

**CONSUMER DECISION MAKING PROCESS UNDER
HIGH INVOLVEMENT PURCHASE WITH
REFERENCE TO COMPUTER**

by:

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A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

**In the partial fulfillment of the requirements for the degree of
Master's in Business Studies (MBS)**

Narayangarh, Chitwan

February, 2010

RECOMMENDATION

This is to certify that the thesis

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Entitled

**Consumer Decision Making Process Under High Involvement
Purchase with Reference to Computer**

has been prepared as approved by this department in the prescribed format of
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DECLARATION

I hereby proclaim that the thesis work entitled **Consumer Decision Making Process under High Involvement Purchase with Reference to Computer** submitted to Balkumari College, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master's Degree of Business Studies (MBS) under the supervision of Mr. Bharat Khanal Lecturer of Balkumari College, Narayangarh, Chitwan.

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ACKNOWLEDGEMENT

This thesis entitled "**Consumer Decision Making Process under High Involvement Purchase with Reference to Computer**" has been prepared as partial requirement for the master's degree in business studies (MBS). It would have been almost impossible to complete without co-operation and help from different sections of people.

In completion of this thesis, I got the incisive and constancy guidance of many people. Many personnel have kindly lent their helping hands in one way or other. It is my most sacred duty to acknowledge their kind help with my pride and delight. I express my gratitude to all those who have helped directly and indirectly in preparing my dissertation. Mostly, I would like to express my warm appreciation to my respected thesis advisor and Lecturer Mr. Bharat Khanal of Balkumari College for his scholarly and constructive guidance, remarkable suggestion and continuous supervision. His continual inspiration and encouragement help me bringing out this dissertation.

I would like to express my gratitude and thanks to Mr. Baburam Panthi, Mr. Shiva Prasad Poudel, Mr. Bijaya Lal Pradhan, lecturer of Balkumari College, they always encourage and give an idea or valuable advice.

I would like to express thanks to my spouse Mr. Surya Poudel, Sister Rachana Khanal, family members and my friend Mrs. Annapurna Adhikari, they always helps and gives valuable advice to prepare this thesis.

I am also appreciate to Mr. C. M. Adhikari of Classic Computer for their expert work in designing this into print and who have directly or indirectly helped in the exploration of the subject.

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ABBREVIATIONS

%	:	Percent
&	:	And
B.S.	:	Bikram Sambat
Co.	:	Company
D. F.	:	Degree of Freedom
Ed.	:	Edition
i.e.	:	That is
Ktm	:	Kathmandu
Ltd.	:	Limited
MBS	:	Master's Degree in Business Studies
NCC	:	National Computer Centre
No.	:	Number
Pvt.	:	Private
Regd.	:	Registration
TU	:	Tribhuvan University
TV	:	Television

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The term consumer behavior refers to the behavior that consumers display in searching for purchasing, using and disposing of products and services that they expect will satisfy their needs.

In general terms a consumer decision- making process is the selection of an option from two or more alternatives choice. In other words, for a consumer to make a decision a choice of Alternative must be available. Not all consumer decision making situation required the same degree of information search. Consumer faces several buying decision everyday. Some buying decisions are simpler than other. The complexity of the buying process is affected by whether the product is of high involvement or low involvement.

In a high involvement purchase, the consumer is prepared to invest more time, resources and effort. In this situation the consumer lacks. Full information about the product, the amount of money involved is large the product has high social importance and the product is perceived to give long run benefits where as in a low involvement purchase, the consumer does not exert much time, resource, efforts. In this situation, the consumer is comfortable with the amount of information he or she has about the product, the amount of money involved is small, the product has low has low social importance and it gives short-term benefits. (Koirala, 2057 B.S)

Generally, the consumer's buying process consists of the five stages, namely problem recognition, information search, evaluate of alternatives, purchase behavior and post purchase evaluation.

The initial stage of consumer's buying process is the problem recognition and it occurs when a buyer became aware of the fact that there is a different between

desire state and actual condition. After becoming aware of the problem or need, the consumer searches for information regarding availability of brands, product features seller's characteristic, process and other relevant aspects. Duration and intensity of search efforts depends on buyer's experience in purchasing and nature of the product to be purchased. During this stage, however, consumer has evoked set i.e. the set of brands of product which the buyer actually consider while making a specific brand choice. (Chem. L., Rim J. 1975)

Products in the evoked set are available in third stage of buying process. To evaluate in the product in the evoked set, a consumer establishes a set of criteria to compare the products characteristics .Using the criteria and the considering the importance of each, a buyer rate and eventually rank the brands in the evoked set. If the evaluation yield one on or more brands that the consumer is willing to buy, consumer ready to move on to the next stage i.e. purchase stage. During the purchase stage, consumer selects seller or store from which he or she will buy the product. The actual act of purchase during this stage, but not all the decision process leads to purchase, the individual may terminate the process prior to purchase. After purchase, a buyer starts to evaluate the product known as post purchase evaluation. The outcome of post purchase evaluation is either satisfaction or dissatisfaction, which feeds back to other stages of the decision process and influence subsequent purchase.

Though the consumer's buying decision process consists of five stages, all consumer's decision does not always go through all there five stages. The individual may terminate the process during any stages. This depends on the experience of consumer involved in purchasing and the nature of the product he or she want to purchase. Person in high involvement decision process usually employ all stage of the decision process. Whereas, those engaged in low involvement decision process may omit some of these stages. Whatever be the buying process, the basic objectives of any marketing program is to persuade

consumer to choose a particular option many other alternatives available in the market. In order to achieve these objectives, it is very important to know the consumer's decision making process involving pre purchase information seeking and integration of information to arrive at a final purchase decision. Because, the development of effective marketing plans and strategies for any market rest on a proper knowledge of how consumer go about making purchase decision. Realizing this fact, business enterprise of advance counties have carried out a series of researcher on buying behavior are rare in country.

In order to understand the consumer decision- making process for high involvement goods several theoretical modes have been developed in western counter namely Nicosia model, Howard Sheth model, Enjel- Kollat Blackwell, Sheth family decision-making model, Bettman's information processing model and Sheth Newman Gorcss model.

Especially in urban areas, the adoption of many high involvement goods such as automobile (Car and Motorcycle) Television, computer seems to be growing. Here, an attempt has been made to study the consumer's buying process while purchasing under high involvement situation. Computer is chosen as the sample product because in a high- risk situation (Financial or Psychological) consumer is likely to be more careful in framing their purchase decision. Computer has not only changed the pace of life but also added ease and comfort to it. Computer has made a life much easier than before. Computer is not convenient but also more efficient and faster than manual work. Computer is used in so many purposes like personal use, business and professional use, internet surfing etc.

The success or failure of the firm largely depends upon the marketing strategy of the organization. In order to be achieve target goal marketer must take buyer behavior in consideration There is diversity among consumers markets custom nation and consumer behavior Despite the prevailing diversity in our society

there are many similarities .Segment target audience on the basis of such similarities make it possible for the marketer to design market strategy with which consumer will identify.

1.2 Statement of Problem

Just as consumers are different, the consumer decision process is also different in nature. To understand consumer decision making process several theoretical model has been developed, which is based on behavior of western countries people. Nepalese market environment are very different than those of western countries.

Consumer buying behavior is different is different from people which effect the decision making process also. Sources of information are a lot like advertisement dealer retailer, friends relatives internet ect. The best source used by consumer to take an appropriate decision is also different. While purchasing high involvement product consumer spent lot of time in search of information about the product as much he/she can like price quality brand warranty basis of payment etc because he/she has to invest big money.

1.3 Objectives of Study

The major objective of this study is to examine the consumer decision making process for computer in Bharatpur Municipality. Specially, researcher addresses the following issues:

-) To analysis the consumer decision making process (high involvement purchase) considering the sources of information, time consume by consumer in pre purchase decision.
-) To analysis the decision making tools and factors used by consumer while purchasing computer.
-) To ascertain brand preference and level of expenditure that buyer ready to spend on computer.

1.4 Research Question

Taking all these issues in to accounts this study attempts to solve the following problems;

-) What are the number and types of sources of information used by consumer while purchaser computer?
-) What is the information sources use frequently?
-) What are the decisions making criteria and used by consumer in identification and evaluation of alternatives?
-) What factor that effect the consumer buying decision?

1.5 Importance of the Study

Different type of product with the large number of alternative brands is available in the market. In this context the finding of study are likely to be useful to several group of people, who are directly or indirectly concerned with the diffusion of knowledge about the product or market. Especially this study is likely to be useful to the following groups or individual.

-) **To the marketers-** It helps the marketer develop the effective marketing program and strategy, to persuade the prospective buyer to choose particular product or brand.
-) **To the student-** Student will get new test of knowledge on the concerned topic. This kind of study in Nepal likely to prove the foundation for the basic research on consumer buying behavior for high involvement goods in Nepal.
-) **To the public policy maker-** Public policy maker are concerned with protection of consumer's interest in the market place. In Nepal, this objective becomes even more important then in developed counties due to low level of consumers knowledge and absence of independent agencies that provide objective information.

1.6 Limitation of the Study

This study has following limitation

-) This study is only concerned the Bharatpur Municipality since all the respondent of this study are from Bharatpur Municipality, the result obtain from this study can not be generalized.
-) The sample size selected for this study is very small in comparison to population.
-) This study focus on high involvement product particularly computer and therefore the finding may not be applicable to other product.
-) This study is primarily based on primary data. There is lack of secondary data and other related necessary information.

1.7 Organization of the study.

The study has been divided in to main five chapter .They are as follows:

Chapter one: Introduction

Chapter two: Review of literature.

Chapter three: Research Methodology

Chapter four: Presentation and analysis of data.

Chapter five: Summary, Conclusion and Recommendation.

The first chapter i.e. introduction focuses on the explanation of consumer decision making process regarding high involvement product. It introduces the research problems and adjective as well as point of significant of the study.

The second chapter review of literature includes the study of various literatures relevant to this study and also review of previous studies.

Research methodology is the third chapter of this study. In this chapter research design used to conduct this study, population sampling and data collection method are described.

Similarly, data presentation and analysis as the fourth chapter involves presenting, tabling analyzing and interpreting the primary and secondary data collected in order to attain the objectives of this study.

Finally, the fifth chapter summarizes the whole study, derives the conclusion there from and provides recommendation and further research direction.

CHAPTER TWO

REVIEW OF LITERATURE

Review of literature is an essential part of studies. It is a way to discover what other research in the area of our problem has uncovered. It is also way to avoid investigating problems that have already been definitely answered. (Wolf and Panta, 2003)

The purpose of literature review is to build up a sound footing of research for the area of research selected. (Poudel, 2004).

It provide the foundation for developing a comprehensive theoretical frame work from which hypothesis and sound methodology both for collection of information can be developed. (Panta, et.al, 2003).

