and challenges to be faced by every sector. Nepalese TV market is also facing some problems. Globalization, liberalization and other economic policies can affect every type of business and market, so does the Nepalese TV market. Large numbers of TV brands are found in the metropolitan cities as well as developing areas. Nepalese TV market did not have so much competition, some years back. Some foreign and Indian brands of TV were found in the capital & other major cities. The imported brands of TV had little market share then Indian brands. But now situation is totally changed. There is tough competition among the various TV brands. Assembled and Chinese TV has created their presence very strongly. Large number of Chinese and assembled brands are available easily in the Nepalese market.

Today, buyers of TV have more alternative choice to select the preferred brand, as there are more than fifty brands are available. Cable network also assistance to increase TV market of Nepal. Authorized dealer and other agents are engaged to improve value and extra features to sustain in the market.

Basically, TV available in the Nepalese market can be categorized into three groups. They are,

1. Economy brands (Branded Chinese)
2. Assembled brands (Korean & Chinese)
3. Japanese and other imported brands

What type of customer prefer which type of TV brand, is the main issue of concentration for the marketer. In this regard main problem of the present study is:

1. Who are the customers and what is their buying behavior for specific brand?
2. Which brand is mostly preferred? How do customers rank the brand?
3. Is the brand preferences differ according to income level of people? Is there any relationship between occupation and brand preference?
4. What attributes play significant role to prefer a specific brand?
5. What is customer's attitude and perception regarding different brands?
6. To what extent the advertising influence in the preference of a specific

1.4 Objectives of Study

Brand preference is a definite expression of positive attitude, knowing the customers who prefer brand gives important insights to the marketer, to develop marketing strategy. The manager of the company can get valuable information regarding the brand attitudes, likes & dislikes of brands, perception & feelings of customers towards brands. Analysis of customer's behaviors through preference pattern is very much essential for today's competitive and changing market. Till this time, no research study has concentrated towards brand preference pattern on TV. So this study aims to assess the Nepalese TV customers in terms of brand preference. However, the specific objectives of this research are:

1. To analysis the profiles of customers to specific TV brand.
2. To examine the product attributes sought in the TV brand.
3. To evaluate the influence of advertising in brand preference of TV.
4. To suggestion and recommendation for the future development of T.V. market in Nepal

1.5 Importance of the Study

Successful marketing of products demands a thorough understanding of customers taste, choices, preference etc. This study is focused on assessing the buyers in terms of "brand preference" have been the first and foremost study on TV. This study will be important due to following.

- Finding of the study will help to understand brand preference on TV market. It will give information as to the extent of customer involvement in brand searching,
- Analyzing its attributes, preference attitude and brand choice on high involvement product T.V. In addition to this, it will be helpful to develop the profile of specific customers of brand
- It will be useful in creating most favorable brand by knowing the buyer perception and response. The marketer can trace out the important reasons for brand preference. Then marketer can focus according to choice, perception and preference of buyers.
- A deeper understanding of choice and preference of customers can help manager to design marketing programs that concentrate on customers. Such knowledge also helps managers to evaluate the value of customers.

- Similarly, it will be valuable reference to the scholar or researcher to conduct further similar work.

1.6 Limitations of the Study

Present study is conducted based on the observation and questionnaire. It tries to provide statistically significant result. However the cases are not statistically representative, precautions have been taken for wider application and generalization of conclusions of the study. Particularly, the study has been limited in the following manner.

- The product selected is only TV, therefore the results is specifically limited to this product only.
- Mainly, three categories of color TV are selected for the study. The study is confined to Kathmandu valley.
- The sample (112) is in small size, may not fully represent the total TV customer of the country.
- This study is entirety based on the opinions, views & responses of the respondents.
- Opinions of the respondents have been taken as a sense of truth, which may not be correct at all time due to changing behavior of customers.

In spite of these limitations, lots of efforts have been made to make this study more accurate.

1.7 Organization of the Study

Present research study is divided into five main chapters.

Chapter one specifies the introductory part of the brand preferences which includes general background, statement of the problem, objectives, significance and limitation of the study. This chapter is the basic chapter that provides fundamental aspects of the study.

Chapter two basically provides the theoretical framework of brand preference. It is, further, devoted to highlight the brief review of pertinent literature. In another words, it deals with the conceptual background and review of related literature.

Chapter three describes the research methodology employed in the study and deals with the nature and sources of data, process and techniques of data collection and research design as well as entire framework of the study.

Chapter four, then, deals with the presentation and analysis of data using different techniques as specified in third chapter.

Chapter five states three elements namely summary, conclusion and recommendations of the study. It presents the major findings and compares them with other empirical evidence to the extent possible and provides suitable suggestions to concern person and parties.

At the end of these five chapters, **bibliography** shows the books, journals, periodicals, articles, previous research studies etc which are used in this research work. Finally, **appendices** shows the questionnaire used in the study. And that's end of the thesis.

CHAPER -II

LITERATURE REVIEW

In this chapter, an attempt has been made to review the various relevant literatures in relation to support the study to receive some ideas for developing a research design. Literature review is basically stocktaking of available literature in one's field of research. The literature survey provides the students with the knowledge of the status of their field of research. Library is a rich storage base for all kinds of published and unpublished material including: thesis, dissertation, business reports, Government reports and publication and other newspapers.

The purpose of literature review is thus to find out what research studies have been conducted in one's chosen field of survey and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The review of literature also minimizes the risk of pursuing the dead end in research (Wolf and pant, 1998 P 41)

Thought there are some books and literature available to review in global prospect but minimum literature is available in Nepalese perspective. But whatever is available are studies and analyzed during this research.

Review of the literature includes two parts one is conceptual review of the related subjects and other is review of the previous empirical study.

2.1 Conceptual Frame Work

2.1.1 Marketing and Today's Customer

Modern marketing is very complex, elaborated, sophisticated, dynamic and vast. Marketing has been evolving with the progress of human civilization and economic development of nation. Marketing of previous time was unsystematic, and unplanned. No tools and techniques of marketing were used. Old has changed to dynamic. Today the philosophy of marketing has changed. Evolution of marketing has gone through different stages. Previously, marketing decision largely depend upon mass selling, production and company profit. After that they began to recognize the long run importance of satisfying the customer wants and needs. More recently the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customers and at the time fulfill its social responsibilities.

Philip Kotler, rightly defines "marketing is a societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging product and service of value with others (Kotler; 2003:522).

Marketing is not static rather it often changes dramatically, sometimes slowly and frequently in ways that are difficult to predict. Those businesses, which are able to detect and predict changes, are in a superior position to prosper and grow. Firms such as Microsoft have used marketing as a Recipe for success.

Today's customer's behavior is changing. Their attitude toward a product may change over the passage of time. The preferred product of yesterday may not be preferred today and tomorrow. A customer's preference and perception doesn't remain constant, changes occur because of environmental changes etc. Customer today always looks for new and improved product from which he can take maximum utilization with minimum effort. Competitors are often coming up with lower priced product and they try to differentiate their brands in terms of quality, aesthetic looks, price and environmental friendly product with the competitor's brand.

The marketers can't change the value, belief and wants of customer, what they mainly can do is to supply products that always satisfies the values that people have. No force on the earth would compel the customer to buy a particular brand. He has full freedom to buy according to his choice. Customers are gaining wide range of information regarding the product and service through different advertising media in the dynamic market. So managing today's customer is difficult task. Existing marketing mix variable: product, price, place, and promotion do still play role but perhaps a secondary in nature." It takes more than the four P'S to manage today's customer.'

Knowing the complex behavior of the modern customer should be marketers' concentration to achieve their objective. Change is the synonymous of modern world. "The forthcoming challenge to marketing profession is to learn from change that is always remaining the same as in the past, and then you are mistaken."(Peterson; 2001:102).

2.1.2 Meaning and Importance of Buyer Behavior

The buyer behavior relates to the purchase behavior of individuals groups and organization how buys products to meet their needs and solve problems We define buyer behavior

as “The decision process and acts of people involved in buying and using products”. There are two facts of the buyer behavior analysis: Consumer behavior and organization buyer behavior. Consumer behavior: Consumer behavior refers in the buying behavior of ultimate consumers, those people who purchase products for personal or household use. Consumer behavior is more complex as individuals are influenced by rational, emotional and social forces. Organizational buyer behavior: Organizational buyer behavior refers to buying process and decisions of business organizations, social institutions and government. Organizational buyer behavior is less complex than consumer buying as it is mostly driven reasons and logic. Buyer behavior is the study of how individuals and groups make their decisions to use their resources in terms of time, money and effort. It includes the study of various aspects of buying, using, and disposing products and services. The following issues are very important in analyzing buyer behavior.

1. Objects: What they buy?
2. Reasons: Why they buy it?
3. Occasions: When they buy it?
4. Place: Where they buy it?
5. Frequency: How often they buy it?
6. Use methods: How they use it?
7. Frequency of use: How often they use it?
8. Disposal methods: What they do to the residual part of the product after the use?

2.1.3 Buyer Behavior Process Model

Buyer behavior can be viewed as an input processing output model. In this simple model (see figure) the buyer receives input from the marketer and the environment, processes them, and transfer them into outputs in the form of responses.

Inputs

The inputs are received from two sources- the marketing firm and the environment. The marketing inputs are in the form of marketing mix-product, price, place, and promotion. The inputs from the environment are in the form of economic, demographic, technological, political and socio-cultural forces.

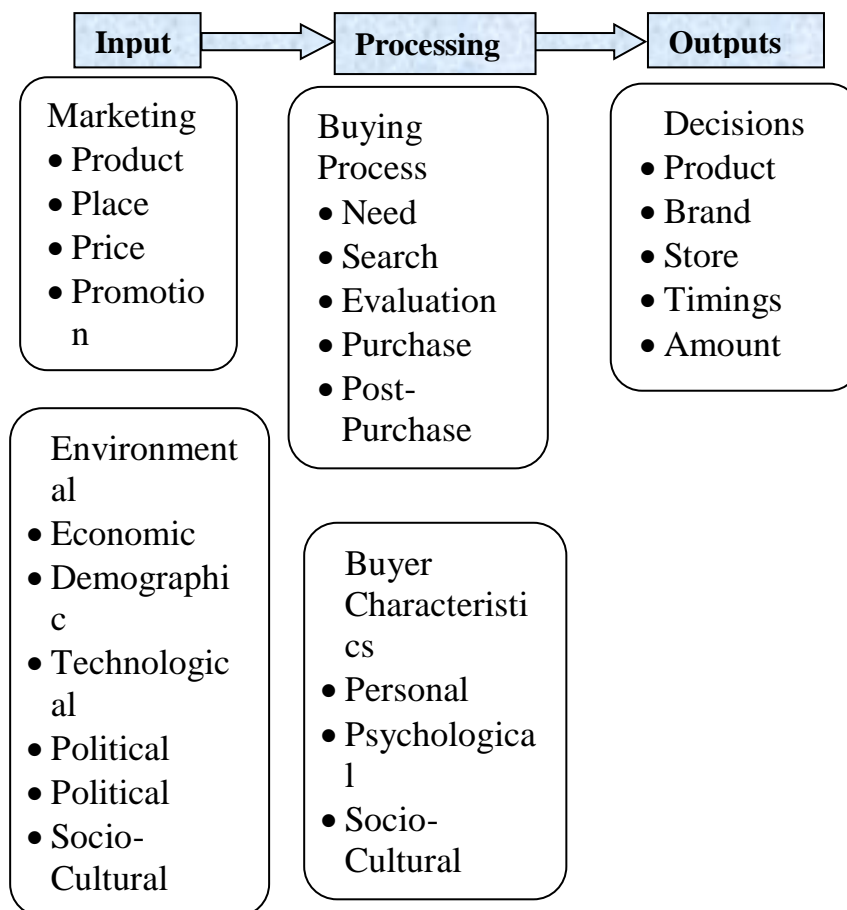
Processing

The inputs from the marketing firm and the environment are processed by the buyer. The processing is influenced by the buyer's own personal, psychological, and socio-cultural characteristics. The buyer goes through a five stage purchase decision process that involves need recognition, search for information evaluation, purchase, and post purchase evolutions.

Outputs

The outputs are the result of the processing and are seen in terms of the major responses from the buyer. The responses reflect in the form of various choices such as product, brand, store, purchase time, and purchase amount.

Figure 2.1 Buyer Behavior Process Model



2.1.4 Importance of Buyer Behavior

There are several reasons for understanding buyer behavior. Buyer behavior analysis help an organization in efficient use of marketing resources, location of new Marketing opportunities, selection of market segments, product positioning, market research and improvement of marketing strategy.

1. Efficient use of marketing resources:

The main objective of understanding buyer behavior is to develop efficient use of marketing resources. The goal of marketing is to understand, meet and satisfy target customers needs and wants. It is important for the marketing executives to find answers to such questions such as why customers buy a product and how their respond to marketing inputs such as price, quality, service, availability, styles, image etc. Buyer behavior analysis helps the marketing executive to find answers to these important questions.

2. Location of new marketing opportunities:

The study of buyer behavior helps the business organizations to locate customer groups with unmet and unsatisfied needs and desires. An organization can effectively and profitably meet new buyer needs arising in the market due to a change in per capital income, geographic, social, and psychological mobility of people and cross cultural exchanges.

3. Selection of market segments:

Buyer behavior analysis helps to identify and categorize the need and desire clusters in a market in terms of geographic, demographic, psychographic and behavioral variables thus giving an organization well demarcated market segments. The organization can select the market segments based on their size, growth and profit factors.

4. Product Positioning:

Product Positioning is the process of presenting the product to buyers in such a manner that they would perceive meaningful differences between a brand and competing brands. The differentiated brand has higher competitive advantage because it is recognized by buyers as different from other brands. Buyer behavior analysis helps an organization to study how buyers perceive different brands of products sold in the

market. Once buyer's images of the brands are studied and profiled, the organization can select an appropriate position for its brand.

5. Market Research:

Market research analyzes buyers and markets, and provides information feed-back to the marketing decision makers. Market research is also used for predicating the behavior of customers. Market research cannot be conducted without the knowledge of buyer behavior principles.

6. Improving the Marketing Strategy:

Buyer behavior analysis places the organization in a good position in the competitive market. It gives valuable information feedback to the firm on the changes in consumer needs, preferences and buying power. This information can be effectively utilized by the firm to design a marketing strategy to deal effectively with the changes.

Consumer Behavior Meaning

Consumer behavior is the buying behavior of ultimate consumer who buy products and services for personal and family use. It involves the buying decision process and major influences in a consumer's buying decision. The following definitions are useful in clarifying the meaning and nature of consumer behavior

Leon G. Schiffman and Leslie L Kanuk:

“Consumer behavior refers to the behavior that consumers displaying searching for purchasing using evaluating and disposing of products and services that they expect will satisfy their needs.”

J.C Moven:

“Consumer behavior is the study of the decision- making units and processes involved in acquiring consuming and disposing of goods, services experiences and ideas”.

