

**“A CASE STUDY ON BRAND LOYALTY OF DOMESTIC CONSUMER PRODUCT  
(I.e. SOAP, SHAMPOO, TOOTHPASTE, HAIR OIL, MINERAL WATER)  
FOR JANAKPUR AREA”**

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# *Declaration*

I hereby declare that the work reported in this thesis entitled “A Case study on Brand Loyalty on Domestic Consumer Product (i.e. Shampoo, Soap, Toothpaste, Hair oil, Mineral water) For Janakpur Area submitted to Ram Swarup Ram Sagar Multiple Campus, Janapurdham is my original work done in the forms of partial fulfillment of the requirement for Master of Business Studies (MBS) under the guidance of Dr. Sadan Kumar Bhagat, Lecturer, Faculty of Management, RRM Campus, Janakpurdham

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# RECOMMENDATION

This is to Certify that the Thesis

Submitted by

SHIV SHANKAR JHA

Entitled

“A CASE STUDY ON BRAND LOYALTY ON DOMESTIC CONSUMER PRODUCT

(I.e. SOAP, SHAMPOO, TOOTHPASTE, HAIR OIL, MINERAL WATER)

FOR JANAKPUR AREA”

*Has been prepared as approved by this Department in the prescribed format Faculty of Management. This thesis is forwarded for examination*

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“A Case study On Brand Loyalty on Domestic Consumer Product (i.e. Soap, Shampoo, Toothpaste, Hair Oil, Mineral Water) for Janakpur Area”

and found the thesis to be the original work of the student and written according the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirements for Master of Business studies

(M.B.S.)

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Date:-.....

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**Shiv Shankar Jha**

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# Chapter – one

## INTRODUCTION

### ***1.1 General Background***

Nepal is one of the smallest and least developed countries of the world. It is the landlocked country situated between large countries China & India. Nepal is situated between 26°22" to 30°27" northern latitude and 80°4" to 88°12" eastern longitude. The country has occupied 1,47,181 square kilometer of land, which constitute 0.03 percent area of the world and 0.3 percent area of Asian continent. National census 2058 has reported the total population to be 2,31,51,423. Majority of Population here is dependent on agriculture but the country is gradually shifting its economy from agricultural to industrial sector for sector for sustaining its economic life. Due to this, industrial activities are gradually increasing in the country. As a result numbers of different types of industries have significantly increased in the recent years. With the increase of industries, competition among them has also increased significantly. This has resulted marketing to become more competitive and important since it is the only tool to sell the product they produce and remain competitive in the market.

To general marketing is selling through advertising which means selling and advertising are the strongest parts of marketing for them. Marketing helps an organization to find out what their customers want it also helps to decide what products are to be made. The decision is carried on after a long research in the market.

Production is the prime activity of every industry and successful marketing of the product is the ultimate goal. Today' marketing environment is characterized by globalization technological changes and strong competition. Successful marketers are those who deliver what customers are willing to purchase as well as according to their ability to purchase. For this reason, marketers today conduct many researches to study consumer decisions. Once it is understood, marketers become able to predict and shape their marketing strategies accordingly. Without any doubt marketers who understand markets and consumer behavior have great competitive advantage over other competitors. Therefore it is obvious that a producing organization or manufacturer must determine the needs, wants of their customer first, and then brings the product in the market accordingly.

According to Prof. Philip Kotler “Marketing is a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging products and value with others.”

According to Prof. William J Stanton defines marketing as “A total system of business activities designed to plan, price, promote and distribute want satisfying products to target markets to achieve organizational activities.”

According to E. Jerome McCarthy “Marketing is the performance of activities that seek to accomplish and organizations objectives by anticipating customer or clients needs and directing a flow of need satisfying goods and services from producer to customer or client.”

Similarly the American Marketing Association defines marketing as “the process of planning and executing this conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational goals.”

Hence, above definition of Marketing suggest that is consists of some activities consisting of study of consumer needs, products, price and place, promotion to facilitate the exchange that satisfies individual as well as organizational objectives within the social and marketing environment prevailing today. The consumer or customer gets the product he/she wants and the manufacturer or marketer gets the profit with satisfaction. This highlights the importance of product as the whole process of marketing product is always an important element of marketing mix. It is more than goods and services as people think it to be.

Now a day most of the consumers buy products with the help of brand rather that by inspecting the products. It means success but marking of product means successful marketing of the brand of that product, moreover, every manufacturer. Prof. Philip Kotler defines “A products anything that can be offered to market to satisfy a want or need.” After producing a product identification of the product should be given. For this brand is used to identify the product. Branding constitutes and important part of product. So, building brand requires great deal of time, money, promotion, packaging etc. Prof. Kotler further says “A brand is a name or mark intended to identify the product of one seller or group of sellers and differentiate the product from competing produces.”

Thus, brand is not only a name given to a product but also a technique by which the quality or the product of various producers are differentiated. So every manufacturer or marketer is trying its best to make the consumers develop a positive attitude toward the brand of their product and buy that brand repeatedly. To put more precisely, every manufacturer wants and tries their best to make the consumers loyal to the brand of their product. However, quite naturally all the consumers do not deal or behave with the brands exactly in the way marketers want.

In spite of availability of different brands some consumers keep on sticking up to a particular brand whereas some are indifferent in selection of a brand. Similarly, also others are constantly switching over from one brand to other. Every brand has a certain image in the market. Every brand is known for its own feature & quality. So, the consumers, according to their faith trust on quality and feature, according to the experience of the same or due to another psychological element, prefer one brand to quality, price, social status or any other, they develop a positive attitude toward the brand and repeatedly purchase the brand. When this happens i.e. when consumers develop a positive attitude towards the brand and an intention to repurchase, the manufacturer has gained a great asset known as brand loyalty.

In simple term, brand loyalty means a consumer's strong faith or belief on a particular brand and as a result and intention to repurchase the same brand and buys the same brand repeatedly. The consumer here is said to be brand loyal.

A consumer's buyer behavior is influenced by four major factors, cultural, social, personal, and psychological factors. These factors cause consumers to develop product and brand preferences. Although many of these factors can't be directly controlled by marketers, understanding of their impact is essential, as Marketing mix strategies can be developed to appeal to the preferences of the target market.

While purchasing any product, a consumer goes through a decision process. This process consists of up to five stages, problem, recognition, information, searches, and evaluation of alternatives, purchase decision and post purchase behavior. The length of this decision process will vary, ranging from shorter routine response behavior to limited problem solving and a more comprehensive extensive problem solving. A consumer may not act isolation in the purchase but may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behavior.

Not all consumers will accept new product at the same rate. Marketers will need to aim the initial marketing mix at potential early adopters, especially those identified as opinion leaders in order to increase consumer awareness of the product and sales. They must also understand the adoption process to effectively market to new customers.

Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, marketers must break consumer habits, help them acquire new habits and reinforce these habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

Aggressive competition is the main characteristic of modern marketing. Competition has been very tough in the Nepalese consumer market together with increase in the number of units of industries producing different types of products; and on the other hand, products of different types are being imported from the other countries. Today so many brands of even specific product category are being sold in the Nepalese market. Consequently, Nepalese consumers have many alternatives while buying most of the products. They are no more compelled to buy any particular brand; rather they are free to choose any brand they think the best from different brands available in the market. This, intern has increased the promotional activities in the country. Every producer or marketer in the country is trying their best to prove their product to be the best. This can be observed form the promotional efforts like TV, commercials, radio ads, newspaper ads, posters, hording boards, personal selling and other promotional tools etc. calling up to buy their products. After all, every producer or marketer wants to develop a market share highly loyal to his product or brand. These circumstances prevalent in Nepalese market signify the need of understanding brand loyalty behavior of the consumer.

Only little research has been conducted so far in Nepal to find out how consumers behave with different brands of product available in the market. So this study is therefore conducted mainly to find out whether Nepalese consumers are brand loyal.

## 1.2 Focus of the Study

In the modern business world brand has become so strong that hardly anything goes unbranded. Even the commodity worth Re.1 has a package with distinctive symbols of manufacturer. Success of an industry is the main function of successful marketing of its products. The term "Successful marketing" to hear is very easy, but in reality, it is very complicated. Successful marketing requires proper branding, labeling and packaging. Therefore only producing a product is not sufficient successful marketing.

In fact, if we observe today's consumers behavior closely, we can find that most of products are bought by brand rather than inspection. This is the reason that every marketer and manufacturers are trying their best to develop brand loyalty towards their particular brand of products. Though it is often seen that all the consumers do not deal or follow brand exactly as the way intended by the marketers and producers, research evidence suggests that a great deal of brand loyalty develops quite early in the context of people's family life.

It is quite reasonable that brand and loyalty should be defined separately. So as to understand and relate these terms in the context of our study. Brand has certain image in the market. Brand may be taken as an easy way for consumers to identify a product or service. They in fact, insure purchasers that they (the buyers) are getting comparable quality when they reorder from the same next time. Therefore, it is obvious that consumers are made to believe by means of branding, that they should prefer a particular brand to others available in the market. In the process, many elements may be playing roles in the mind of the consumers i.e. faith, on some brand regarding its quality or impression created in him due to the marketer's promotional activities or according to the experience of these same goods or other physiological and psychological elements etc.

Now coming to loyalty, it may be said that loyalty refers to the specific reference over the products available in the market. It is also behavioral response of the consumer expressed over time by same decision making unit with special reference to one or more alternative brands.

Thus brand loyalty leads to strong brand preference and repeat purchase behavior such brand preference gives extra benefits to companies even to the extent of

high price charging because consumers don't mind to pay even more for their preferred brand. Surprisingly, it is found in reality that majority of consumers tend to buy product on basis of what they perceive rather than by inspecting and examining the quality of product itself. Hence, it is fact that brand loyalty is created in the mind of the consumer has some strong positive attitudes towards a brand making him buy it repeatedly happens, brand loyalty occurs among the consumers. So, we can say brand encourages repetitive purchase of products. This promotes brand loyalty among customers. Organizations can achieve stable marked share. They get protrusion from competition and greater control in planning the marketing mix. They decrease importance of price.

This study is therefore conducted mainly to measure the loyal consumers on branding. Therefore, this study focuses mainly on the brand and loyalty of consumers in Janakpur. For this Purpose, five different types of low involvement products have been selected. The products selected for study are as follows:

- Soap
- Mineral Water
- Toothpaste
- Shampoo
- Hair Oil

Each of the above low involvement consumer products are defined (for the study's purpose) as below:

- Soap: - Soap is a very common product packed in plastic or paper packages which is used by almost everybody. This has become one of the necessities for everything living. This is used for the purpose of bathing and personal hygiene.
- Mineral Water: - Mineral water is packaged drinking water sold in plastic bottles. Few years ago common people used to perceive this as the product used or consumed by rich people and tourists only; but now, this concept has changed. Common people are using mineral water more frequently. This is the reason for the increase in demand for this product in Nepal.
- Toothpaste: - toothpaste is the product used for cleaning teeth. This is also one of the necessities for everyday life.
- Shampoo: - Shampoo is the liquid, cream etc. used for washing hair.
- Hair oil: - Hair oil is the product applied on hair for making in healthier as well as stylish.

### **1.3 Statement of Problem:**

Population in Nepal is increasing. This has resulted in increase of demand for different products. Due to this reason, many industries are being established in Nepal. Few years back, there were very few industries and they were very few industries and they were able to fulfill the demand for the consumers; but now, developments in transportation, communication, political awareness etc. have made the world narrower. Now, people can order and buy any kinds of goods without leaving comfort of their room. Television advertisement and internet shopping have revolutionized the marketing and sales within the short span of time.

Today, one can use any product that is produced in another corner of the world. Now, consumers are not compelled to buy any particular product rather they are quite free to choose anything they think best.

Therefore, the basic problem of this study is to measure the loyal consumers in Janakpur. Mainly, the study will examine the following questions:

- In spite of availability of different brands in the market do the consumers response and stick up to any particular brand or do they repeatedly switch over to different brands.
- The real number of consumers, their beliefs and attitude toward the brand are not known exactly.
- There are so many competitive brands available in Market.

### **1.4 Objective of the Study:**

Since our main purpose is to find out whether loyalty on branding exists in Nepalese market or not, this study includes following objectives:

1. To analyze brand consciousness of consumers of Janakpurdham
2. To identify the relationship of brand loyalty with consumers, retailers and wholesalers.
3. To find out the number of brand loyal consumers or percentage of brand loyal consumer
4. To recommend important measures that would help to develop marketing strategies and for conducting further researches on loyalty on future.

## **1.5 Significance of Study**

In the era of throat cutting competition, successful marketing of products demand on understanding of consumers taste, preferences and loyalty. The significance and importance of this study can be dealt in the following points:

- ❖ The manufacturers and marketers of Janakpurdham will be highly benefited by this study. They can use the findings of the study as the guideline for making marketing strategies for their products so they can achieve success.
- ❖ This study will help to know the consumers behavior on their products. Hence, manufacturers and marketers can decide the advertisement policy, consumer's response to the price and consumers perception about their products.
- ❖ This study can help in the segmentation of their market into loyal consumer market and non-loyal consumer market.
- ❖ This study can give manufacturer and marketers protection from competition
- ❖ This study can be helpful in planning marketing mix.
- ❖ Similarly, this study will be valuable reference to the scholars and researches who are interested in conducted further researches about brand loyalty.

## **1.6 Limitations of the Study**

This study is simply a partial fulfillment of Master degree and has to be finished within a short span of time. Therefore, it is natural to have several limitations which weaken the objectives of this study. Some of the limitations are as follows:

1. Only five low involvement consumer products are included in this study i.e. soap, mineral water, toothpaste, hair oil and Shampoo. Conclusions derived may not be necessary applicable to other products.
2. Sample size is very small in comparison to the population of the study. Only 100 respondents are selected for study.
3. This study is totally based on the views and responses received from consumers of Janakpurdham only. The findings of the study may not be applicable for other products and other parts of the country.
4. In this research data will be primary in nature.

## **1.7 Plan of the Study:**

The study has been comprised into five chapters. The totals of each chapter are summarized and the contents of each chapters of the study are briefly mentioned here:

Chapter I: - Introduction

Chapter II: - Review of the literature

Chapter III: - Research Methodology

Chapter IV: - Presentation and Analysis of Data

Chapter V: - Findings of the study and Recommendations

The first chapter deals with the subject matter consisting general background, focus of the study. Statement of the problem, objectives of the study, significance of the study and the limitations of the study, theoretical framework, Brand loyalty, variable taken into consideration and plan of the study.

The second chapter concerns with the review of the literature that are done from the various source such as book, newspaper, general websites and thesis etc.

The third chapter describes the research methodology adopted the carrying out the present research which deals with method and techniques that are used in the study this study area based both on primary and secondary data. This chapter attempts to explain the method of data analysis, utilization of questionnaires and interviews. It includes the interpret parts research design, population and sample, data analysis tools.

The fourth chapter is concerned with the analytical framework data collected from questionnaires is tabulated and analyzed according to objective total round questionnaires have been filled with people of different concerned groups. The main aim to do this is to know the views of different level of people about brand loyalty and its impact on consumer behavior.

The fifth and the final chapter is concerned with suggestive framework that consists with the overall findings and recommendations of the study.

The bibliography and appendix are incorporated at the end of the study.

## **CHAPTER – TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Review of literature related to Brand and Branding**

##### **2.1.1 Concept Relating Brand and Branding**

“Products are made in the factory but brands are created in minds.”

