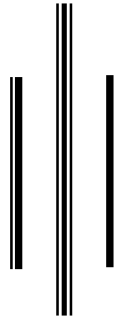
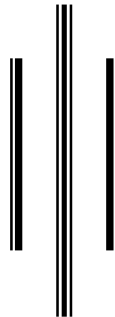


**"A
Study Of
Brand Preference On Motorcycles
With
Reference To Hetauda City"**



**A Thesis Submitted By:
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**A Thesis Submitted To
Office of the Dean
Faculty of Management,
Tribhuvan University**

**In the Partial Fulfillment of the Requirements for the
Master's Degree in Business Studies (MBS)
Parsa, Birgunj
September, 2009**

RECOMMENDATION

This is to certify that the thesis

Submitted by

Santosh Kumar Raut

Entitled

**"A Study of Brand Preference on Motorcycles
With
Reference to Hetauda City"**

Has been prepared as approved by this department in the prescribed format of the faculty of Management. This thesis is forwarded for evaluation.

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VIVA - VOCE SHEET

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And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the **Master's Degree in Business Studies (MBS)**.

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Declaration

I hereby declare the thesis entitled “**A Study of Brand Preference on Motorcycles With Reference to Hetauda City**” submitted to Hari Khetan Multiple campus, Faculty of Management, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (MBS) under the supervision of Dr. Alok Dutta. Lecturer of Hari Khetan Multiple Campus, Birgunj.

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- Santosh Kumar Raut.

CONTENTS

| | Page No |
|--|--------------|
| Recommendation | i |
| Viva-Voce Sheet | ii |
| Acknowledgement | iii |
| Contents | iv |
| List of Table | v |
| List of Figures | vi |
| List of Abbreviation | vii |
| CHAPTER-I: INTRODUCTION | 1-11 |
| 1.1 General Background of the study | 1 |
| 1.2 Brief Profiles of Selected Five Brands | 2 |
| 1.3 Statement of the problem | 5 |
| 1.4 Objective of the Study | 6 |
| 1.5 Significance of the Study | 7 |
| 1.6 Limitation of the Study | 8 |
| 1.7 Research Methodology | 8 |
| 1.8 Source of Data | 9 |
| 1.9 Population and Sample | 9 |
| 1.10 Data collection Technique | 9 |
| 1.11 Method of Data Analysis | 10 |
| 1.11 Organization of the Study | 10 |
| CHAPTER-II: REVIEW OF LITERATURE | 12-32 |
| 2.1 Conceptual Review | 13 |
| 2.1.1 Marketing and Today's Customer | 13 |
| 2.1.2 What is Brand? | 14 |
| 2.1.3 A History of Branding | 16 |
| 2.1.4 The Function of Brand | 18 |
| 2.1.5 Brand Preference | 19 |
| 2.1.6 Classification of Brand Preference Segment | 21 |
| 2.1.7 Brand Loyalty and Brand Preference | 23 |
| 2.1.8 Brand Switching and Brand Preference | 24 |
| 2.1.9 Brand Preference and Purchase Intention: | 25 |
| 2.2 Review of Unpublished Literature | 26 |
| CHAPTER-III: RESEARCH METHODOLOGY | 33-37 |
| 3.1 Research Design | 33 |
| 3.2 Source of Data | 34 |
| 3.3 Population and Sample | 34 |
| 3.4 Data Collection Technique | 34 |
| 3.5 Data Analysis Tools | 35 |
| 3.5.1 Percentage (%) | 35 |
| 3.5.2 Diagram and Graph | 35 |
| 3.5.3 Weighted Average | 35 |
| 3.5.4 Rank Order Rating Scale | 36 |

| | |
|---|--------------|
| 3.5.5 Semantic Differential Scale | 36 |
| 3.6 Response to the Questionnaire | 37 |
| CHAPTER: IV: PRESENTATION AND ANALYSIS OF DATA | 38-70 |
| 4.1 Presentation and Analysis to Identify the Profile of Customers of Certain Brands | 38 |
| 4.1.1 Brand Preference by Respondents | 38 |
| 4.1.2 Brand Reference by Age Group | 40 |
| 4.1.3 Brand Preference on the Basis of Profession | 41 |
| 4.1.4 Brand Preference by Education Level | 42 |
| 4.1.5 Brand Preference on the Basis of Income Level | 43 |
| 4.2 General Analysis | 44 |
| 4.2.1 Reasons for motorcycle Preference | 45 |
| 4.2.2 Purpose of motorcycle riding | 46 |
| 4.2.3 Customers' Decision if Favorite Brand is not Available | 47 |
| 4.2.4 Alternative Preference of Brand if Favorite Brand is not Available | 48 |
| 4.2.5 Ranking the Factors for Brand Switching | 49 |
| 4.3 Presentation and Analysis to Examine the Product Attributes Sought In the motorcycle Brand | 50 |
| 4.3.1 Analysis of Product Attributes on Brand Preference | 50 |
| 4.3.2 Ranking the Different Brands as Perceived by Respondents | 51 |
| 4.3.3 Brand Preference Based on Price | 52 |
| 4.3.4 Brand Preference Based on Aesthetic Looks | 54 |
| 4.3.5 Brand Preference Based on Fuel Efficiency | 55 |
| 4.3.6 Brand Preference Based on Resale Value | 56 |
| 4.3.7 Analysis of Price Sensitivity on Brand Preference | 56 |
| 4.3.8 Advertising Effects on Brand Preference | 58 |
| 4.4 Presentation and Analysis to Assess the Customers' Perception on Motorcycle Brand | 59 |
| 4.4.1 Perception of Customers on Hero-Honda | 60 |
| 4.4.2 Perception of Customer on Yamaha Brand | 62 |
| 4.4.3 Perception of Customers on K-Bajaj | 63 |
| 4.4.4 Perception of Customers on Lifan | 65 |
| 4.4.5 Perception of Customers on Dayang | 67 |
| 4.4.6 Overall Perception of Different Five Brands | 68 |
| CHAPTER-V: SUMMARY, MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION | 71-77 |
| 5.1 Summary | 71 |
| 5.2 Major Findings of the Study | 73 |
| 5.3 Conclusion | 75 |
| 5.4 Recommendations | 76 |
| Bibliography | |
| Appendix | |