The two definitions view consumer behavior as a process of acquisition, consumption and disposition of products. Acquisition: Consumer behavior studies the process through which consumers become aware of their needs, search for products that can satisfy the needs, evaluate the products' attributes and benefits, and finally purchase a brand from a store. Consumption: Consumer behavior analyses as how consumers actually use a product, what is

their experiences from such use, and how they get satisfaction or disappointment (the post-purchase evaluation) from the use. Disposition: Consumer behavior also studies what consumers do with the residual product once they have completed the use.

2.2 Consumer Buying Process

High-involvement and Low-involvement Buying Decisions

Consumers face several buying decisions every day. Some buying decisions are simpler than others. For instance, there is a marked difference in the purchase decision made by a consumer while buying process is affected by whether the product to be bought is of high-involvement or low involvement.

High-involvement product: the consumer is prepared to invest more time, resources and efforts in high-involvement product purchase situations. high involvement products have the following characteristics:

1. **Less Information:** The consumer may be aware about the product but lacks information about the various brands, their feature, benefits, prices and availability. For example, a consumer buying a motorcycle for the first time may know about the motorcycle, but may not be aware about the designs, performance, mileage, resale value, and prices of the various brands of motorcycle available in the market. The consumer goes through an extensive search for information while buying a high involvement product.
2. **High price:** The price of the product is high as compared to the consumer's income. For a low income consumer the purchase of a television set can be high involvement, while for a high-income consumer the purchase can be low involvement.
3. **High Social Importance:** If other people's opinions also matter in the consumption and use of a product it has social importance. Normally, products that are used outside the home of a consumer have high social importance because other people can also evaluate what the consumer has been using. For example, jewelry, cars, motorcycle, living room furniture, and external clothing have high social importance, while consumer staples like rice, salt, mattresses, blankets, and undergarments have low social importance.

4. **Long-term Benefits:** A consumer normally does not buy a high involvement product frequently. The consumer expects long-term use of a high involvement product. Normally, a consumer uses a car a house for a long period of time.

Low Involvement Product: Low involvement products are purchase by a consumer easily with full confidence. Low involvement products have the following characteristics.

1. **Full Information:** Since most of the low involvement products are frequently purchased the consumer has full information about the product and brands, Even if there is information gap, the consumer is comfortable with the amount of information stored in the memory system. For example, a consumer while buying a packet of washing powder will generally buy the same brand since it meets the consumer's minimum expectations.
2. **Lower Price:** Low involvement products are normally perceived as lower priced in relation to the consumer's income. The amount of money involved in the purchase is generally small. For example the amount spent on toothpaste, razor blades, or after-shave lotion is not so large in a middle-income consumer's purchases.
3. **Less Effort:** The consumer does not exert much time, energy and efforts to search for information, evaluate the result of purchase and purchase a low involvement product. Most of the low involvements products are purchased at the most convenient products are purchased at the most convenient outlets. For example, a consumer will normally buy the household staples like rice, pulses, eggs, and milk from the nearest outlets.
4. **Low Social Importance:** Low involvement products have low social importance as other people either do not notice the purchase and consumption or take the product as a non-status-related product. For example, people give low importance to domestically prepared food items (Low-involvement) because other people may not know what a person eats for lunch and dinner, but, they go to expensive image restaurants and order the most expensive items (high-involvement) because other people can observe what he/she is eating.
5. **Short-Term Benefits:** Consumers do not expect a low involvement product to last for long time continue to give benefits. For example, the toilet soap may have a use life of two weeks or less.

The following table reveals the buying decision process of a consumer in high-involvement and low-involvement purchase situations:

Consumer Buying Process in High and Low Involvement Products

Buying Process	Low Involvement	High Involvement
Need Recognition	Automatic	Complex
Evaluation	Minimum	Maximum
Purchase	Convenience	Shopping
Post-purchase evaluation	None	Complex

Low-involvement Purchase

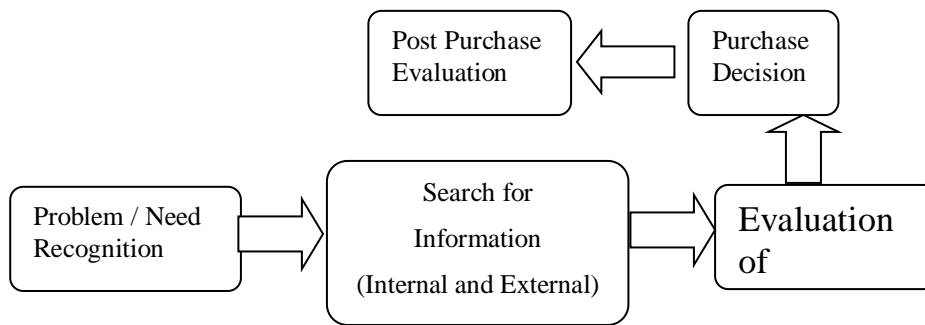
Consumers are involved very little in the purchase of low involvement products. They do not take any effort to search for information while buying the product. The problem recognition is automatic. Consumers realize the need to buy the product when its level of stock becomes low. Consumers generally buy these products from the most convenient outlets. There are no post-purchase evaluations. This type of behavior is reflected in the purchase of low priced, frequently purchased items with no social values.

Brand choices are made with a minimum conscious effort. The purchase behavior is more or less habitual and repetitive. Consumer's purchase behavior is routine mainly because the consumer is well-acquainted with the product class is fully aware of the major brands and their characteristics, and has well-defined preference order among the brands. Some consumers also show brand loyalty in low-involvement products. In general, a consumer does not always buy the same brand because the brand choice is influenced by price cuts, sales promotion schemes, and availability. The consumer is not likely to give much thought, search or plan for the purchase of the product. There is very limited amount of information search and evaluation involved.

High-involvement Purchase

In high-involvement purchase situation, the consumer is prepared to invest more time, resources and efforts. The consumer also lacks full information about the product. The consumer is unaware about the product class and the different brands and also does not know the criteria for brand choice. Thus has to undertake extensive information search and evaluation. The evaluative criteria also because very complex. Consumers also face a situation of cognitive dissonance (Knowledge imbalance) leading to post-purchase anxiety. If consumers are fully satisfied with a brand they show a very strong brand loyalty.

Figure 2.2: Stage of Consumer Buying Decision Process



A consumer has to pass through five stages to complete the buying process. These stages are need or problem recognition, search, evaluation, purchase, post-purchase evaluations, and product dispositions.

Step 1. Need or Problem Recognition

Need recognition is the first step of the buying process of consumers. Consumer buying process always starts with the emergence and recognition of a problem or a need. Problem recognition occurs when a need state is left. A need can be activated through internal and external sources.

1. **Internal stimulating:** One of the consumer's normal drives such as hunger, thirsts, sex, shelter, sleep etc rise to a threshold level. The drives force the consumer to seek products and services that rescues the amount of discomfort-physical and psychological.
2. **External Stimulation:** It results out the triggering cues such as advertisement or exposure to the object itself. Arousal of a need drives the person into a state of discomfort and anxiety. The anxiety leads the consumer to products capable of satisfying the aroused needs.

Need recognition occurs whenever a consumer finds a significant difference between the current state of affairs and some desired or ideal state. A problem can arise in one of the two ways.

1. **When the actual state moves downwards:** A consumer may recognize a need to refill petrol when the petrol level reaches the reserve level. The problem can be simply solved by refilling the petrol tank.
2. **When the ideal state moves upwards:** The consumer may realize an image related problem by riding the same motorcycle for more than five years. The consumer feels a need to buy a new motorcycle. This problem is complex and requires extensive search and evaluation.

Types of Problem

There are different types of problem such as routine, emergency, planning, and evolving problems that are different in nature, intensity, and urgency in finding their solutions.

1. **Routine Problems:** In routine problems, the gap between the actual state and desired state is expected to occur and an immediate solution is required. Examples of routine problems are depletion of the stock of grocery items such as rice, salt, oil, toiletries etc.
2. **Emergency Problems:** Emergency problems are normally unexpected but demands immediate solution. Examples of emergency problems are sickness and accidents.
3. **Planning Problems:** In planning problems, the problem is expected but immediate solution to the problem is not necessary. Examples of planning problems could be related to buying a car or home, and seeking education and entertainment etc.
4. **Evolving problems:** Evolving problems neither are expected nor demand immediate solution. Example of an evolving problem could be related to adoption of fashion (dresses) or technology (mobile phones) that constantly evolve and changes over time creating new problem for a consumer to buy the latest products.

Step 2 Searches for Information

When consumers realize the existence of a need or problem they need adequate information to solve the problem. Information search is the process by which the consumer collects information on the products, brands, stores, prices, quality and other attributes and benefits of the product or brand alternatives. Information search by consumers can be either passive or active.

1. **Passive Search:** Passive search also known as ongoing search is not related to a problem or need. Consumers are found to go through a variety of information while watching television or browsing through internet or looking through a pages of a

newspaper or magazine. Some consumers seek information to meet their inquisitiveness and satisfy curiosity.

2. **Active Search:** Consumers undertake active search (repurchase search). When they have a problem to solve. Active search is intentional and directed at solving a problem with appropriate products or services. There are mainly two types of active information search: Internal, external.
 - **Internal Search:** Internal search normally precedes the external search. The consumer relies on past information and product experiences. Internal search mainly involves the consumers action to retrieve information on products and brand from long-term memory system.
 - **External Search:** When the information from the internal search is not enough to clarify the situation a consumer engages in information search from the environment. Consumer seeks information from the following four external sources.
 - a) **Personal Sources:** From family members, friends, neighbors, acquaintances etc. this is a powerful source of information. Consumers rely heavily on this source.
 - b) **Marketing Sources:** From the firm's advertisement, salespersons, packing, display etc. this is the least powerful source of information yet most visible in the market. Modern consumers do not fully rely on this source of information.
 - c) **Public Sources:** From public media like newspapers, magazines, radio, television, internet etc. this is also a powerful source as consumers generally think that these sources are unbiased.
 - d) **Experiential Sources:** From handling, examining and using the product. This is the most power source of information as the consumer gains immediate experience with the product.

Types of information bought by consumers

There are mainly three types of information consumers collect from the external sources:

1. **Evaluative Criteria:** Consumers seek information on the evaluative criteria of a product class such as attributes and benefits of a product. For example, consumers collecting information on computers are interested to learn to categorize brands in terms of their attributes (Price, processing speed, memory, storage capacity) and benefits (servicing, upgradeability, design, usages etc).

2. Alternatives available: Consumers will seek information on the various brands options available in the market in terms of the attributes, benefits and the stores in which the various brand options are available.
3. Alternative Characteristics: Consumers seek further information to clarify his/her brand preferences. Consumer collects detailed information on the attributes and benefits of each brand he/she is interested.

Step 3 Evaluation

After collecting information consumers use the information to clarify the various alternatives and their relative attractiveness. Evaluation is the least understood stage of the consumer buying process. Each individual has own system of evaluations. In general, consumers tend to evaluate alternatives in terms of product class attributes, brand beliefs and utility functions. Consumers arrive at the purchase decision by reducing the range of brand alternatives available in the market.

1. Product class attributes: Normally, consumers view a product as a multi-attribute object having a number of characteristics, such as features, name, price quality, service, warranty etc. Consumers are interested to find out how each product stands in terms of the various attributes. Generally all consumers are not interested in all the attributes of a product, but only those which are important to them. Consumers compare the product's major attributes with the attributes important to them.
2. Brand beliefs: Consumers are likely to develop brand beliefs or brand image during the evaluation. Consumers are found to use their past experience to develop positive or negative feelings toward the brands of a product class. Opinions of other people, such as family members, friends and other reference group members also contribute to form a consumer's brand beliefs.
3. Utility Function Attributes: Consumers are likely to have a utility function for each product attribute. The utility function is the expected total satisfaction from various attributes of the different brands of a product. For example, in Nepal where petrol price is high and increasing a middle class motor-cycle buyer's satisfaction is likely to increase with fuel economy.
4. Reducing Range of Alternatives: A Consumer narrows down the product choice alternatives to make a purchase intention. A consumer generally will screen out unsuitable brands from consideration and come to two or three brands out of which the choice on one brand is made.

Step 4. Purchase

Evaluation leads the consumer to form a clear set of product and brand preferences. Normally, the brand most preferred would be the brand intended to purchase. Thus, purchase intention becomes a function of attitude. Generally, consumers tend to purchase the brand for which they have made purchase intention. Three factors influence, the purchase decision of the consumer. They are social influence, situation influence, and perceived risk.

Social Influence: A consumer's purchase decision is influenced by the attitude of other persons who are close to him/her, such as family members, friends and neighbor. The amount of other person's influence on an individual's purchase decision depends on two factors: (a) the intensity of the other person's negative attitude toward the brand intended to be purchased by the consumer, and (b) the consumer's motivation to comply with the opinion of the other person.

Situation Influence: A consumer normally forms purchase intention on the basis of his/her known income, expected dealer terms and product availability. An unexpected change in any of these variables may lead the consumer to revise the purchase intention.

2.2.2. What is a Brand?

American Marketing Association defines a brand as "A name, term, sign, symbol, or a combination of them, intended to identify the goods or service of one seller or groups differentiates from other competitors. Thus brand identifies the seller or maker."

A brand is a complex symbol that can convey up to six level of meaning.

1) Attributes

A brand brings to mind certain attributes. Mercedes suggest expensive, well- built, well-engineered, durable, high prestige automobile.

2) Benefits

Attributes must be translated into functional and emotional benefits. The attributes "durable" could translate into the functional benefit.

3) Value

The brand also says something about the producer's values. Mercedes stands for high performance, safety and prestige.

4) Culture

The brand represents a certain culture. The Mercedes represent German culture, organized, efficient high quality.

5) Personality

The brand can project a certain personality. Mercedes may suggest a no nonsense boss (person), reigning lion (animal) or an austere parlance (objective).

6) User

The brand suggests the kind of customer who buys or uses the product. Brands and branding are not just a name, and logo used by the marketing department. Rather they make up a strategic approach that companies take to guide and manage their business. Today brand not only covers the producer's identification and customer but also includes employee in its definition.

The brand is not just the heritage of the organization. It's the heritage of the employee as well. It's a part of their identification and background. At least happy employee provides an opportunity to create happy customer. But happy customer doesn't survive in the face of unhappy employees. Brands for employees signify organizational culture, what they stand for, and what they have built. It is becoming obvious that brands start inside the organization with the employees, culture and corporate beliefs, and move out to customer. They don't start with customer and move back in.

2.2.3 History of Branding

Today brands exert a strong influence on both customer attraction and customer retention. In fact, the main driver of customer loyalty is brand commitment.

Let's look at a brief history of branding to understand why it started and how it has evolved? (Johanson and Lawarance)

In the second half of the 19 th century, companies were introducing recently invented products that changed people's daily lives (e.g. the radio, phonograph, car and light bulbs). Communication with consumer had to inform them about the existence of the new invention

and then convince them that their lives would be better if they used the products for examples: - electric light instead of oil lamps.