In marketing, a brand is the symbolic embodiment all the information connected with a product or service. A brand typically includes a name, logo and other visual elements such as images or symbols. It also encompasses the set or expectations associated with a product or service which typically arise in the minds of people such people such people include employee’s of the brand owner, people involved with distribution, sale or supply or the product or service, and ultimately consumers. In other contexts, the term “brand” may be used where the legal term trademark is more appropriate.

Some marketers distinguish the psychological aspect of a brand form the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the brand experience. The psychological aspect, sometimes referred to as the brand image, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service.

Marketers seek to develop or the expectations comprising the brand experience through branding, so that a brand carries the “promise” that a product or service has certain quality or characteristics which make it special or unique. A brand image may be developed by attributing a “personality” to or associating and “image” with a product or service, whereby the personality or image is “branded” into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the market place. The art of creating and maintaining a brand is called brand management.

A brand which is widely known in the marketplace acquires brand recognition. Where brand recognition builds up to a point where a brand enjoys a mass of positive sentiment in the marketplace, it is said to have achieved brand franchise.

### **2.1.2 Brand Equity**

Brand equity measures the total value to the brand to the brand owner, and reflects the extent of brand franchise. The term brand name is often used interchangeably with “brand”, although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a “brand name” constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration.

The act of associating a product or service with a brand has become part of pop culture. Most products some kind of brand identity, from common table salt to designer clothes. In non-commercial contexts, the marketing of entities which supply ideas or promises rather than product and services i.e. political parties or religious organization may also be known as “Branding”.

Consumers may look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive quality or characteristic. From the perspective of brand owners, brand products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding such as generic, store-branded products, people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

## **2.2 Literature Related to “History of Branding”**

Brand in the field of marketing originated in the 19<sup>th</sup> century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. These factories, generating mass-produced goods, needed to sell their products to a wider market, to a customer base familiar only with local goods. It quickly became apparent that generic package

soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local products.

Around 1900, James Walter Thompson published a house and explaining trademark advertising. This was an early commercial explanation of what we know as branding. Many brands of that era, such as Uncle Ben's Rice and Kellogg's Breakfast cereal furnish illustration of this problem. The manufacturers wanted their products to appear and feel as familiar as the local farmer's produce. From there, with the help of advertising, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury with their products. This kick started the practice we now know as "Branding".

### **2.3 Guiding Principle of Branding**

Vortex was developed around a set of guiding principles about branding-proven beliefs that introduce every aspect of our approach, services and methodologies.

- Branding gives you the means to break out of the appearances of offering commodity or party services and products. Nothing not even an actual improvement in your products or services can achieve this end as effectively.
- Branding is neither an art or a science, but a process of improving relationships. It uses elements, processes, systems rules of both science and art. There is no single simple solution to brand value improvements rather it is an individualized, customized and evolving landscape.
- Communications are a critical part, but not sole aspect of branding. Strategic branding encompasses a continuum of services and systems that extends from incorporated goals to customer needs.
- It is impossible to optimize every branding opportunity effectively. Although all elements are important but not all are equal. Focusing on your brand's strongest characteristics will greater rewards for less "power".
- Business prospers and grows when leaders find the essence of the situation, learn the key drivers, and those are presented with clear and narrow choices. Your brand is the place we start, offering a range of

services that will transform your organization into one that has the power to move forward,

## 2.4 Brands Loyalty: Concept and Definition

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Consumers initially will make a trail purchase of the brand and after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar.

Brand loyalists have the following attitude:

- "I am committed to this brand"
- "I am willing to pay a higher price for this brand over other brands"
- I will recommend this brand to others."

Today, all the marketing activities revolve around the consumer and society. The much advancement made in marketing has established the consumers as the sovereigns' power in the marketing world. So, in order to be successful in accordance with marketing, products must be produced according to the needs of people and interest of the society. In the modern business world, understanding consumer choice, purchasing decision making process etc or say understanding consumer behavior is the most important thing to take into consideration to become a successful marketer. Study of consumer behavior is prevailed as an effective measure helping to develop the successful marketing strategy. This is growing need, an important part of the behavioral study or consumer, gave birth to loyalty on branding as a separate subject of study.

"Loyalty on branding" is a temporal aspect of consumer behavior. Loyalty on branding analysis mean, whether or not a consumer is loyal to a specific brand or set of brands in a certain time.

Studies of loyalty on branding began when researchers on consumer behavior became popular the late 1950, and early 1960s. Most of the products today are sold by the brands. In the developed country like UK, USA and Japan even vegetables are sold by brands. This increasing use of brand has significantly increased the necessity to

understand the loyalty in branding behavior of the consumer. According to Schiffman and Kanuk “just as there are different approaches to the definition and measurement of information processing; checks there are different views as to the definition of brand loyalty.” Different scholars, experts, behavioral scientists and researchers have defined brand loyalty. Some defined it in terms of consumer behavior and as well as their attitude.

Marketing has been developing along with development in human civilization. If we trace three four centuries back to the history of human civilization, we find marketing of that time, by modern standards, was relatively uncultured. They did not need any mechanism or tools or techniques of marketing as used today. Now all situations have changed the needs and wants have changed. Human aspiration for excellence and better status have given birth to thousands of discoveries and inventions and innovations and established thousands of different types of industries to fulfill that aspiration. These changes in turn not only invented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing most competitive field. Knowing the importance of loyalty on branding, many researchers effort on different base and have used different measures or brand loyalty. Hence, it seems very necessary to pay particular attention on definition of the term and approaches to measurement while reviewing the researchers.

One of the earliest studies defined on loyalty by James F Engel and Roger Blackwell, “The sequence of purchasing a specific brand determines loyalty to the brand.” This definition classifies brand loyalty into four categories.

1. Undivided Loyalty
2. Divided Loyalty
3. Unstable Loyalty
4. No Loyalty

“Brand loyalty is the proportion of total purchase within given product category devoted to the most frequently purchased brand.”

The definition of loyalty on branding that is based on the brand choice sequence approaches are the operational definitions. They so not make any differentiation between a spurious loyalty buyer and a loyal buyer. Similarly, according to these

definitions, it is difficult to compare the findings. For example, even in the same study, result may vary according to the approaches used. The define brand loyalty in terms of consumer behavior or consumer purchased only. In this sense, they are based on repeat purchased behavior rather than brand loyalty behavior. "To be truly band loyal, the consumer must hold a favorable attitude toward the brand in addition to purchasing it repeatedly."

The definition given by Jacoby is considered the best, easiest to understand and most complete of all the definitions based on preference purchase approaches. Jacoby states, "Brand loyalty is the a) biased (i.e. on random) b) behavioral response (i.e. purchase) c) expressed overtime d) by some decision madding unit e)with respect to one or more alternative brands out of asset of such brands, and is f) a function of psychological (i.e. decision making evaluative) process."

The theme of Jacoby definition on loyalty on branding should be measured in terms of the both consumer purchases and consumer preferences. Loyalty on branding is purchase behavior of a decision making unit. Such behavior is based on psychological processes and is biased for one or more brands for a specific period. Jacoby's definition is quite able to distinguish between a true loyal buyer and spurious loyal buyer. Evaluation of a consumer's purchase explains which specific brand or a set of brand a consumer purchases repeatedly whereas the evaluation of consumer preference answers why he/she repeats purchase of that brand or brands, unavailability of other alternative brands or many other factors. Anyway it is necessary to know which factor is contributing to loyalty.

Another important aspect of Jacoby's definition is that it recognizes the existence of multi-brand. When we speak of loyalty on branding, we concentrate our mind on a specific brand. However reality is rather different, loyalty on branding refers, loyalty to one or more brands that the consumer repeatedly purchase the given product category.

Since preference purchase definition of brand loyalty includes both the consumer preference and the consumer purchase, it puts forward a clear concept of brand loyalty. Brand loyalty as a concept, is both an input variable and output variable. As input variable, it is the cause of consumer decision and as an output variable; it is the result of the consumer decision. Therefore, researchers have not only defined what brand loyalty is but have also endeavored to find out how it, i.e. brand loyalty develops.

How the loyalty on branding has placed the important literature on brand loyalty. However, the researchers do not have same attitude toward the brand loyalty. Likewise, on definitions, the researchers have different views on how loyalty develops.

Brand loyalty, in fast moving consumers' goods categories, is a topical issue, with several brands resorting to price cuts categories. More importantly price cuts or sales promotion by themselves do not seem to have done much for brands in terms of sustaining brand loyalty. They may attract consumers in the short run. Consumers may stock the brands and consumers new to the brand may try it. But over a period, the brand's value may be diluted in consumer's psyche and will eventually lose a strong base of consumers.

## **2.5 Factors for Building and Maintaining Brand Loyalty**

Building and maintaining brand loyalty have been a central theme of marketing theory and practice in establishing sustainable competitive advantage. In traditional consumer marketing, the advantages enjoyed by a brand with strong customer loyalty include ability to maintain premium pricing, greater bargaining power with channels of distribution, reduced selling costs, a strong barrier to potential new entries into the product/service category and synergistic advantages of brand extensions to related product/service categories.

The following are some aspects of marketing mix elements and consumer behavior, which could contribute to brand loyalty.

### **2.5.1 Product Differentiation**

If the products are differentiated in terms of their characteristics and this difference is perceivable, there are chances of brand loyalty being formed based on satisfaction with greater performance or fit of product with needs. In this case, loyalty is driven by functional or symbolic benefits. Functional benefits would be specific tangible features of the product whereas symbolic benefits would be intangibles such as brand personality and "hedonistic" value of purchase.

### **2.5.2 Price Differentiation**

If the price differentiation in the market is perceivable price-led, loyalty might exist in the market. Price led loyalty is practiced by Airline companies, fancy products, super markets and others which come out with frequent sales promotions based on freebies. Alternatively, price might be taken as an indicator of brand quality, and the customer might go in for higher priced options. Price-led loyalty has to be carefully

considered with other marketing mix elements and the consumers should never perceive dilution, especially in low-priced brands. Hence, lower prices should create a sense of value through the product offerings as well as through communication.

### **2.5.3 Branding**

If the branding is organized and there is branding activity, there will be greater loyalty than there would have been if the category were unrecognized. Branding activities can differentiate between brands on name, symbol, images and associations. Branding activity, in these contexts refers to creating strong associations that will influence the consumers not only with regard to functional attributes but also with symbolism. Ruf and Tuff's campaign using personality oriented concept to create a belief in products made in one's own country is another new approach to branding activity (especially in a category with western origins). Creating an association through sponsorship too is a branding activity. Branding activities in a broad sense could range from advertising to sales promotion and public relations involving several aspects.

### **2.5.4 Level of Risk**

The perceived risks that typically occur are functional social and psychological risks. These kinds of risks are perceived in several products ranging from personal care products to electric cars. A pioneering brand in a category, which offers a good product and addresses the perceived risks associated with the associated product, is likely to get a loyal base of consumers. Amazon.com, one of the global pioneers in the business of online marketing which initially involved traditional categories, books and music, addressed and successfully overcame "the perceived risk" barrier to have a large group of loyal consumers. Smaller brands that compete with mega brands in the area of personal care (for example) can approach loyalty with this dimension. How does a good but lower priced fairness cream ensure that consumers do not perceive health or usage risks?

### **2.5.5 Involvement of Consumer**

A high brand involvement would mean a greater aspect of search intention, and satisfaction of the consumer could lead to repeat purchase and then loyalty. Low involvement could lead to brand habit. Researching the involvement levels of consumers helps to decide which of the marketing mix elements will be useful to create a trial and hence loyalty.

### **2.5.6 Sales Promotion**

The more the number of price-discount led sales promotions, the lesser the likelihood of brand loyalty in the category segment that is the focus of such efforts. This is because the consumers are inducted into the price war mind set. Sales promotions by themselves as concept are not a bad idea provided they are used well with overall strategy of the brand. A premium brand, which gets into frequent sales promotion, has the risk of losing its premium, premium damage to a brand, which has spent years creating the premium aura. The factors discussed can't be treated in isolation.

They are to provide a synergy to result in brand loyalty. The combination of these factors and the timing or the combination is the topical challenge which marketers face in an environment where loyalty is slowly eroding.

### **2.6 Brand Switching**

Brand switching means consumer's habit of constantly shifting from one brand to other. In this sense, brand switching is opposite to brand loyalty. A brand loyal consumer is stuck with the specific brand or set of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior is very important for complete understanding of the brand loyalty behavior.

There are many causes of brand switching behavior. It is not usual to switch brands simply because of variety seeking. Some consumers switch brands because they are dissatisfied or bored with the same product, whereas others switch brand because they are concerned with price rather than brand names.

Consumers having been loyal to a brand for a long time may switch to other brand because of being dissatisfied or being bored with the brand, he has been using for the long time.

Similarly, if the consumers are more prices sensitive, then even a slight discount on the products of competitive brand may make him move towards those brands that offer cheaper products. However, the research on the brand switching reveals that brand switching is not very risky as it is tough. In other

words brand switching is not very much threatening to the manufacturers. A recent study on consumer purchase habits reported that brands with larger market share have proportionately larger group of loyal buyers.

Thus, it follows that some interpersonal factors such as dissatisfaction, price consciousness and aspirations for testing new brands causes brand switching. Similarly, external factors such as price, deals coupons, free samples etc. cause brand switching. Similarly, the researchers show that such brand switching can't be converted into brand loyalty. The consumers do not keep in sticking up to the brand that they are switched to.

## **2.7 Brand Loyalty Correlation**

Brand loyalty correlation means the various factors that are associated or related with the differential charges of brand loyalty. Brand loyalty correlation explains why brand loyalty varies across the product and consumers. Similarly, brand loyalty correlation identifies the characteristics of brand loyal consumers and distinguishes them from the non-loyal ones. Thus, the loyalties on branding, correlation area of high importance for the marketers. Therefore, there must not be any conditions or confusions about the correlation. Correlation must be defined and stated precisely so that the marketer could use them as the guidelines for making strategies. And this can be better done by improving the weakness of the past attempts and by developing the most scientific and accept research tradition.

Many researchers have been conducted to find out such correlation of brand loyalty. Engel and Blackwell, after analyzing the findings around 34 researchers conducted by various scholars and experts, have made the following conclusions:

- Socio-economic, demographic and psychological variables generally do not distinguish brand loyal consumers from other consumer when traditional definitions of brand loyal have been used
- When extended definitions of brand loyalty are used, some socio-economic, demographic and psychological variables are related to brand loyalty. However, those relationships tend to be product specific rather than ubiquitous across product categories.
- There is limited evidence that the loyalty behavior of an informal group leader affects the behavior of the group members.

- Store loyalty is commonly associated with brand loyalty
- There is some evidence that brand loyalty is inversely related to the number of store shopped.
- The relationships between amount purchased and the brand loyalty are uncertain because of contradictory findings.
- There is little evidence that perceived risk is positively related to brand loyalty
- Market structure variables, including the extensiveness of distribution and market states of leading brand exert a positive loyalty on brand loyalty.
- The effects of the number of the alternative brands, special deals, and price activity are uncertain due to contradictory findings.

Thus the conclusion made by Engel and Blackwell is that even the researchers have found but some factors such as socio-economic, demography, store loyalty, number of stores shopped, market share of leading brands and the correlation of brand loyalty. However, their findings are contradictory findings concerning to other factors such as amount purchased, inter-purchase time, number of alternative brands etc. It seems that researchers have not yet been reached to any concrete result about what are correlation and non-correlation of brand loyalty.