LIST OF TABLE

| Table No. No | Title | Page |
|-------------------------|--|-------------|
| 4.1 | Brand Preferred by Respondents | 39 |
| 4.2 | Brand Preferred by Age Group | 40 |
| 4.3 | Brand Preferred by Profession | 41 |
| 4.4 | Brand Preferred by Education Level | 42 |
| 4.5 | Brand Preferred by Income Level | 44 |
| 4.6 | Reasons for Preferring motorcycle | 45 |
| 4.7 | Purpose of motorcycle Riding | 46 |
| 4.8 | Customers' Decision if Favorite Brand is not Available | 47 |
| 4.9 | Alternative Preference of Customer if their Favorite Brand is not Available | 48 |
| 4.10 | Ranking the Factors they Play Role on Brand Switching | 49 |
| 4.11 | Ranking the Attributes on Brand on Price | 51 |
| 4.12 | Ranking of Different Brands | 52 |
| 4.13 | Ranking on Brand Preference Based on Price | 53 |
| 4.14 | Ranking on Brand Preference Based on Aesthetic Looks | 54 |
| 4.15 | Ranking on Brand Preference Based on Fuel Efficiency | 55 |
| 4.16 | Ranking on Brand Preference Based on resale Value | 56 |
| 4.17 | Degree of Price Sensitivity on Brand Preference | 57 |
| 4.18 | Advertising Effects on Brand Preference | 58 |
| 4.19 | Rating of Attributes on Hero Honda | 61 |
| 4.20 | Rating of Attributes on Yamaha | 62 |
| 4.21 | Rating of Attributes on K-Bajaj | 64 |
| 4.22 | Rating of Attributes on Lifan | 66 |
| 4.23 | Rating of Attributes on Dayang | 67 |
| 4.24 | Weighted Average of Different Attributes on Different Brands | 69 |

LIST OF FIGURES

| Figure No. | | Page |
|-------------------|---|-------------|
| No | Title | |
| 4.1 | Brand Preferred by Respondents | 39 |
| 4.2 | Reasons for Motorcycle Preference | 45 |
| 4.3 | Purpose of Motorcycle Riding | 46 |
| 4.4 | Customers' Decisions if Favorite Brand is not Available | 47 |
| 4.5 | Alternative Preference of Brand | 49 |
| 4.6 | Degree of Price Sensitivity on Brand Preference | 57 |
| 4.7 | Advertising Effects on Brand Preference | 59 |
| 4.8 | Customers' Perception on Hero Honda | 61 |
| 4.9 | Customers' Perception on Yamaha | 63 |
| 4.10 | Customers' Perception on K-Bajaj | 65 |
| 4.11 | Customers' Perception on Lifan | 66 |
| 4.12 | Customers' Perception on Dayang | 68 |
| 4.13 | Perceptions of Respondents on Different Brands | 69 |

ABBREVIATIONS

| | | |
|--------|---|--|
| A/C | - | Account |
| Ad. | - | Advertising |
| Amt. | - | Amount |
| CDM | - | Central Department of Management |
| Co. | - | Company |
| Ed. | - | Edition |
| F/Y | - | Fiscal Year |
| Fig. | - | Figure |
| FOM | - | Faculty of Management |
| GE | - | General Electric |
| Govt. | - | Government |
| IBM | - | International Business Machine |
| Ind. | - | Indian |
| ISO | - | International Standardization Organization |
| Ktm. | - | Kathmandu |
| Ltd. | - | Limited |
| MBS | - | Master of Business Studies |
| Mkt. | - | Marketing |
| No. | - | Number |
| Pvt. | - | Private |
| Rs. | - | Rupees |
| S.L.C. | - | School Leaving Certificate |
| T.U | - | Tribhuvan University |
| Vol. | - | Volume |
| VS | - | Versus |
| Wt. | - | Weight |
| Yrs | - | Years |