When goods began to be manufactured in factories, the market was flooded with uniform mass-produced products that were virtually indistinguishable from one another. Competitive branding became a necessity of the machine age. The first task of branding was to name previously generic goods such as: sugar, flour, soap, and cereal, which had earlier been scooped out of barrels by local shopkeepers. In the 1880's, corporate logos first appeared on mass-produced product such as Camp Bell's Soup, H.Z .Heinz pickles, and Quaker oats cereal. These logos were created to suggest familiarity (think of Aunt Jemima, and Uncles Bin) in an effort to replace the shopkeeper and counter the anonymity of packaged goods. The corporate "Personality" had arrived.

The next step was for the entire corporation itself to embody a meaning of its own. In the early 1920s General Motors became a metaphor for the American family.

By the end of 1940s, a brand wasn't just a catchy phrase or a picture printed on the of company's product, the company as a whole could have a brand identity. However, it took several decades for the manufacturing world to adjust to this shift. It clung to the idea that its core business was still production and that branding was an important add-on.

This all changed in the 1980s, with brand equity. The defining moment of widespread recognition of the true value of a strong brand arrived in 1988 when Philip Morris purchased a Kraft for \$12.6 billion –six times what the company was worth on paper. The difference was the perceived price of the word "Kraft". With the Kraft purchase, a huge dollar Value had been assigned to something that had previously been abstract and unquantifiable-a brand name. Management theorist

Developed the idea that corporations must produce brands instead of products. Many of today's best known manufacturers no longer produce product and advertise them but rather buy products and brand them.

2.2.4 The Function of Brand

A brand provides not only sources of information (thus revealing its value) but performs certain other functions, which justify its attractiveness, and its monetary return (higher

price) when buyers value it. What are these functions? How does a brand create value in the eyes of consumer? The eight function of a brand are presented below.

Table 2.1
Functions of Brands

Function	Consumer Benefit.
Identification:	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.
Practicality:	To allow saving of time and energy through identical repurchasing and loyalty.
Guarantee:	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimization:	To be sure of buying the best product in its category, the best performer for a particular purpose.
Characterization:	To have confirmation of your self-image or the Image that you Present to others.
Continuity:	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming
Hedonistic:	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical:	Satisfaction linked to the responsible behavior of the brand in its relationship society (ecology, employment, and citizenship advertising that doesn't shock)

Source: Johonson and Lawarance: 2011

The first two are mechanical and the essence of the brand, that is, to function as a recognized symbol in order to facilitate choice and gain time. The following three functions reduce the perceived risk. The last three have a more pleasurable side to them. Ethics show that buyers are expecting more and more responsible behaviors from their brands.

2.2.5. Brand Preference

Modern marketing has been complex, and challenging. Companies are facing toughest competition. Customer attitude and behavior are changing .The brand preferred today may not be preferred tomorrow. So understanding of customer desired thoughts, feelings, images, choices, perception, attitudes, purchase intention, marketer should assess preference etc.

Customer behavior gives important insights to become successful marketer in this globalize and competitive market. Continuing challenges of marketer is to build a strong brand to satisfy customer needs and wants very effectively then other competitors.

A brand, which does not change with the time, fossilizes and losses it's relevance. Time is merely the indicator of changes in lifestyles, customer expectations, technology, and competitive position. Values, customs and behavior patterns are constantly changing with time. Leaders today thus must plot the future of their companies and they are challenged to find a path that makes sense. The path should be formed by analyzing the complex behavior of modern and improved customers. The development of effective marketing plan and strategy for any market rests on a proper knowledge of how consumer feels about brand, how they perceive and go to actual preference drove purchase. Every successful product in the modern marketing world is an embodiment of customer's needs, wants, prestige, preference, satisfaction, aspiration and mental horizon.

Brands vary in the amount of power and value they have in the market place. The customer in the market place does not know some brands. Some are having high degree of loyalty and preference level. Today's businessmen are devoting to present their products in the market for the sake of increasing the sales. Every marketer focuses their product to the customer based on customer preference towards brands.

Brand preference is the choice by the consumer of a particular brand over its competitors, usually resulting from a favorable experience with the items. However, if the product proves to be unavailable, the consumer willingly shifts to a substitute.

Knowledge of brand preference helps to know consumers attitudes towards the brand (i.e. product) and this understanding in turn sheds light on different aspect such as: effectiveness of branding policy, advertising policy, consumer response to the price and availability of the products, consumers' perception of the total image of the manufacturer.

Brand preference can be defined as the priority that the buyer or consumer gives to a brand. It is revealed in the purchase and use of one brand and not of competitive brands.

Brand preference is based on customer choice, their priorities toward brands, awareness level and actual brand loyalty exists there. Brand preference leads to brand loyalty. When preference of brand is expressed, then the consumer may be hard core loyal.

Brand preference is carried out to increase the market share of a specific brand. Without this preference, the product will not survive in the market. The product would be of no use, if there exist of no brand preference. Brand preference is a broad meaning adopting a variety of marketing techniques. The major purpose of brand preference is to maximize its image and sales.

Brand preference is a definite expression of positive attitude. One would normally expect people to buy a preferred brand or brands, assuming that they are in the market. However, there are occasions when the product may not be needed or the consumer cannot afford the preferred brand or the preferred brand may not be available.

For the purpose of our study, brand preference is defined as those activities, which help to maximize the image of brand and help to make the consumer's desires more effective. It consists of establishing good understanding between the manufacturer and the consumer. It tries to help them in purchasing more honestly and to maintain customer's satisfaction with the products. Thus, the word "Brand preference" is necessary for existence in entire market.

Brand preference is one way of segmenting a market. On the basis of brand preference, market can be segmented as loyal or not loyal. If the consumer prefers the brand they can be identified as loyal customer and if they don't prefer the brand they can be identified as non loyal consumers. Brand preference gives seller or marketer protection from competition and greater control in planning the marketing mix.

2.2.6 Classification of Brand Preference Segment

Brand preference is very important to attract the consumers towards the product in a highly competitive market. Different patterns of preference segment present by Philip Kotler are:

1. Homogeneous preference

A market is where the consumer having roughly the same preference. The market shows no natural segments. We would predict that existing brands would be similar and cluster around the middle of the scale in both sweetness and creaminess.

2. Diffused preference

Consumer preference may be scattered throughout the space indicating that consumer varies greatly in their preference. The first brand to enter the market is likely to position in the center to appeal to the most people. A second competitor could locate next to the first brand and fight for market share, or it could locate in a corner to attract a consumer group that wasn't satisfied with the center brand. If several brands enter the market, they are likely to position throughout the space and show real difference to match consumer preference differences.

3. Clustered preference

The market might reveal distinct preference clusters called natural market segments. The first firm in this market has three options, it might position in the center, hoping to appeal all the groups, it might position in the largest market segment (concentrated marketing). It might develop several brands, each positioned in a different segment. If the two first firms developed only one brand, competitors would enter and introduce brands in the other segment.

2.2.7. Brand Loyalty and Brand Preference

Brand loyalty implies purchasing the same brand more than once, again assuming that this is the preferred brand, although this may not necessarily be the case. Brand preference and Brand loyalty may exist in relation to manufacturer's brand and loyalty may prevail with respect to stores.

Definition of brand loyalty has evolved and is typically concerned with a degree of consistency in the preference for each brand by a consumer over a period of time. "In place of brand choice sequence. Leaster Guest used preference statement over time as a measure of brand loyalty. In 1941, he collected data concerning the brand awareness and preference of student. In follow up studies of these same person 12 and 20 years later he found suggestive evidence of high degree of loyalty towards brand name(although not to specific brand)

From study of Leaster Guest brand loyalty exist even when it is defined as preference statement over time. According to preference statement approach brand loyalty is measured on the basis of preference expressed by the consumer to a particular or brand over a certain time.

Day (1970), offers a two dimensional concept of brand loyalty bringing together attitude and behaviors. He asks, " Can behavior pattern be equated with preference to infer loyalty? And distinguishes between spurious and intentional loyalty. Spurious loyalty may just be habit or consistent purchase of one brand due to non-availability of others, continuous price deals, better shelf space etc. Intentional loyalty occurs when customers buys a preferred brands, as would be evidence by some attitude measurement. When customer is intentionally loyal and insists on a particular brand. S/he will be prepared to shop around for this brand or defer purchase if the brand is unavailable rather than accept a substitute.”(Lewis;Vol IV)

Consumer has varying degree of loyalty of specific brands stores and other entities. Buyers can be divided into four groups according to brand loyalty status.

- **Hard core loyal:** Consumer who buys one brand all the time.
- **Split loyal:** Consumer who is loyal to two or three brands.
- **Shifting loyal:** Consumer who shifts from one brand to another.
- **Switchers:** Consumer who shows no loyalty to any brand.

Brand preference and brand loyalty have positive relationship. When the preference level to specific brand increased, then the stronger be the loyalty of the product. There is no loyalty if there is no preference on brand

2.2.8. Brand Switching and Brand Preference

Brand switching means consumer’s habit of constantly shifting from one brand to other. In this sense, brand switching is opposite to brand loyalty. Customer switch brand for reasons of: curiosity with respect to new different brands, disappoint with present brands, reassure with respect to a favored brand, chance inducement and availability. Additionally, consumer may be multi brand buyers for reasons of: indifferences, perception that brands are perfect substitutes, for varieties sake, several preferences within a household, and as a response to availability and promotions.

Brand switching occurs when present brand is not satisfactory or available at right time. The customer preference on brand is no longer exist if the customer would not favor such brand. Brand preference and brand switching are negatively correlated. When the preference level

increase, then the brand switching tendencies would decrease and the loyalty level of customer may prevail.

2.2.9 Brand Preference and Purchase Intention

How does consumer process competitive brand information and make a final value judgment? The customer arrived at attitude (judgment, preference) toward the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand in the choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitude 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 towards 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 persons are to the consumer, the more the consumer will adjust his/her purchase intention. The converse is also true. A buyer's preference for a brand will increase if someone he/she respect favors the same brand strongly. The second factor is unanticipated situational factors that may erupt to change the purchase intension.¹⁹

The stages of consumer decision-making for the purchase shown in the hierarchy of effect model" They are awareness, knowledge, linking, preference, conviction and purchase.

Awareness: The ability of the consumer to recall a brand name either with or without prompting.

Knowledge: The ability of consumer to describe the important attributes of Product or service.

Linking: The attitude of the consumer toward a product or services.

Preference: The degree to which a consumer feels more positive about product or service to **other** offering.

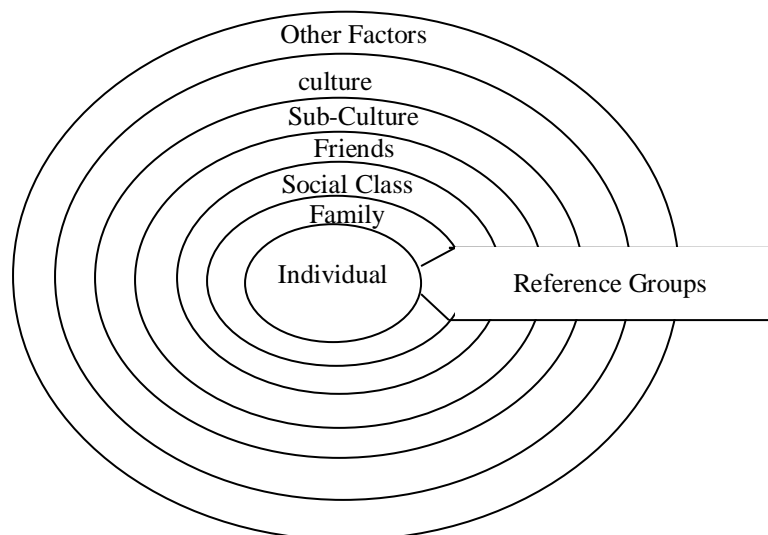
Conviction: The likelihood that the consumer will purchase the product or service.

Purchase: The acquisition of a product or service. Preference and purchase Intention is not completely reliable prediction of purchase behaviors.

2.2.10 Factors Influence in Buying Decision:

Buying decision is not easy task. It is the complex task in the sense that different factors affect on it. Among them, we take only some those factors which involve in high involvement products. Out of different factors, some of them are culture, sub-culture, social class, family, individual etc. These factors are shown in figure2.4 (Shiffman and Kanuk, 2003:265).

Fig.2.3
Factors Influence in Buying Decision



As shown in the figure2.4, there are major seven selected factors which can be included in reference groups. Reference groups can be simply defined as any person or group that serves as a point of comparison or reference for an individual in forming either general or specific values, attitudes or a specific guide for behaviour. Elements involved in this group may affect in family buying process either individually or collectively. From a marketing perspective, reference groups are groups that serve as frames of references for individuals in their

purchase and consumption decisions. In another words, almost all consumers interact with other people or groups who directly or indirectly influence their purchase decisions. Their reference groups significantly influence buyers. More preciously, buyers may be influenced at least two ways: firstly, reference groups expose an individual to new behaviors and life styles. Secondly, they also influence the person's attitudes, self-concepts and beliefs. Possible factors involved in this reference group are described below.

I) Individual: - An individual may be the sole consumer or buyer or independent unit of product users. S/he may be a single-family member walking down far search of the products s/he likes. S/he plays influencing role in family buying process.

II) Friends: - Almost people have their own friends during they work and live together. Friends may be either from formal organizations or from informal groups. Similarly, they may be from different societies, cultural groups, religious groups, and regional areas etc. That directly or indirectly influence in family buying decision. Friends can influence buyer in family buying from different ways. As far example, they can influence by sharing their ideas and experiences each other, providing suggestion about the products etc. More preciously, friends are those who give information, suggestion and feedback to the buyer which ultimately influence the family buying to decide either to buy or not to buy the particular products.

III) Culture: - Accepting the culture as the most influencing factor of family buying, we can define it as the sum total of learned beliefs, values and customs that serve to direct the consumer behaviour of members of particular society culture mostly influence in buying behaviour of the family. We can take culture as the behavioural patterns of family members of a given society. In another words, it is an unique lifestyle of a particular groups of people. Cultural factors are very importance not only family buying process but they also affect the institutional purchase but they also affect the institutional purchase decision. Some of the cultural factors may be attitudes, beliefs, religion, and education etc. of the family members which largely influence the family buying. For example, family members' attitudes and beliefs about consumption related issues like taste, habit, and interest have significant importance, which ultimately affect the family buying. The more decider or buyer of the family understand about the members' attention, reaction and attitude towards the products, the better satisfaction will create in the family using the products.

IV) Sub-culture:- "The members of a specific subculture possess beliefs, values and customs that set them apart from other members of the same society. In addition, they adhere to most of the dominant cultural beliefs, values and behavioural patterns of the larger society. We define subculture, then, as a distinct cultural group that exists an identifiable segment within a larger, more complex society" (Schiffman and Kanuk, 2003:346).

In a single cultural group, there may be other unique factors which are termed as sub cultural factors. Sub cultural factors include location factors which have their own separate norms and values. Within these norms and values, buyers may have different interest and choice which consequently affect the family buying decision.