Brand loyalty correlation is the importance aspect of the study of loyalty on branding. Brand loyalty correlation tells why brand loyalty varies across products and consumers. Similarly, brand loyalty correlation identifies the characteristics of brand loyalty consumers and distinguishes them from the non-loyal ones. Thus, there must not be any contradiction or confusions about the correlation. Correlation must be defined and stated precisely so that the marketer could use them as the guidelines for making strategies. Moreover, this can be better done by improving the weakness of the past attempts and by developing the most scientific and accepted research tradition.

## **2.8 Brand Loyalty Model**

A wide variety of models have been employed in an attempt to understand and predict brand loyalty behavior of the consumers. They identify factors affecting loyalty behavior and predict how such factors affect behavior in the future.

The models that have been employed to analyze the brand loyalty behavior are stochastic in nature. Stochastic models predict behavior based on

probabilities. That is to say stochastic models treat the response of the consumer in the market place as the outcome of some probabilities processes. The models recognize that there are many factors such as consumer variable and exogenous variable are not measured or explicitly included in the model, they are represented by probability distribution and their affect is accounted. So far, most attempts at stochastic modeling have been concerned with predicting brand switching behavior and the rate of trail repeat purchasing for new products.

### **2.8.1 Bernoulli Model**

This is the earliest model of brand loyalty. In this model the consumer is assumed to have a constraint probability ( $p$ ) of purchasing the brand under study. The probability ( $p$ ) is determined from aggregate brand choice date and is assumed independent of all external influences, prior purchases or consumer characteristics. In this model, the probability of purchasing brand A at a particular occasion ( $I$ ) is represented by ( $A_I$ ).

This model suggests that there are no feedbacks from post purchase events. The response function is free to change over time if however, suggests that number of brands available at a store, special price deals and out of stock situation of the brand influence the probability function. This shows that influence the probability function. This shows that brand A becomes available at many stores, and then the probability of buying that brand may be greater for the consumers who purchase that brand.

There are several variations have explicitly considered the heterogeneity in the population, yet they have not abandoned the assumption made by the basic model i.e. the past purchases have no effect on the present or future purchase probability.

### **2.8.2 Markov Model**

This model takes the assumption about past purchases; it assumes that past purchases influence the probability of current purchase. Many models have been built up on this assumption and they are known as Markov Models, among these models, the most commonly used one is the first order Markov model.

The first order Markov model analyses the impact of short-term consumer learning on the purchases probability. This model assumes that the outcome of the last purchases decision affects the brand choice probability on the next trial

but the model denies except the last one other previous purchase have no effect on the probability. For example, the purchase sequences AB and BB would both lead to the same prediction about probability of purchasing brand A on the next purchases because in the both cases the last purchased is brand B.

The first order Markov, model can be better illustrated by a product category having three brands. Let us suppose the following probabilities representing brand choice behavior of customers in a place.

Last Purchase	Next Purchase		
	A	B	C
A	0.80%	0.10%	0.10%
B	0.10%	0.60%	0.30%

The probabilities stated in the table above or the transitional matrix given above show that the brand purchase in the last purchase exerts great influence on the probabilities that is applicable in the net purchase. That is, if a consumer had purchased brand “A” in the last purchase, it is almost certain that it will be brought in the next purchase. But consumer had purchased brand “A” in the last purchase, it is almost certain that it will be brought in the next purchase. But if a consumer had purchased brand ‘A’ during a certain period, there is a 80% chances that he will purchase “A” again during the next purchase, 10% chances of buying ‘B’ and 10% chances of buying brand ‘C’. If the same consumer had purchased brand ‘B’ in the place of brand ‘A’ in the last purchase, then his chance of buying brand ‘A in the next purchase is 10% that of buying ‘B’ is 60% and of C is 30%. The transitional matrix mentioned about which the Markov model assumes to be stationary (i.e. remain unchanged through time) can be used to predict the future brand share values for A, B, C. Furthermore the transition matrix (probabilities) in the model is used as one way of measuring both the holding power of a given brand and its ability to attract patronage from other brands. Furthermore, this model has been used to estimate the number of periods that will pass before a given brand will be tired.

However, there are some factors in the first order Markov model that the other experts point out as the weakness of the model. They have challenged the assumptions such as stationary transitional matrix first order, population homogeneity etc. and have developed other models, tough following the

principle of basic Markov model (i.e. previous purchase affects the brand choice probability in the present and future), which are largely independent of these assumptions. Some of those models are the second order Markov models, which consider the effect of last two purchases, models based on stationary transitional matrix and the models taking into account the impact of population heterogeneity.

### **2.8.3 Linear Learning Model**

The primary concept of this linear learning model is similar to that of Markov model. That is, past purchase affects the future brand choice. However, this model assumes that the consumer's brand choice probability changes by certain amount depending on the outcome of a given brand choice event (whereas in the Markov model, the probability is set to be predetermined value that depends solely on the outcome of the event). Suppose that buying brand 'A' raises the probability of buying brand A by 10%. If the probability were 0.70 before a given trial, it would be either 0.75 or 0.65 after the trial, depending on the same model would produce output probability of 0.50 after the purchase of "A" and 0.35 after the purchase of 'B'. Thus, linear learning model shows that there is a linear relationship between pre-purchase and post-purchase probabilities.

For the first time, Alfred Kuchn applied this model to brand choice data and found that is provided good predictions. Many researchers have tested this model even after Alfred Kuchn and have found the performance of the model rather well in the most of the rests. There are many models so far developed as the modifications to the basic linear/learning models. Some of them considered as most important are those, which importance the effects external market forces into learning model by making their parameters functions of these forces.

### **2.8.4 New Trier Model**

The new Trier model was developed by David A Akar to model the behavior of a consumer who has purchased a new brand. New brand, here, implies the one that is not used before by a consumer or if even used before, that is completely forgotten he had used that before.

According to this model, there is a trial period after the initial purchase and the probability of purchasing a particular brand in the future is an outcome

of the consumers' experiences relating to that brand in the trial period. In the initial purchase the probability of purchasing the particular brand is constant for the consumer who bought it. This is the trial period purchase that affects the probability. After the initial purchase, there may be a number of trial period purchases. The number of such purchases may vary from consumer to consumer. During the very trial period, purchases the consumer develops a new purchase of the brand that was purchased in the initial purchase; it may also result into rejection of that brand.

Thus, the new Trier model assumes that past purchase don't affect the present or future purchase probability and the probability in non-stationary and varies from consumer to consumer. Even through the model is considered simple and easier to understand the assumption of the zero-order process has limited its use.

#### **2.8.5 Probability Diffusion Model**

David Montogamey proposed the probability diffusion model. This model assumes that the past purchases do not affect the brand-choice probability in the time to come. According to this model, an individual's response probability is a function of external environmental factors. The probability is non-stationary and varies from consumer to consumer. Thus, the mechanism of the probability diffusion model to some extent related to that of the Markov Model.

Above we reviewed some widely used brand loyalty models based on the stochastic structure. Based on the principle of stochastic model, these models therefore can't be free from the problems immanent into the stochastic model. All the stochastic models of brand loyalty stated above have been applied primarily to the products that are frequently purchased and relatively low period. These models avoid the issue of multi brand loyalty and neglect the change in stochastic process. Similarly, the effects of heterogeneity and non stationary are quite confusing in the models.

Moreover the demand actual purchase dates that is not always obtainable. This it seems that these models still need some modifications or improvements for their effective use in accurate predictions of brand choice behavior.

## 2.9 Overview of Previous Research

In 1952, the first study on brand loyalty was published by George Brown. This study was conducted on a panel of 100 households. Survey method was used for this study. The survey was conducted on the household purchases of frequently purchased low involvement goods such as coffee, orange juice, soap and margarine. Household making five or more purchase was placed in one of the four brand loyalty categories depending on the sequence of brand purchased. On the basis of definition of brand choice sequence, Brown noted that households demonstrating some degree of loyalty varied from 54 to 95 percent depending on this product involved. On the other hand, percentage of the household which were undividedly brand loyal varied from 12 to 73 percent from product to product.

Annam Vasudeva, in study of brand loyalty among the urban and rural people, have pointed out that there are only two factors influencing the brand loyalty market share of the brands attracts more brand loyalty than low market share brands do. Attraction for promotion schemes is thus inversely related to the brand loyalty.

The type of distribution outlet from which the brand is brought is not related to the brand loyalty. There is great similarity, between the urban and the rural market in the brand loyalty concern.

He also added that the brand loyal cases in both markets were similar with respect to response promotion schemes. He had also included that the high income groups are attracted with low priced brand. However, generally the higher income group exhibited a level of brand loyalty from that of other classes.

In the context of Nepal, Pant, Yogesh (1993) in his study on brand loyalty had concluded that Nepalese consumers have given high importance to the brand in the both consumer durable goods and consumer non-durable goods. The consumers were brand loyal however their percentage is very low. Brand loyalty varies across the products. Brand loyalty is relatively higher in the products that are more needed than those, who are needed or used frequently. In his study he had found that the consumers belonging to the age group of 26 to 40 of age were more brand loyal than those belonging to other age group. Brand loyalty was positively associated with the income as well. Brand loyal consumers

were influenced by the special deals like free samples, discounts coupons and price activity and advertisement.

Another researcher, Mr. Shree Bista Ghimire (1979) has also mentioned something about loyalty on branding in the Nepalese consumer in this study. Study on branding policy of durable consumer goods. His study is related with brand policy. Thus his findings relating to the loyalty on branding seems to be confusing. According to his findings, brand loyalty is differentiated from the consumer behavior like sticking to a particular brand and waiting for the favorite brand. Actually loyalty on branding itself is an outcome of both sticking up to a particular brand and an intention to wait for that in case of unavailability along with positive attitude towards the brand.

Moreover Mr. Ghimire has treated brand loyalty as a general attribute or ubiquitous across products rather than product specific. However, the researchers conducted so far have proved that brand loyalty varies across products. Hence, the finding of the study concerning to brand loyalty seems to be exception to the fact that is accepted universally.

His study is based on the durable consumer goods; these products are not generally purchased repeatedly such as shoe, furniture, glass and electric goods. Most probably, they are bought once in the whole lifetime by majority of Nepalese consumers. It is incorrect as well as impossible to measure brand loyalty in such products in a very short period. Therefore his work does not put anything rather than branding policy not with loyalty on branding.

#### **2.10 Basic features of the Study**

This study has been carried out in Janakpur. In fact no study has been carried out so far especially or mainly to find out brand loyalty on low involvement consumer products. This study entitled “Brand loyalty on low involvement consumer product” is therefore important in Nepal

The Basic features of this study can be concluded in following points: -

1. this is quantitative research
2. all study is based on primary data
3. The research deals with loyalty on five categories of low involvement consumer products viz. soap, shampoo, mineral water toothpaste.

4. Brand loyalty on different low involvement consumer product is analyzed in terms of sex, age and income. Ages of the respondents are categorized in four groups viz. 15-50, 20-25, 25-30 and so and above. Similarly, monthly household income is categorized in five categories in five groups viz. below 5000, 5000-10000, 10000-15000, 15000-20000 and 20000 and above.
5. Frequently and percentages are presented in both table and chart.
6. Findings of the study are validated by testing hypothesis on non-parametric test (chi-square).
7. Causes of brand switching on the products are calculated tabulated and analyzed with may be very useful for marketers
8. This study has been divided into five chapters. The first chapter is introduction of the study, this chapter deals with general background focus of the study, statement of problem, objective of study, limitation, significance, theoretical framework and formulation of hypothesis. The second chapter is about conceptualizing the issue i.e. Review of the literature. The third chapter deals with methods carried out during study whereas the fourth chapter deals with data representation and analysis. The last chapter five is about major findings, conclusion and recommendation.

## Chapter Three

### RESEARCH METHODOLOGY

#### 3.1 Introduction

Industrial activities are gradually increasing in Nepal. Number of units industries producing different types of consumer durable products and consumer non-durable products are increasing year by year. Similarly the quantity of such products being imported from abroad is also on increasing. Almost all of products are marketed with different brands. Most of the manufacturers or marketer/sellers are spending a good deal of money for the promotion of their brands. In other words, promotional activities are also increasing in the country. All these show that marketing in Nepal is developing fast and entering into an era of cutthroat competition. This process of growth is much accelerated by the present government growing emphasis on privatization and free market economy.

In the context of Nepalese consumer market, this study is carried out mainly to find out loyalty on branding of the Nepalese consumers. Beside this basis objective, this study has also aimed to identify the factors associated with brand loyalty and examining the brand awareness of the Nepalese consumers. Studying brand loyalty is very much necessary to keep pace with the increasing competition in the market. In the competitive modern business world, research on consumer behavior is considered the most essential activity to be conducted on to become a successful marketer.

It goes without saying that research works to be much more effective, accurate, and useful and need scientific methods. Hence, this study also employs scientific methods of research. The research methodology employed in the present study is based on primary data as described below.

Research methodology is the main body of the study; it is the way to solve about research problem systematically. Therefore, research methodology is the research method on techniques to use through the entire study. In other words, research methodology is the process of arriving at the solution of problem through planned and systematic dealing with collection, analysis and interpretation of the fact and figures.

### **3.2 Research Design**

The research design adopted for this study is descriptive based on survey study. This study mainly aims to find out loyalty on brand of the Nepalese consumer. Therefore the survey data and information collected on the survey of the consumer are rearranged, tabulated, analyzed and interpreted according to the need of the study for attaining the stated objectives.

This study is an exploratory study. This study mainly aims to find out loyalty on branding research design is adopted for the study.

### **3.3 Nature and Sources of Data**

The data used are primary in nature. These primary data required for the study are collected from the consumers of Janakpurdham.

### **3.4 Population and Sampling**

All consumers of related products in Janakpurdham are population of the study. It is almost impossible to include the whole population in the study. Therefore out of this population, only 200 samples are taken for this study. The purposive sampling technique is applied as sample.

### **3.5 Method of Data collection**

Structured questionnaire are used for interview to collect primary data. 200 interviews are incorporated in this study.

### **3.6 Data analysis**

The obtained data are presented in various tables, diagrams and charts with supporting interpretations. Data are tabulated according to the nature of data.

## Chapter – Four

### DATA PRESENTATION AND ANALYSIS

The previous chapter is incorporated introduction of the study, review of the literature and research methodology employed in the study respectively. This chapter incorporates data presentation and analysis. The data and information collected from the respondents are presented, interpreted and analyzed according to the response of respondents on the field survey. The entire questionnaire was thoroughly checked after the collection of all the questionnaires distributed. With the help of my colleagues and my supervisors, my teachers as well as responses of consumers, retailers and wholesalers are preceded, categorized in their respective discipline.

The information collected and compiled using various research instruments such as questionnaire, interview observations and others have been coded, edited and presented in appropriate tables and figures. Descriptive analysis has been done on the basis of tabulated data. Percentage and average have been primarily used to analyze and interpret data. Besides, quantitative and qualitative analysis has been also conducted primarily on the basis of observation and information gathered through questionnaire and interviews. Further, the assessment of the level of satisfaction of consumers has been used to analyze the intensity of satisfaction/dissatisfaction of consumers as regards various aspects of marketing.

