

**A Study on Buying Behavior of Male Winter Wears
in Butwal City**

A Thesis

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RECOMMENDATION

This is to certify that the thesis

Submitted by

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Entitled

**A STUDY ON BUYING BEHAVIOR OF MALE WINTER WEARS IN
BUTWAL CITY**

Has been prepared as approved by the thesis department in the prescribed format of
faculty of management. This thesis is forwarded for examination

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DECLARATION

I hereby declare that the work reported in this thesis entitled **A Study on Buying Behavior of Male Winter Wears in Butwal City** submitted to Shanker Dev Campus, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirements for the Master of Business Studies (MBS) under the supervision and guidance of **Mr. Suman Kamal Parajuli**, Associate Professor of Shanker Dev Campus.

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TABLE OF CONTENTS

Title	Page
Recommendation	I
Viva-Voce Sheet	II
Declaration	III
Acknowledgement	IV
List of Table	
List of Figure	
CHAPTER - I (INTRODUCTION)	(1-18)
1.1 Background of the study	1
1.1.1 Consumer Buying Process	3
1.1.2 Determinants of Consumer Behavior	6
1.1.2.1 Cultural Factors	6
1.1.2.2 Social Factors	7
1.1.2.3 Personal Factors	8
1.1.2.4 Psychological Factors	8
1.1.3 Importance of Buyer Behavior	9
1.2 Statement of the Problem	14
1.3 Objectives of Study	15
1.4 Hypothesis	15
1.5 Importance of the Study	16
1.6 Limitations of the Study	16
1.7 Distinct Nature of the Study	16
1.7.1 Product Choice	17
1.7.2 Brand Choice	17
1.7.3 Store Choice	17
1.7.4 Buying Pattern of Consumers When Sale is Offered	17

1.8 Organization of the Study	18
CHAPTER- II (REVIEW OF LITERATURE)	(19-52)
2.1 Conceptual Review	19
2.1.1 Marketing Concept	20
2.2 Function of Marketing	21
2.2.1 Consumer Market	22
2.2.1.1 Target Markets, Positioning and Segmentation	22
2.3 Brands	22
2.4 Product	22
2.4.1 Types of Product	23
2.4.1.1 Consumer Product	23
2.4.1.2 Shopping Product	23
2.4.1.3 Specialty Product	23
2.4.1.4 Unsought Product	24
2.4.2 Quality, Customer Satisfaction and Profit	24
2.5 Some Important Terminologies	25
2.5.1 Consumer Behavior	25
2.5.2 Brand	26
2.5.3 Branding	26
2.5.4 Brand Awareness	26
2.5.5 Brand Loyalty	27
2.5.6 Company Name	27
2.5.7 Trade Mark	27
2.5.8 Branding Strategy	28
2.5.8.1 Line extension Strategy	28
2.5.8.2 Brand Extension Strategy	28
2.5.8.3 Multi Brand Strategy	28

2.5.8.4 New Brand Strategy	28
2.5.8.5 Co-brand Strategy	28
2.5.8.6 Image Building Strategy	28
2.5.8.7 Brand Scenario i	29
2.6 Distribution	29
2.6.1 Marketing Channels	29
2.6.1.1 Merchants	29
2.6.1.2 Agents	29
2.6.1.3 Facilitators	29
2.6.2 Channel Structure for Consumer Products	30
2.6.2.1 Zero Level Channel	30
2.6.2.2 One Level Channel	30
2.6.2.3 Two Level Channel	31
2.6.2.4 Three Level Channel	31
2.6.3 Channel Structure for Business Products	31
2.6.3.1 Zero Level Channel	31
2.6.3.2 One Level Channel	31
2.6.3.3 Two Level Channel	31
2.7 Channels Decisions	32
2.8 Consumer Behavior Model	33
2.8.1 Nicosia Model	33
2.8.2 Howard Seth Model	33
2.8.3 Eagle-Kollat-Blackwell Model	34
2.8.4 Seth-Family Decision Model	35
2.8.5 Bettman's Information Processing Model of Consumer Choice	35
2.8.6 Seth- Newman-Gross Model	35
2.9 Related Past Studies on Product Choice, Brand Choice Store Choice and Attitude towards Bargaining	36
2.10 Reputation of Brand	37
2.11 Price	37