2.1 Conceptual Review

Consumer decision process has remained an important area of theoretical and empirical research for long. The research area of consumer behavior receives added significance in a product market environment like that of Nepal characterized by low level of education, lack of buying alternatives and unbiased sources of information. A present study is attempt in this direction aimed at examining the decision process of high involvement goods buyers of Bharatput Municipality. In order to provide a frame work for this study, available literature on different components of consumer decision process has been reviewed and presented in subsequent heading in this chapter.

2.1.1 Consumer Behavior Models

With a view to describe how consumers make a decision for high involvement goods several theoretical model have been developed. There are six comprehensive models of consumer behavior namely Nicosia model, Howard

Sheth's model, Engel-Kollate-Blackwell model, Sheth family decision making model, Bettman's Information processing model and Sheth Newman gross model. These models of consumer decision making process postulate that for high involvement goods, consumers in general are likely to engage in extensive pre-purchase information seeking, develop a choice set out of several alternatives available in the market, and evaluate alternatives in choice set by using rational decision criteria and rules. These models are based on the assumption that consumers possess some prior knowledge about the product market as a result of ongoing search. The models discussed are as follows:

Nicosia Model

This model was developed by Francesco M. Nicosia. He was the one of the first consumer behavior modelers to shift focus from the act of purchase itself to the more complex decision process that consumers engage in about product and service. The Nicosia Model focuses on the relation between the firm and its potential consumers. It is interactive in design, the firm tries to influence consumers and the consumers by their action influence the firm. Nicosia model is divided into four major fields.

1. The firm attributes and output or communication and the consumer physiological attributes.
2. The consumer's search for an evaluation of the firm's output and other available alternatives.
3. The consumer's motivated act of purchase.
4. The consumer's storage or use of product.

Nicosia model is based on some assumptions, which are as follows:

1. Variables interact either dependently or independently but the one variable provides inputs to the next.
2. Consumers seek to fulfill specific goals but initially there is no history between the company and the consumers.

3. There is no positive or negative predisposition towards the firm in the mind of consumers.

Howards Sheth Model

John A. Howard and Jagdish N. Sheth propounded this model of buying behavior in 1969. It is a major revision of an earlier systematic effort to develop a comprehensive theory of consumer decision making. It covers the both industrial and ultimate users. This model give emphasis on rational brand choice under condition incomplete information and limited activities and it distinguishes three stages of decision-makings.

- Extensive problem solving
- Limited problem solving
- Reutilized problem solving

These three stages of decision-making are characterized by great moderate and little amount information needed prior to purchase and slow, moderate and fast speed of decision respectively. This model consists four major sets of variables:

1. Input Variables

- Physical brand characteristics (Significative stimuli)
- Verbal or visual product characteristics (Symbolic stimuli)
- Consumer's social environment (Family, reference groups, social class).

2. Perceptual and learning constructs.

3. Outputs either may be purchase behavior or anything like attention, intension, attitudes, and brand comprehension.

4. Exogenous variables such importance of the purchase, consumer personality traits, time pressure and financial status.

Engle Kollate Blackwell Model

It is also known as the Engle Kollate Blackwell-Miniard model of consumer behavior. Engel, Blackwell and Kollate developed this model in 1968. It has

gone through numerous revisions from time to time. Later it was revised by the greatest contribution of Miniard. This model was originally designed to serve as framework for organizing the fast growing body of knowledge concerning consumer behavior. Like Howard-Sheth model, its latest version consists of four sections these are as follows:

- Stimuli inputs
- Information process
- Decision process stages i.e. problem recognition, information search, alternative evaluation, purchase outcomes.
- Variable influencing the decision process i.e. environment and individuals.

Sheth Family Decision Model

The Sheth Family Decision making model considering the family as the appropriate consumer decision making unit and it suggest that join decision making tends to prevail in the families that are middle class newly married and close –knit with few prescribed family roles. In terms of product specific factors, it suggest that joint decision making is more prevalent in situation of high perceived risk of uncertainty, when the purchase decision is considered to be more important and when there is ample of time to make a decision.

Bettman's Information Process Model

Bettman's model of consumer choice portrays the consumer as processing a limited capacity for processing information.

According to this model, the consumer rarely undertakes very complex analysis of available alternatives and employs simple decision strategies when faced with a choice. Bettman's information processing model has seven basic components:

- Processing capacity
- Motivation

- Attention and acquisition and evaluation
- Memory
- Decision process
- Consumption and learning

Sheth Newman Gross Model

The Sheth-Newman-Gross model of consumption values recently developed to explain why consumers make the choice they do. This model concentrates on accessing consumption relevant values that explain why consumers choose one product type over another and do consumer choices involving a full range of product type (consumer's non durable, durables, industrial goods and services).

The Sheth-Newman-Gross model is rooted in three central proportions.

- Consumer choice is a function of small number of consumption values.
- Specific consumption values make differential contribution in any given choice situation.
- Different consumption value is independent.

This model of consumer choice behavior identifies the five consumer values namely

- Functional value
- Social value
- Emotional value
- Epistemic value
- Conditional value

This first three models (Nicosia model, Howard-Sheth model and Engle Kollat-Blackwell model) focus on consumer decision making, on how individual consumer arrive brand choices. The fourth model (Betterman's information processing model) focuses on cognitive aspect of information search and processing and indicates how consumer employs the information to arrive at various types of buying decisions. The sixth and final model of consumer

behavior is concerned with consumption values, especially why consumer choose to buy a specific type of product or a specific brand.

2.1.2 Components of Consumer Decision Process

The description of different components of consumer decision process might be able to provide an understanding of entire consumer decision process. Such components are as follows.

1. Problem Recognition

The existence of problem or needs trigger of series of activities that ends up with a choice made by the buyers need for a product or product class may be aroused either by internal stimuli resulting from consumer' interaction with the external environment for example, rating many cause consumer consider the purchase of rain coat or umbrella.

Among the consumers, there seem to be two different need or problem recognition styles. Some consumers are actual state types, who perceive that they have a problem when a product fails to perform satisfactory. In contrast, other consumers are desired state types, for whom the desire for something new may trigger the decision process. (Bruner, 1987 cited by Schiffman, Kanuk, Lazar, 2002)

Problem recognition results when a consumers recognizes a difference of sufficient magnitude between what is perceive as the desired state of affaire and what is the actual state of affairs, enough to arouse and activate the decision process. The actual state refers to the way in which a need is already being met and the desire state is the way a person would like for the need to be satisfied. Problem recognition must also result in the problem being sufficiently defined if the consumer is to engage in meaningful behavior aimed at solving it .sufficient problem definition occurs for the consumers to be able to act on it in many problem recognition situations. Other situation exists however in which the consumers may not have a clear definition of the problem, even though problem

recognition has occurred. For example, the matter of self image may lead to such an occurrence, such as when the consumer feels that his/her expression of a desired is not quite right and yet she is unable to define exactly what is wrong. In such cases, information search may be engaged in to more clearly identify the problem. These cases of problem recognition and definition may often be complex. (Bitta, Albert J, 1993)

Research on problem recognition has viewed the process as being a function of the congruity between the positive or negative valence values of some perceptual stimuli and the respective positively/negatively values for some evoked referent .For a example, a consumer may see a friend's new car is perceptual stimuli and compare it to his own old model (evoked referent). If the new car were perceived to be significantly better than his old one, then problem recognition would be expected to occur (Sirgy, Joseph, 1983, Bitta, et.at, 1993). Rather than viewing problem recognition as occurring in only one ways, it is useful to understand that there may different type of problem recognition process. There are four types of problem, consisting of routine, emergency, planning and evolving situations. (Albert et.al, 1993)

Routine problems

Typically, convenience goods are associated with this type of problem recognition, such as most grocery purchase made by consumers. In these cases, items are ordinarily used up and must soon be replaced.

Emergency problem

Emergency problems are those that are unexpected in which immediate solutions is necessary. Like, the individual may have little time to engage in shopping for the perfect replacement product, but instead may purchase something that that is reasonably satisfactory and available for immediate delivery.

Planning problems

Planning problems occur when the problem occurrence is expected but an immediate solution is not necessary. Planning problems are the type that can lead to purchase of pre need goods and services, which are bought in anticipating of being used in the future, generally after a significant time lag.

Evolving problems

Evolving situation occur when the problem is unexpected but no immediate solution is required. The fashion adoption process illustrates this case. Fashion adoption ordinarily occurs over a lengthily period of time for many consumers. Although one may become aware of the new fashion items existences, there may be initial desire to own that item.

2. Information Search

If an aroused need is strong and the gratification objects readily available the consumer is likely to gratify the need immediate. In most cases the aroused need is not gratified immediately. The need enters into the human memory system as an object for future gratification. Consumers, in this stage, are engaged in information search about products that can best satisfy their need. (Koirala, 2057)

The term search refers to mental as well as physical information seeking and processing activities which one engaged in to facilitate decision making regarding some goal object in the market place. (Kelly, Robert, 1968, Albert, et.al 1993) Consequently, search may be undertaken in order to find out about products, prices, stores and so on, related to the product.

Type of consumer search activities

Search may be categorized as purchase or ongoing and as internal and external. (Albert J., et.al, 1993)

Prepurchase search

There is a typical form of search we associate with in the purchasing context. If the consumer has recognized the problem then pre-purchase search would be engaged in.

On going search

This is characterized as search activities independent of specific need or decision that is it does not occur in order to solve a recognized and immediate purchase problem .thus if a consumer were searching with an interest in a product but with no demand for the product, the search would be ongoing rather than purchase.

Internal search

This is the first stage to occur after the consumer experience problem. it is the mental process of recalling and reviewing information stored in memory that may relate the purchase situation .the consumer relies on any attitude , information or past experience that have been started in memory and can be recalled the application to the problem at hand .The recall may be immediate or may occur slowly, as a conscious effort is made to bring the information may be used in the evaluation process as the consumer seeks to resolve the purchase decision conforming his/her.

External search

This refers to process of obtaining the information from other sources in addition to that, which can be recalled from memory. Consumer are exposed to information through following external sources

- Personal sources: family member, friends, neighbor,
- Commercial sources: advertisement, sales persons, packing, display etc.

Public sources: News paper, magazine, radio television internet etc.

Experimental sources: Handling, examining and using the product

Type and sources of information

A great variety of information of potential interest to consumers exists in the external environment. Three general categories are:

- Information about the existence and availability of various product and service offerings.
- Information useful in forming evaluating criteria i.e. the standard which is employed to evaluate the alternatives.
- Information on the properties and characteristics of alternatives.

In general it appears that the type of information sought depends up on what the consumer already knows .consumer gain the information from 3 major areas:

-) Market dominated sources
-) Consumer sources
-) Neutral sources

Information in marketer dominated channel stems from sales people, packing and other sources under the control of the marketers. Consumer sources included all those interpersonal communication not under the control of marketer .neutral sources included the portion of the mass media government reports and publication from independent product testing agencies. These groups are not under the direct control of the marketers.