Table No. 4.1

#### **Loyalty of Consumer's Towards A Specific Brand**

Brands/ Option	Soap	Shampoo	Hair Oil	Tooth Paste	Mineral Water
Yes	70	45	75	45	20
No	30	55	25	55	80
Total	100	100	100	100	100

Source: Opinion Survey

Table no. 4.1 shows that loyalty of consumers towards a specific brand. The survey was conducted among 100 consumers. 70% consumers of soap were found loyal to a specific brand whereas in the case of shampoo the situation was opposite, only 45% of consumers were loyal of a specific brand. It should be noted that in case of hair oil 75% of consumers were found loyal to a specific brand while in the case of tooth paste 45 percent of consumers were loyal to a specific brand.

Again, in the case of mineral water only few of the consumers i.e. about 20 percent were only found loyal to a specific brand. Thus brand loyalty has been seen in the case of soap and hair oil only.

Table No. - 4.2

**OPINION OF CONSUMER'S REGARDING AVAILABILITY OF PREFERRED BRAND**

<b>Options</b>	<b>No. of Respondents</b>
Yes	55
No	45
Total	100

Sources: Opinion Survey

Timely availability is a major factor for consumer satisfaction. In the context of availability of preferred brand, the responses of consumers are exhibited in table no. 4.2. It is apparent from the above table that 55 percent respondents accepted that they were getting preferred brand uninterruptedly. But 45 percent of respondents were of the view that preferred brand of consumer products was not available everywhere.

Table No. 4.3 (a)

**OPINION OF SOAP CONSUMERS REGARDING FEATURES OF PREFERRED BRAND OF SOAP IN COMPARISON TO COMPETITORS BRAND**

Ranks	Features of Soap and No. of Respondents						
	Price	Quality	Satisfaction	Packaging	Brand Name	Advertising	Availability
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	05	15	45	0	0	95	15
2	0	30	20	0	0	0	75
3	50	25	30	15	20	0	10
4	35	20	05	35	80	0	0
Minimum 5	10	10	0	50	0	0	0
Not Replied	0	0	0	0	0	05	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Sources: Opinion survey

Among the above mentioned features of the preferred brand price, quality, extent of satisfaction, packaging and availability has been tabulated, discussed and analyzed with the help of Table no. 4.6 (a). So, in this context, only 2 features of preferred brand that is brand name and advertisement has been discussed below.

Table no. 4.3(a) exhibits the opinion of soap consumers regarding features of preferred brand of soap in comparison to competitor's brand. Loyalty on particular brand of soap depends upon how the particular brand has been promoted towards the consumer's. Out of 100 consumers 20 percent of consumers' consumer the particular brand due to the name of the particular brand while 80 percent of consumers had opined that they use the particular brand due to the other features of their preferred brand.

Advertisement solves all the queries of the respondents in regard of the particular brand. Here also out of 100 consumes, 95 percent consumers had the view that they use their preferred brand due to the attractive, informative and continuous

advertisement through different forms of media. Especially the consumers of “Lifebuoy” had such kind of opinion.

Table No. 4.3 (b)

**OPINION OF SHAMPOO CONSUMERS REGARDING FEATURES OF PREFERRED BRAND OF SHAPOO IN COMPARISION TO COMPETITORS BRAND**

Ranks	Features of Shampoo and No. of Respondents						
	Price	Quality	Satisfaction	Packaging	Brand Name	Advertising	Availability
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	05	20	50	15	50	70	30
2	45	60	35	15	30	0	50
3	45	20	10	15	0	30	20
4	0	0	0	45	0	0	0
Minimum 5	05	0	0	10	10	0	0
Not Replied	0	0	05	0	10	0	0
Total	100	100	100	100	100	100	100

Sources: Opinion Survey

Table No. 4.3(b) reveals the opinion of shampoo consumers regarding features of preferred brand of shampoo in comparison to competitor’s brand. Out of 100 consumes, 80 percent (50 percent up to maximum extent 1 and 30 percent up to maximum extent 2) consumers were opined that they were influenced to preferred brand due to the brand name of shampoo. Especially the consumers of “Ayur” brand had such kind of view. Similarly 10 percent (up to minimum extent 5) viewed that brand name of their preferred brand had no effects on them at all 10 percent consumes shows no response towards this features.

Advertisement of shampoo gives the knowledge to the consumers regarding how we take care of our hair and how it can be nourished. Out of 100 consumers, 70% (up to maximum extent 1) consumers opined that advertisement of shampoo had made them loyal to their preferred brand while 30 percent (up to maximum extent 3) consumers gave moderate type of response on the features advertisement of shampoo.

Table No. 4.3 (c)

**OPINION OF HAIR OIL CONSUMERS REGARDING FEATURES OF PREFERRED BRAND OF SHAPOO IN COMPARISON TO COMPETITORS BRAND**

Ranks	Features of HAIR OIL and No. of Respondents						
	Price	Quality	Satisfaction	Packaging	Brand Name	Advertising	Availability
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	0	05	50	0	40	60	25
2	0	35	20	0	10	20	65
3	15	45	25	25	0	0	10
4	35	15	05	40	30	0	0
Minimum 5	50	0	0	35	20	20	0
Not Replied	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100

Source: Opinion Survey

Table no. 4.3(c) shows the opinion of hair oil consumers regarding features of preferred brand of Hair oil in comparison to competitor's brand. Out of 100 consumers, 50 percent (40% up to maximum extent 1 and 10% up to maximum extent 2) consumers viewed that they use their preferred brand of hair oil due to their brand name. Especially the consumers of "Hair & Care" had such kind of view.

Again, in the context of advertisement features of hair oil, out of 100 consumers, 80% (60% up to maximum extent 1 and 20 % up to maximum extent 2) consumers opined that they use their preferred brand of hair due to their advertisement through different media while 20% (up to minimum extent 5) consumers viewed that advertisement of their preferred brand of hair oil had no effects on them. Especially the consumers of "Coco-nut oil" had such kind of view.

Table No. 4.3 (d)

**OPINION OF TOOTH PASTE CONSUMERS REGARDING FEATURES OF  
PREFERRED BRAND OF SHAPOO IN COMPARISON TO COMPETITORS BRAND**

Ranks	Features of TOOTH PASTE and No. of Respondents						
	Price	Quality	Satisfacti on	Packagin g	Brand Name	Advertisi ng	Availabili ty
	No. of Responde nts	No. of Responde nts	No. of Responde nts	No. of Responde nts	No. of Responde nts	No. of Responde nts	No. of Responde nts
Maximum 1	0	0	20	0	80	95	25
2	0	40	35	0	20	0	75
3	25	55	25	0	0	0	0
4	45	05	20	35	0	0	0
Minimum 5	30	0	0	65	0	0	0
Not Replied	0	0	0	0	05	05	0
Total	100	100	100	100	100	100	100

Source: Opinion Survey

Table no. 4.3(D) shows the opinion of hair oil consumers regarding features of preferred brand of Tooth paste in comparison to competitor's brand. Out of 100 consumers, 100 percent (80% up to maximum extent 1 and 20% up to maximum extent 2) consumers opined that they use their preferred brand of Tooth paste due to their brand name of their preferred brand had made them to loyal to use the particular brand. Especially the consumers of "Dabur Red" and "Colgate" had such kind of view.

Similarly, out of 100 consumers, 95% (up to maximum extent 1) consumers opined that they use their preferred brand of Tooth paste due to their advertisement through different forms of media. Especially the consumers of "Colgate" had such kind of view, while 05 percent consumers had no comment in this regard.

Table No. 4.3 (e)

**OPINION OF MINERAL WATER CONSUMERS REGARDING FEATURES OF  
PREFERRED BRAND OF SHAPOO IN COMPARISON TO COMPETITORS BRAND**

Ranks	Features of Mineral Water and No. of Respondents						
	Price	Quality	Satisfaction	Packaging	Brand Name	Advertising	Availability
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	0	0	40	05	05	30	35
2	0	60	40	0	0	0	50
3	0	40	15	10	0	0	10
4	05	0	05	60	0	0	05
Minimum 5	95	0	0	25	80	0	0
Not Replied	0	0	0	0	15	70	0
Total	100	100	100	100	100	100	100

Source: Opinion Survey

Table no. 4.3(e) shows the opinion of hair oil consumers regarding features of preferred brand of Mineral Water in comparison to competitor's brand. Out of 100 consumers, only 5% (up to maximum extent 1) consumers opined that they drink their preferred brand of Mineral Water due to their fantastic brand. Especially the consumers of "Sundri Jal" had such kind of view while 80% (up to minimum extent 5) consumers viewed that brand name of Mineral water had no effects on them. Similarly 15% consumers gave no opinion upon this regard.

Again, in the context of advertisement features, out of 100 consumers, 30% (up to maximum extent 1) consumers opined that they use their preferred brand of mineral water due to advertisement. Especially the Consumers of "Aqua 100" has such kind of view while 70% consumes viewed that they had neither seen nor heard the advertisement of Mineral water.

Table No. 4.4

**OPINION OF CONSUMERS REGARDING EXTENT OF SATISFACTION WITH  
THEIR PREFERRED BRAND**

<b>Extent of Satisfaction</b>	<b>Soap</b>	<b>Shampoo</b>	<b>Hair Oil</b>	<b>Tooth Paste</b>	<b>Mineral Water</b>
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Very high 1	05	40	60	05	05
2	20	50	15	20	20
3	40	10	0	40	40
4	35	0	05	35	35
Very low 5	0	0	20	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Opinion Survey

Table no. 4.4 exhibits the opinion of consumers regarding extent of satisfaction with their preferred brand. Out of 100 consumers, 25% of respondents were very much satisfied with their preferred brand of Soap, while 75% of respondents were dissatisfied with their preferred brand of Soap. And, same responses were opined by the consumers of preferred brand of toothpaste and mineral water.

Similarly, out of 100 consumers, 90% of consumers were very much satisfied with their preferred brand of Shampoo while 10% of respondents were opined that they were dissatisfied with their preferred brand. Again, in the context of hair oil consumers out of 100 consumers, 75% of consumers were totally satisfied with the qualitative features of their preferred brand of hair oil, while 25% of consumers were dissatisfied with their preferred brand.

Table No.:- 4.5

OPINION OF CONSUMERS REGARDING QUALITY OF THEIR PREFERRED BRAND

Quality of Preferred Brand	Soap	Shampoo	Hair Oil	Tooth Paste	Mineral Water
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Improving	50	80	50	95	60
Decreasing	20	20	20	0	40
Same as before	30	0	30	05	0
Total	100	100	100	100	100

Source: Opinion Survey

Table no. 4.5 exhibits the opinion of consumers regarding quality of their preferred brand. Out of 100 consumers, 50% opined that the quality of their preferred brand of soap was improved day-by-day. While, 20% consumers had the view that the quality of their preferred brand was deteriorating with the interval of time whereas 30% consumers acknowledged that they did not feel any change in quality. And, same perception was achieved with the consumers of hair oil in regard of quality of their preferred brand.

Out of 100 respondents, 80% consumers viewed that the quality of their preferred brand of Shampoo was improving gradually. While 20% consumers noticed that the quality of their preferred brand had neither improved nor maintained the quality level rather the quality was deteriorating day by day. Out of 100 consumers, majority of the consumers, i.e. 95% consumers opined that the quality of their preferred brand was improving, while, 5% consumers had the view that the quality of their preferred brand was the same as before.

Again, as far as the consumers of Mineral Water was concerned, out of 100 consumers, more than half of the total consumers, i.e. 60% respondents had the opinion that the quality of their preferred mineral water was nourished day by day while 40% consumers opined that the quality of their preferred brand of mineral water was deteriorating.

Table No.:- 4.6(a)

**OPINION OF SOAP CONSUMERS REGARDING FEATURES OF PREFERRED BRAND  
IN COMPARIOSN TO COMPETITORS BRAND**

Ranks	Features of Preferred Brand in Comparison to Competitors Brand and No. of Respondents				
	Price	Quality	Availability	Ext. of Satisfaction	Packaging
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	05	15	15	45	0
2	0	30	75	20	0
3	50	25	10	30	15
4	35	20	0	05	35
Minimum 5	10	10	0	0	50
Not Replied	0	0	0	0	0
Total	100	100	100	100	100

Source: Opinion Survey

Table no. 4.6(a) reveals the opinion of Soap consumers regarding features of preferred brand in comparison to competitors brand. Out of 100 consumers, 5% consumers opined that the price of their preferred brand was higher in comparison to competitor's brand. Especially, the consumers of Lifebuoy opined such view. About 50% consumers opined that there brands price was reasonable whereas 45 percent (35% up to minimum extent 4 and 10% up to minimum extent 5) respondents had the view that preferred brand of Soap was not costly. Such kind of opinion was given by the Soap Mayalu.

45% (15% up to maximum extent 1 and 30% up to maximum extent 2) opined that the quality of their preferred brand was higher in comparison to competitor's brand. Especially the consumers of Lifebuoy had such kind of view. 30% respondents (20% up to minimum extent 5) opined that the quality of their brand was not so good in comparison to competitor's brand. The users of Neem, Lifebuoy and Mayalu had such kind of thinking.

About 90% (15% up to maximum extent 1 and 75% up to maximum extent 2) opined that their preferred brand was available everywhere. Especially the consumers of Lifebuoy had such kind of responses. While 10% consumers viewed that their preferred brand was accepted some remote area available at each everywhere.

It is quite difficult to access exact satisfaction level of soap consumers in comparison to competitor's brand. However, an attempt was made to evaluate the extent of satisfaction of soap consumers of their preferred brand in comparison to competitor's brand of soap. Out of 100 consumers 65% (45% up to maximum extent 1 and 20% up to maximum extent 2) consumers opined that they were satisfied with their preferred brand while 35% (30% up to maximum extent 3 and 5% up to maximum extent 4) consumer's view was moderate due to the price factor.

Packaging exhibits the quality of product. Good packaging is needed for the safety of goods and it saves them from transit hassles, also it creates product appeal as well as it helps in promotion product. So far as the packaging of Soap is concerned, its quality can't be preserved without good packaging. Out of 100 respondents, 15% up to maximum extent didn't show good response towards packaging. Similarly, 85% (35% up to maximum extent 4 and 50% up to minimum extent 5) had the view that the packaging of their preferred brand of soap was intolerable. Especially the consumers of soap Mayalu had such kind of view.

Table No.:- 4.6(b)

**OPINION OF SHAMPOO CONSUMERS REGARDING FEATURES OF PREFERRED BRAND IN COMPARISON TO COMPETITORS BRAND**

Ranks	Features of Preferred Brand in Comparison to Competitors Brand and No. of Respondents				
	Price	Quality	Availability	Ext. of Satisfaction	Packaging
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	5	20	30	50	15
2	45	60	50	35	15
3	45	20	20	10	15
4	0	0	0	0	45
Minimum 5	05	0	0	5	10
Not Replied	0	0	00	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Opinion Survey

Table no. 4.6(b) exhibits the opinion of Shampoo consumers regarding features of preferred brand in comparison to competitors brand. Out of 100 consumers, 50% consumers (5% up to maximum extent 1 and 45% up to maximum extent 2) opined that the cost of their preferred brand was higher in comparison to competitor’s brand. Especially, the consumers of Ayur opined such view. About 45% consumers opined that there brands price was reasonable. Similarly, 5% of consumers viewed that their brand was not costly.