V) Social Class: - Social class may be formed from different perspectives. "The different social classes have different values, attitudes and behaviour" (Betta, Nd: 268). Persons within similar social class tend to behave more alike than persons from two different social classes. Here, we're viewing the social class with respect to economic condition. People having higher disposable income as well as fixed property include in upper class. Here, the question is how the social classes influence the family buying decision. The possible answer is that the upper class people want to prove themselves to a superior position in behavior to the lower class people. Consequently, a member from the upper social class can force to his/her family to buy the products. In this way, we can say that family buying decision is often influenced by the class in which they belong or to which they aspire. Therefore, marketers should consider these factors while involving in the buying decision.

VI) Family: - Family is the group of two or more persons related by marriage, blood or adoption who reside together. In another words, it is a form of social organization and an institution, which is based on kinship. The nature, size and comparison of families differ from society to society. In some societies, a family means the parents and other children whereas in others family includes all relatives, both by blood and marriage. Although families sometimes are referred to households, not all households are families. For example, a household might include individuals who are not related by blood, marriage or adoption, such as family friends, paying guests, households or roommates. However, within the context of marketing and business, households and families usually are treated as synonymous. In Nepal, family ties are very strong. It also a recognized institution in the Nepalese social set up. The total number of families in Nepal is about 4.3 million. Most of the Nepalese area has

covered by village and particularly, there is the joint family system whereas the remaining portion is town where there is mostly nuclear family system (Panta, 2003:66-67).

VII) Other Factors: - There is no single factor to influence the family buying but a set of factors, lead to affect it. Producers produce the products globally and users use them globally. Now, the world has become global village where wide range of production and consumption can possible. Therefore, so many factors can affect family buying. Some of them may be expansion of advanced technology such as excess of information and communication to the people, availability of e-commerce and business globally etc. Which have added advancement of life style to the people? Consequently, it has created the multidimensional influences in family buying decisions. Nepalese families and buyers cannot be an exception from these factors, however, disposable income, buying motives and purpose, ethnicity, culture etc may be the most influencing factors in family buying.

2.3 Brief Profiles Television Brands

There are more than 100 brands of television available in the Nepalese market. So far, as contemporary brands of color television in Nepalese market is concerned, Aiwa, Sony Hitachi, JVC, Fusi, Panasonic, Toshiba, Onida, Videocon, T-Series, KCL, Xingbao, Changhong, Konka, Panda, Die-Star, Diastar, LG, Samsung, Daewoo, KEC, Gold star, Mitsuma, Orsan, samurai, Akai, TCL, Sharp, Philips, Haier, Conic and so on, are struggling to exist in the competitive market. Among these, Sony, Konka, Samsung, LG, Philips and few numbers of chiness brands have secured prominent status and strong presence in the market. So that these brands are selected for the purpose of examine the brand preference attitude on television. Here, it is effective to give brief profile of these brands.

Japanese Brands

Sony, Sanyo, JVC, Fusi, Toshiba, Aiwa, Panasonic, Hitachi are the brands for the Nepalese customers. These all-Japanese brands are largest selling all over the world. These brands are found up to fifteen models and price range of Rs.15000 to Rs.450000 in Nepalese market. Higher society customer, star hotels, academic institutes prefer these brands as these shows the symbol of prestige.

Assembled Brands

In this category, mainly assembled Korean brands are counted. Samsung, LG, Daewoo, K.E.C., Gold star are familiar in Nepalese market. In these days, these brands are assembled

in Nepal, so it is also known as “Nepali T.V.” These brands focused for middle class customer.

Chinese Orsan, Mitsuma are also assembled in Nepal. These brands of TV can be founded in the price range of Rs.8000 to Rs.16000. Orsan has launched only two models while Mitsuma has ten. These are very impressed to low income customer groups, who really desired colour TV with digital technology.

Chinese Brands

Xing-boo, Changhong, Rowa, samurai, Konka, Panda, Die-Star, Samurai, Diastar are imported Chinese brands, available here. Digital technology, world class quality and good aesthetic looks, really impressed today’s customers, who actually want good quality at a lower cost.

Out of the above, Haier (Germany), Conic (Hong Kong), TCL, Hyundai (Korea), Sharp and Philips (multinational) and Indian TV brands are comfortably found in the market. BPL, Videocon, T-Series, Onida, XL and so on are well known Indian brands, which are cheaper than imported on.

Table 2.2
Brief profile of TV brand

Brands	Technology	Assembled/ Made	Distributors	Available Size (in inch)	Model	Price Range “000”
Akai	Japanese	India	K.V. Overseas	14 -29	4	10-60
Atari	Chinese	China	Various retailers	14 -21	2	9-16.5
B.P.L.	Indian	India	No authorized dealer	14-29		
Chang Hong	Chinese	China	Heritage Int'l	14 -34	5	8.5-52
Conic	Hong Kong	Hong Kong	Chandra Surya Int'l	14 -34	4	8.8-35
Daewoo	Korean	Nepal	Golchha Org.	14 -29	4	10- 28.5
Di-star	Japanese	China	Home Appliance	14 -29	7	10-35
Haier	German	Nepal	Kedia Org.	14 -34	15	8.6-71
Hitachi	Japanese	Malaysia	Cosmopolitan Trading	14 -43	15	16-183
Hyundai	Korean	S. Korea	Hyundai Electronics Concern	15 -29	4	14.5- 45
KEC	Korean	Nepal	Kedia Org.	14 -29	15	10-45
Konka	Chinese	Nepal	Saurav Photo Int'l	14 -34	19	9-55
L.G.	Korean	Nepal	Chaudhary Group	14 -62	12	12.5- 28
Mitsuma	Chinese	Nepal	Kedia Org.	14 -21	10	8.5-16
Orsan	Japanese	China	B&B Mfg. Industries	14 -21	2	8.5- 13.5
Panasonic	Japanese	Malaysia	Paramount Electronics			
Panda	Chinese	China	B.M. Int'l	14 -21	11	8-20
Philips	Holland	Singapore	Syakar Company	14 -55		13-800
Samsung	Korean	Nepal/Korea	Golchha Org.	14 -29 - 63	10	12.5- 22.5
Sharp	Chinese	China	Various retailers	14 -21		7-19
Sony	Japanese	Malaysia	Nepal Hima Trade Link	14 -42	6	16-440
TCL	Japanese	China	Asiatic Int'l Trading	14 -29	5	8.5-30
Video-con	Indian	India/Nepal	K.V. Overseas	14 -63	6	10-120

Source: Survey Nepal Government 2010

2.4 Review of previous study:

2.4.1 Journals and Articles

There are some similar studies which had been conducted previously about advertising research has very short history in Nepal. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in

Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising (Sharma; 2002:95). For this, some research studies are conducted on Advertising and Sales promotion.

P.R Panday (2005), A study of entitled "*Buying Decision of Television Consumer*". The other objectives of this study are pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined to the descriptive analysis of the situation of advertising business. It was natural to undertake such on advertising field at that time as the advertising was still on infant stage of development. Thus, his study did not touch the creative aspect of advertising.

The major findings of the study state that the advertising is the main method of promotion practiced in the country. Advertising in the company is handled, by persons at the senior level, when there is a separate advertising department in the company, Regarding to the services rendered by the advertising agencies, none can offer full services properly. A, few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising. But there are very few alternatives. The Gorkhapatra is the only medium with any significant circulation. The advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated

Ram Updhaya (2006), A study of entitled on "*Radio Advertising and Its impact on purchasing and in consumer goods*" conducted a study. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact on purchasing decision. The

objective of this study were to study the availability and cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to study the influence of radio Advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

Ram Baral (2007), A study of entitled "*Advertising and brand preferences of instant noodles*". His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basic product. Thus, his study specifically dealt with communicative aspect of advertising.

P.R Panday (2008), A study, of entitled "*The study on brand loyalty*" focused to find out whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and overlook what is brand? What are correlates of brand loyalty and how far these correlates are decisive to make consumer brand loyalty in Nepalese market. What is the strategy further to be taken for making consumer brand loyalty For this research work some consumer products are taken such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Trough this study it is found that consumer give high importance to brand names at movement of purchasing. They emphasize in brand. Brand awareness to the Nepalese consumer is found to be high and majority of the Nepalese consumers are found brand loyal. It is found that the factor such as sex, age, marital status, income, family size, and store loyalty, specific deal, and favorite brand of the other member, of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendation of the study are branding is necessary for the product benefits, qualities such as action or color, easy to pronounce, recognize and

Remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be sound and well defined.

R.K Neupane (2009), A study of entitled "*Study of market situation of Sonny television in Kathmandu*" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

Chandra Shrestha (2010), A study of. entitled "*An analysis on market position of television*". The objective of the study was to find out if the sales promotion does impact on sales of Beer. To find out which mode of sales promotion is more wisely used by the manufacturers as sales promotion tools, to find out the most suitable media to advertise about the sales of beers in Nepal and to-predict the sales of coming year if every factor remains same. This study specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

Anita Adhikari (2007), A study of entitled "*Impact of television advertisement in Sales*" has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision, if the consumers brand choices for low involvement goods are completely, partially or Not impressed through advertisement, if there other promotional tool exist which has more weight in brand choice decision than advertising.

2.4.2 Review of Unpublished Masters Degree Thesis

Several thesis works have been conducted by various students regarding the various aspect of brand such as: Brand Loyalty, Advertising Effect On Brand Preference, Comparative Brand Preference Analysis, Branding Policy Of Durable Goods, patterns of consumer decision making process while purchasing high involvement goods etc. some of them are relevant for the study.

Yogesh Pant (1993) has conducted a study entitled “*A study on brand loyalty*” with the objective of:-

- To examine brand awareness of the Nepalese consumer.
- To find out whether Nepalese consumer are brand loyal, i.e. what percentage of Nepalese consumer are brand loyal?
- To identify the correlates of brand loyalty.
- To recommend measures helpful or important for developing marketing strategies and their conducting future research on brand loyalty.

The research was mainly based on primary data. 100 samples were selected and questionnaire served to them (respondents) to obtain the responses.

Findings of the study are collected as:

- It is found that the Nepalese consumers give high importance to brand in both consumer durable goods and the consumer non durable goods.
- Majority of the Nepalese consumer is found brand loyal.
- In each of the products selected for this study at least 65% consumers are found to have knowledge of almost all-alternative brands available in the market. Brand awareness of Nepalese consumer is found to be high.
- It is found that, consumers belonging to 26 to 40 age groups are more loyal than those of belonging to any other age group in all types of product selected for this study.
- The family system of the consumers correlates with brand loyalty. ‘Nuclear family’ consumer is found more brand loyal.
- It is found that brand loyalty is independent of the consumer’s education.
- Brand loyalty is positively associated with consumer’s income. Brand loyalty is positively associated with loyalty.

Mukund Pd. Dahal (1994) conducted a research study on “*Pattern of consumer decision making process while purchasing high involvement goods in Nepal*” with the objective of:

- Patterns of decision making strategies consumers utilize while making purchase of durable goods.
- The level of repurchases consumer seeking information and their correlates. Size of choice set.
- Decision making criteria and rules are employed in evaluation of alternatives.

Motorcycle and scooter was chosen as the sample product of his study. 300 recent two wheeler buyer of Kathmandu city was selected and comprehensive questionnaire was distributed. The study was mainly based on primary data. He has utilized different analysis techniques as:

- Factor analysis
- Cluster Analysis
- Discriminate Analysis

Based on empirical survey of search and choice behavior of Nepalese and scooter buyer,

Findings of the study are:

- Sources of information available to Nepalese buyer have five dimension namely:- Brochures, Test drive, Advertisement, Interpersonal sources, and Dealer visits.
- Thought not very extensive, the Nepalese Television buyers undertake information search with greater emphasis upon dealers and interpersonal sources of information.
- In terms of choice behavior of the motorcycle buyers of Nepal are classified into groups. Those who chose Indian motorcycles constitute one groups, another group comprise the buyers who choose the motorcycle of Japanese make.
- Advertise segment has inverse relationship with the correlates like Japanese makes and better than others, prior preference for Japanese makes went alone or with someone, gas mileage and sporty as the criteria, but this segment is positively related with age of respondents, price and warranty as the criteria and prior preference for Indian makes.

Laxmi Prasad Baral (1996) conducted a research study on “*A Comparative study on the Communication Effects of Advertising and Brand Preference.*” A case study of instant noodles (Yum Yum and RaRa),

Objectives of the study are:

- To examine the effectiveness of advertising of the RaRa and the Yum Yum noodles.
- To bringing into focus the relation between the brand preference and advertising.
- To examine the popular media of advertisement in case of instant noodles.

- To know the strengths and weakness of advertisement of instant noodles.

50 respondents were selected from different school student and 15 were selected from different advertising agencies. A questionnaire set was distributed to obtain the data. Interview cum questionnaire administered to advertising agencies. The study is based on primary data.

Findings of the study are:

- Consumers give more preference to the quality and less preference to the brand.
- There is high degree of association between brand preference and advertisement.
- There is no difference between the advertisement of Yum Yum and RaRa in terms of attractiveness.
- Instant noodles are popular in the Kathmandu valley. Most of the customers consume Wai Wai noodles.
- A large number of consumers are not by advertisement.
- Buyers go after the good quality after getting more information from the advertisement.
- The number of buyers who are indifferent towards advertisement is significant.
- Nepal T.V. is the most popular media in Kathmandu valley. Radio Nepal holds second position and the newspaper are the third.

Santosh Adhikari (2002) has conducted a research study entitled “*A Brand Preference Study between Sanmiguel and Tuborg Beer in Kathmandu Metropolitan city.*”

Objectives of the study are:

- To examine, the buying habit of consumers regarding the beer. .
- To find out, the effective advertising media of beer and their impact on the consumer.
- To find out, the sales volume of beer in Kathmandu metropolitan city.
- To suggest measures for promotional marketing of Sanmiguel and Tuborg beer.
- To find out the product attributes and pricing factor of beer.

The research study was based on primary as well as secondary data. For the primary data collection, 100 respondents were selected on the basis of stratified random sampling and questionnaire was served to respondents.

Findings of the study are:

- 42% are occasional drinkers with 25% preferring Sanmiguel and 17% preferring Tuborg out of 100 beer drinkers.
- The advertisement of Tuborg has the highest recall value among the beer drinkers.
- 55.93% of beer drinkers preferred to drink beer with friends. Sanmiguel stand for 22.58% and Tuborg by 33.35%
- Brand preference among the two brands Tuborg and Sanmiguel were found to be 56% and 44% respectively.
- The major attributes for an “Idle Brand” were found to be:-Taste-77.33%, Price-12.67%, Packing-5%, Promotional campaign-5%
- Taste and pricing (factors) attributes were found different to two brands but other factors found similar.
- Tuborg has found to be more popular in terms of different periphery.

Dinesh Khanal (2003) has conducted a research study on, “*A study of brand preference in noodles.*”

Objectives of the study are:

- To examine, the buying habit regarding the noodles and behavior of the consumer.
- To find out the effective advertising media of noodles and their impact on the consumer.
- To suggest measure for promotional marketing of the noodles.
- To find out the products attributes and pricing factor of noodles.

The research study was based on primary data. For the data collection questionnaire was set and administered to 120 respondent of Kathmandu metropolitan city.

Findings of the study are:

- The most preferred brand is Wai Wai, Mayos as second, JoJo is least preferred, Rumpum and RaRa are moderately preferred.