3. Evaluation of Alternatives:

Having come up with set of buying alternatives consumer tend to evaluate each of them on their attributes and they are relative worth to them to arrived at final choice. In this stage the person uses information to clarify the various alternatives and their relative attractiveness. This is the least understood part of the consumer buying process. Each individual has his/ her own system of evaluation. (Koirala, 2057 B. S.)

- Evoked set that is list of brand from which consumer plan to make their selection.
- The criteria consumer will be to evaluate each brand.

- Evoked set with the context of consumer decision making the evoked set refers to the specific brand a consumer decision in making a purchase with in a particular product category. The total number of brand in a product category a consumers evoked set tends to be quite small on average. Often considering of only three to five brands. However research indicates that a consumers consideration set increase in size as experience with a product category groups (Johnson, Lazar, 2002)
- The criteria used for evaluating brand.

The criteria consumers used to evaluate the brand that constitute their evoked sets usually are express in term of important product attributes .In general consumer tends to evaluate alternatives in term of product class, attributes

Product class attributes:

Normally consumer view a product as a multi attributes object having a number of characteristic such as feature norms, price, quality, service warranty etc. In evaluation stage, consumer compare the product's major attributes with the attributes important to them.

Brand Beliefs

In this stage, consumer used their past experience to develop a positive or negative feeling towards the brand of product class.

Utility Function Attributes:

The utility function is the expected total satisfaction from various attributes of the different brand of a product.

4. Purchase Decision Behavior:

After engaging in a evaluation of the alternatives the consumer's next step in the decision is to make a variety of different types of choice among alternatives. Consumer makes a variety of different types of choices. Consumer makes three types of purchase i.e.

-) Trial Purchase
-) Repeat Purchase
-) Long term Commitment Purchase

When a consumer purchase for the first time and buys a smaller quantity than, usually this purchase would be consider a trial. Thus a trial is the exploratory phase of purchase behavior in which consumer attempt to evaluate a product through a direct use.

When a new brand in an established product category is found by trial to be more satisfactory or better than other brands. Consumers are likely to repeat the purchase. Repeat purchase behavior is closely related to the concept of brand loyalty which must firm try to encourage because it contribute to greater stability in market place. Without any commitment, a repeat purchase usually signifies that the product meets with the consumers approval and that he/she is willing to use it again and in a larger quantities. Trial of course is not always feasible for instance with must durable goods such as refrigerators, washing machine, electronic range. A consumer usually move directly from evaluation to long term commitment, without the opportunity for an actual trial. (Lazer, et.al 2002)

Consumer purchase or choice behavior is strongly influenced by the type of declined process in which they are engaged. Good evidence exists that the choice process defer if the consumer use high involvement approach as compare to a low involvement approach.

High Involvement Choice

Under condition of high involvement consumers have been found to act as through they are using a compensatory model. In compensatory model choice of consumers are viewed as analyzing each alternative in a broad evaluation fashion. (Russo, J. E., 1984, J.C., 1990) All of the information on the attribute of a brand is combined in to an overall judgment of the preference for brand.

Such an evaluation is made for each of the brand alternatives. According compensatory model the brand that has the highest overall preference is then chosen.

Low Involvement Choice

In the low involvement circumstances consumer have been found to act as a through they use non compensatory model of choice. In this model high rating on some attributes may not compensates for low rating on other attributes. These non compensatory models are also called hierarchy model of choice. They are hierarchical because the consumer is viewed as comparing alternatives on attributes one at a time. Thus one attribute is chosen and all attributes are compared on it. The consumers then move to the next attributes and alternatives are compared on it. The process then continues in a hierarchical manner. One advantage of the non compensatory choice model is that they are relatively simple to implement.

5. Post Purchase Evaluation

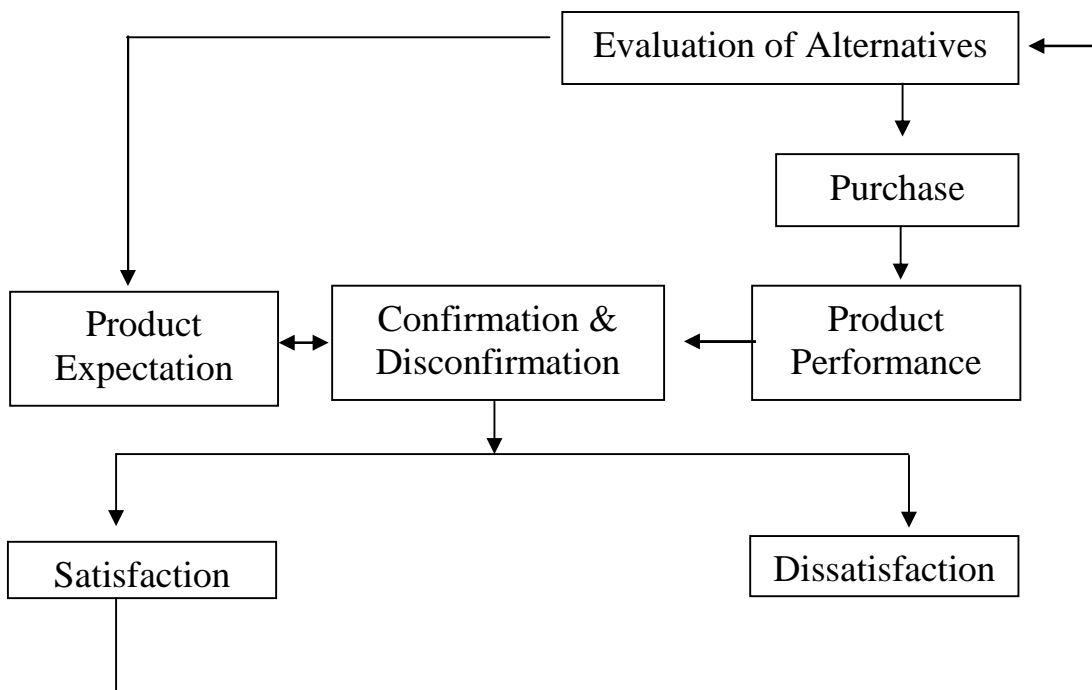
As consumer use a product particularly during a trial purchase, they evaluate its performance in light of their own expectations there are three possible outcomes of these evaluations, there are as follows

- actual performance match expectation leading to neutral feelings
- Performance exceeds the expectations causing what is known as positive disconfirmations of expectation which lead to satisfactions.
- Performance is below expectation causing negative disconfirmation (Cadoffe, Ernest, Woodluff, Robort and Genkeins, Roger, 1987, Lean and Kennuk, Lazar, et.al, 2000)

For each of these three outcomes consumer expectation and satisfactions are closely linked what is consumer tend to judge their expectations against their expectations when performing a post purchase evaluation. An important comparison of post purchase evaluation is the reduction of any uncertainty or

doubt that the consumer might have had about the selection. As part of their post purchase analysis consumer try to reassure themselves that their choice was a wise one, which is they attempt to reduce post purchase cognitive dissonance. The degree of post purchase analysis that consumer under take depends on the importance of the product decision and the experience acquired in using the product. Lives up to expectation, they probably will buy it again. When the products performance is disappointing or does not meet the expectation however, they will search for more suitable alternatives. Thus the consumers post purchase evaluation feed back as experience to the consumer's psychological field and serve to influence related decision.

Figure No. 2.1
Purchase Evaluation Process

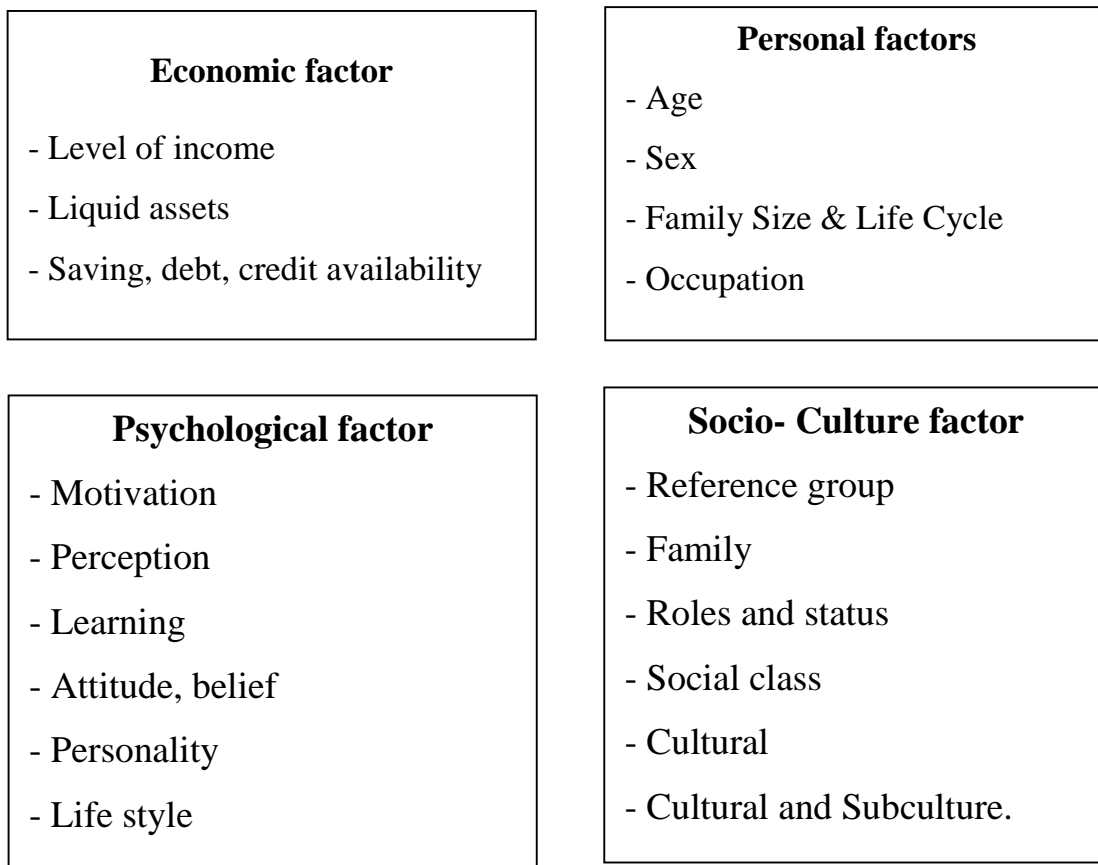


Sources: Adapted from David L. Lauden and Albert J. Della, Bitta in consumer behavior 4th Edition, 1993

2.1.3 Factor Affecting Consumer Buying Behavior:

Consumer buying behavior is influenced by economic, personal, psychological and socio-cultural factors.

Figure No. 2.2
Consumer Buying Behavior Influencing Factor



1. Economic Factor

Economic factors greatly affect buying decisions. They consist of

- Level of income: The ability to spend is determined by the level of spendable income. Product choice of income-sensitive products is very much dependent on income level. Nepal has a joint family system where the income of the various members of the family augments the level of income.