Out of 100 consumers, 80% (20% up to maximum extent 1 and 60% up to maximum extent 2) satisfied with the quality of their brand of Shampoo. While, 20% of consumers up to maximum extent 3 had opined that the quality of their preferred brand was not so better comparatively. Especially, the consumers of Chik Shampoo noticed such kind of view.

Availability of the particular brand shampoo depends upon the consumption and distribution system of that brand. Out of all, 80% (30% up to maximum extent 3 had the

view that their preferred brand was not available at each and everywhere. This response was viewed by the consumers of Sheesa Shampoo.

As far as satisfaction level of Shampoo consumers is concerned, out of 100 consumers, 50% up to maximum extent 1 had noticed that they were extremely satisfied with their preferred brand of Shampoo. Especially, the consumers of Ayur shampoo had such kind of opinion. While 45% (35% up to maximum extent 1 and 10% up to maximum extent 2) consumers had mixed type of opinion whereas 5% of consumers had not gave any view in this regard.

Again, in the context of packaging features, only 30% (15% up to maximum extent 1 and 15% up to maximum extent 2) consumers opined that packaging of their preferred brand of Shampoo was better than that of competitor's brand of Shampoo. While, majority of the respondents (15% up to maximum extent 3 and 45% up to maximum extent 4 and 10% up to maximum extent 5) were of the view that packaging of their preferred brand of Shampoo was not better comparatively.

Table No.:- 4.6(c)

**OPINION OF HAIR OIL CONSUMERS REGARDING FEATURES OF PREFERRED BRAND IN COMPARISION TO COMPETITORS BRAND**

Ranks	Features of Preferred Brand in Comparison to Competitors Brand and No. of Respondents				
	Price	Quality	Availability	Ext. of Satisfaction	Packaging
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	0	05	25	50	0
2	0	35	65	20	0
3	15	45	10	25	25
4	35	15	0	05	40
Minimum 5	50	0	0	0	35
Not Replied	0	0	0	0	0
Total	100	100	100	100	100

Source: Opinion Survey

Table no. 4.6(c) exhibits the opinion of Shampoo consumers regarding features of preferred brand in comparison to competitors brand. Out of 100 consumers, only 15% consumers (up to maximum extent 3) opined that they were satisfied with the price of their preferred brand hair oil. While 85% consumers (35% up to minimum extent 4 and 50% up to minimum extent 5) felt dissatisfaction with the price of their preferred brand in comparison to competitors brand relevant to the quality. 40% (5% up to maximum extent 1 and 35% up to maximum extent 2) had the view that they were quietly satisfied with the qualitative features of their preferred brand. Especially the consumers of “Hair & Care” had such kind of view. While, 60% consumers (45% up to maximum extent 3 and 15% up to maximum extent 4) opined that the quality of hair oil was not so good in comparison to competitor’s brand.

Costly brand of hair oil like “Hair & Care” were not available everywhere in the market. Especially the consumers of rural areas had such kind of view. Out of 100 respondents, 10% up to maximum extent 3 had such kind of view. Whereas, majority of the respondents, 90% (25% up to maximum extent 1) and 65% up to maximum extent 2 had the view that their preferred brand of hair oil was available everywhere.

Generally, the hair oil consumers of one brand can’t justify the satisfaction level of other brand of hair oil because he is habituated to his own preferred brand of hair oil and always prefer to use the same. So, out of 100 respondents, 70% (50% up to maximum extent 1 and 20% up to maximum extent 2) opined that they got maximum extent of satisfaction from their own brand in comparison to competitor’s brand of hair oil. Whereas 30% (25% up to maximum extent 3 and 5% up to maximum extent 4) respondents felt dissatisfaction in their own preferred brand of hair oil.

In the context of packaging features, majority of the respondents felt dissatisfaction with the packaging of their preferred brand of hair oil. Especially, the consumers of coconut oil had such kind of view.

Table No.:- 4.6(d)

**OPINION OF TOOTH PASTE CONSUMERS REGARDING FEATURES OF  
PREFERRED BRAND IN COMPARIOSN TO COMPETITORS BRAND**

Ranks	Features of Preferred Brand in Comparison to Competitors Brand and No. of Respondents				
	Price	Quality	Availability	Ext. of Satisfaction	Packaging
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	0	0	25	20	0
2	0	40	75	35	0
3	25	55	0	25	35
4	45	05	0	20	65
Minimum 5	30	0	0	0	0
Not Replied	0	0	0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Opinion Survey

Table no. 4.6 b reveals the opinion of toothpaste consumers regarding features of preferred brand in comparison to competitor’s brand. In this context, out of 100 consumers most of the consumers were disagreed as far as price of their preferred brand of toothpaste was concerned.

95% (40% up to maximum extent 2 and 55% up to maximum extent 3) respondents were satisfied with the quality of their preferred brand of toothpaste. While, 5% of consumers were dissatisfied with the quality of their preferred brand, especially the consumers of “Anchor” brand toothpaste had such kind of view.

All the toothpaste consumers opined that their preferred brand of toothpaste were available everywhere. About 55% (20% up to maximum extent 1 and 35% up to maximum extent 2) consumers were satisfied with their preferred brand of toothpaste while 45% (25% up to maximum extent 3 and 20% up to maximum extent 4) consumers felt dissatisfaction in their own preferred brand of toothpaste in comparison to competitor’s brand.

Again, in the context of packaging features out of 100 respondents 35% up to maximum extent 3, consumers felt that their preferred brand of toothpaste was packed in good pack while 65% up to maximum extent 4 consumers felt dissatisfaction with the packaging of their preferred brand of toothpaste in comparison to competitor's brand.

Table No.:- 4.6(e)

**OPINION OF MINERAL WATER CONSUMERS REGARDING FEATURES OF PREFERRED BRAND IN COMPARISON TO COMPETITORS BRAND**

Ranks	Features of Preferred Brand in Comparison to Competitors Brand and No. of Respondents				
	Price	Quality	Availability	Ext. of Satisfaction	Packaging
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Maximum 1	0	0	35	40	5
2	0	60	50	40	0
3	0	40	10	15	10
4	5	0	05	5	60
Minimum 5	95	0	0	0	25
Not Replied	0	0	0	0	0
Total	100	100	100	100	100

Source: Opinion Survey

Table no. 4.6.e exhibits the opinion of mineral water consumers regarding features of preferred brand in comparison to competitor's brand. Out of 100 respondents all the consumers were dissatisfied with the price of mineral water because all we know that our country Nepal is the Second richest country in the sector of water resources.

As far as quality of mineral water is concerned, out of 100 consumers 60% up to maximum extent 2 opined that they were satisfied with the quality of their preferred brand of mineral water. Especially, the consumers of "Aqua 100" had such kind of view. While, 40% (up to maximum extent 3) consumers opined that the quality of their preferred brand should have to be nourished to make it perfect and full hygienic.

Out of 100 consumers, 85% (35% up to maximum extent 1 and 50% up to maximum extent 2) had the view that their preferred brand of mineral water was available everywhere. Especially, the consumer of Janaki brand of water had such kind of view. Similarly, 15% (10% up to maximum extent 3 and 5% up to maximum extent 4) consumers opined that their preferred brand of mineral water was not available everywhere. Especially, the consumer of “Aqua 100” had such kind of view.

In the context of extent of satisfaction, out of 100 respondents 80% consumers were satisfied with their preferred brand of mineral water whereas 20 consumers were dissatisfied with their preferred brand. Especially the consumers of “Sundarijal” brand had opined such kind of opinion.

Again, out of 100 consumers only 5% up to maximum extent 1 had the view that they were satisfied with the packaging of their preferred brand of mineral water. Especially the consumers of Aqua 100 had such kind of response. While, 95% (10% up to maximum extent 3, 60% up to maximum extent 4 and 25% up to minimum extent 5) consumers opined that the packaging of their brand was not good in comparison to competitor’s brand. Especially, the consumers of Janaki mineral water had such kind of view.

Table No.: - 4.7

**OPINION OF CONSUMERS REGARDING PRICE OF PREFERRED BRAND**

S.N.	Products	Options			Total
		Costly	Cheap	Reasonable	
a.	Soap	20	35	45	100
b.	Shampoo	65	20	15	100
c.	Toothpaste	65	15	20	100
d.	Hair Oil	0	50	50	100
e.	Mineral Water	10	50	40	100

Source: Opinion Survey

Table no. 4.7 reveals the opinion of consumers regarding price of preferred brand of soap, shampoo, toothpaste, hair oil and mineral water. Out of 100 consumers, 20% soap consumers express their view that the price of soap was high whereas 35% respondents

considered their brand cheap and 45% respondents considered the price of their brand reasonable.

65% of Shampoo consumers opined that the price of shampoo was costly while 20% consumers had the view that their preferred brand was cheap and rest of the 15% consumers opined that the price of their brand reasonable.

Similarly, 65% toothpaste consumers had the view that the price of toothpaste was costly whereas 15% consumers opined that their preferred brand was cheap and only 20% consumers had the view that the price of their brand reasonable.

In the case of hair oil, out of 100 consumers, 50% consumers opined that the price of their preferred brand was cheap as well as 50% of consumers had the view that their preferred brand was reasonable.

And, lastly in the case of mineral water, 10% consumers had the view that their preferred brand was costly while half of the total consumers opined that the price of their preferred brand was cheap and about 40% consumers told that the price of their brand was reasonable.

Table No.: - 4.8

OPINION OF CONSUMERS REGARDING THE POPULARITY OF ADVERTISEMENT OF PRODUCT

<b>Brand</b>	<b>Soap</b>	<b>Shampoo</b>	<b>Hair oil</b>	<b>Toothpaste</b>	<b>Mineral Water</b>
<b>Response</b>					
Yes	80	60	50	80	25
No	20	40	50	20	75
Total	100	100	100	100	100

Sources: Opinion Survey

Table number 4.8 opinion of consumers regarding the popularity of advertisement of product in which out of 100 consumers 80% consumers of soap and toothpaste accepted that the advertisement of their preferred brand was mostly seen/heard in the market. However, the situation was opposite in the case of mineral water because 75% respondents were unaware about any advertisement of mineral water. Only 60% respondents accepted that the advertisement of shampoo was popular and they have heard or seen those advertisements in the market.

Table No.: - 4.9

OPINION OF RESPONDENTS REGARDING THE EFFICACY OF ADVERTISEMENT OF PREFERRED BRAND

Preferred Brand	No. of Respondents
Soap	25
Shampoo	30
Hair Oil	20
Tooth Paste	15
Mineral Water	10
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no.: - 4.9 reveal the opinion of respondents regarding the efficacy of advertisement of soap, shampoo, hair oil, toothpaste and mineral water. Out of 100 consumers, 30% consumers of shampoo were highly impressed by its advertisement whereas only 10% respondents were impressed by the advertisement of mineral water. The next more effective advertisement was seen in the case of soap, because 25% respondents felt that the advertisement of soap was effective.

Table No.: - 4.10

OPINION OF RESPONDENTS REGARDING SEASONAL FLUCTUATION OF PRICE

Brands	Soap	Shampoo	Hair Oil	Tooth Paste	Mineral Water
<b>Response</b>					
Yes	10	40	40	0	40
No	50	20	20	90	10
May be	40	40	40	10	50
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Opinion Survey

Table no.: 4.10 exhibit opinion respondents regarding seasonal fluctuation of price. Out of 100 consumers, 90% consumers of toothpaste strongly opined that there was no any seasonal fluctuation in the price of toothpaste; it means the price of the toothpaste was same throughout the year while, 40% consumers of shampoo, hair oil and mineral water had the view that there was seasonal fluctuation in price. Similarly, 40% respondents of

soap, shampoo, and hair oil and 50% respondents of mineral water had no any clear view regarding seasonal of price.

Table No. – 4.11

OPINION OF RESPONDENTS REGARDING PRICE DISSATISFACTION

<b>Brands</b>	<b>Soap</b>	<b>Shampoo</b>	<b>Hair Oil</b>	<b>Toothpaste</b>	<b>Mineral Water</b>
<b>Responses</b>					
Yes	75	65	55	05	40
NO	25	35	45	95	60
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Opinion Survey

Table No. – 4.11 show opinion of respondents regarding price dissatisfaction. Maximum consumers of soap, Shampoo and hair oil were dissatisfied regarding the price of their preferred brand. Whereas, 95% consumers of toothpaste and 60% consumers of mineral water were satisfied with the price of toothpaste and mineral water respectively.

Table No. – 4.12

OPINIONS OF RESPONDENTS REGARDING FACILITY PROVIDED IN SPECIFIC BRAND

<b>Brands</b>	<b>Soap</b>	<b>Shampoo</b>	<b>Hair Oil</b>	<b>Toothpaste</b>	<b>Mineral Water</b>
<b>Responses</b>					
Yes	70	75	35	45	5
NO	30	25	65	55	95
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.12 reveals opinion of respondents regarding facility provided in specific brand of soap, shampoo, hair oil, toothpaste and mineral water. The major facilities were cash discount, free sample and home delivery. Maximum consumers of soap and shampoo accepted that they were getting different facilities whereas maximum consumers of mineral water, hair oil and toothpaste accepted that they were not getting any facility at all.

Table No. 4.13

OPINION OF RESPONDENTS REGARDING FACILITY PROVIDED BY RESELLERS

<b>Facility Provided</b>	<b>No. of Respondents</b>
Cash discount	45
Free Sample	30
Home Delivery	25
No Facility	0
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no.: – 4.13 exhibit opinion of consumers regarding facility provided by resellers. Out of 100 consumers 45% consumers had the view that they were getting cash discount, 30% consumers opined that they get free sample and only 25 percent consumers got the facility of home delivery.

Table No.: - 4.14 (a)

OPINION OF RESPONDENTS REGARDING FAITH ON BRAND OF SOAP

<b>Basis of Faith</b>	<b>No. of Respondents</b>
Through Advertisement	85
By Shopkeepers	10
By Personal Use	5
<b>Total</b>	<b>100</b>

Sources: Opinion survey

The above table exhibits opinion of respondents regarding faith on brand of Soap. 85% soap users realize that their view was positive towards the specific preferred brand of soap due to the attractive advertisement. Whereas, 10% respondents realized that their feeling was positive towards the specific brand of soap due to the shopkeeper's suggestion.

Only 5% respondents opined that after using the specific brand, they selected the preferred soap. They selected the preferred brand after using the same.

Table No.:- 4.14 (b)

OPINION OF RESPONDENTS REGARDING FAITH ON BRAND OF SHAMPOO

<b>Basis of Faith</b>	<b>No. of Respondents</b>
Through Advertisement	30
By Shopkeepers	55
By Personal Use	15
<b>Total</b>	<b>100</b>

Sources: Opinion survey

The above table reveals opinion of respondents regarding faith on brand of Shampoo. 30% shampoo consumers opined that they had good response towards the specific brand of shampoo due to the advertisement, while, 55% of respondents realized that their feeling was positive towards the specific brand of shampoo due to the shopkeepers' suggestion.

Lastly, 15% consumers had the view that after using the specific brand, they selected the preferred brand. They selected the specific brand after using the same one.

Table No.:- 4.14 (C)

OPINION OF RESPONDENTS REGARDING FAITH ON BRAND OF HAIR OIL

<b>Basis of Faith</b>	<b>No. of Respondents</b>
Through Advertisement	15
By Shopkeepers	35
By Personal Use	50
<b>Total</b>	<b>100</b>

Sources: Opinion survey

The above table reveals opinion of respondents regarding faith on brand of Hair oil. Out of 100 consumers 15% consumers opined that they had good response towards the specific brand of hair oil due to the attractive advertisement, whereas, 35% of respondents realized that their feeling was positive towards the specific brand of hair oil due to the shopkeepers' suggestion.