- Most of the noodles consumers are found in the group of 15-30 years and most of them preferred the brand Mayos. Respondents below 15 years and above 30 years preferred Wai Wai.
- It has been found that the highly familiar media is T.V. and Radio with the age group of below 30 years and those consumer, who are above 30 years are familiar with hoarding board and newspapers.
- 40% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
- It has been found that if their favorite brand is not available in the market, 55.33% of consumer will buy the second preferred brand.
- It is clearly found that the RaRa is cheaper, Rumpum is reasonable, and WaiWai is expensive with respect to price.
- Large numbers of respondents shows the brand switching tendency with attractive gift, prize, and other promotional programs which is offered by the others brands.

Lal Bahadur Baniya (2008) conducted research entitled “*Buyers’ behaviour in Pokhara*”

Objectives of the study are:

- To find out the brand pattern and purchase frequency of the clothing & the glossary products for the British-Ghurkha
- To identify the local people applying the data that were collected from the primary sources through questionnaire,

Findings of the study are:

- The brand pattern of the clothing for both of the groups consists of foreign, Indian, Chinese and Nepalese brands.
- The majority of them purchase clothing of foreign brand except Kurtasalawar.
- The large number of them prefers the Indian Kurtasalawars to the Nepalese one.
- On the other hand, large numbers of consumers from local people purchase Sari & Kurtasalawar of Indian brand but the Jacket and Lungi of Chinese brand

Anita Adhikari (2009), A study of entitled “*Impact of Television Advertisement in Sales*” has been conducted to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was

- To find out if advertising plays any supportive role in brand choice decision,
- The consumers brand choices for low involvement goods are completely, partially or Not impressed through advertisement,
- Promotional tool exist which has more weight in brand choice decision than advertising.

The finding of the study,

- In Nepalese product market there are various cosmetic products which available for consumer use. These products are manufactured by various national and international manufacturers and out of them Vatika Shampoo is one of the most favourites cosmetic product,
- Product produced and introduce into the Nepalese product market by Dabur Nepal Pvt. Ltd. and this is the sister concern of Dabur India Ltd. However, there are no previous research reports are available in Nepal in the field of marketing studies regarding the Nepalese cosmetic product.
- There is no any research can be found with reference to Vatika Shampoo though there is a necessity of such types of research in Nepal. Thus, researcher has attempted to prepare and present this report to fulfill the requirements of such reports.

2.5 Research Gap

I have found so many previous research reports on marketing field with related subject matter. But the choice of this subject is due to the fact that, there is no previous research found on making studies on buying behavior of Television purchase. Previous researches focus only Buyers behaviour not in Television purchase. The study tried to show that how various buying decision help to create awareness and increase sale volume. Research has attempted to prepare and present this report with full enthusiasm and all possible primary as well as secondary data source are collected analyzed and presented here in respective manner. There are few respondents rating 'prestige' is the important purpose that induces customers to buy TV. The last ranking is received by 'Aesthetic looks' and it is least important so far as the matter of buying purpose of TV is concerned

CHAPTER – III

RESEARCH METHODOLOGY

Research methodology helps researchers to guide the research study providing different issues and aspects. "It systematically solves the various sequential steps to adopt by a researcher in studying problem with certain objectives in view" (Kothari, 2004: 254). Generally research methodology focuses the nature and sources of data the model sample selection & classification of variable use of analytical tools etc. Based on this short discussion the researches can say that research methodology is a means to an end but not end itself. More preciously researches approaches to certain conclusion using research methodology.

3.1 Research Design

During the research, some questions may create such that what is to be done, which things to be included in the research and so on. Research design tries to give answer of these questions. "Research design is the plan structure and strategy of investigations conceived so as to obtain answers to research questions and to control variance"(Kerlinger, 1983:67). It provides the framework to conduct the research. It shows the entire activities that to be done in the research work. It explains the methods, procedure and entire process necessary to complete a research work.

Current research applies analytical and descriptive techniques to evaluate and analyze the brand preferences on television of customers from selected areas. Therefore, current research is both analytical and descriptive. It is analytical in the sense that it uses different analytical tools to show the customers' preferences on television; it is descriptive in the sense that it clarifies different aspects of brand preferences. It is important to be noticed here that it is a complex task to understand the preferences and may not be able to explain fully because of human unclear motives and purpose. These realities lead the researches to apply both observation and questionnaire methods.

3.2 Source of Data & Collection Procedure

The researches use the data that collects from primary sources through questionnaires and takes advantages of some journals, articles, books etc. Those are concerned with brand and brand preferences. Some of the information has also been taken from the newspapers magazines and some others have taken from the Internet sites. There for both primary and secondary data source have been utilized.

Mainly needed data and information are gathered through questionnaire. Direct interview with the family members are also conducted. A list of questionnaire is distributed

3.3 Population & Sample

From the age group of 26 to 40 of total customers of Kathmandu valley are termed as total population. However, enumerating all the units of the population is very difficult. Therefore sampling has been implemented. In this study 112 respondents from selected area have been chooses as sample. It is assumed that this sample would represent the entire population. Method of sampling is applied random sampling.

3.4 Data Analysis Procedures:

In this selected data and information are presented as simple as possible. Each and every aspect of possible buying related data are presented in tabular form. Clear interpretations are made simultaneously. Necessary table and diagrams are used so that the research will be cleared as well as clearly understandable.

3.5 Testing of Hypothesis

Quite often a research hypothesis is a predictive statement, capable of being tested by specific method, which relates an independents variable to some dependents variable (Kothari, 2006: 185). In order to know the significance difference between selected variable, chi- square test has been employed in this research.

The square of the standard natural variable is called chi-square distribution with one degree of freedom. It is also called non-parametric test chi-square test is mostly used in following field.

- a. Testing the goodness of fit:
- b. Testing of independence between attributes.

(Shrestha and Silwal, 2005: 288)

In this research, a set of hypothesis have been tested. A set is the combination of two things viz. Null hypothesis and alternatives hypothesis denoted by H_0 and H_i respectively. These are given below:

Set i: In the first set, the differences between brand preferences and income level are tested. More specifically:

H_0 : There is no relationship between Brand preferences and the Income level

H_1 : There are significant relationship Brand preferences and the Income level

3.6 Median Values

Median values tell about the concentration of the data. It identifies the point where data are gathered. It is used to show the importance of respondents towards the events. If respondents opine their response from one extreme to another extreme (i.e.: 'satisfied very much' to 'dissatisfied very much'), the median can be used to identity their major importance (Pradhan, 2003:145).

Process of Calculating the Median

Step 1: Calculate average value doing $n/2$. Here, 'n' is total number of respondents from each observation.

Step 2: Try to locate the given value in the average value that calculates in step 1. It should be remembered that, median is the $n/2$ nd item.

Step 3: Choose the scale where the average value lies. Now, the point is the median where the average value actually lies.

In this research, median has been used to show the buyer's level of satisfaction or dissatisfaction and agreement or disagreement towards the use of television.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

Chapter four concentrates to find out various dimension of brand preference of TV. To show this different area involved in brand preferences of TV have been selected. In order to achieve the major objective that has been formulated earlier, a sample survey selecting 112 respondents from Kathmandu Valley have been selected and studied. Preferences over particular brand, reason for such preferences, factors affecting choice of TV and other different issues have been addressed here in this chapter.

4.1 Brands of TV and Customers' Preferences

Review of related literature shows that there are different brand of TV. Which TV they buy depends much on which brand they prefer. In order to know the brand preferences, a sample survey has been conducted and the results have been shown in table 3.1. While presenting brand all the brands described in chapter 2 has been classified into the following categories. Respondents are provided with the following brands and are asked to rate them as per their preferences. The results of their ratings are appeared as in the table below.

Table: 4.1

Brand of TV and customers preferences.

Type of Brand	No. of respondents					Median Value	Overall rank
	1	2	3	4	5		
Chinese	5	19	40	20	28	2.80	3
Japanese	53	43	13	2	1	1.07	1
Korean	12	25	16	50	9	3.06	4
Indian	42	25	5	30	10	1.56	2
Nepali	40	25	6	30	9	1.50	5

Source: Nepal Assemble Sample Survey, 2010,

Note: 1,2,3,4 and 5 indicates rating scale of most preferred (1) to least preferred (5).

From the table one can observe that the most attractive Brand for Nepalese customers is Japanese brand, as the median value for this sector is 1.07 being in the first rank. Thus the respondents are centered for the first ranking as opposed to other rankings. Indian brand is the next most attractive brand to Japanese Brand for the customers. This finding supports the

growing tendency of preferring Japanese brand all over the world. The median values of Chinese and Korean brand are 2.80 and 3.06 respectively indicating the consecutive priority of investors so far as the matter of brand preference is concerned.

Here is a thing to note that customers have different constraints and hindrances that cause them not to purchase the brand they prefer.

Table below shows the result of the two types of customers according to income level and their responses to different type of famous brands they would like or dislike to purchase. Total numbers of each of the responses on each brand according income level are presented in the table below:

Table: 4.2
Brand preference of customers

Types TV brand	Responses	Income level		Calculated χ^2	Result
		>15000	<15000		
Japanese	a. Like	45	47	0.243	Ho is accepted
	b. Dislike	11	9		
Korean	a. Like	15	11	1.727	Ho is accepted
	b. Dislike	37	49		
Chinese	a. Like	45	26	10.44	Ho is rejected
	b. Dislike	13	18		
Indian	a. Like	48	42	2.036	Ho is accepted
	b. Dislike	8	14		
Nepali	A Like	24	12	2.404	Ho is rejected

Source: Nepal Assemble Sample Survey, Kathmandu

Note: Tabulated value of $\chi^2_{0.05}$ at 1 d.f. Is 3.841

For Japanese brand, the tabulated value of chi square is higher than calculated value of chi square. Hence we conclude that the preference of two types of customers do not differ and are similar as regards the attitude of preferring brand among them. Likewise calculated value of χ^2 for Korean and Chinese brand are less than tabulated values of χ^2 at 5 percent level of significance. So null hypothesis is accepted and this implies that the brand preferences of customers according to their income level do not differ.

However in case of Chinese brand the calculated value of χ^2 is much greater than the tabulated value, it is highly significant and hence the null hypothesis is refuted at 5 percent level of significance. Hence it can be concluded that the preference of customers according to their income level toward Chinese brand differs significantly. Meaning that income level and brand preferences differ each other or to like or dislike Chinese brand is the matter of income level.

4.2 Factors Influencing Brand Preferences

Factors those affect or determine the choice of brand may not be only one but may be many and some case it may be innumerable depending upon the buying behavior and customers' psychology. As a matter of fact nothing can fully explain the determining factors those affect the choice of the brands notwithstanding here an attempt has been made to identify some of the important factors that may affect their choice. Given the following important six factors influencing the choices of brand, customers are asked to rate these giving 1 for most influencing to 10 for least influencing factor. The results of their rating are appeared as follows:

Table: 4.3
Factors influencing brand choice of customers

Factors influencing Brand preferences	Number of respondents										Total	Weighted Value	Mean Weight	Overall Rank
	1	2	3	4	5	6	7	8	9	10				
Price	45	15	4	5	7	2	10	7	1	13	109	419	3.8	2
Advertisement	13	14	7	10	12	11	25	7	8	5	112	581	5.2	5
Durability	21	25	11	13	15	16	1	2	6	1	111	414	3.7	1
Technology factor	21	23	13	19	7	5	10	10	1	3	112	436	3.9	3
Aesthetic looks	3	2	8	9	6	5	10	45	20	4	112	777	6.9	6
SWarranty & guaranty	9	12	15	18	9	10	15	17	4	3	112	562	5	4

Source: Sample Survey, 2010, Kathmandu

Note: 1, 2, 3 ... 10 indicates Rating scale of most important (1) to least important (10).

As regards the factors influencing brand choice of customers, the respondents give the first priority to 'Durability'; the second priority to 'Price'; the third priority to 'Technical factors'; the fourth priority to 'Warranty and guaranty; the fifth priority to 'Advertisement'; and the priority to 'Aesthetic look'.

4.3 Purpose of Using Television

It is the today's need to identify for what purpose Nepalese customers have TV. Identifying this will be the pertinent basis through which the company can maintain the best policy in producing and distributing the product. As per the analysis in part 3.1 investors are inclined more towards Japanese brand than others. In course of identifying the reason for buying TV following analysis have been performed and presented. As an attempt towards that end following alternative purposes are presented and asked to rate these as per their importance giving 1 to most important and 5 to least important.

Table: 4.4
Purpose of using TV as viewed by respondents

Purposes	No. Of respondents					Median Value	Over all Rank
	1	2	3	4	5		
Information	22	65	15	6	4	1.52	2
Prestige & social status	12	30	34	21	15	2.41	3
Entertainment	77	16	12	2	5	0.73	1
Refreshment/Time pass	1	1	24	43	43	4.91	4

Source: Sample Survey, 2010, Kathmandu

Note: 1,2,3,4 and 5 indicates Rating scale of most important (1) too least important (5).

Number of respondents rating 'Entertainment' as first ranking are highest of all the respondents i.e. it is 77. The median value of this factor is 0.73 indicating that most of the respondents rate this factor as most important factor meaning that more of the respondents centered to this purpose that propels customers in buying TV. Out of the given four purposes 'Information' is in the second position as a reason to buy TV. as there are 22 respondents rating this option as second ranking. Median value at the last second row of the table is 1.52

for this purpose and lies in second ranking as per the overall ranking of all the purposes presented.

There are few respondents rating 'prestige' is the important purpose that induces customers to buy TV. The last ranking is received by 'Aesthetic looks' and it is least important so far as the matter of buying purpose of TV is concerned. The median values of these factors are 2.41 and 4.91 respectively. The values are higher in comparison to this for other factors.

4.4 Customers Loyalty towards Brand

Customers' attitude toward product brand is reflected in their brand loyalty. There may be hard core, split loyal and no loyal customers in terms of their loyalty toward certain brand. Customers of TV are also identified in terms of their loyalty.