2.12 Brand Choice	38
2.12.1 Consumer Decision Rules	39
2.12.1.1 Compensatory Decision Rules	39
2.12.1.1.1 The Expectancy Value Model	40
2.12.1.1.2 The Attribute Adequacy Model	40
2.12.1.2 Non Compensatory Decision Model	40
2.12.1.2.1 The Conjunctive Model	40
2.12.1.2.2 The Disjunctive Model	41
2.12.1.2.3 The Lexicographic Model	41
2.12.1.2.4 Sequential Elimination	41
2.13 Store Choice	41
2.13.1 Departmental Store	41
2.13.2 Supermarket	42
2.13.3 Discount Store	42
2.14 Literature Review on Consumer Decision Process	42
2.14.1 Problem Recognition	43
2.14.2 Information Search	43
2.14.3 Evaluation of Alternatives	43
2.14.4 Purchase Decision and Outcomes	44
2.15 Review of Related Studies	44
2.16 Research on Consumer Behavior in Nepal	45
CHAPTER –III (RESEARCH METHODOLOGY)	(54-56)
3.1 Research Design	54
3.2 Nature and Source of Data	54
3.3 Sampling Plan	54
3.3.1 Target Population	54
3.3.2 Sampling Unit	54
3.3.3 Sampling Size	55

3.3.4 Sampling Method	55
3.3.5 Data Collection Procedure	55
3.3.6 Method of Analysis	55
CHAPTER- IV (DATA PRESENTATION AND ANALYSIS)	(55-97)
4.1 Respondents Profile	55
4.1.1 Age Group Profile	55
4.1.2 Table of Outlet Visited	55
4.2 Location of the Outlets	56
4.2.1 Monthly consumer prefers to purchase	57
4.2.2 Preferred Day for Purchase	58
4.2.3 Preferred Time for Purchase	59
4.2.4 Largest Preferred Brands, Color and Size of Chinese Sweaters	63
4.2.4.1 Largest Consume Chinese Brand	63
4.2.4.2 Largest Consumed Color	64
4.2.4.3 Preferred size of sweaters by Consumers	65
4.2.4.4 Most Preferred Style	65
4.2.4.5 Market Share of Sweaters	65
4.2.4.6 Market Share of Chinese Sweaters	66
4.2.4.7 Most Preferred Style, Color and size of Chinese Jacket	67
4.2.4.7.a Most Preferred Brand	67
4.2.4.7.b Most Preferred Size of Jacket	68
4.2.4.7.c Most Preferred color of Jacket	68
4.2.6.3 Consumption Pattern of age Group ranging 35-45	89
4.2.6.3. a Brand Preference by age group 35-45	89
4.2.6.3.b Preferred Size of Jacket for age Group 35-45	90
4.2.6.3.c Preferred color by the age Group 35-45	91
4.2.6.3.d Preferred price by age group 35-45	92
4.2.6.4 Consumption Pattern of Jacket age Ranging above 45	92
4.2.6.4.a Brand Preference for the age group above 45	92
4.2.6.4.b Color Preferred by age Group above 45	93
4.2.6.4.c Preferred size of Jacket age above 45	94

4.2.6.4.d Preferred price for the age above 45	94
4.3 Major Findings	95
CHAPTER-V (SUMMARY, CONCLUSION AND RECOMMENDATION)	(98-101)
5.1 Summary	98
5.2 Conclusion	98
5.3 Recommendation	99