However, 50% consumers had the view that after using the specific brand, they selected the preferred brand. They selected the specific brand after using the same one.

Table No.:- 4.14 (d)

OPINION OF RESPONDENTS REGARDING FAITH ON BRAND OF TOOTHPASTE

<b>Basis of Faith</b>	<b>No. of Respondents</b>
Through Advertisement	30
By Shopkeepers	55
By Personal Use	15
<b>Total</b>	<b>100</b>

Sources: Opinion survey

The above table shows opinion of respondents regarding faith on brand of toothpaste. 20% shampoo consumers realizes that they had good response towards the specific brand of toothpaste due to the romantic and entertaining, advertisement, whereas, 25% of respondents realized that their feeling was positive towards the specific brand of shampoo due to the shopkeepers' suggestion.

Lastly, 55% respondents had the view that after using the specific brand, they selected the preferred brand. They selected the toothpaste specific brand after using the same brand.

Table No.:- 4.14 (e)

OPINION OF RESPONDENTS REGARDING FAITH ON BRAND OF MINERAL WATER

<b>Basis of Faith</b>	<b>No. of Respondents</b>
Through Advertisement	55
By Shopkeepers	20
By Personal Use	25
<b>Total</b>	<b>100</b>

Sources: Opinion survey

The above table reveals opinion of respondents regarding faith on brand of mineral water. 55% of mineral water users realize that their view was positive towards the specific preferred brand of mineral water due to the advertisement regarding health profile. While 20% respondents realized that their feeling was positive towards the specific brand of mineral water due to the shopkeepers' suggestion.

Similarly, 25% respondents opined that after using the specific brand, they selected the preferred brand after using the same brand.

Table No.: - 4.15(a)

OPINION OF CONSUMERS REGARDING THE PERFORMANCE OF ADVERTISING MEDIA IN THE PROMOTION OF PREFERRED BRAND OF SOAP

Ranks	Advertising Media and No. of Respondents				
	Television	Radio	Cinema	Magazine	Newspaper
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Highly Satisfactory 1	15	0	10	0	0
2	20	30	45	10	5
3	35	40	25	20	35
4	30	30	20	35	35
Not satisfactory 5	0	0	0	35	25
Not replied	0	0	0	0	0
Total	100	100	100	100	100

Sources: Opinion Survey

Table No. – 4.15 (a) exhibits the opinion of soap consumers regarding the performance of advertising media in the promotion of preferred brand of soap. The table reveals that 10% of respondents perceived magazine as one of the effective media of advertisement to promote the soap. 55% of respondents were satisfied up to level 1 and 2 with the efficiency of cinema. They referred it as the most effective media for the promotion of soap. Similarly, television an advertising media was rated as the second most effective one. The respondent's views on newspaper and radio were not favorable in general. They opined that print media could not play positive role in the promotion of soap. Therefore, print media should either not be used or used only occasionally if need be.

Table No.: - 4.15(b)

OPINION OF CONSUMERS REGARDING THE PERFORMANCE OF ADVERTISING MEDIA IN THE PROMOTION OF PREFERRED BRAND OF SHAMPOO

Ranks	Advertising Media and No. of Respondents				
	Television	Radio	Cinema	Magazine	Newspaper
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Highly Satisfactory 1	45	0	10	05	05
2	35	10	55	10	05
3	10	65	20	15	20
4	05	15	15	45	45
Not satisfactory 5	05	10	0	25	25
Not replied	0	0	0	0	0
Total	100	100	100	100	100

Sources: Opinion Survey

Table No. – 4.15(B) reveals the opinion of shampoo consumers regarding the performance of advertising media in the promotion of preferred brand of shampoo. The table reveals that 80% of respondents agreed and perceived television as one of the most effective media of advertisement to promote the shampoo. 65% of respondents were satisfied up to level 1 and 2 with the efficiency of cinema. They referred it as second most effective media for the promotion of shampoo. Similarly, magazine as an advertising media was rated as the third most effective one. The respondent's views on newspaper and radio were not favorable in general. They opined that print media could not play positive role in the promotion of shampoo. Therefore, print media should either not be used or used only occasionally if need be.

Table No.: - 4.15(c)

OPINION OF CONSUMERS REGARDING THE PERFORMANCE OF ADVERTISING MEDIA IN THE PROMOTION OF PREFERRED BRAND OF TOOTHPASTE

Ranks	Advertising Media and No. of Respondents				
	Television	Radio	Cinema	Magazine	Newspaper
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Highly Satisfactory 1	05	0	05	05	0
2	30	30	30	10	0
3	45	25	30	20	40
4	20	35	20	50	15
Not satisfactory 5	0	10	15	15	45
Not replied	0	0	0	0	0
Total	100	100	100	100	100

Sources: Opinion Survey

Table No. – 4.15 (C) exhibits the opinion of toothpaste consumers regarding the performance of advertising media in the promotion of preferred brand of Toothpaste. The table reveals that 80% of respondents perceived TV as one of the most effective media of advertisement to promote the toothpaste. 65% of respondents were satisfied up to level 1 and 2 with the efficiency of cinema. They referred it as the second most effective media for the promotion of toothpaste. Similarly, radio as an advertising media was rated as the third most effective one. The respondent's views on newspaper and magazine were not favorable. They viewed that print media could not play positive role in the promotion of toothpaste.

Table No.: - 4.15(d)

OPINION OF CONSUMERS REGARDING THE PERFORMANCE OF ADVERTISING MEDIA IN THE PROMOTION OF PREFERRED BRAND OF HAIR OIL

Ranks	Advertising Media and No. of Respondents				
	Television	Radio	Cinema	Magazine	Newspaper
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Highly Satisfactory 1	10	05	10	10	0
2	30	25	50	15	05
3	15	45	25	10	25
4	30	20	15	45	25
Not satisfactory 5	15	05	0	20	45
Not replied	0	0	0	0	0
Total	100	100	100	100	100

Sources: Opinion Survey

Table No. – 4.15 (d) show the opinion of hair oil consumers regarding the performance of advertising media in the promotion of preferred brand of hair oil. The above table reveals that out of 100 respondents 60% perceived cinema as the most effective media of advertisement to promote the hair oil, while, 40% of respondents were satisfied up to level 1 and 2 with the efficiency of TV. They referred it as the second most effective media for the promotion of Hair oil. Similarly, radio as an advertising media was rated as the third most effective one. The respondent’s views on newspaper and magazine were not favorable in general. They opined that print media could not play vital role in the promotion of hair oil.

Table No.: - 4.15(e)

OPINION OF CONSUMERS REGARDING THE PERFORMANCE OF ADVERTISING MEDIA IN THE PROMOTION OF PREFERRED BRAND OF MINERAL WATER

Ranks	Advertising Media and No. of Respondents				
	Television	Radio	Cinema	Magazine	Newspaper
	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents	No. of Respondents
Highly Satisfactory 1	10	0	30	05	10
2	10	25	30	10	10
3	35	25	10	30	20
4	10	45	20	40	30
Not satisfactory 5	35	05	10	15	30
Not replied	0	0	0	0	0
Total	100	100	100	100	100

Sources: Opinion Survey

Table No. – 4.15 (a) exhibits the opinion of Mineral Water consumers regarding the performance of advertising media in the promotion of preferred brand of Mineral Water. The table shows that 60% of respondents perceived cinema as one of the effective media of advertisement to promote the Mineral Water. Again, 25% of respondents were satisfied up to level 1 and 2 with the efficiency of radio. They referred it as the second most effective media for the promotion of Mineral Water. Similarly, television as an advertising media was rated as the third most effective one. The respondent's views on newspaper and radio were not favorable in general.

TABLE :- 4.17

OPINION OF RESPONDENTS REGARDING HOARDING OF PRODUCTS DUE TO THE FEAR OF BLACK MARKETING

<b>Brands</b>	<b>Soap</b>	<b>Shampoo</b>	<b>Hair Oil</b>	<b>Toothpaste</b>	<b>Mineral Water</b>
<b>Response</b>					
Yes	45	40	20	5	0
No	55	60	80	95	100
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Opinion Survey

Table no.: 4.17 exhibits opinion of respondents regarding hoarding of products due to the fears of black marketing. Most of the respondents opined that they had no any fear of black marketing. So, they did not prefer to hoard stock of soap, shampoo, hair oil, toothpaste and mineral water. They felt that these products were always available in the market. So, there was no any need of hoarding of the products.

Table no. 4.18 (a)

SUGGESTIONS GIVEN BY CONSUMERS REGARDING PREFERRED BRAND OF SOAP

<b>Basis of Analysis</b>	<b>No. of Respondents</b>
Price reduction	15
Quality improvement	65
Packaging Modification	10
Regular Distribution	10
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.18 (a) reveal suggestions given by consumers regarding preferred brand of soap. 65% of consumers suggested that the quality of soap should be improved whereas only 15% respondents opined that price of soap was so high.

Table no. 4.18 (b)

SUGGESTIONS GIVEN BY CONSUMERS REGARDING PREFERRED BRAND OF SHAMPOO

<b>Basis of Analysis</b>	<b>No. of Respondents</b>
Price reduction	20
Quality improvement	80
Packaging Modification	0
Regular Distribution	0
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.18 (b) exhibits suggestions given by consumers regarding preferred brand of Shampoo. In this case, 80% of consumers suggested that the quality of Shampoo should be improved whereas only 20% respondents opined that price of Shampoo should be reduced.

Table no. 4.18 (c)

SUGGESTIONS GIVEN BY CONSUMERS REGARDING PREFERRED BRAND OF HAIR OIL

<b>Basis of Analysis</b>	<b>No. of Respondents</b>
Price reduction	70
Quality improvement	25
Packaging Modification	5
Regular Distribution	0
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.18(c) exhibits suggestions given by consumers regarding preferred brand of Hair Oil. About 70% of consumers suggested that the price should be reduced while 25% of consumers opined that the quality of their preferred brand should be improved.

Table no. 4.18 (d)

SUGGESTIONS GIVEN BY CONSUMERS REGARDING PREFERRED BRAND OF TOOTHPASTE

<b>Basis of Analysis</b>	<b>No. of Respondents</b>
Price reduction	50
Quality improvement	50
Packaging Modification	0
Regular Distribution	0
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. 4.18(d) reveals suggestions given by consumers regarding preferred brand of toothpaste. Out of 100 respondents, 50% of respondents opined to reduce the price of their preferred brand while 50% of respondents had the view to improve the quality of their preferred brand. They didn't suggest regarding the packaging modification and regular distribution.

Table no. 4.18 (e)

SUGGESTIONS GIVEN BY CONSUMERS REGARDING PREFERRED BRAND OF MINERAL WATER

<b>Basis of Analysis</b>	<b>No. of Respondents</b>
Price reduction	55
Quality improvement	05
Packaging Modification	30
Regular Distribution	10
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.18(E) exhibits suggestions given by consumers regarding preferred brand of Mineral Water. In this case, 55% of consumers suggested that opined to reduce the price of mineral water was so high. So they suggested to reduce the price while, 30% of respondents suggested to improve the packaging.

Out of 30 retailers, there were 20% general stores, 33% grocery shops, 27% cosmetics shops and 20% betel shops.

Table no.: - 4.19 (a)

**STOCK OF DIFFERENT BRANDS OF SOAP**

<b>BRANDS</b>	<b>NO. OF RESPONDENTS(in %)</b>
Mayalu	20
Neem	13
Lifebuoy	40
Others	27
<b>Total</b>	<b>100</b>

Source: opinion survey

Out of 30 retailers, 20 percent retailers accepted to keep the stock of Mayalu soap, 13% retailers accepted to keep the stock of Neem soap, 40% retailers accepted to keep the stock of Lifebuoy soap while 27 percent retailers opined that they kept the stock of other brands of soap.

Thus, Table no. – 4.19(a) clarifies that Lifebuoy soap was the most preferred brand of soap among retailers.

Table no.: - 4.19 (b)

**STOCK OF DIFFERENT BRANDS OF SHAMPOO**

<b>BRANDS</b>	<b>NO. OF RESPONDENTS (in %)</b>
Sheesha	20
Ayur	27
Chik	33
Other	20
<b>Total</b>	<b>100</b>

Source: opinion survey

Out of 30 retailers, 20 percent retailers accepted to keep the stock of Sheesha Shampoo, 27% retailers accepted to keep the stock of Ayur Shampoo, 33% retailers accepted to keep the stock of chik Shampoo while 20 percent retailers opined that they kept the stock of other brands of Shampoo.

Thus, Table no. – 4.19(b) clarifies that Chik Shampoo was the most preferred brand of Shampoo among retailers.

Table no.: - 4.19 (c)

STOCK OF DIFFERENT BRANDS OF HAIR OIL

<b>BRANDS</b>	<b>NO. OF RESPONDENTS (in %)</b>
Dabur Special	13
Cocunut	20
Hair & Care	47
Other	20
<b>Total</b>	<b>100</b>

Source: opinion survey

During opinion survey it was found that out of 30 retailers, 13% accepted to keep the stock of Dabur Special hair oil, 20% accepted to keep the stock of coconut hair oil, 47% retailers opined that they kept the stock of Hair & Care hair oil while 20% retailers viewed that they kept the stock of other brands of hair oil.

Thus, table no. 4.19(c) clarifies that Hair & Care brand of oil was the most preferred brand of hair oil among the retailers.

Table no.: - 4.19 (d)

STOCK OF DIFFERENT BRANDS OF TOOTHPASTE

<b>BRANDS</b>	<b>NO. OF RESPONDENTS (in %)</b>
Dabur Red	13
Anchor	20
Colgate	47
Others	20
<b>Total</b>	<b>100</b>

Source: opinion survey

During opinion survey regarding stock of toothpaste, 13% retailers accepted to keep the stock of Dabur Red toothpaste, 20% retailers accepted to keep the stock of Anchor toothpaste, 47% retailers opined that they kept the stock of Colgate toothpaste while, 20% retailers viewed that they kept the stock of other brand of toothpaste.

Table no. 4.19(d) exhibits that majority of the retailers preferred Colgate brand of toothpaste.

Table no.: - 4.19 (e)

STOCK OF DIFFERENT BRANDS OF MINERAL WATER

<b>BRANDS</b>	<b>NO. OF RESPONDENTS (in %)</b>
Janaki	40
Sundarijal	13
Aqua 100	27
Others	20
<b>Total</b>	<b>100</b>

Source: opinion survey

During opinion survey regarding stock of mineral water, 40% of 30 retailers had the view that they kept the stock of Janaki mineral water, 13% retailers opined that they kept the stock of Sundarijal mineral water, 27% retailers accepted that they kept the stock of Aqua 100 brand of mineral water while 20% opined that they kept the stock of other brands of mineral water.

Thus, table no. 4.1(e) reveals that most of the retailers held the stock of Janaki brand of Mineral Water.

During opinion survey, 13% of the 30 retailers accepted that they purchased the goods for sale from dealers, 40% of the retailers replied that they purchased the goods for sale from wholesalers while 47% of the retailers opined that they purchased the goods for sale from both the dealers as well as wholesalers.