The detail result of survey is presented in table below:

Table: 4.5
Loyalty status of customers

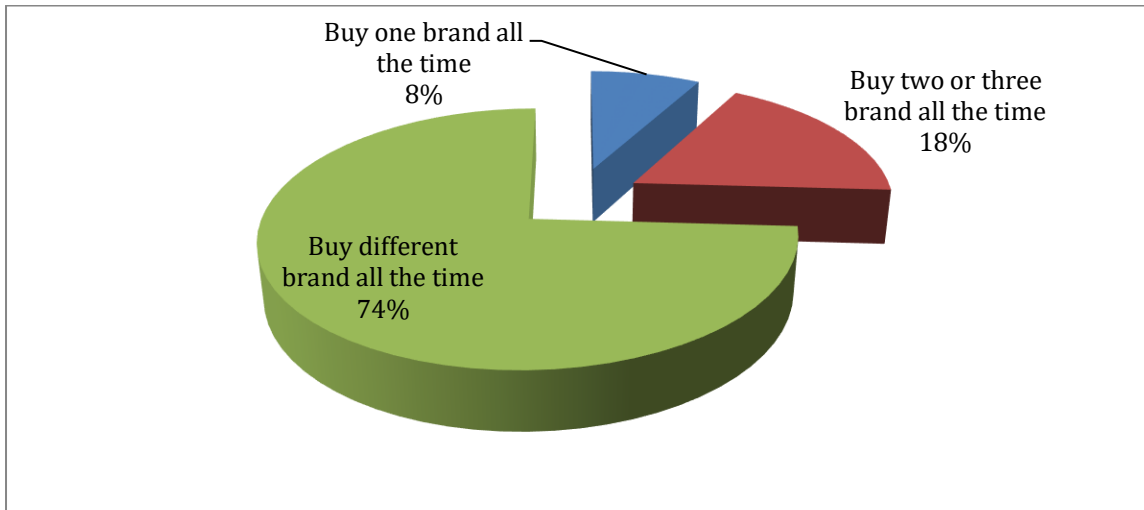
Loyalty status	No of respondents	Percentage
Buy one brand all the time	9	8.04
Buy two or three brand all the time	20	17.86
Buy different brand all the time	83	74.10
Total	112	100

Source: *Sample survey, 2010, Kathmandu*

Most of the selected customers are no loyal in the brand of television. This indicates the need of different type of market positioning strategy for this market. From the above it is apparent that 74.10 percent customers show no any brand loyalty for the TV. 20 percent of the customers tend to purchase two or three brand if need be in the future.

Figure: 4.1

Loyalty status of customer



Number of Hard core customers in this regard is 9, meaning that out of the total respondents 8.04 percent customers would buy a particular brand and it is mostly Japanese brand if they need to buy the television.

4.5 Brand Preference by Age Group

All the respondents have been classified into three-age group- below 25, 26 - 40, and 40 and above. The table below presents brand preferences according to the age group.

Table: 4.6

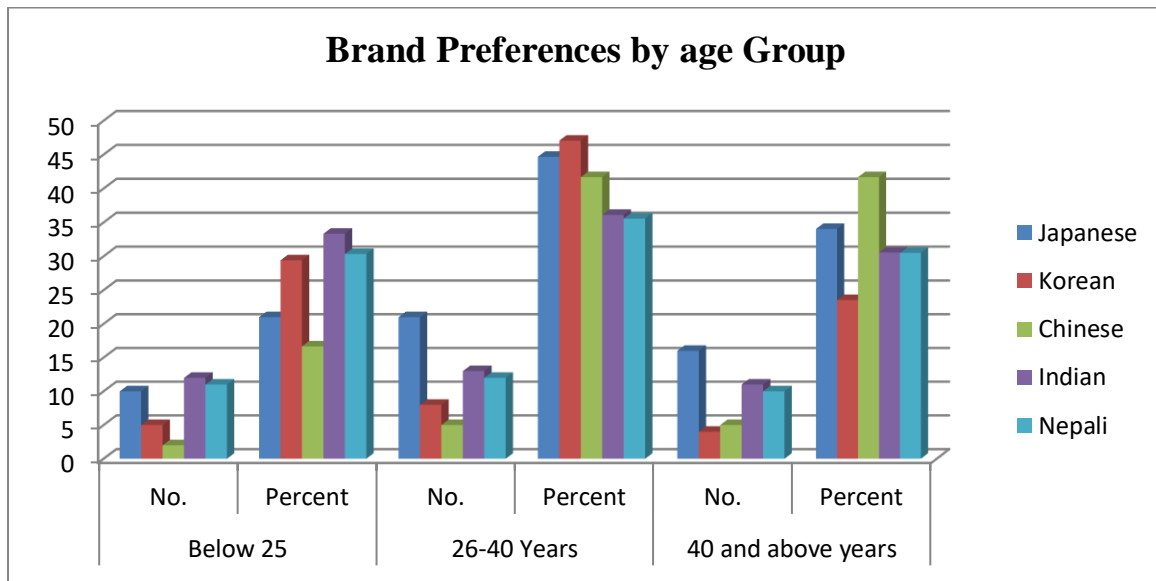
Brand preferences by age group

Brand \ Age	Below 25		26-40 Years		40 and above years		Total
	No.	Percent	No.	Percent	No.	Percent	
Japanese	10	21	21	44.68	16	34.04	47
Korean	5	29.41	8	47.06	4	23.53	17
Chinese	2	16.67	5	41.67	5	41.67	12
Indian	12	33.33	13	36.11	11	30.56	36
Nepali	11	30.34	12	35.56	10	30.50	35
Total	40	25.89	59	41.96	46	32.14	112

Source: Sample survey, 2010

Figure No: 4.2

Brand preferences by age group



The data shows that large no. of respondents belongs to age group of 26 to 40. This age group covers the 41.96 percent of the total respondent. 32.14 percent of respondents belong to age group of 40 and above and 25.89 percent belongs to the age group of below 25 years.

Japanese brand is the most preferred brand among the age group of 26 - 40, and 40 and above years, which is 44.68 percent out of the total in these age groups. Age group of below 25 prefers Indian brand that account for 33.33 percent and Nepali brand that account 35.56 percent. In the total Japanese brand is most preferred brand followed by Indian, Korean and Chinese.

4.6 Brand Preference on the Basis of Profession

All the respondents have been divided into four occupational categories i.e. teacher, businessman, social worker and others. Following table shows the details of brand preference on the basis of profession.

Table: 4.7

Brand Preference on the Basis of Profession

Brand \ Profession	Job holder		Business man		Others		Total
	No.	%	No.	%	No.	%	
Japanese	17	15.18	27	24.11	3	2.68	47

Korean	4	3.57	6	5.36	7	6.25	17
Chinese	1	0.09	9	8.04	2	1.79	12
Indian	13	11.61	12	10.71	11	9.82	36
Nepali	11	9.60	10	8.80	9	7.62	33
Total	35	30.45	54	48.22	23	20.54	112

Source: Sample survey, 2010

As shown in the table large no of respondents found under businessman which is 48.22 percent followed by jobholder (30.45 percent) and others (20.54 percent).

Japanese brand is the most preferred brand among the jobholders and businessman that accounts for 15.18 24.11 and Nepali percent respectively. Indian brand is mostly preferred by others job category. Korean brand is also the second preferred brand among the job category of others. However Chinese brand is less preferred by the entire selected job category. Nepali brand is also the fourth preferred brand among the job category of others

4.7 Customers Perception on Brand Attributes of TV

Customers perceive the different brands of TV differently. Individual differ in terms of their attitude, feeling, and behavior. Normally, the purchase of TV is taken as high involvement decision. Customers seem to deliberate a shot before making choice decision. They seem to seek opinions from friends, neighbors, and dealers. More than 25 brand of this product is found in Nepal. Among them some brands have strong perception of customers and other have not. On the basis of different attributes of TV perception of customers can be drawn. For this purpose technique of differential scaling has been adopted.

Here in this study profile analysis has been used to assess the strong and weak attributes of different four TV. Respondents were asked to rate one object at a time from 1 to 10 point rating scale. After getting the overall rating of the customers, the median value of every attribute has been computed. On the basis median value perception line has been drawn in the figure.

4.7.1 Perception of Customer on Japanese Brand

Customers are asked to rate the following attributes of Japanese brand of TV in a rating scale of 1 to 10 points. The result of their rating is appeared as in the table below:

Table: 4.8

Rating of Attributes on Japanese Brand

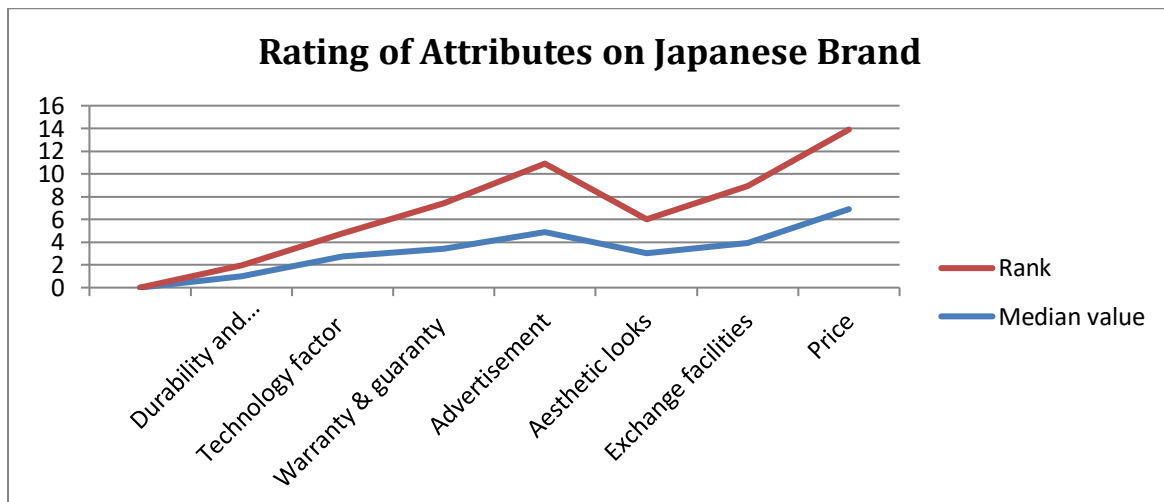
Industrial sector	Number of respondents										Median value	Rank
	1	2	3	4	5	6	7	8	9	10		
Durability and reliability	58	25	7	5	6	4	7	-	-	-	0.97	1
Technology factor	17	23	21	19	18	2	4	3	3	2	2.76	2
Warranty & guaranty	10	22	17	16	7	9	11	11	6	3	3.44	4
Advertisement	5	22	13	18	6	9	12	5	8	14	4.89	6
Aesthetic looks	6	9	20	21	18	17	8	4	3	6	3.00	3
Exchange facilities	7	5	30	15	12	7	9	15	5	7	3.93	5
Price	9	6	4	18		-	21	-	18	36	6.90	7

Source: Sample Survey, 2010

Note: 1, 2, 3... 10 indicates Rating scale of most important (1) to least important (10).

Figure No: 4.3

Rating of Attributes on Japanese Brand



The most important thing customer perceives in Japanese brand is its feature of durability and reliability followed by technological factor, aesthetic look, warranty and guarantee. In above analysis customers has rated Japanese brand as the most preferred brand. They prefer this brand for it being highly reliable and durable. The advertisement factor and price of this brand is not in the position that attract customers perception or the brand is positioned on customers mind due it is reliable and durable. However the customers think the price and advertisement associated to the brand is not as they want it to be. It is the point to note here is that customers like durable feature of the TV most as shown by the previous analysis.

4.7.2 Perception of Customer on Indian Brand

The analysis above reveals that Indian brand is in a second position next to Japanese brand to win the customers' perceived analysis. What are such attributes those make customers feel in this way is the question to be answered here in this section. On the other way this analysis reveals the weak and strong attributes of this television brand as perceived by customers.

Table: 4.9

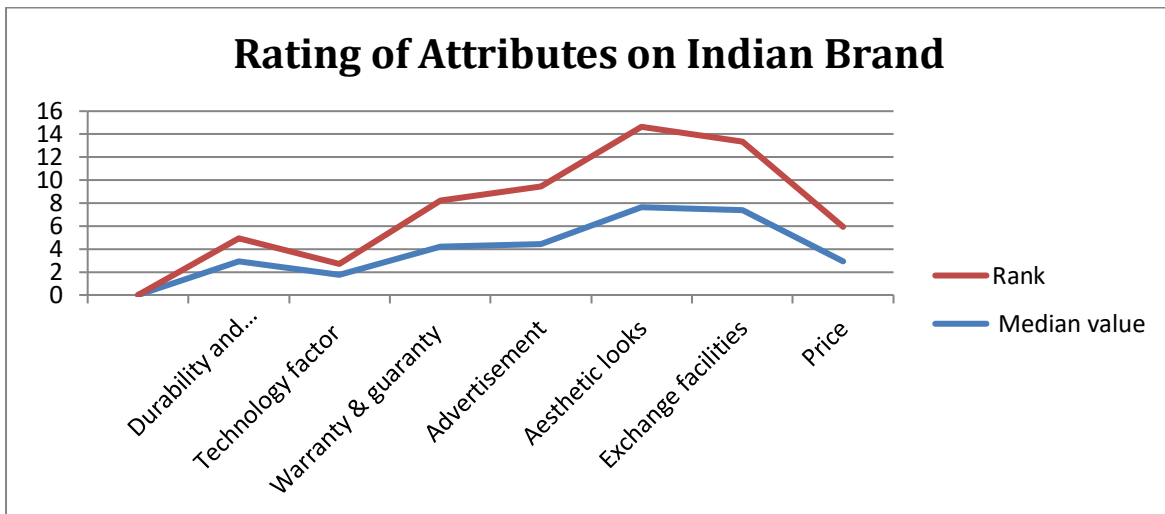
Rating of Attributes on Indian Brand

Industrial sector	Number of respondents										Median value	Rank
	1	2	3	4	5	6	7	8	9	10		
Durability and reliability	21	25	11	13	15	17	1	2	6	1	2.91	2
Technology factor	45	15	4	5	8	2	10	7	3	13	1.73	1
Warranty & guaranty	9	12	15	18	9	10	15	17	4	3	4.22	4
Advertisement	13	14	7	10	12	11	25	7	8	5	4.42	5
Aesthetic looks	1	2	3	4	7	17	20	9	24	25	7.64	7
Exchange facilities	3	2	8	9	6	5	10	45	20	4	7.36	6
Price	21	23	13	19	7	5	10	11	-	3	2.92	3

Source: Sample Survey, 2010, Kathmandu

Note: 1, 2, 3... 10 indicates Rating scale of most important (1) to least important (10).

Figure No: 4.4
Rating of Attributes on Indian Brand



This is also a one of the popular television brand among Nepalese customers. On the basis of the median value computed at the last second column of the table, the excellent factor in this brand as perceived by the customers is technological factors, Durability and reliability is also the factors that attract customers for this brand. Indian televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, Advertisement, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers.

4.7.3 Perception of Customer on Chinese Brand

Chinese brand is also a brand having significant coverage and influence in Nepalese market. Each of the attributes of Chinese brand is identified in the dimension of how customers rate this. The tendency of customer to rate its different attributes are presented in the table below and are interpreted thereafter.