- **Liquid assets:** Consumer who does not have regular income may possess assets like gold and silver. They provide spending power to consumer.

- **Saving, Debt and Credit availability:** They all affect consumer expenditure levels, high saving result in lower interest rates. Credit availability by bank becomes cheaper through lower interest rates. This increases level of consumer spending.

- **Attitude towards spending:** Negative attitude towards spending adversely affect the willingness of the consumer to spend. This influences the product choice.

2. Personal factor: (Demographic Factor)

Age: Consumer buy different product according to age group. Their taste in food, choices, recreation is age related. Young consumer like to experiment on new and fashionable field where as older consumer prefer brand loyalty.

Sex: Male and female exhibit many difference in their buying behavior. Their needs also very.

Family size and Family Life Cycle : Family size determines the level of expenditure and product choice. Buying decision in larger families favor brand loyalty. The family life cycle influences spending patterns. Product interest differ according to the stage in family life cycle. Single, bachelors, married and old.

Occupation: Occupation influences the consumption patterns.

3. Psychological Factor

Psychological factors consist of motivation perception, learning, attitude, personality and life style.

Motivation: A motive is a pressing need that drives consumers to seek satisfaction. It directs them to act toward goal-oriented behavior to reduce tension. Motives motivate consumers. Motivation is an activated state within the consumer that leads to goal-oriented behavior. A motivated consumer is ready to act.

Perception: Perception influences how the motivated consumer actually acts. Perception is the process of selecting, organizing, and interpreting information input by an individual to produce meaning. Consumers decide information through the five senses: see, hear, taste, smell, and touch. Perception gives meaning to information.

Consumers perceive the same situation differently because

Selective attention

Selective distortion

Selective retention

Learning: When consumers act, they learn. Learning is a change in an individual's behavior resulting from information and experience. Most human behavior is learned. These are various theories of learning.

a. Stimulus response theory of learning: A person's response to some stimulus by behaving in a particular way. The person is rewarded for a correct response or punished for an incorrect one.

b. Modern theories of Learning: In these theories of learning, four factors are essential to learning.

- Drive

- Cues

- Response

- Reinforcement

Attitude and Belief:-

Attitude: Attitudes are likes and dislikes of consumers. An attitude is a person's learned predisposition to respond towards some object in a consistent manner.

favorable or unfavorable way. Personal experience, environment and learned have consistency and are either favorable or unfavorable about object.

Belief: A belief is a descriptive theory that a consumer holds about something. It may be based on knowledge, opinion or faith. Belief wake up product and brand images.

Personality: Personality is an individual's psychological trait that lead to enduring behavioral responses. Personality traits can be

- Dominance or autonomy
- Self confident or dependency
- Extrovert or introvert
- Adaptability or dogmatism
- Aggressive or friendly

Personality traits do influence consumer behavior but not much is known about how they influence behavior.

Life style: Life style is a person's patterns of living reflected in his activities interest and opinion

Activities: Work, hobbies, shopping, sports, etc.

Interest: Family, home, job, fashion, food, etc.

- Opinion: Self, society, policies, product, etc.

Psychographics is the science of measuring and categorizing consumer life style.

Socio-cultural factors: Social factors are influences that other people exert on consumer behavior. They consist of reference groups, family and social class.

Reference Group: Reference group consists of groups that have a direct or indirect influence on the consumer attitude or behavior. They serve as a point of reference for consumer's judgment. Reference groups influence product and brand choice.

Family: The role performed by each member influences family purchase decision. The various roles are:

Initiator: Suggest the idea for the product

Influence: Provides the information and advice about the product

Decider: Makes the buying decision

Buyer: Uses or consumes the product

Marketer should design marketing mix to target member who make key buying decision

Social class: Ranking with in a society determine by its member constitute social class. It can be upper, middle and lower. It indicates preference and life style. Member share a similar values, interest and behaviour. Social class reflects income, occupation, education and area of resistance.

There are substantial difference among the classes. Marketing mixes need to be tailored to the specific social classes. Buying behavior of consumer is strongly influence by the class to which they belong or to which they aspired.

Role and status:

Role: It consist of activities that a person is expected to perform in many groups. Consumer perform many roles consumer choose the product that communicate there role in society.

Status: It is provided by the role. Product provides status symbol.

Culture: Cultural factors that influence consumer behavior consist of culture and sub-culture.

Culture: culture is representing by symbol and artifacts created by a society and handed down from generation to generation. The symbol may be values, attitudes, beliefs, language, religion. Culture reflects the ways the people choose to live together. It changes over time.

Sub-culture: Each culture consist of smaller sub cultures. Sub culture is sub division of culture based on homogeneous characteristic such as religion,

language, race, cast, ethnicity etc. sub culture provides more specific identification and socialization for its member.

2.2 Review of Previous Related Studies:

The researches that have been completed on consumer behavior in Nepal are as follows:

According to Mr. Uttam Krishna Shrestha (1980) "Scope of computer in Nepal." The main objectives of the study was to examine the future prospect, price and present performance. To ascertain whether the government department and corporation want services of computer or not. To review the objective of the National Computer Centre. Primary and secondary data are used to accomplish the objective of the study.

Administering Questionnaire to selected offices collects primary data.

The major finding of the study was as follows.

1. There is a scope of computer in almost every selected government department, corporation and NCC felt that in Nepal also.
2. Accuracy is instrumental for government department and corporations to take services of computers.
3. Eighty percent of the government departments and the corporations employers felt that they were enthusiastic to do work with computer.
4. All the government department and corporations expressed the option that the computer saved time by providing speedy works.

A research on "A study on brand loyalty" was by done by Mr. Yogesh Pant in 1992. The major objectives of this study were to examine brand awareness of Nepalese consumers and to identify the correlates of brand loyalty especially on low involvement products for this purpose. Primary data were collected from 100 consumers with the help of a structured questionnaire.

The major finding of his study were:

-) Most of the Nepalese consumers are brand loyal. However, the percent of the consumers showing strong or entrenched loyalty is very low.
-) Brand loyalty varies across consumers as well as products. Brand loyalty is relatively in the products that are frequently needed than those which are needed or used less frequently.
-) The consumer belonging to 26 to 40 years of age more brand loyal than those belonging to any other age group.
-) The consumers belonging to the nuclear family system is comparatively more brands loyal than those belonging to the joint family system
-) Brand loyal is strongly associated to with consumer's income and shop loyalty.
-) Brand loyal consumers are less influenced by special deals like free sample, discount coupons, price activities and advertisements.

“A study on patterns of consumer decision making process while purchasing high involvement goods in Nepal” was conducted by Mukunda Prasad Dahal in 1994. The objective of this study is to examine the patterns of consumer decision making process in high involvement goods in Nepal.

The major findings of this study are as follows:

-) Nepalese motorcycle buyers undertakes information search with greater emphasis upon dealer and personal sources of information.
-) Nepalese motorcycle buyers have rather small-evoked set size for both the makes and models.
-) Nepalese motorcycle buyers used five type of sources namely brochures test drives, advertisements, interpersonal sources and dealer visits.

-) Total search effort is positively related with education, went with some one, evoked number of model and shopping orientation but it is negatively related with priors preference for manufacturer and model.
-) Motorcycle buyers of Nepal were classified into two groups. One is an Indian motorcycle buyer and another is Japanese motorcycle buyers.

According to Mr. Bishal Sherpa, 2005. A consumer's decision making process under the high involvement purchase situation (on TV), an unpublished thesis submitted to the faculty of management TU. The major findings of the study are presented below:

-) Twenty brand of TV area found to have purchased but the large majority for the respondents have found to purchase the renowned brands of TV.
-) Most of Nepalese TV buyers recognized the need for buying TV themselves.
-) Among different sources of need recognition, own experience and product importance are those sources through which the majority of the respondent recognized the TV buying need.
-) Sources of information available to Nepalese TV buyer have dimension namely advertisement, interpersonal sources of information.
-) As regards to the frequency of sources of information utilization, the majority of Nepalese TV buyers used advertisement most frequently.
-) Two group o buyer exists one using the purchase pals and another not using them. The majority of the respondent is found have used purchase pal while buying TV.
-) Among the different type of purchase pals, friends and spouse are mostly commonly used purchase pal by the Nepalese TV buyer.
-) Most of the Nepalese TV buyers used purchase pal to make sure that their chosen brand is right one among the different alternative.

-) Despite of having an opportunity to consider wide range of brands and the models as possible purchase candidates the Nepalese TV buyer have rather small size of evoked set for both the brand and model of TV.
-) In the process of evaluation of alternatives. The Nepalese TV buyer are found to considered price as the most important criteria for evaluating the different brand of TV.
-) By concerning the brands and model recommendations most of the respondents purchase the TV which is recommended by their friend and family member.
-) As regards to the choice behavior of the TV buyers of Nepal, the majority of the respondents make purchase decision by considering warranty and guarantee factors.

2.3 Research Gap:

The review of literature helps the researcher to be understandable with the research problem of the area of the study. By reviewing the literature, the researcher was also able to know the measure theme of the study and how to conduct it to get the measure objectives of the study.

Most of the researchers try to study consumer behavior on different product. Only few studies are conducted on high involvement product mainly computer. Likewise the researcher has not yet found any research conducted in Bharatpur Municipality in this topic.

In this dissertation, researcher tries to study more to find out the consumer decision making process on high involvement product computer in Bharatpur. Further more in this dissertation researcher has used chi-square test as statistical tool to find out the independency and dependency of consumer decision on high involvement product.

CHAPTER THREE

RESEARCH METHODOLOGY

Research methodology is as way to systematically solve the research problem. It explains the methods, used in the study including presentation of the research design. (Wolff and Pant, 2003)

With a view to attain the overall objectives of examining consumer decision process for high involvement goods (Risk & expensive) in Bharatpur Municipality. This study attempts to identity and analysis pre-purchase activities performed by Nepalese buyer of such products. In this chapter researcher provides a describe of the type of data sought for meeting study objective together withy the description of methods and procedures employed for collecting and analyzing the data.

3.1 Research Design:

The present study examines the consumers decision process under high involvement situation. It is a fact finding study involving collection of data directly from the sample chosen. So, survey research design is used in this study as it seeks response directly from the respondents. Since, there is lack of sufficient empirical work in this area in Nepal to increase the research's familiarity with the problem. This study is exploratory in nature.

3.2 Sampling Procedure:

Sampling procedure consists of product sample, sampling unit, sample of respondents and sampling method.

3.2.1 Product Sample:

In this study, computer is chosen as the sample product because computer is one of products, which is most risky and thus more involve.

3.2.2 Sampling Unit:

Sampling unit for this study consist the household of the people of Bharatpur Municipality and respondents required for this study were selected from those household on the basis of personal contact.