While we asked the retailers regarding the stock quantity of goods, about 53% respondents replied that they kept the stock of goods more than one month.

Table no. 4.20

## OPINION OF RETAILERS REGARDING CRITERIA OF APPOINTING DEALERS

Ranks	Criteria of Appointing Dealers				
	Financial Strength	Good will	Market Access	Business Line	Past Practice
	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)
Maximum 1	0	0	0	0	47
2	80	7	27	54	27
3	20	86	26	13	20
4	0	7	47	33	06
Minimum 5	0	0	0	0	
Total	100	100	100	100	100

Source: Opinion survey

Table no. 4.20 exhibits the opinion of retailers regarding criteria of appointing dealers. Out of 30 retailers, most of the retailers (80% up to extent 2) opined that at the time of appointing dealer their financial strength must be considered on top priority and the retailers gave second priority to the past practice which covered 74 (up to maximum extent 2) percent acceptance. Thereafter, they provided the third priority to the dealers of same business line. They did not give much importance to the other factors such as goodwill and Market access.

Similarly, while discussing regarding promotional help most of the retailers (i.e. about 73%) opined that they didn't get any kind of promotional help from dealers/wholesalers whereas some of them (i.e. about 17%) retailers viewed that they got free samples of goods from the dealer/wholesalers as promotional help.

So far, as the sales of domestic consumers product was concerned most of the retailers opined that they sold mostly Lifebuoy soap from their shops. Thereafter, while discussing with the retailers regarding convincing the customer for particular brand, majority of the retailers had the view that they didn't prefer to continece the customers for particular brand. Whatever brand was required by customers, they tried their best to deliver the same.

Table no. 4.21(a)

OPINION OF RETAILERS REGARDING MORE PROFITABLE BRAND OF SOAP

<b>Brands</b>	<b>No. of Respondents (in percentage)</b>
Mayalu-Neem	80
Neem-Lifebuoy	0
Mayalu-Lifebuoy	20
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. 4.21(a) exhibits the opinion of retailers regarding the more profitable brand of soap. During opinion survey out of 30 retailers, 80% of them accepted that Mayalu and Neem brand of soap gave them maximum profit in comparison to other brand.

Table no. 4.21(b)

OPINION OF RETAILERS REGARDING MORE PROFITABLE BRAND OF SHAMPOO

<b>Brands</b>	<b>No. of Respondents (in percentage)</b>
Sheesha-Ayur	34
Ayur-Chik	53
Sheesha-Chik	13
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. 4.21(b) reveals the opinion of retailers regarding the more profitable brand of shampoo. During opinion survey out of 30 retailers, 53% of them opined that Ayur and Chik brand of shampoo gave them maximum profit in comparison to other brand.

Table no. 4.21(c)

OPINION OF RETAILERS REGARDING MORE PROFITABLE BRAND OF Hair Oil

<b>Brands</b>	<b>No. of Respondents (in percentage)</b>
Dabur special – Coconut	80
Coconut – Hair & Care	13
Dabur special – Hair & Care	07
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. 4.21(c) exhibits the opinion of retailers regarding the more profitable brand of hair oil. During opinion survey out of 30 retailers, 80% of them accepted that Dabur special and coconut brand of hair oil gave them maximum profit in comparison to other brand.

Table no. 4.21(d)

OPINION OF RETAILERS REGARDING MORE PROFITABLE BRAND OF TOOTHPASTE

<b>Brands</b>	<b>No. of Respondents (in percentage)</b>
Dabur Red – Anchor	27
Anchor – Colgate	60
Dabur Red – Colgate	13
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. 4.21(d) exhibits the opinion of retailers regarding the more profitable brand of toothpaste. During opinion survey out of 30 retailers, 60% of them accepted that Anchor and Colgate brand of soap gave them maximum profit in comparison to other brands.

Table no. 4.21(e)

OPINION OF RETAILERS REGARDING MORE PROFITABLE BRAND OF MINERAL WATER

<b>Brands</b>	<b>No. of Respondents (in percentage)</b>
Janaki – Sundarijal	93
Sundarijal – Aqua 100	0
Janaki – Aqua 100	07
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. 4.21(e) exhibits the opinion of retailers regarding the more profitable brand of mineral water. During opinion survey out of 30 retailers, 93% of them accepted that Janaki and Sundarijal brand of soap gave them maximum profit in comparison to other brands of Mineral water.

Table no. – 4.22

OPINION OF RETAILERS REGARDING AVAILABILITY OF INCENTIVES IN THE MARKET

<b>Different Incentives</b>	<b>No. of Respondents (in percentage)</b>
Price off	33
Premium	20
Quantity/Lot Bonus	20
Allowances	27
Others, if any?	0
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no – 4.22 exhibits the opinion of retailers regarding availability of incentives in the market. During opinion survey, out of 30 retailers 33% of them had the view that price off incentive was available in the market whereas 27% respondents opined that allowances were also available in the market as incentives.

Table No. – 4.23

OPINION OF RETAILERS REGARDING BEST MEDIA VEHICLE OF PROMOTION

<b>Medias</b>	<b>No. of Respondents (in percentage)</b>
Television	6
Print Media	40
FM & Radio	27
Hoarding Board	27
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.23 reveal the opinion of retailers regarding best media vehicle of promotion. During this survey, out of 30 retailers, 40% respondents replied that print media was the best media vehicle for the promotion of domestic consumer products. Similarly, FMs and Radio and the Hoarding boards were preferred by 27% respondents. While, TV was the least preferred media vehicle for the promotion of domestic consumers' products because only 6% respondents had such kind of view.

Table No. 4.24

OPINION OF RETAILERS REGARDING CONTRIBUTION OF DEALER WHOLESALER IN VARIOUS FUNCTIONS

Ranks	Contribution of Dealers/ wholesalers in various functions				
	Advertising	Sales Promotion	Personal selling	Transportation	Credit / Finance
	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)
Maximum 1	0	0	0	07	33
2	47	40	40	80	07
3	47	53	0	0	0
4	0	07	60	13	20
Minimum 5	06	0	0	0	40
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Sources: opinion survey

Table no. - 4.24 reveals contribution of dealers/wholesalers in various functions such as advertising, sales promotion, personal selling, transportation and credit and finance. 87% respondents opined that they got help from the dealer/wholesalers in the transportation function. 47% respondents accepted that they got help in advertising function also from dealer/wholesaler.

While discussing with the wholesalers it was found that out of 10 wholesalers, 40% were working in this business for last five years. 30% wholesalers were involved in this business for last 15-20 years. And rest 30% wholesalers had the experience of 6-15 years.

Table no. – 4.25

OPINION OF WHOLESALERS REGARDING THE TYPES OF THEIR CUSTOMER

Types of Customers	Options
<b>Retailers</b>	<b>9/10</b>
<b>Ultimate Customer</b>	<b>6/10</b>
Grocery Shop	6/10
Betel Shops	6/10
Peddler	10/10

Source: Opinion survey

During opinion survey, the wholesalers were asked about their types of customers. Basically, the wholesalers dealt retailers, grocery shops, betel shops, peddler and ultimate consumers. Out of ten wholesalers, all of them accepted to deal with peddler whereas six wholesalers accepted to deal with grocery shop, betel shop and ultimate consumers also. Similarly, nine wholesalers (respondents) opined that they were dealing with retailers also. Table – 4.25 exhibits that peddler and retailers were the regular types of customer of wholesaler.

Table no. 4.26

OPINION OF WHOLESALERS REGARDING REASONS OF SELECTING THE BUSINESS OF DOMESTIC CONSUMER PRODUCTS

<b>Reasons for selection</b>	<b>Options</b>	<b>Options in percentage</b>
For maximum profit	6	23
Less risky business	9	35
Need of the market	6	23
For the use of previous knowledge	5	19
<b>Total</b>	<b>26</b>	<b>100</b>

Sources: opinion survey

During the opinion survey, the views of wholesalers were collected regarding the reasons of selection of business of domestic consumer product. According to table no. 4.26 the identified reasons were maximum profit, less risky business, need of the market and for the use of previous knowledge. Among these four reasons, less risky business option was most identified reason because out of 10 respondents nine of them accepted this reason. The other common reasons were maximum profit and need of the market which covered 23% acceptance. It means that six wholesalers identified these reasons for selecting domestic consumer product.

Table No. – 4.27(a)

OPINION OF WHOLESALERS REGARDING MOST EFFECTIVE PROMOTIONAL TOOL FOR SOAP

<b>Most Effective promotional tools</b>	<b>No. of Respondents (in %)</b>
Advertising	10
Personal selling	30
Sales promotion	30
Publicity	30
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.27(a) reveals the opinion of wholesalers regarding most effective promotional tool for soap. During opinion survey, it was identified that personal selling, sales promotion and publicity were most effective promotional tools because 30% respondents opined that these three tools were most effective.

Table No. – 4.27(b)

OPINION OF WHOLESALERS REGARDING MOST EFFECTIVE PROMOTIONAL TOOL FOR SHAMPOO

<b>Most Effective Promotional Tools</b>	<b>No. of Respondents (in %)</b>
Advertising	40
Personal selling	40
Sales promotion	10
Publicity	10
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.27(b) exhibits the opinion of wholesalers regarding most effective promotional tool for shampoo. During opinion survey, it was identified that advertising, personal selling were most effective promotional tools because 40% respondents opined that these two tools were most effective.

Table No. – 4.27(C)

OPINION OF WHOLESALERS REGARDING MOST EFFECTIVE PROMOTIONAL TOOL FOR HAIR OIL

<b>Most Effective Promotional Tools</b>	<b>No. of Respondents (in %)</b>
Advertising	50
Personal selling	30
Sales promotion	10
Publicity	10
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.27(C) reveals the opinion of wholesalers regarding most effective promotional tool for hair oil. While administrating opinion survey with the dealers, it was found that out of 10 wholesalers 50% respondents opined that advertising was the most effective promotional tool.

Table No. – 4.27(d)

OPINION OF WHOLESALERS REGARDING MOST EFFECTIVE PROMOTIONAL TOOL FOR TOOTHPASTE

<b>Most Effective Promotional Tools</b>	<b>No. of Respondents (in %)</b>
Advertising	70
Personal selling	10
Sales promotion	0
Publicity	20
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.27(b) exhibits the opinion of wholesalers regarding most effective promotional tools for toothpaste. During opinion survey, it was identified that advertising was most effective promotional tools because 70% respondents have such kinds of view.

Table No. – 4.27(e)

OPINION OF WHOLESALERS REGARDING MOST EFFECTIVE PROMOTIONAL TOOL FOR MINERAL WATER

<b>Most Effective Promotional Tools</b>	<b>No. of Respondents (in %)</b>
Advertising	10
Personal selling	50
Sales promotion	20
Publicity	30
<b>Total</b>	<b>100</b>

Source: Opinion survey

Table no. – 4.27(b) reveals the opinion of wholesalers regarding most effective promotional tool for mineral water. While discussing with the wholesalers regarding most effective promotional tool for mineral water, it was found that out of 10 wholesalers, 50% respondents opined that personal selling was the most effective promotional tool.

Table no. – 4.28

OPINION OF WHOLESALERS REGARDING REASONS OF WITHDRAWAL OF BRIGHTER TOOTHPASTE FROM MARKET

<b>Withdrawal Reasons</b>	<b>Options</b>	<b>Options in Percentages</b>
Reducing profitability	9	32
Decreasing market share	5	18
Increasing Cost	5	18
Incompetence	9	32
<b>Total</b>	<b>28</b>	<b>100</b>

Source: opinion survey

During the opinion survey, the views of wholesalers were collected regarding the reasons of withdrawal of “Brighter” toothpaste from the market. According to Table no. 4.28, the identified reasons were reducing profitability, decreasing market share, increasing cost and incompetence. Among, these four reasons reducing profitability and incompetence option were the most identified reasons because out of 10 wholesalers (respondents) 9 of them accepted these reasons. The other common reasons were decreasing market share and increasing cost which covered 18% acceptance. It means

that five wholesalers identified these reasons for withdrawal of “Brighter” toothpaste from the market.

Table No. – 4.29

OPINION OF WHOLESALERS REGARDING SYSTEM OF APPOINTING WHOLESALERS

<b>Satisfaction with System</b>	<b>No. of Respondents (in %)</b>
Yes	80
No	20
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.29 exhibit the opinion of wholesalers regarding system of appointing wholesalers. During opinion survey, out of 10 wholesalers, 80% respondents opined that they were satisfied with the system of appointing wholesalers while 20% respondents were dissatisfied with that system.

Table No. – 4.30

OPINION OF WHOLESALERS REGARDING GETTING PROMOTIONAL HELP FROM THE MANUFACTURER

<b>Getting Promotional Help</b>	<b>No. of Respondents (in %)</b>
Yes	50
No	30
Occasionally	20
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

While discussing with the wholesalers regarding getting the promotional help from the manufacturer almost 50% of them accepted to get promotional help from help from the manufacturer whereas 30% respondents accepted that they got the promotional help from the manufacturer occasionally only.

However, they had the complaint regarding the promotional help because most of the wholesaler who got the promotional help from the manufacturer had the bitter experience. It means that the promotional help was not enough for their market.

Table No. – 4.31

OPINION OF WHOLESALERS REGARDING ALTERNATIVES TO INCREASE SALES

<b>Alternatives</b>	<b>Options</b>	<b>Options in Percentages</b>
Quality should be improved	10	20
Price should be reduced	6	12
Promotional efforts should be accelerated	5	10
Consumers satisfaction should be fulfilled	6	12
Modern Technology should be adopted	9	18
New Product Should be launched	9	18
Distribution system should be rearranged	5	18
<b>Total</b>	<b>50</b>	<b>100</b>

Source: opinion survey

Table no. 4.31 reveals the opinion of wholesalers regarding alternatives to increase sales. During opinion survey, the views of wholesalers were collected regarding the alternatives to increase sales. According to Table no. 4.31, the accepted alternatives were ‘quality improvement’, ‘reduction of price’, ‘acceleration of promotional efforts’, ‘fulfillment of consumers’ satisfaction’ ‘adoption of modern technology’ launching new product and rearrangement of distribution system. Among these seven alternatives identified, quality improvement was most identified option because all of the respondents accepted this reason. It means that the option “quality improvement” got 100 acceptances.

The second most accepted alternatives were adoption of modern technology and launching new product which covered 18% acceptance. Similarly, the third preferred options were reduction of price and fulfillment of consumer’s satisfaction which covered 12% acceptance.

Table No. – 4.32

OPINION OF WHOLESALERS REGARDING OBSTACLES OF THAT BUSINESS

<b>Alternatives</b>	<b>Options</b>	<b>Options in Percentages</b>
Presence of multinational competitors	09	25
Domestic Competitors	08	22
Unavailability of trained Marketing personal	07	19
Lack of Transportation	02	06
Political Disturbance	05	14
Poor economic condition	05	14
<b>Total</b>	<b>50</b>	<b>100</b>

Source: opinion survey

Table no. 4.32 exhibits the opinion of wholesalers regarding obstacles of that business. During opinion survey, the views of wholesalers were collected regarding the obstacles of business. The identified obstacles were Presence of multinational competitors, Domestic Competitors, Unavailability of trained Marketing personal, Lack of Transportation, Political Disturbance and poor economic condition. Out of these six obstacles presence of multinational companies was the most identified obstacles because out of 10 wholesalers nine of them opined this reason. And the other common obstacles were domestic competitors and unavailability of trained marketing personnel which covered 22% and 19% acceptance respectively.