Table: 4.10

Rating of Attributes on Chinese Brand

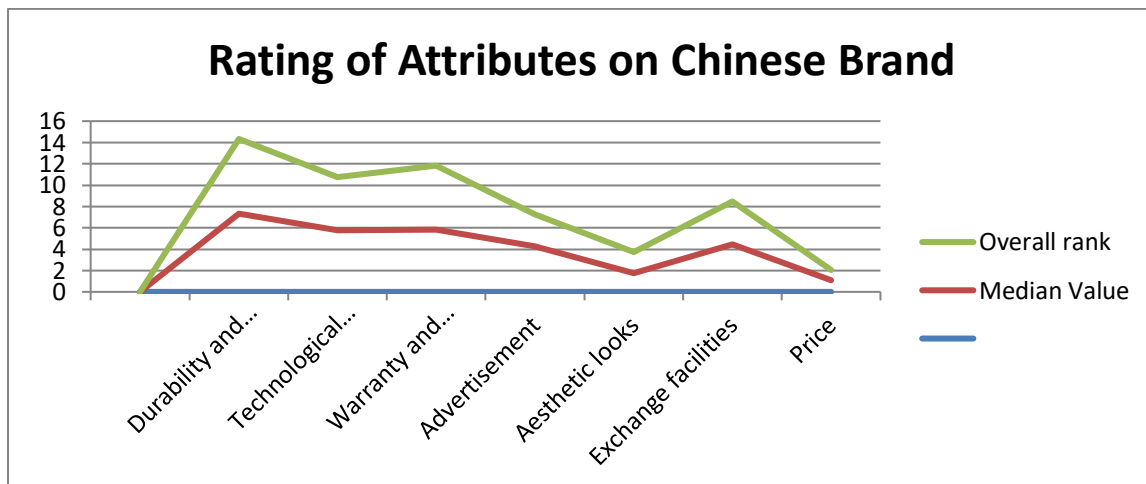
Brand attributes	No. Of respondents										Median Value	Overall rank
	1	2	3	4	5	6	7	8	9	10		
Durability and reliability	-	1	2	18	6	9	10	15	6	45	7.33	7
Technological factors	2	6	8	7	17	21	13	17	18	3	5.76	5
Warranty and guarantee	1	2	3	25	15	12	11	8	3	32	5.83	6
Advertisement	6	9	15	20	21	26	3	4	6	2	4.29	3
Aesthetic looks	37	25	13	11	9	7	4	-	2	4	1.76	2
Exchange facilities	-	9	11	23	27	29	4	5	3	1	4.48	4
Price	55	15	7	9	9	3	6	2	5	1	1.07	1

Source: Sample Survey, 2010

Note: 1, 2, 3... 10 indicates Rating scale of most important (1) to least important (10).

Figure No: 4.5

Rating of Attributes on Chinese Brand



The most important attribute customer perceives in Chinese brand is price followed by aesthetic look, advertisement, exchange facilities, technological factors respectively They prefer this brand for it being affordable and with least price. Durability and technological factor of this brand is not in the position that attracts customers' perception or the brand is positioned on customers mind due it being low priced. However the customers think durability and technological factors associated to the brand is not as they want it to be. It is

the point to note here is that customers in Nepalese market are highly price sensitive and therefore Chinese low priced brand has its significant influence in Nepalese market.

4.7.4 Perception of Customer on Korean Brand

Korean brand has also its remarkable presence in Nepalese market and its attributes are presented in the table below and interpreted thereafter.

Table: 4.11
Rating of Attributes on Korean Brand

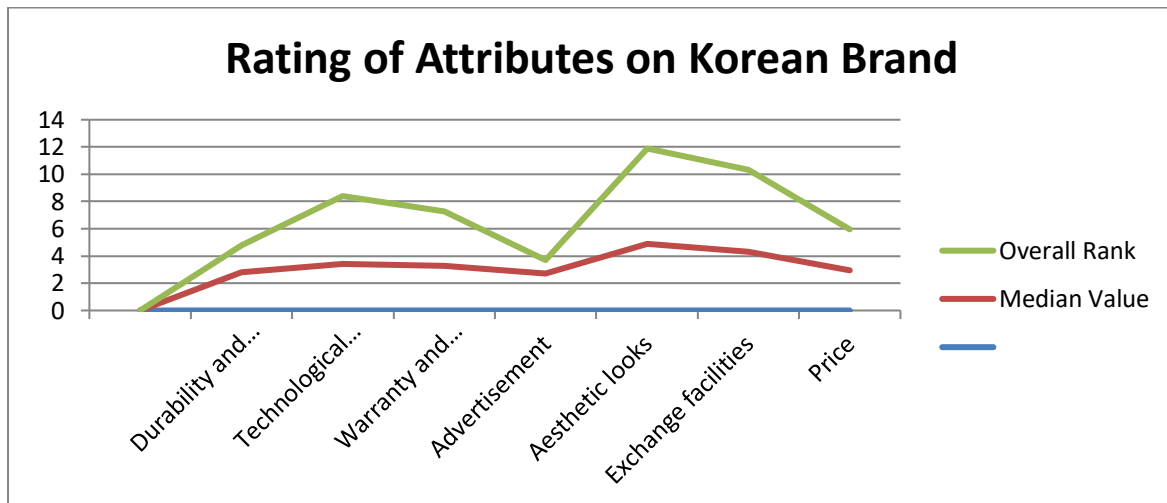
Brand attributes	No of respondents										Median Value	Overall Rank
	1	2	3	4	5	6	7	8	9	10		
Durability and reliability	20	21	19	12	8	15	6	3	1	3	2.79	2
Technological factors	11	15	20	25	3	7	6	10	8	4	3.40	5
Warranty and guarantee	21	19	13	11	17	6	4	3	5	5	3.27	4
Advertisement	23	15	26	13	9	7	-	2	15	2	2.69	1
Aesthetic looks	16	7	14	11	9	2	3	13	3	19	4.89	7
Exchange facilities	9	8	2	23	45	10	6	5	-	1	4.31	6
Price	12	27	18	17	6	10	9	6	3	4	2.94	3

Source: Sample Survey, 2010

Note: 1, 2, 3... 10 indicates Rating scale of most important (1) to least important (10).

Figure No: 4.6

Rating of Attributes on Korean Brand



On the basis of the median value computed at the last second column of the table, the excellent factor in this brand as perceived by the customers is advertisement factors, Durability and reliability is also the factors that attract customers for this brand. Korean televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, technological factor, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers.

Table: 4.12

Rating of Attributes on Nepali Brand

Brand attributes	No. Of respondents										Median Value	Overall rank
	1	2	3	4	5	6	7	8	9	10		
Durability and reliability	2	6	8	16	13	9	10	6	45	5	2.45	2
Technological factors	1	2	3	24	15	12	11	5	6	18	3.23	3
Warranty and guarantee	3	2	12	22	14	10	9	3	5	16	4.45	6
Advertisement	5	14	7	9	9	3	6	2	15	1	2.69	5
Aesthetic looks	37	25	13	11	9	7	4	-	2	4	4.89	1
Exchange facilities	6	9	15	20	21	26	3	4	6	2	4.31	7
Price	1	2	3	25	15	12	11	8	3	32	2.94	4

This is also a one of the popular television brand among Nepalese customers. On the basis of the median value computed at the last fifth column of the table, the excellent factor in this

brand as perceived by the customers is technological factors, Durability and reliability is also the factors that attract customers for this brand. Nepali televisions are more affordable than Nepali brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, Advertisement, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers.

4.8 Superiority of Brand in Terms of Product Attributes

Following table presents the product attributes against the median value for each of the brands under consideration with a view to identify superior product in terms of the each selected attributes.

Table: 4.12A

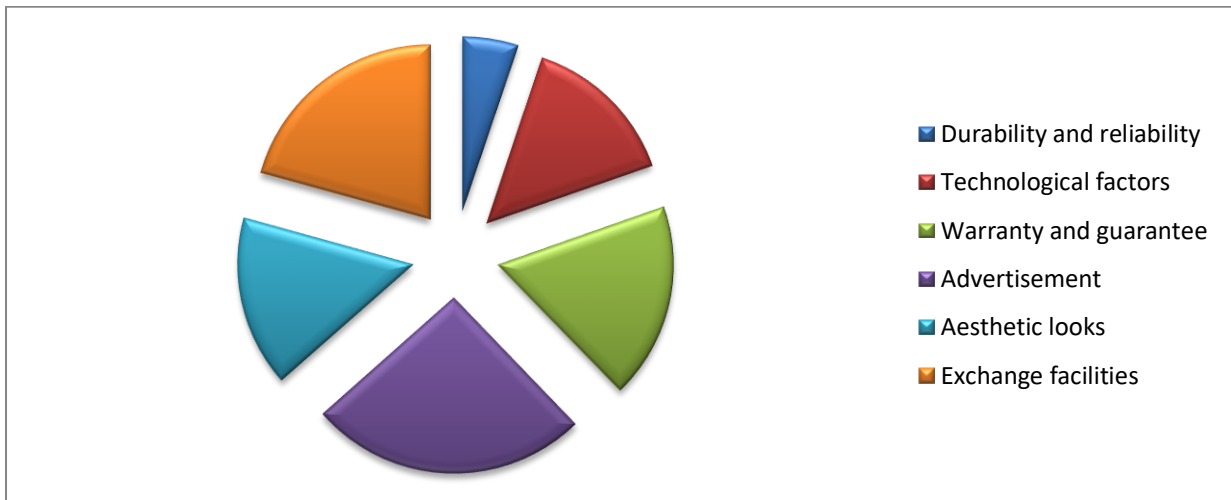
Median Value of Each Brand on the Product Attributes Basis

Product attributes	Median Value of Brand				
	Japanese	Indian	Chinese	Korean	Nepali
Durability and reliability	0.97	2.91	7.33	2.79	4.89
Technological factors	2.76	1.73	5.76	3.4	2.69
Warranty and guarantee	3.44	4.22	5.83	3.27	7.33
Advertisement	4.89	4.42	4.29	2.69	5.83
Aesthetic looks	3	7.64	1.76	4.89	2.79
Exchange facilities	3.93	7.36	4.48	4.31	2.76
Price	6.9	2.92	1.07	2.94	1.07

Source: Sample Survey, 2010, Kathmandu

Figure No: 4.8

Median Value of Each Brand on the Product Attributes Basis



On the basis of median value of table 3.12A following table for indicating superiority of each of the brand on the in terms of the given attributes is presented. This table further specifies which brand is superior in terms of each of the attributed selected.

Table: 4.12B

Superiority of the Product In Terms of the Given Attribute

Basis of superiority	Sequence of superiority				
	1st	2nd	3rd	4th	5 th
Durability and reliability	Japanese	Korean	Indian	Chinese	Nepali
Technological factors	Indian	Japanese	Korean	Chinese	Neplai
Warranty and guarantee	Korean	Japanese	Indian	Chinese	Indian
Advertisement	Korean	Chinese	Indian	Japanese	Korean
Aesthetic looks	Chinese	Japanese	Korean	Indian	Japanese
Exchange facilities	Japanese	Korean	Chinese	Indian	Nepali

Source: Sample Survey, 2010, Kathmandu

Japanese brand is in the first position in terms of the durability and reliability. Further this brand is also in a first position for its exchange facilities. It is a matter of proud for this brand to occupy second position for its three products attributes namely technological factor,

warranty and guarantee, and aesthetic look. None of the attributes of this brand is in third position and for the fourth or last position of this brand is advertisement.

Technological factor of Indian brand is in first position, none of the attributes of this brand is in second position, warranty, guarantee and advertisement are in the third position, and aesthetic look and exchange facilities of this brand are in last position.

Korean brand occupies first position in terms of the advertisement and warranty and guarantee. The brand is in second position in terms of durability and exchange facilities and in third position for technological and aesthetic look. No any attribute of this brand is in fourth position.

First position in terms of the price factor is occupied by the Chinese brand and Chinese brand is also ahead in terms of the advertisement factor as Chinese brand occupies second position for this attribute. The performance of Chinese brand seem to be miserable in terms of the attribute like durability and reliability, technological factors and warranty and guarantee as this attributes are in last position as provided in the table above.

4.9 Determination of Overall Superiority of Brand

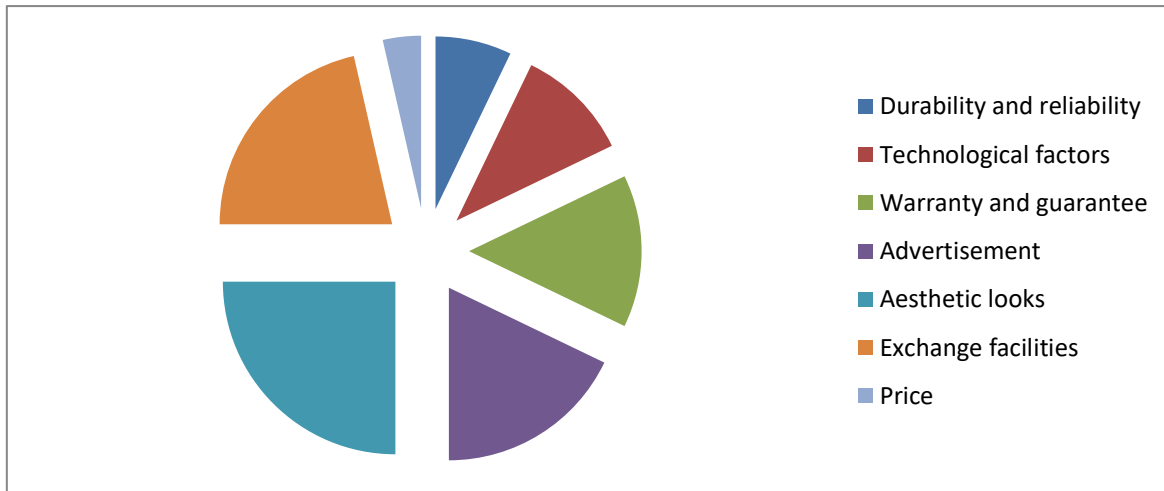
To determine which of the above brand is the most superior following table has been developed showing weight of each attribute, median value and product of weight and median value. The weight is randomly assigned on the basis of the analysis of section 4.2 within the range of 1 to 7 indicating most important factor to least important factor respectively.

Table: 4.13

Overall Superiority of the Brands

Brand attribute	Weight (W)	Japanese Brand		Indian Brand		Chinese Brand		Korean Brand		Nepali	
		Median value (M)	W.M	Median value (M)	W.M	Median value (M)	W.M	Median value (M)	W.M	Median value (M)	W.M
Durability and reliability	2	0.97	1.94	2.91	5.82	7.33	14.66	2.79	5.58	4.89	5.19
Technological factors	3	2.76	8.28	1.73	5.19	5.76	17.28	3.4	10.2	2.69	8.28
Warranty and guarantee	4	3.44	13.76	4.22	16.88	5.83	23.32	3.27	13.08	7.33	21
Advertisement	5	4.89	24.45	4.42	22.1	4.29	21.45	2.69	13.45	5.83	7.4
Aesthetic looks	7	3	21	7.64	53.48	1.76	12.32	4.89	34.23	2.79	12.32
Exchange facilities	6	3.93	23.58	7.36	44.16	4.48	26.88	4.31	25.86	2.76	4.3
Price	1	6.9	6.9	2.92	2.92	1.07	1.07	2.94	2.94	1.07	2.76
		Total of W.M	99.91	Total of W.M	150.55	Total of W.M	116.98	Total of W.M	105.34	Total of M.W	61.25

Figure No.: 4.9
Overall Superiority of the Brands



The overall superiority analysis shows the Japanese brand is highly appreciated brand or this brand has been positioned positively into the mind of Nepalese customers as brand's total of weighted average median value is lowest of all i.e. 99.91 this indicates this the most super brand in Nepalese market, followed by Korean brand, Chinese brand ,Indian brand and Nepali respectively. The weighted average median value of Korean brand, Chinese brand Indian brand and Nepali Brand 105.34,116.98,150.55and 61.25 respectively.