3.2.3 Sample of Respondents:

The sample of respondents used in this study consist 120 recent computer buyers of Bharatpur Municipality. As this study is based on self reported account of pre-purchase activities of the buyers, accuracy is a crucial factor. So, the respondents used in this study comprises of the computer buyers who bought their computer set recently from the date of interview. These recent buyer of computer can be expected to recall they activities they performed while buying their computer with some confidence.

3.2.4 Sampling Method:

Convenience sampling method is used in this study. All the samples were selected by this method in order to generate a list of buyer who bought computer recently. The logic behind using convenience sampling for this study is that there is no any information found regarding the buyers through dealer or retailers of computer in Bharatpur. Besides, there is no any computer buyer's information center from which the information of latest buyer can be obtained. The researcher took five different categories of respondents according to their professional background relating to the buyers behaviour relating to the computers and the obtained data are shown in table.

Table No. 3.1
Profession of Respondents

Profession	No. of Respondents and their Percentage		
	Male	Female	Total
Student	25	20	45 (37.5%)
Service Holder	18	10	28 (23.33%)
Businessman	15	10	25 (20.83%)
Doctor/ Engineer/ Teacher	10	5	15 (12.5%)
Other	4	3	7 (5.84%)
Total	72	48	120 (100%)

The table No. 3.1 is based on profession of respondent. Most of the respondents who are 37.5% are students, 23.33% are service holders, 20.83% are businessman, doctor/engineer/teachers are 12.5% and others male and female users are only 5.84%. From the above table it is apparent those students are the largest buying group among the service holders, businessman, doctors/engineer/teachers and other professional group.

3.3 Variable of the Study:

-) Price
-) Brand preference
-) Purchasing influence
-) Benefits
-) Quality
-) Level of awareness

3.4 Data Collection Procedure

The data have been collected through a structured questionnaire survey in BNP at convenient time. The respondents were supported by oral explanation at the

point where they got confused or unable to understand contents of the questionnaire. A number of direct questions have also been asked about behaviour while acquiring personal computer.

3.5 Data Tabulation

After collecting and editing the data they were compiled, tabulated and processed according to the fulfillment of objective of the study.

3.6 Method of Analysis

The collected data are there why checked complied and presented in appropriate table to tabulate analysis and interpretation. Tabulation is done to get the answer of the specific objectives. Statistics tools such as percentile and chi square tests are used to tabulate analysis and interpretation for statistical analysis statistical tool such as chi square test, weighted average mean, and percentage are used.

3.6.1 Chi-square Test

The chi-square test is the most popular non-parametric test of significance social science research. It is used to make comparison between two or more nominal variable. The test evaluate whether the difference between the observed frequency and the expanded frequencies under the null hypothesis can be attributes to chance or actual population difference. A chi-square values is obtained by using the following formulas.

$$\mathbf{X^2} = \frac{(O - E)^2}{E}$$

Where, O = Observed frequency
 E = Expected frequency

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

The presentation and analysis of data is the most skilled taste in the research process. It calls for the researchers own judgment and skill. Analysis means a critical examination of the assembled and grouped data for the studying the characteristics of the object under studying and for determine the patterns of relationship among the variable relating to it. Both quantitative and qualitative methods are used.

In this chapter the data collected from the respondents are presented analyzed and interpreted, the first section of this chapter in corporate the respondents profile and remaining section contains analysis and interpretations of data relating to consumer's decision process under high involvement purchase situation.

4.1 Respondent Profile

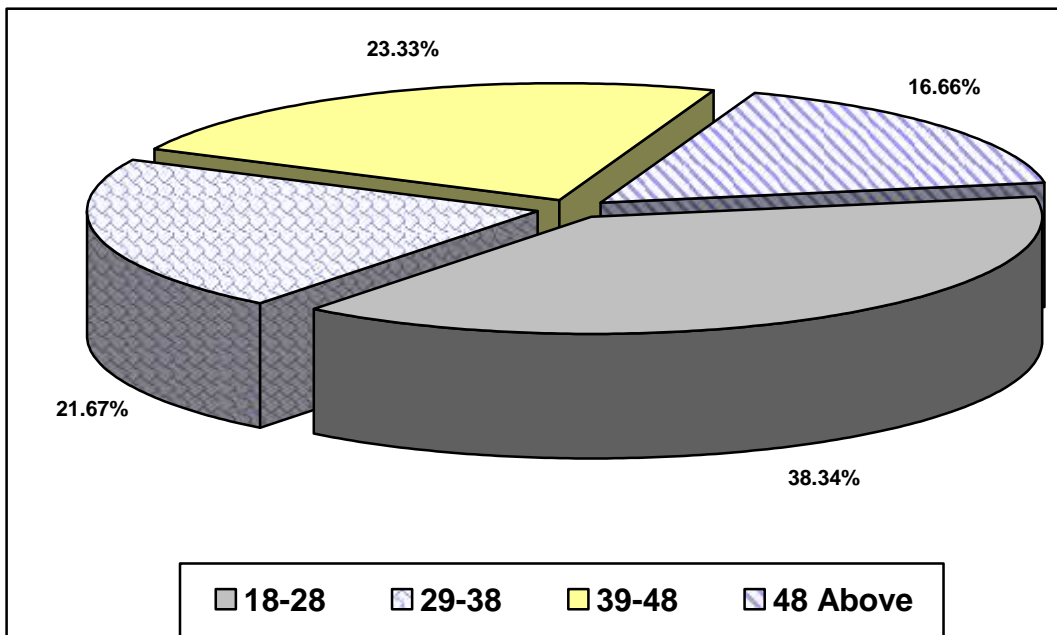
The first part of the questionnaire was used to obtain some demographic information relating to age, income, household size, education and marital status. The respondents to there questions are presented in table.

4.1.1 Age Group:

Table No. 4.1
Age Group

Age Group	Number	Percent (%)
18-28	46	38.34
29-38	26	21.67
39-48	28	23.33
48-above	20	16.66
Total	120	100

Figure No. 4.1
Age Group



Source: Table No. 4.1

Above table No. 4.1 and figure shows the age groups of respondent out of total number of sample 38.34% fall into the age group of 18.28 years, 21.67% into 29-38 year, and 23.33% from 39-48 yrs and reaming other 16.66% are above 48 years. The most active buying are group according to our samples is 18-28 year.

4.1.2 Education Background:

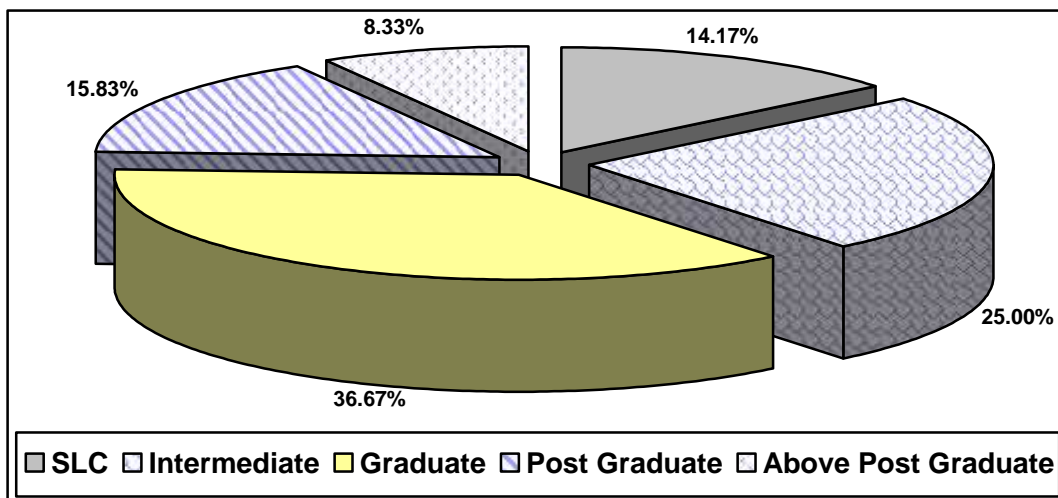
Table No. 4.2

Education Background

Educational Level	Number	Percent (%)
SLC	17	14.17
Intermediate	30	25
Graduate	44	36.67
Post Graduate	19	15.83
Above Post Graduate	10	8.33
Total	120	100

Figure No. 4.2

Education Background



Source: Table No. 4.2

Above table No. 4.2 and figure No. 4.2 shows the educational background of the surveyed computer buyer as shown above 14.2% of respondent have only SLC level education 25% have intermediate education 36,67% have graduate and last 8.33% were above post graduate. It is obvious that only educated people are the proponent's buyer of computer

4.1.3 Income Level

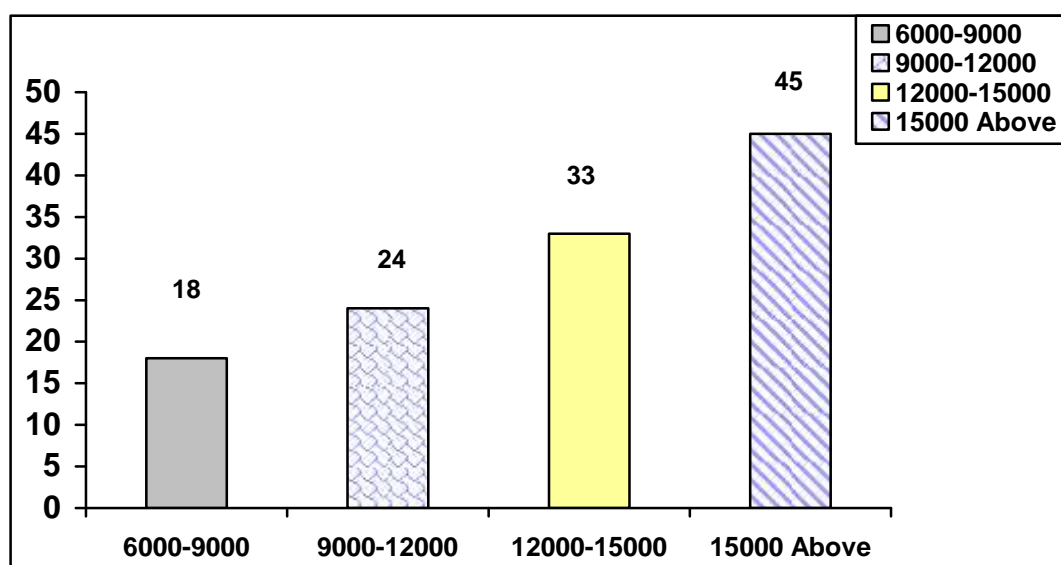
Table No. 4.3

Income Level

Income Volume	Number	Percent (%)
6000-9000	18	15
9000-12000	24	20
12000-15000	33	27.5
15000- above	45	37.5
Total	120	100

Figure No. 4.3

Income Level



Source: Table No. 4.3

The table No. 4.3 and figure 4.3 describes the respondent household monthly income level. As shows 15% respondents have income up to Rs.9000, 20% respondents have income up to Rs.12000, 27.5% respondents were up have income up to Rs.15000 and remaining 37.5% were having income of more than Rs.15000.