Table No.: - 4.33

OPINION OF WHOLESALERS REGARDING POSITION OF COMPETITION IN THEIR BUSINESS

<b>Position of completion</b>	<b>No. of Respondents (in %)</b>
Yes	20
No	70
Only in few products i.e. Colgate	10
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

While administrating opinion survey with wholesalers it was found that out of 10 wholesalers only 20% respondents opined that there was cut throat competition in their

business while majority (i.e. about 70%) of the respondents had negative view in this regard. Only 10% respondents replied that there was cut throat competition in Colgate brand of toothpaste.

Table No. 4.34(a)

OPINION OF WHOLESALERS REGARDING MOST PREFERRED BRAND OF SOAP

<b>Brand</b>	<b>No. of Respondents (in %)</b>
Mayalu-Neem	60
Neem – Lifebuoy	30
Mayalu – Lifebuoy	10
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.34(a) reveals the opinion of wholesalers regarding most preferred brand of Soap. During opinion survey out of 10 wholesalers, 60% respondents accepted that Mayalu and Neem brands of soap gave them maximum profit in comparison to other brands. So they preferred these brands.

Table No. 4.34(b)

OPINION OF WHOLESALERS REGARDING MOST PREFERRED BRAND OF SHAMPOO

<b>Brand</b>	<b>No. of Respondents (in %)</b>
Sheesha – Ayur	70
Ayur – Chik	30
Sheesha - Chik	0
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.34(b) exhibits the opinion of wholesalers regarding most preferred brand of Shampoo. While administrating with wholesalers it was found that out of 10 wholesalers, 70% respondents viewed that Sheesha – Ayur brands of Shampoo gave them maximum profit in comparison to other brands. So they preferred these brands.

Table No. 4.34(c)

OPINION OF WHOLESALERS REGARDING MOST PREFERRED BRAND OF HAIR OIL

<b>Brand</b>	<b>No. of Respondents (in %)</b>
Dabur Special – Coconut	70
Coconut – Hair & Care	30
Dabur Special – Hair & Care	0
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.34(c) shows the opinion of wholesalers regarding most preferred brand of hair oil. During opinion survey out of 10 wholesalers, 70% respondents accepted that Dabur Special – Coconut brands of hair oil gave them maximum profit in comparison to other brands. So they preferred these brands.

Table No. 4.34(d)

OPINION OF WHOLESALERS REGARDING MOST PREFERRED BRAND OF TOOTHPASTE

<b>Brand</b>	<b>No. of Respondents (in %)</b>
Dabur Red – Anchor	0
Anchor – Colgate	70
Colgate – Dabur Red	30
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.34(d) exhibits the opinion of wholesalers regarding most preferred brand of toothpaste. Out of 10 wholesalers, 70% respondents opined that they got maximum profit form Anchor and Colgate brand of Toothpaste in comparison to other brand of toothpaste. So they preferred these brands.

Table No. 4.34(e)

OPINION OF WHOLESALERS REGARDING MOST PREFERRED BRAND OF MINERAL WATER

<b>Brand</b>	<b>No. of Respondents (in %)</b>
Janaki – Sundarijal	50
Sundarijal – Aqua 100	40
Janaki – Aqua 100	10
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. – 4.34(e) reveals the opinion of wholesalers regarding most preferred brand of mineral water. During opinion survey it was found that out of 10 wholesalers opined that they got maximum profit from Janki as well as sundarijal brands of mineral water. So they preferred these brands.

Table No.: - 4.35

OPINION OF WHOLESALERS REGARDING MODE OF TRANSACTION

<b>Mode</b>	<b>No. of Respondents (in %)</b>
Cash	20
Credit	30
Both	50
<b>Total</b>	<b>100</b>

Sources: Opinion Survey

Table no. 4.35 exhibits the opinion of wholesalers regarding mode of transactions. Out of 10 wholesalers, about 50% percent wholesalers (respondents) viewed that they dealt both cash as well as credit transactions with their customers while only 20% respondents opined that they operated their business only with cash transactions.

Table no. 4.36

OPINION OF WHOLESALERS REGARDING CONTRIBUTION OF PRODUCERS IN VARIOUS FUNCTIONS

Ranks	Contribution of Producers in Various Functions							
	Advertising	Sales Promotion	Personal Selling	Transportation	Warehousing	Insurance	Credit & Finance	Settlement of Breakage and Expiry
	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)	No. of Res. (%)
Maximum 1	10	0	0	0	30	40	10	20
2	40	20	40	40	20	30	0	10
3	20	20	50	30	30	10	20	50
4	10	30	30	30	10	20	40	20
Minimum 5	20	0	0	0	10	0	30	0
Total	100	100	100	100	100	100	100	100

Source: Opinion Survey

Table no. 4.36 reveals the opinion of wholesalers regarding contribution of producers in various functions. The contribution of producers in functions were identified such as advertising, sales promotion, personal selling, warehousing, insurance, Credit and Finance, and settlement of breakage and expiry. 70% (40% up to maximum extent 1 and 30% up to maximum extent 2) respondents opined that they got help from the producer in insurance function. While 50% (30% up to maximum extent 1 and 20% up to maximum extent 2) respondents accepted that they got help in warehousing function also from the producer. Similarly, 50% (10% up to maximum extent 1 and 40% up to maximum extent 2) respondents opined that they got help in advertising function from producer.

**Table no. 4.37**

**OPINION OF WHOLESALERS REGARDING COMPLAINTS FROM THEIR CUSTOMER**

<b>Complaints from Customer</b>	<b>Options</b>	<b>Options in percentage</b>
Irregularity in Supply	8	16
Defective packaging	8	16
Transit hazard	8	16
Delay in delivery	7	14
No credit facility	4	8
Instability of price	6	11
No promotional help	4	8
Unavailability of transportation help	6	11
<b>Total</b>	<b>51</b>	<b>100</b>

Source: Opinion Survey

Table no. 4.37 exhibits the opinion of wholesalers regarding complaints from their customers. The most common complaints were irregularity in supply, defective packaging and transit hazard because all these complaints were lodged by 48% customers. The second common complaints were delay in delivery which got 14% consent.

## Chapter- Five

### SUMMARY OF FINDINGS AND RECOMMENDATIONS

#### 5.1 INTRODUCTION

The present study was carried on with the objective of analyzing and examining the brand loyalty of domestic consumer products especially in Janakpur area. The research was mainly focused on understanding of brand loyalty of domestic consumer products.

Out of different cities of Nepal, we have selected Janakpur town for the study purpose because this is research's inhabitant area as well as this town possess all characteristics of Nepalese market. Only 100 consumers, 30 retailers, and 10 wholesalers were selected for study purpose. During study different conclusions has been drawn with the help of questionnaires, interview and observations.

#### 5.2 SUMMARY OF FINDINGS

1. During survey, it was found that most of the consumers were loyal towards a specific brand of soap and hair oil, whereas loyalty was not seen in the case of Shampoo, toothpaste and mineral water
2. It was found that majority of the respondents accepted that their preferred brands were available in the market.
3. During Survey it was found that most of the consumers had positive response towards the features of their preferred brands of soaps, shampoo, hair oil, toothpaste and mineral water. They opined that they consume the particular brand due to its lower price, good quality, satisfaction, attractive packaging, nice brand names, informative ads as well as easily availability.
4. As the quality of domestic consumer products could be managed in good standard. So, most of the consumers were satisfied with the quality of the particular products.

5. a) During survey it was found that most of consumers viewed that the price of their preferred brand of soap was reasonable in comparison to others brand. Similarly, the consumers had better extent of satisfaction with both the quality as well as packaging and they opined that their brand was easily available in the local market too.

b) It was observed that in the case of Shampoo most of the consumers felt that the price of their preferred brand was high in comparison to others but they were totally satisfied with the quality feature of their preferred brand of shampoo.

c) During survey it was observed that most of the consumers had negative response so far as the price of their preferred brand of hair oil was concerned. In comparison to other brands they were dissatisfied with the quality of their preferred brand. However, they viewed that their preferred brand of hair oil was easily available everywhere. Further, they had better extent of satisfaction with their preferred brand.

d) During survey of toothpaste consumers it was found that most of the consumers were totally satisfied with quality, availability, features of their preferred brand of toothpaste in comparison to other brands. However they had bitter experience regarding pricing and packaging feature of their preferred brand in comparison to other brands.

e) During survey of mineral water, it was found that majority of the respondents had good response wit quality, availability and extent of satisfaction features of their preferred brand in comparison to other brands. While they had bitter experience with pricing and packaging feature of their preferred brand.

6. During survey it was found that most of the consumers opined that their preferred brands of shampoo and toothpaste were costly while prices of hair oil and mineral water were cheap. They had neutral response with the price of soap.

7. It was found that most of the consumers were familiar with the advertisement of their preferred brand of soap, shampoo, hair oil and toothpaste. Only in the case of mineral water they were not familiar with the advertisement of preferred brand.

8. During survey it was found that most of the consumers replied that the prices of their preferred brand of shampoo, hair oil and mineral water were fluctuating according to season while the prices of soap and toothpaste were constant throughout the year.

9. During survey it was found that majority of the respondents opined that they were getting cash discount, free sample and home delivery facilities while buying their preferred brand of soap and shampoo whereas they were not getting any facility at all along with their preferred brand of hair oil, toothpaste and mineral water.

10. During survey it was found that most of the consumers had faith on their preferred brand of soap and mineral water due to attractive and informative advertisement. They used their preferred brand of shampoo due to the suggestion of shopkeepers' whereas they consumed hair oil as well as toothpaste after their own personal experience.

11. During survey it was found that most of the consumers rated radio, TV and Cinema as the best advertising media in the promotion of their preferred brand of soap, shampoo, hair oil, toothpaste and mineral water.

12. During survey most of the consumers opined that their preferred brand of soap, shampoo, hair oil, toothpaste and mineral water were always available in their market. So there were no needs of hoarding such products.

13. Most of the consumers suggested that they would be liable to their preferred brand of soap, shampoo, hair oil, toothpaste and mineral water if the price of their preferred brand would be reduced and quality of those products would be improved simultaneously.

14. During survey it was found that most of the retailers kept the stock of Lifebuoy soap, Chick shampoo, Hair & Care hair oil, Colgate toothpaste and Janaki brand of mineral water most.

15. In the case of appointment of dealer most of the retailers accepted that financial strength was the most preferred criteria of appointing dealers.

16. So far as the profit given by the brands of domestic consumer products was concerned most of the retailers opined that Mayalu & Neem brand of soap, Ayur and chick brand of shampoo, Dabur special & coconut brand of tooth paste and Janaki & Sundarijal brand of mineral water give the maximum profit.

17. While doing survey with the retailers most of the retailers opined that price off was the most available mode of incentive in Janakpur market.

18. It was opined by retailers that print media was the best media vehicle of promotion of domestic consumer products.

19. During opinion survey it was found that majority of the retailers got the help of transportation function from the dealers/wholesalers.

20. Dealers of domestic consumer products dealt with retailers, ultimate consumers, grocery shop, betel shop and peddlers. Among them retailers and peddlers were the top most regular customers of dealers.

21. Dealers of domestic consumer products selected this business because they thought that this business gave them maximum profit.

22. Dealers and wholesalers of domestic consumer products opined regarding most effective promotional tool for these products. They had the view that personal selling, sales promotion and publicity for soap, advertising and personal selling for shampoo, advertising for hair oil, advertising for toothpaste and personal selling for mineral water were effective promotional tools.

23. Profit reduction and incompetence were considered as the foremost reasons of withdrawal of Brighter toothpaste from this market.

24. During opinion survey with the dealers and wholesalers regarding the alternatives to increase sales they opined to improve the quality of the particular brand. Further they opined to adopt and launch modern technology and to introduce new products. Similarly, they opined to reduce price, to fulfill the consumer's expectations, to accelerate promotional efforts and to rearrange distribution system.

25. Dealers and wholesalers of domestic consumer products opined that the presence of multinational competitors as well as domestic competitors was the major obstacle of this business.

26. So far as the profit given by the brands of domestic consumer products was concerned most of the dealers and wholesalers was concerned. Most of the dealers and wholesalers opined that Mayalu & Neem brand of soap, Sheesa & Ayur brand of shampoo, Dabur special & Coconut brand of hair oil, Anchor and Colgate brand of toothpaste and Janaki & Sundarijal brand of mineral water gave them maximum amount of profit.

27. Dealers and wholesalers of domestic consumer products opined that they got insurance help from the producers. Similarly, they got warehousing as well as advertising help from the producers.

28. Customers had complaint for irregularity in supply, effective packaging, transit hazard, delay in delivery and instability of price.

29. Consumers of Janakpur gave high importance to brand. They purchase the products based on brand.

30. Most of the consumers had good knowledge about maximum brands available in the market.

31. Brand loyalty varies also product to product and loyalty towards brand is relatively higher in the product that is more frequently needed as compared to those needed less frequently.

32. Brand loyalty varies consumer to consumer. Some consumers are more brands loyal than other and vice-versa.

33. Most of consumers of Janakpur are found loyal in specific brand of chosen products categories except mineral water.

34. Greater percentages of retailers and wholesalers prefer to sell those brands which have effective advertisement campaign.

### 5.3 RECOMMENDATIONS

Following recommendations are made on the basis of findings of the study.

1. Brand should be distinctive or unique in each type of product. The distinct brand name will be very much helpful to differentiate the desired product of the consumer from other products.
2. Studies on brand loyalty should be carried out continuously. Most of consumers showing brand loyalty indicate the hidden assets of the manufacturers or sellers. They should have knowledge of these valuable assets. It will give them an effective guideline for developing a successful marketing strategy.
3. Market situation is ever changing. So, the product line of the same brand should be increased according to the preference of consumers.
4. The consumers felt that the prices of shampoo, toothpaste and mineral water were high. So the manufacturers should try to reduce the price of shampoo, toothpaste and mineral water as far as possible.
5. Advertisement of mineral water was not enough because the maximum number of consumers were unaware about the advertisement of mineral water. Hence, a proper advertisement program should be conducted.
6. To face the competition in a better way the wholesalers as well as retailers should make a plan to give a cash discount/ free sample so that the consumers will be loyal to the preferred brand for the long period of time.
7. The qualities of soap, shampoo, hair oil, toothpaste and mineral water should be improved as far as possible.
8. The manufacturers should make long-term as well as short-term plans and programs in order to increase profit margins of both the retailers and wholesalers.
9. For the promotion of domestic consumer products advertisement and sales promotion should be used extensively. Reliable, informative and efficient advertising media should be selected.
10. The manufacturers should have to make proper attention on the quality aspects efficiently and effectively. To improve the quality of the products, modern technology should be adopted, new products should be launched and the distribution system should be rearranged.
11. Government should set high import duty and import quantity restriction on domestic consumer products for the survival of Nepalese manufacturers of these products.
12. The manufacturers should make arrangements to resolve the problem of defective packaging and delay in delivery.

Thus, we come to the end of our study at this point. The conclusions derived and the recommendations forwarded should not be considered as final. We feel that there are other various issues left to be resolved owing to many constraints. We strongly believe, however, that the study has laid foundation on which future researchers can build a lot. In particular, we suggest that more specific research related to brand loyalty of domestic consumer products could be carried to uncover the new frontiers of knowledge.

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