4.10 Major Findings

The major findings of the research can be summarized in the following ways:

- Analysis of brand preferences reveals that the most attractive Brand for Nepalese customers is Japanese brand, as the median value for this sector is 1.07 being in the first rank. Thus the respondents are centered for the first ranking as opposed to other rankings. Indian brand is the next most attractive brand to Japanese Brand for the customers. This finding supports the growing tendency of preferring Japanese brand all over the world. The median values of Chinese and Korean brand are 2.80 and 3.06 respectively indicating the consecutive priority of investors so far as the matter of brand preference is concerned.
- Test for independence of attribute reveals that the preferences of two types of customers (categorized on the basis of income level) do not differ and are similar as regards the attitude of preferring Japanese brand among them. Likewise calculated value of χ^2 for Korean and Chinese brand are less than tabulated values

of χ^2 at 5 percent level of significance. So null hypothesis is accepted and this implies that the brand preferences toward Korean and Chinese brand of customers according to their income level do not differ. However in case of Chinese brand it is imperative to say that the preference of customers according to their income level toward Chinese brand differs significantly. Meaning that income level and brand preferences differ each other or to like or dislike Chinese brand is the matter of income level.

- Analysis of factors influencing the brand preferences shows that durability is the most influencing factor for choice of the particular brand. Out of the given factors 'price' is in the second position to determine the investor's choice of TV brand. Next to this factor, the factor customers heed is the technological factor followed by advertisement, warranty and guarantee and aesthetic look for choosing a certain brand.
- The analysis of reason to use TV reveals that more of the respondents centered to "entertainment" purpose that propels customers in buying TV. Out of the given four purposes 'Information' is in the second position as a reason to buy TV. There are few respondents rating 'prestige' is the important purpose that induces customers to buy TV. The last ranking is received by 'Aesthetic looks' and it is least important so far as the matter of buying purpose of TV is concerned.
- Analysis of brand loyalty shows that most of the selected customers are no loyal in the brand of television. From the above it is apparent that 74.10 percent customers show no any brand loyalty for the TV. 20 percent of the customers tend to purchase two or three brand if need be in the future. Number of Hard core customers in this regard is 9, meaning that out of the total respondents 8.04 percent customers would buy a particular brand and it is mostly Japanese brand if they need to buy the television.
- Brand preference by age group projects that most of the respondents belongs to age group of 26 to 40. This age group covers the 41.96 percent of the total respondents. 32.14 percent of respondents belong to age group of 40 and above and 25.89 percent belongs to the age group of below 25 years. Japanese brand is the most preferred brand among the age group of 26 - 40, and 40 and above years, which is 44.68 percent out of the total in these age groups. Age group of below 25

prefers Indian brand that account for 33.33 percent. In the total Japanese brand is most preferred brand followed by Indian, Korean and Chinese.

- Large number of TV users is from businessperson. Person followed by jobholder and others. Japanese brand is the most preferred brand among the jobholders and businessman that accounts for 15.18 and 24.11 percent respectively. Indian brand is mostly preferred by others job category. Korean brand is also the second preferred brand among the job category of others. However Chinese brand is less preferred by the entire selected job category.
- The most important thing customer perceives in Japanese brand is its feature of durability and reliability followed by technological factor, aesthetic look, warranty and guarantee etc. The excellent factor in Indian brand as perceived by the customers is technological factors. Durability and reliability is also the factors that attract customers for this brand. Indian televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, Advertisement, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers. The most important attribute customer perceives in Chinese brand is price followed by aesthetic look, advertisement, exchange facilities, technological factors respectively They prefer this brand for it being affordable and with least price. On the other the excellent factor in Korean brand as perceived by the customers is advertisement factors, Durability and reliability is also the factors that attract customers for this brand. Korean televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, technological factor, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers.
- Analysis performed with a view to identify superior product in terms of the each selected attributes reveals that Japanese brand is in the first position in terms of the durability and reliability. Further this brand is also in a first position for its exchange facilities. It is a matter of proud for this brand to occupy second position for its three products attributes namely technological factor, warranty and guarantee, and aesthetic look. Technological factor of Indian brand is in first

position, none of the attributes of this brand is in second position, warranty, guarantee and advertisement are in the third position, and aesthetic look and exchange facilities of this brand are in last position. Korean brand occupies first position in terms of the advertisement and warranty and guarantee. The brand is in second position in terms of durability and exchange facilities and in third position for technological and aesthetic look. No any attribute of this brand is in fourth position. First position in terms of the price factor is occupied by the Chinese brand and Chinese brand is also ahead in terms of the advertisement factor as Chinese brand occupies second position for this attribute. The performance of Chinese brand seems to be miserable in terms of the attribute like durability and reliability, technological factors and warranty and guarantee as this attributes are in last position

- The overall superiority analysis shows the Japanese brand is highly appreciated brand or this brand has been positioned positively into the mind of Nepalese customers as brand's total of weighted average median value is lowest of all i.e. 99.91 this indicates this the most super brand in Nepalese market, followed by Korean brand, Chinese brand and Indian brand respectively.

CHAPTER -V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This is the last chapter of the thesis. It presents the summary, conclusion and recommendations. Summary refers the short form of whole study regarding brand preference of customer. Based on the basic findings presented at the end of chapter four, summary and conclusion have been made. Then, applicable suggestion has been presented as the form of recommendation that will certainly provide the guideline for concerned parties.

5.1 Summary

Modern marketing has been complex, and challenging. Companies are facing toughest competition. Customer attitude and behavior are changing .The brand preferred today may not be preferred tomorrow. So understanding of customer desired thoughts, feelings, images, choices, perception, attitudes, purchase intention, marketer should assess preference etc. Customer behavior gives important insights to become successful marketer in this globalize and competitive market. Continuing challenges of marketer is to build a strong brand to satisfy customer needs and wants very effectively then other competitors.

A brand, which does not change with the time, fossilizes and losses its relevance. Time is merely the indicator of changes in lifestyles, customer expectations, technology, and competitive position. Values, customs and behavior patterns are constantly changing with time. Leaders today thus must plot the future of their companies and they are challenged to find a path that makes sense. The path should be formed by analyzing the complex behavior of modern and improved customers. The development of effective marketing plan and strategy for any market rests on a proper knowledge of how consumer feels about brand, how they perceive and go to actual preference drove purchase. Every successful product in the modern marketing world is an embodiment of customer's needs, wants, prestige, preference, satisfaction, aspiration and mental horizon.

The last ranking is received by 'Aesthetic looks' and it is least important so far as the matter of buying purpose of TV is concerned. Brand preference by age group projects that most of the respondents belongs to age group of 26 to 40. Japanese brand is the most preferred brand among the age group of 26 - 40, and 40 and above years, which is 44.68 percent out of the

total in these age groups. Age group of below 25 prefers Indian brand that account for 33.33 percent. In the total Japanese brand is most preferred brand followed by Indian, Korean and Chinese. Large number of TV users is from businessperson followed by jobholder and others. Japanese brand is the most preferred brand among the jobholders and businessman. Indian brand is mostly preferred by 'others' job category.

The most important thing customer perceives in Japanese brand is its feature of durability and reliability followed by technological factor, aesthetic look, warranty and guarantee etc. The excellent factor in Indian brand as perceived by the customers is technological factors. Durability and reliability is also the factors that attract customers for this brand. Indian televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, Advertisement, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers. The most important attribute customer perceives in Chinese brand is price followed by aesthetic look, advertisement, and exchange facilities, technological factors respectively. They prefer this brand for it being affordable and with least price. On the other the excellent factor in Korean brand as perceived by the customers is advertisement factors, Durability and reliability is also the factors that attract customers for this brand. Korean televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand. Then after warranty and guarantee, technological factor, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers. Analysis performed with a view to identify superior product in terms of the each selected attributes reveals that Japanese brand is in the first position in terms of the durability and reliability.

No any attribute of this brand is in fourth position. First position in terms of the price factor is occupied by the Chinese brand and Chinese brand is also ahead in terms of the advertisement factor as Chinese brand occupies second position for this attribute. The performance of Chinese brand seems to be miserable in terms of the attribute like durability and reliability, technological factors and warranty and guarantee as this attributes are in last position .Further this brand is also in a first position for its exchange facilities. It is a matter of proud for this brand to occupy second position for its three products attributes namely technological factor, warranty and guarantee, and aesthetic look. Technological factor of Indian brand is in first

position, none of the attributes of this brand is in second position, warranty, guarantee and advertisement are in the third position, and aesthetic look and exchange facilities of this brand are in last position. Korean brand occupies first position in terms of the advertisement and warranty and guarantee. The brand is in second position in terms of durability and exchange facilities and in third position for technological and aesthetic look. The overall superiority analysis shows the Japanese brand is highly appreciated brand or this brand has been positioned positively into the mind of Nepalese customers as brand's total of weighted average median value is lowest of all i.e. 99.91 this indicates this the most super brand in Nepalese market, followed by Korean brand, Chinese brand and Indian brand respectively.

5.2 Conclusions

Based on the whole study, conclusion can be drawn as following.

The analysis of brand preference pave the way to conclude that Nepalese customers prefer Japanese brand in comparison to others selected brand. The customers from different income category are similar as regards the attitude of preferring Japanese and Korean brand among them.

The durability is the most influencing factor for choice of the particular brand. Out of the given factors 'price' is in the second position to determine the investor's choice of TV brand. Next to this factor, the factor customers heed is the technological factor followed by advertisement, warranty and guarantee and aesthetic look for choosing a certain brand.

The analysis of reason to use TV reveals that more of the respondents centered to "entertainment" purpose that propels customers in buying TV. Out of the given four purposes 'Information' is in the second position as a reason to buy TV.

Further the analysis of brand preference by age group provides the way to conclude that most of the Nepalese TV users belong to age group of 26 to 40. In the total, Japanese brand is most preferred brand followed by Indian, Korean and Chinese. Large number of TV users is from businessperson followed by jobholder and others. Japanese brand is the most preferred brand among the jobholders and businessman. Indian brand is mostly preferred by 'others' job category. The most important thing customer perceives in Japanese brand is its feature of durability and reliability followed by technological factor. The excellent factor in Indian brand as perceived by the customers is technological factors.

They prefer this brand for it being affordable and with least price.

On the other the excellent factor in Korean brand as perceived by the customers is advertisement factors, Durability and reliability is also the factors that attract customers for this brand. Korean televisions are more affordable than Japanese brand thus the price factor has received third rating as the notable attribute in this brand.

Then after warranty and guarantee, technological factor, exchange facilities and aesthetics looks are in the fourth, fifth, sixth and seventh position to as a value of this television to customers. It can be concluded from the analysis performed with a view to identify superior product in terms of the each selected attributes reveals that Japanese brand is in the first position in terms of the durability and reliability. Durability and reliability is also the factors that attract customers for this brand. The most important attribute customer perceives in Chinese brand is price followed by aesthetic look, advertisement, and exchange facilities, technological factors respectively.

Further this brand is also in a first position for its exchange facilities. It is a matter of proud for this brand to occupy second position for its three product attributes namely technological factor, warranty and guarantee, and aesthetic look. Technological factor of Indian brand is in first position, none of the attributes of this brand is in second position, warranty, guarantee and advertisement are in the third position, and aesthetic look and exchange facilities of this brand are in last position. Korean brand occupies first position in terms of the advertisement and warranty and guarantee.

The brand is in second position in terms of durability and exchange facilities and in third position for technological and aesthetic look. No any attribute of this brand is in fourth position. First position in terms of the price factor is occupied by the Chinese brand and Chinese brand is also ahead in terms of the advertisement factor as Chinese brand occupies second position for this attribute.

The performance of Chinese brand seems to be miserable in terms of the attribute like durability and reliability, technological factors and warranty and guarantee as this attributes are in last position. The overall superiority analysis helps to conclude that the Japanese brand is highly appreciated brand or this brand has been positioned positively into the mind of

Nepalese customers, thereafter the Korean brand, Chinese brand and Indian brand respectively.

5.3 Recommendations

Brand preference is the most widely accepted tools that provide competitive advantage for the business units. Positioning of positive and strong brand image among the customer with diverse interest, income level, culture, education, and personality is a great challenge for the today's company.

- Japanese brand is the brand that is highly appreciated among Nepalese people. Even though the case is inspiring, some of the factors in this brand like price, warranty and guarantee etc. are not in line with the expectations of the customers. In this context, these factors those are weak in relation to other brands must be improved to be competitive over the long term.
- Chinese brand is weak in terms of durability, Indian brand is weak in terms of exchange and other facilities and Korean brand is weak in the aspect of aesthetic look. So these brands should be upgraded by improving the quality.
- Analysis of brand loyalty shows that Most of the selected customers are no loyal in the brand of television. This indicates the need of different types of market positioning strategy for this market. This is the most challenging issue for the TV industry to win the customers' brand loyalty.
- It is the point to note here is that customers like durable feature of the TV most. In this context, brands like Chinese, Indian, and Korean need to add durability feature in their product.
- Customers from the age group of 26 to 40 purchase and use TV more in comparison to other age groups. TV dealers must focus on this age group while formulating their promotional and other marketing strategies.
- Although the Japanese brand is in top in terms of the brand superiority, the life of this brand is not altogether easy. So this requires constant vigilance upon the fast changing customer behavior, technology and the competitors move.
- Nepalese market is price sensitive as customers of this market rate "Price" as the next important factor determining the brand choice. So producers should keep this fact on their mind while making marketing strategy.
- Service centers in major cities, home delivery facilities, in-home services are other factors to be considered to make and implementing promotional activities.

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APPENDIX-1 QUESTIONNAIRE

1) What kind of Brand of TV and customers preferences?

Type of Brand	1	2	3	4	5
Chinese					
Japanese					
Korean					
Indian					
Nepali					

Note: 1,2,3,4 and 5 indicates rating scale of most preferred (1) to least preferred (5).

2) What Factors influencing brand choice of customers?

Factors influencing Brand preferences	RATING SCALE									
	1	2	3	4	5	6	7	8	9	10
Price										
Advertisement										
Durability										
Technology factor										
Aesthetic looks										
Warranty & guaranty										

Note: 1, 2, 3,..... 10 indicate Rating scale of most important (1) to least important (10).

3) What Purpose of using TV as viewed by respondents?

Purposes	No. Of respondents				
	1	2	3	4	5
Information					
Prestige & social status					
Entertainment					
Refreshment/Time pass					

Note: 1,2,3,4 and 5 indicates Rating scale of most important (1) too least important (5).

4) What Brand Preference on the Basis of Profession?

Brand \ Profession	Job holder		Business man		Others	
	No.	%	No.	%	No.	%
Japanese						
Korean						
Chinese						
Indian						
Nepali						
Total						

5) Attributes on Japanese brand, Indian brand, Chines brand Korean and Nepalibrand

Industrial sector	Number of respondents									
	1	2	3	4	5	6	7	8	9	10
Durability and reliability										
Technology factor										
Warranty & guaranty										
Advertisement										
Aesthetic looks										
Exchange facilities										
Price										