4.1.4 Source for Need Recognition:

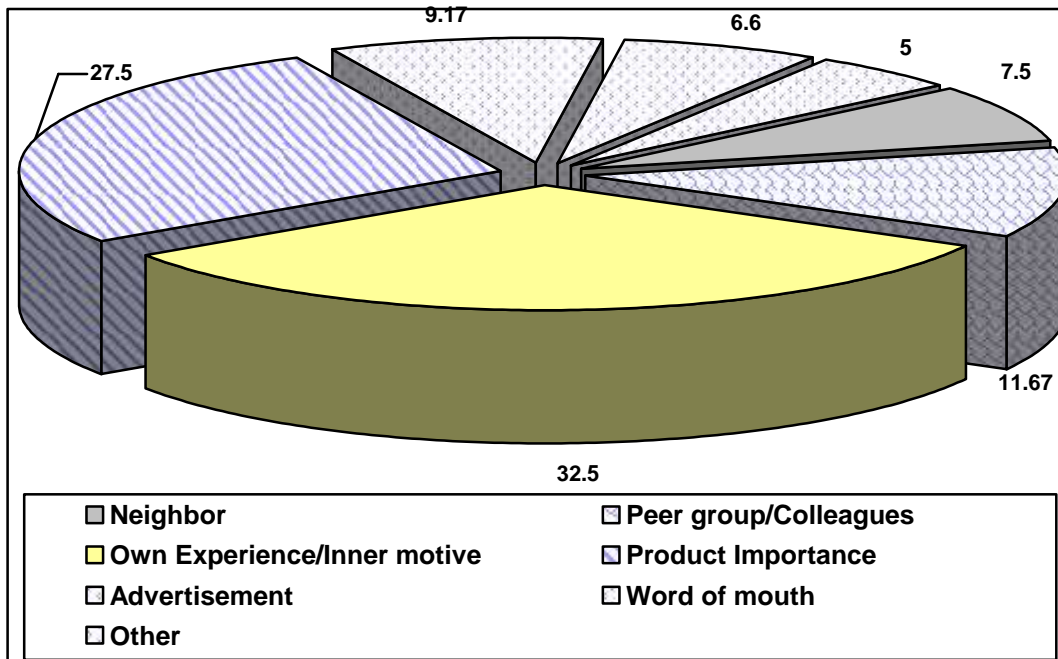
Table No. 4.4
Source for Need Recognition

Need Recognition Source	Number	Percent (%)
Neighbor	9	7.5
Peer group/colleagues	14	11.67
Own experience/Inner motive	39	32.5
Product importance	33	27.5
Advertisement	11	9.17
Word of mouth	8	6.66
Other	6	5
Total	120	100

Table No. 4.4 incorporates the need recognition sources of respondents. 7.5% of respondents recognized the computer buying need through neighbor, 11.67% of respondents recognized need through peer groups/colleagues, 32.5% recognized need through own experiences or inner motive, 27.5% recognized through product importance, 9.17% through advertisement, 6.66% through word of mouth and remaining 5% of respondents recognized the need of buying computer through others.

The above table also clearly explains so that among the different sources, own experience and product importance are those sources through which 60% of respondents recognized their computer buying need. Above data presents as Pie-chart as below.

Figure No. 4.4
Source for Need Recognition



Source: Table No. 4.4

Hypothesis No. 1

H₀: The given sources have equal influence on consumers regarding need recognition.

H₁: The given sources do not have equal influence on consumers regarding need recognition.

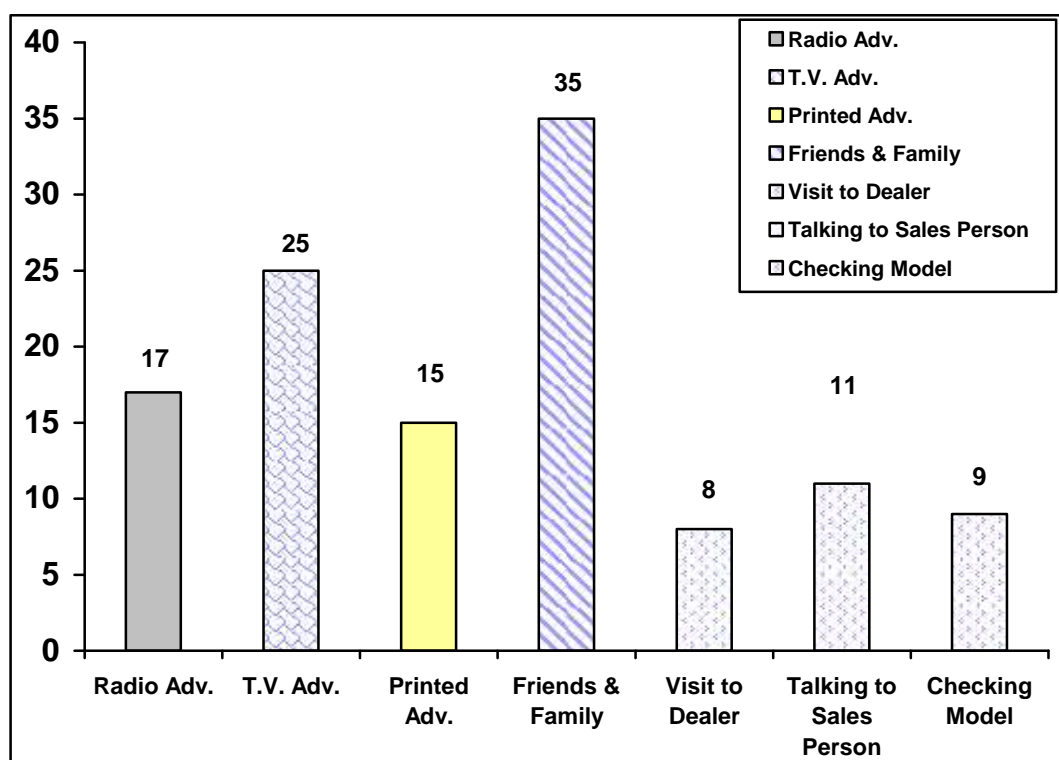
As per the Chi-square test, the tabulated value of χ^2 at 5% level of significance for 6 d. f. is 12.592. But the calculated value of χ^2 is 59.552 (Appendix-A), which is more than its tabulated value (i.e. 12.592). So, H₀ is rejected i.e. the given sources do not have equal influence on consumers regarding need recognition.

4.1.5 Source of Information:

Table No. 4.5
Source of Information

Types of Sources	Number	Percent (%)
Radio Advertisement	17	14.2
Television Advertisement	25	20.8
Printed Advertisement	15	12.5
Friends & Family	35	29
Visit to Dealer	8	7
Talking to Sales Person	11	9
Checking Model	9	7.5
Total	120	100

Figure No. 4.5
Source of Information



Source: Table No. 4.5

Above table and figure shown 14.2% (17) of responses is obtained by those respondent who has used radio advertisement as a sources of information, 20.8% (25) of responses is obtained through television advertisement, 12.5% (15) is obtained through printed advertisement, 29% (35) of responses is obtained by the respondent who had consulted with their friends & family members for information, 7% (8) of respondent is obtained by dealer visited respondent, 9% (11) is obtained by those respondents who had consulted with sales persons and remaining 7.5% (9) of total responses is obtained by respondent through checking model.

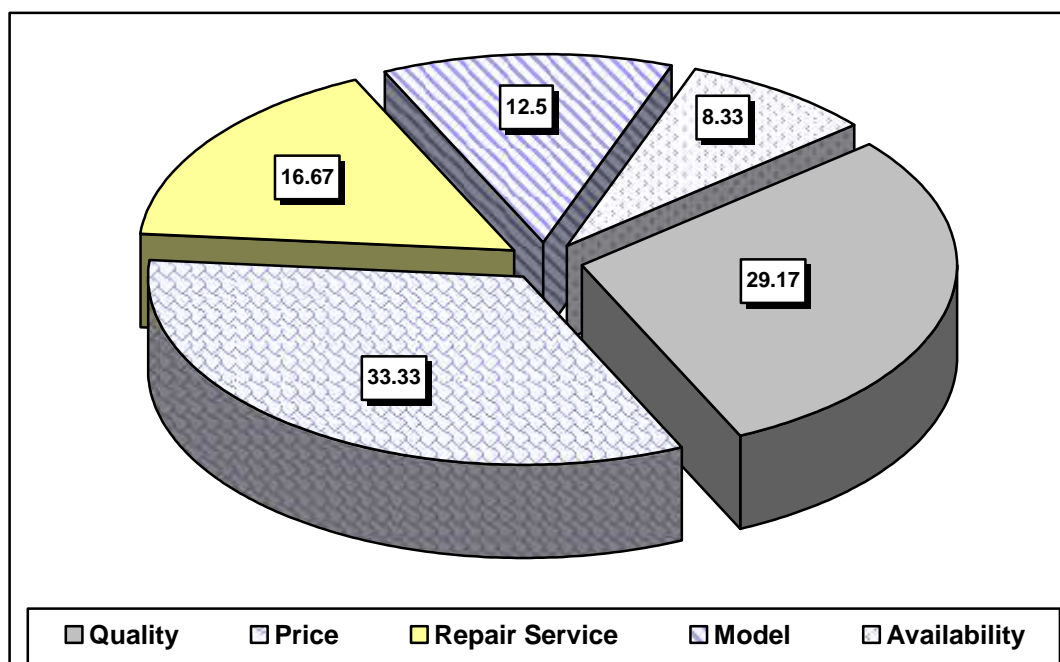
4.1.6 Evaluation Criteria:

Table No. 4.6
Evaluation Criteria

Evaluation Factor	Number	Percent (%)
Quality	35	29.17
Price	40	33.33
Repair Service	20	16.67
Model	15	12.5
Availability	10	8.33
Total	120	100

Table No. 4.6 shows in evaluation criteria 29.17% respondent give the preference on quality of computer, 33.33% of respondent give the preference on price 16.67% of respondent are conscious about repair service in model 12.5% respondents are conscious and remaining 8.33% respondent give the preference for availability. Above data present in Pie-chart as below.

Figure No. 4.6
Evaluation Criteria



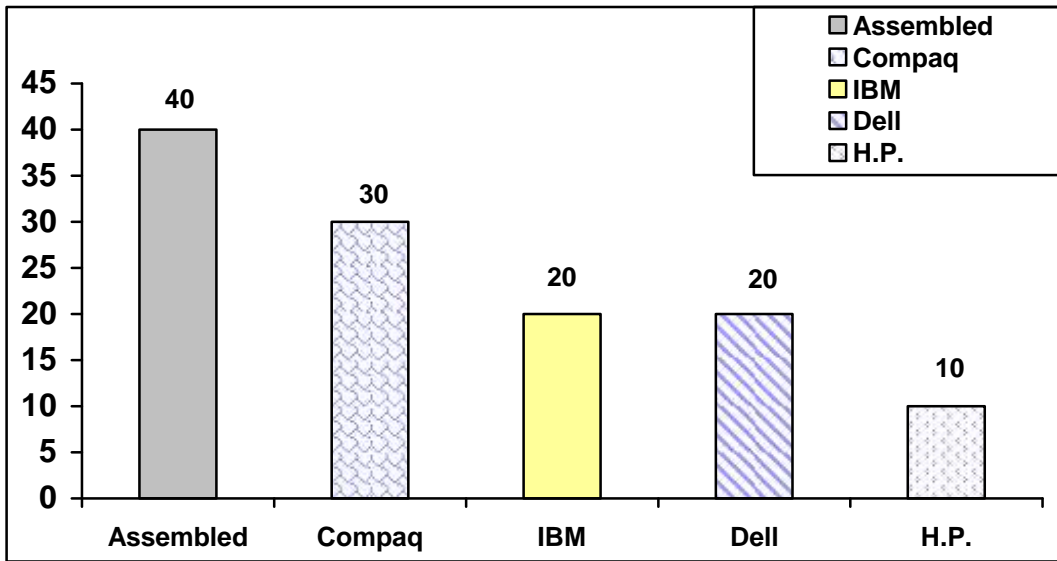
Source: Table No. 4.6

4.1.7 Brand Preference

Table No. 4.7
Brand Preference

Preference	Number	Percent (%)
Assembled	40	33.33
Compaq	30	25
IBM	20	16.67
DELL	20	16.67
H.P.	10	8.33
Total	120	100

Figure No. 4.7
Brand Preference



Source: Table No. 4.7

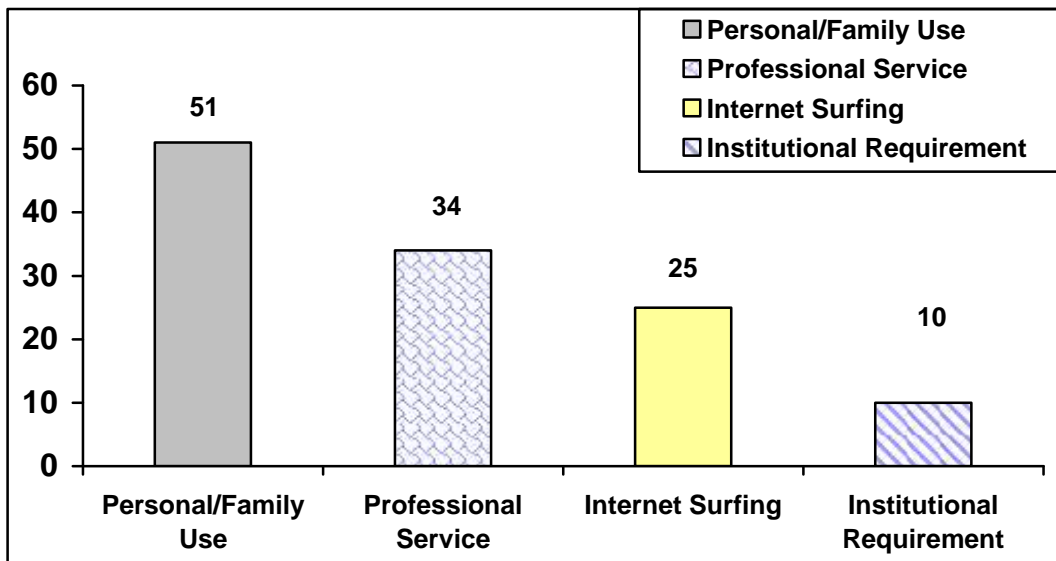
As per table & figure shows, 40 (33.33%) of respondent buy assembled computer. The second preference is for Compaq which 30 (25%) respondent intended to buy. In Nepalese context H.P is less preferred brand become only 10 (8.33%) of the respondents show the intention to buy it. The table also shows that 20 (16.67%) and 20 (16.67%) of the respondent prefer Dell & IBM computer.

4.1.8 Purpose of Buying Computer

Table No. 4.8
Purpose of Buying Computer

Purpose of Buying Computer	Number	Percent (%)
Personal/Family Use	51	42.5
Professional Service	34	28.33
Internet Surfing	25	20.84
Institutional Requirement	10	8.33
Total	120	100

Figure No. 4.8
Purpose of Buying Computer



Source: Table No. 4.8

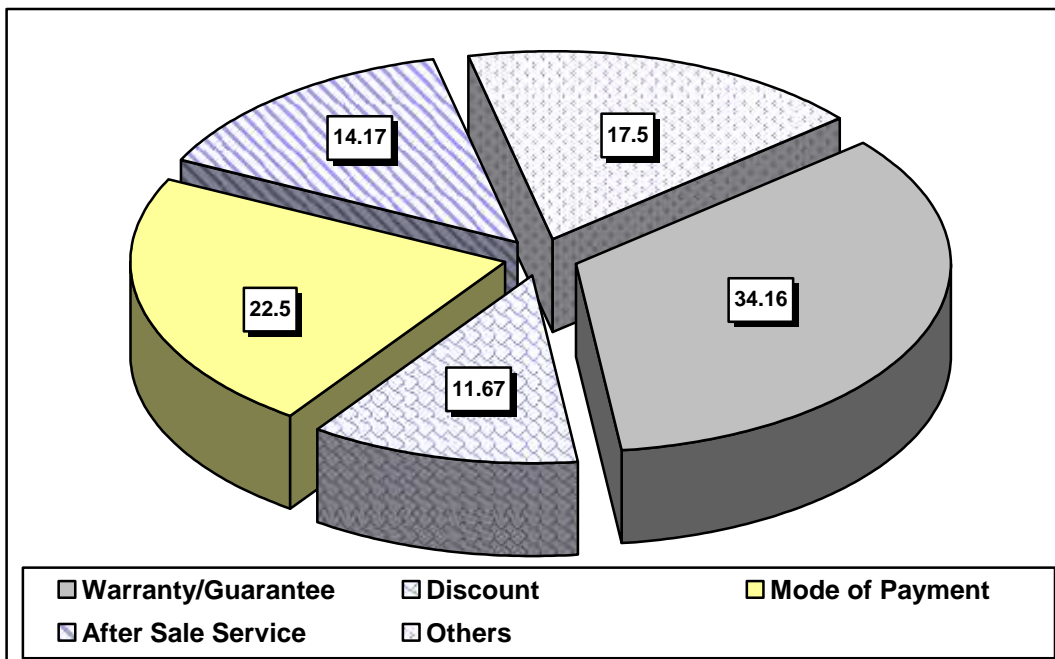
Above Table & Figure shows, the survey conducted for the purpose of buying computer indicates that 42.5% (51) of respondent wanted computer for personal and family used, 28.33% (34) needed computer for professional service, 20.84% (25) of respondent wanted computer for internet surfing and remaining 8.33% (10) is for institutional requirement.

4.1.9 Factors Affecting Buying Decision

Table No. 4.9
Factors Affecting Buying Decision

Factors Affecting Buying Decision	Number	Percent (%)
Warranty/Guarantee	41	34.16
Discount	14	11.67
Mode of Payment	27	22.5
After Sale Service	17	14.17
Other	21	17.5
Total	120	100

Figure No. 4.9
Factors Affecting Buying Decision



Source: Table No. 4.9

In Table No. 4.9 & Figure No 4.9 shows, the majority of 34.16% of respondents made purchase decision by considering warranty/guaranty factor. In case of mode of payment 22.5% of respondent (i.e. 27 respondents) purchase on the brands of this system, while 14.17% made their purchase decision by considering after sales service. Through only 14 respondents, which is 11.67% made purchase decision on the brand's of discounting factor. However there are also 21 respondents amounting to 17.5% of total sample of respondent who made purchase decision by considering other factors which may be gift offer reputation of dealers etc.

Hypothesis No. 2

H₀: The consumers give equal consideration to the given factors while making their final purchase decision.

H₁: The given factors do not have equal influence on consumers while making their final purchase decision.

According to Chi-square test, the tabulated value of χ^2 at 5% level of significance for 4 d. f. is 9.488. But the calculated value of χ^2 is 18.998 (Appendix-B), which is more than its tabulated value. Thus, H₀ is rejected i.e. the factors do not have equal influence on consumers while making their final purchase decision.

4.1.10 Brand of Model Recommendation

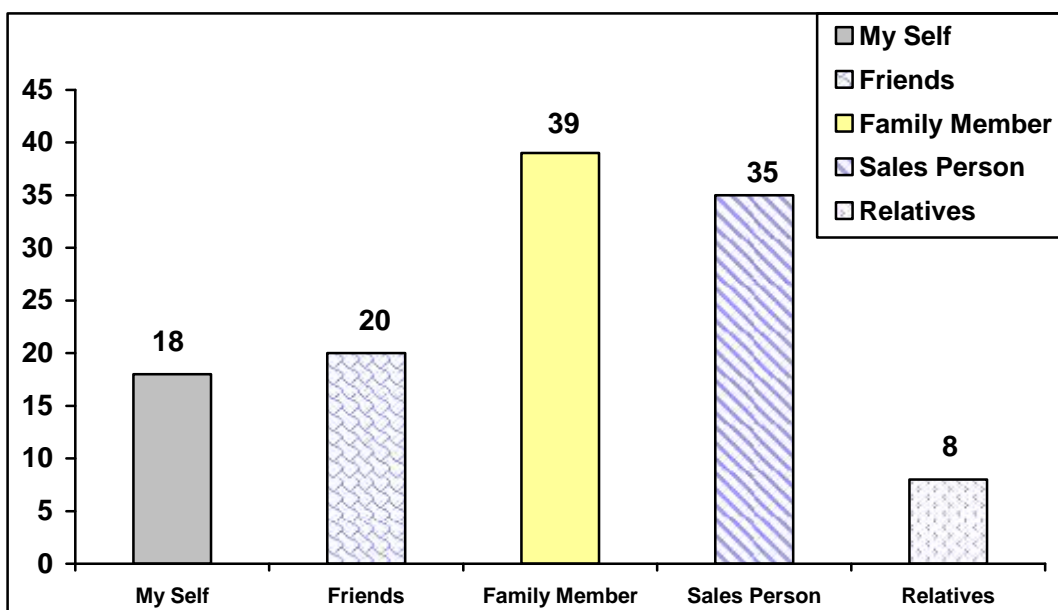
Table No. 4.10

Brand of Model Recommendation

Recommended by Brand & model	Number	Percent (%)
My Self	18	15
Friends	20	16.67
Family Member	39	32.5
Sales Person	35	29.16
Relatives	8	6.67
Total	120	100

Figure No. 4.10

Brand of Model Recommendation



Source: Table No. 4.10

As found in the above table & figure shows the majority of 39 (32.5%) of respondents purchase there brands and model. Which is recommend by their family member, 35(29.16%) of respondent purchase by the recommendation of salesperson, 18 (15%) and 20 (16.67%) of respondent purchase computer recommended by own self and friends respectively, remaining 8 (6.67%) made a decision on the brands of relatives.

From the above table it is found that friends and family member are most influencing factor in respondent purchase those brands and models of computer which is recommended by their friends and family member.

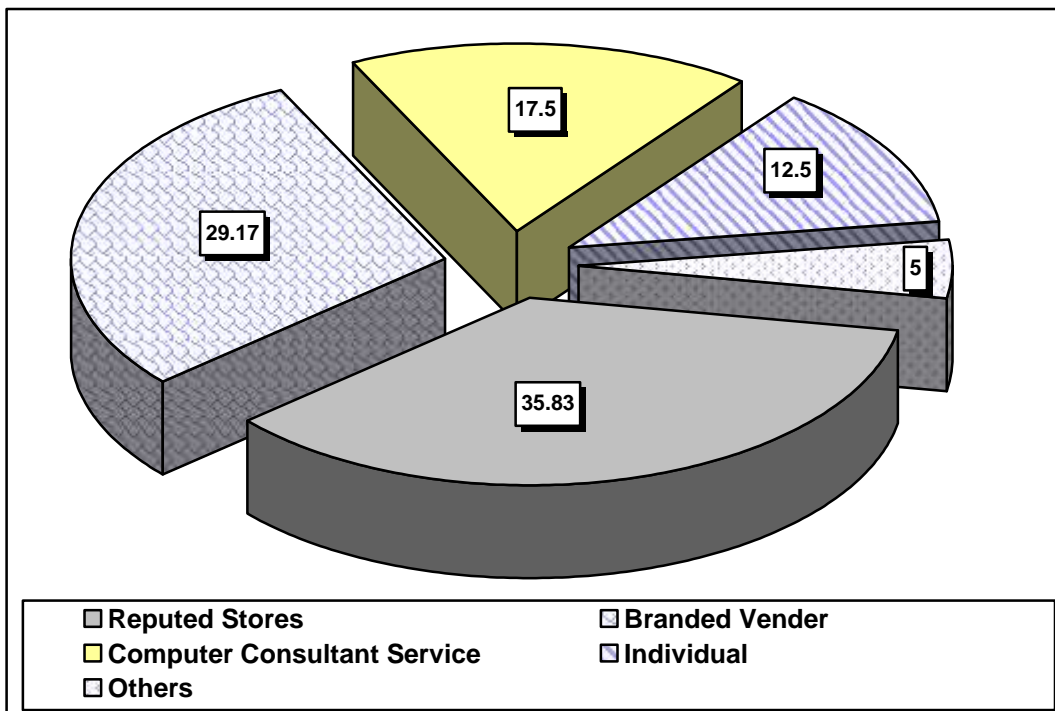
4.1.11 Vender Choice

Table No. 4.11

Vender Choice

Vender	Number	Percent (%)
Reputed Stores	43	35.83
Branded Vender	35	29.17
Computer Consultant Service	21	17.5
Individual	15	12.5
Other	6	5
Total	120	100

Figure No. 4.11
Vender Choice



Source: Table No. 4.11

Above table & figure shows 35.83% of respondents chose reputed stores for buying computer, 29.17% respondents are want to chose branded vender, 17.5% respondents preferred computer consultant services and 12.5% & 5% of respondents are purchase from individual and other respectively.

4.2 Major Findings of the Study

Based on the survey of computer buyers in Bharatpur Municipality following findings are made.

- a. Higher the income more the buyer.
- b. Most of the Nepalese computer buyer (In Bharatpur Municipality) recognized their need of purchasing computer by themselves.
- c. Sources of information available to computer buyer have five dimension namely advertisements. (Radio, television and printed) Interpersonal

sources, dealers visits sales person and checking models and it is found that positive buyer under take information search with greater emphasis up on advertisement and interpersonal sources of information.

- d. In the process of evaluation of attention computer buyer are found to have considered price as a most important criteria for evaluation of different brands of computer.
- e. Mainly five brands of computer are found to have purchase among them most preferable brand is assembles.
- f. Most of the people buy the computer for family use or personal use.
- g. As regard to positive choice behaviour of the computer buyers of Bharatpur. The majority of respondents made purchase decision by considering warranty of guarantee factor.
- h. By concerning the brands and models recommendation most of the respondents is recommended by their friends and family members.
- i. Most of the people want to buy computer from reputed vender.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

In marketing concept consumer behaviour is rooted when marketers began to realize that they could sell more goods, more easily if they produced only those goods they have extra determine that consumer buy instead of trying to costumer to buy what the form has already produce marketing oriented firms found that it was a lot easier to produce only products they has first confirmed, through research the consumer wanted. The study of consumer behaviour focused on how individuals make decision to spend their available resources. (Time, money, efforts on consumption related items)

To analyze the level of buyer awareness about computer as certain brand preference of buyers to analyze the preference of buyers, to analyze the purpose of buying personal computer and to examine the pattern of consumers decision making process for high involvement goods in BNP.

In the preference of these objectives respondent were covered with questionnaire conforming about 12 questions response of Bharatpur from various profession students, service holders, doctors, engineers, teachers and others. Then these collected data were analyzed and interpreted using statistical tools chi-square and weighted average mean.

Specially researcher address the following issues.

1. To examine the sources of information used by the consumer under high involvement purchased situation.

2. The respondent has their priority for personal and family use of personal computer.
3. Respondents are price sensitive they are dependent on process of purchase reason computer
4. To find out the decision making factors that are covered by positive consumer while purchase a computer.

A consumer decision process is a five process of problem recognition information search alternative evaluation, choice and outcome though the nature and type of problem solving various is the type of product under consideration and other situational influences.

In order to understand the consumer behaviour, fix comprehensive model were developed namely, Nicosia model, Howard Sheth model, Engel Kollate Blackwell model, Bethman's information processing model Sheth New man gross model and Sheth family decision making model. Consumer behaviour is influenced by economic, personal, psychological and socio-cultural factor. Also few researches have been completed on consumer's behaviour in Nepal which is reported in the overview of literature of consumer behaviour. In this study data were obtained through personal interview with recent computer buyer a detailed questionnaire was used which covered different aspects of decision process. (The collected data were analyzed and interpreted by using statistical tools like chi-square, percentage etc.)

5.2 Conclusion

This is trying to gain insight into the decision making behaviour of high involvement computer buyer of Bharatpur. The Nepalese marketing academicians and other are force to use and assume the models of consumer behaviour developed in other countries having quite difference consumer's socio

economics and product market situation than that of Nepal. Hence it is doubtful how far these models are able to explain the behaviour of the consumer of Nepal.

So the present study in the area of consumer behaviour receives added significance in a product Nepal environment like that of Chitwan character by low land of education, lack of buying alternatives and lack of decision making process of buyers of high involvement goods showed different result computer buyer decision process is mostly influences by interpersonal sources (i.e. friends & family member) rather than other sources computer buyer spent a very less time on pre-purchase information feeling.

5.3 Recommendation

On the basis of findings following recommendation can be made:-

1. Marketers are recommend to target young & educated people with higher & middle level of income is the computer is mostly preferred by them.
2. The majority of consumers used advertisement sources of information most frequently. So marketers are suggested to provide greater emphasis in on advertisement of computer.
3. In the process of evaluation of after need's buyer considered price and quality as the most important evaluation criteria so the marketer are suggested to fell quality product at a reasonable price.
4. Since the buyer made purchase decision by considering warrantee or guarantee factor as well as quick after sales service. The marketers are suggested to extend the period of warrantee or guarantee on computer upon computer.
5. For the marketers, it is better to conduct same kind of research by using last sample than what researcher have used in the present study.

6. Most preferable brand is assembled and people want to buy computer from reputed vender so marketers give emphasis on above them.

Very few researches have been conducted on consumer behaviour it is beneficial if similar studies are carried out across a wide product categories to developed a theory of consumer behaviour.

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Appendix-A

Sources for Need Reorganization

Need Recognizer	No. (O)	E=N/n	O-E	(O-E)²	(O-E)²/E
Neighbors	9	17.14	-8.14	66.25	3.865
Peer Groups / colleagues	14	17.14	-3.14	9.85	.574
Own experience / inner motive	39	17.14	21.86	447.85	26.128
Product importance	33	17.14	15.86	251.53	14.675
Advertisements	11	17.14	-6.14	37.69	2.198
Word of mouth	8	17.14	-9.15	83.53	4.873
Others	6	17.14	11.14	124.09	7.239
Total	120	119.98	0.02	1020.79	59.552

$$t^2 \times \frac{(OZE)^2}{E}$$

$$= 59.552$$

$$d. f. = n-1$$

$$= 7-1$$

$$= 6$$

Appendix-B

Purchasing Factor

Purchasing Factor	No. (O)	E=N/n	O-E	(O-E)²	(O-E)²/E
Warranty/Guarantee	41	24	17	299	12.041
Discounts	14	24	-10	100	4.166
Models of Payment	27	24	3	9	0.375
After Sales Service	17	24	-7	49	2.041
Others	21	24	-3	9	0.375
Total	120	70	-	456	18.998

$$t^2 \times \frac{(OZE)^2}{E}$$

$$= 18.998$$

$$d. f. = n-1$$

$$= 5-1$$

$$= 4$$

QUESTIONNAIRE

I am conducting a survey on consumer's decision making process under high involvement product i.e. computer. I will be very grateful if you would fill this questionnaire.

Name : Contact No. :
Address : Age :
Occupation : Education :

1. In which of your house hold total monthly income fall?

- Rs. 6000-9000
- Rs. 9000-12000
- Rs 12000-15000
- Rs 15000 or more

2. How did you recognize the need of stimuli?

- Neighbor
- Peer groups/ Colleagues
- Own experience/Inner motives
- Product importance
- Advertisement
- Word of mouth
- Other

3. Which of the following sources of information did you collect prior to purchase of your computer?

- Radio Advertisement
- Television Advertisement
- Printed Advertisement
- Friends & Family
- Visit to Dealer
- Talking to Sales Person
- Checking Model

4. What are the factor affecting buying decision?

- Price
- Quality
- Model
- Repair Service
- Availability

5. If you are intending to buy, which one would you prefer?

- Compaq -IBM -Dell
- Hewlett Packard -Assembled

6. What is the purpose of buying a computer?

- Professional service -Institutional requirement
- Personal / Family use -Internet surfing

7. While purchasing the evaluated brand which factor had you been consider?

- Warranty /Guaranty -Discount
- Mode of Payment -After sale service
- Other

8. Could you please mention who make the purchase?

- My self - Sales Person -Friends
- Relatives - Family Member

9. Could you please specify the vender?

- Branded Vender - Computer consultant service
- Reputed Store - Individual
- Other.