LIST OF TABLE

	Page No.
1.0 Sample Size	54
4.1 Age Group Profile	55
4.2 Table by Nature of Outlet	56
4.3 Frequency of Order Placement	61
4.4 Frequency of Order Delivery	62
4.5 Whom the Order is Placed	62
4.6 Volume of Order Placement	63
4.7 Preferred Chinese Brand of Jacket	67
4.8 Preferred Size of Jacket	68
4.9 Preferred Color of Jacket	68
4.10 Number of potential consumer who actually purchase the product	69
4.11 Attributes used to Chose the Product	70
4.12 Computation of Minimum Price Preferred	86
4.13 Preferred price of jacket by age group 25-35	89
4.14 Preferred price of jacket age group 35-45	92
4.15 Preferred price for age group above 45	95

LIST OF FIGURE

	Page No.
1.0 The Market (Exchange Process)	1
2.0 Consumer Buying Process	3
3.0 Determinants of Consumer Buying Decision	6
4.0 Importance of Buyer Behavior	11
4.1 Preferred Location to Shop	57
4.2 Seasonality Pattern on behalf of Sellers	57
4.3 Time and Day Preferred to Shop	58
4.4 Preferred Day for Shopping	59
4.5 Peak Sales Time	60
4.6 Preferred Time for Purchase	60
4.7 Largest Consumed Chinese Brand	64
4.8 Largest Consumed Color	64
4.9 Preferred size of Sweaters by Consumer	65
4.10 Most Preferred Style	65
4.11 Market Share of Sweater	66
4.12 Market Share of Chinese Sweater	66
4.13 Brand Preference by Consumer of age 20-25	72
4.14 Size Preference	72
4.15 Preferred Style	73
4.16 Preferred Color	74
4.17 Preferred price by age group 20-25	74
4.18 Brand preference of age 25-35	75
4.19 Preferred size by age group 25-35	76
4.20 Preferred color by age group 25-35	76
4.21 Price preferred by age group 25-35	77
4.22 Brand preference by age group 35-45	78

4.23	Preferred size by age group 35-45	78
4.24	Preferred style for age group 35-45	79
4.25	Preferred color for age group 35-45	80
4.26	Preferred price of sweater for age group 35-45	80
4.27	Brand preference by age group above 45	81
4.28	Size preferred by age group above 45	82
4.29	Preferred style by age group above 45	82
4.30	Color preferred by age group above 45	83
4.31	Preferred price of the sweater by age group above 45	83
4.32	Brand preference of jacket by age group 20-25	84
4.33	Preferred size of jacket of age 20-25	85
4.34	Preferred color by age group 20-25	85
4.35	Brand preference of age group 25-35	87
4.36	Preferred size of jacket by age group 25-35	88
4.37	Preferred color by age group 25-35	88
4.38	Brand preferred by age group 35-45	90
4.39	Preferred size of jacket for age group 35-45	90
4.40	Preferred color by the age group 35-45	91
4.41	Brand Preference by age group above 45	93
4.42	Preferred color by age group above 45	93
4.43	Preferred size of jacket for age group above 45	94

ABBREVIATIONS

Btl	Butwal
L	Large
M	Medium
S	Small
TU	Tribhuvan University
XL	Extra Large
XXL	Double Extra Large
%	Percentage
MBO	Multiple Branded Outlet
LFO	Large Format Outlet
EBO	Exclusive Branded Outlet

CHAPTER – 1

INTRODUCTION

1.1 Background of the Study: The concept of market is very important in marketing. The American Marketing Association defines market as the aggregate demand of the potential buyers for a product/service. Professor Kotler defines a market as an area for potential exchanges. Thus a market is a group of buyers and sellers interested in negotiating the terms of purchase/sale of goods/services. The negotiating work may be conducted face-to-face at a certain place village mandi or at hat bazaar. A market consists of the forces of supply (sellers) and demand (buyers) facilitating an exchange of marketing. Exchange is possible when there are two or more parties who each have something they desire to exchange for something else. Exchange may take place with or without money. As a medium of exchange, money speeds trading.

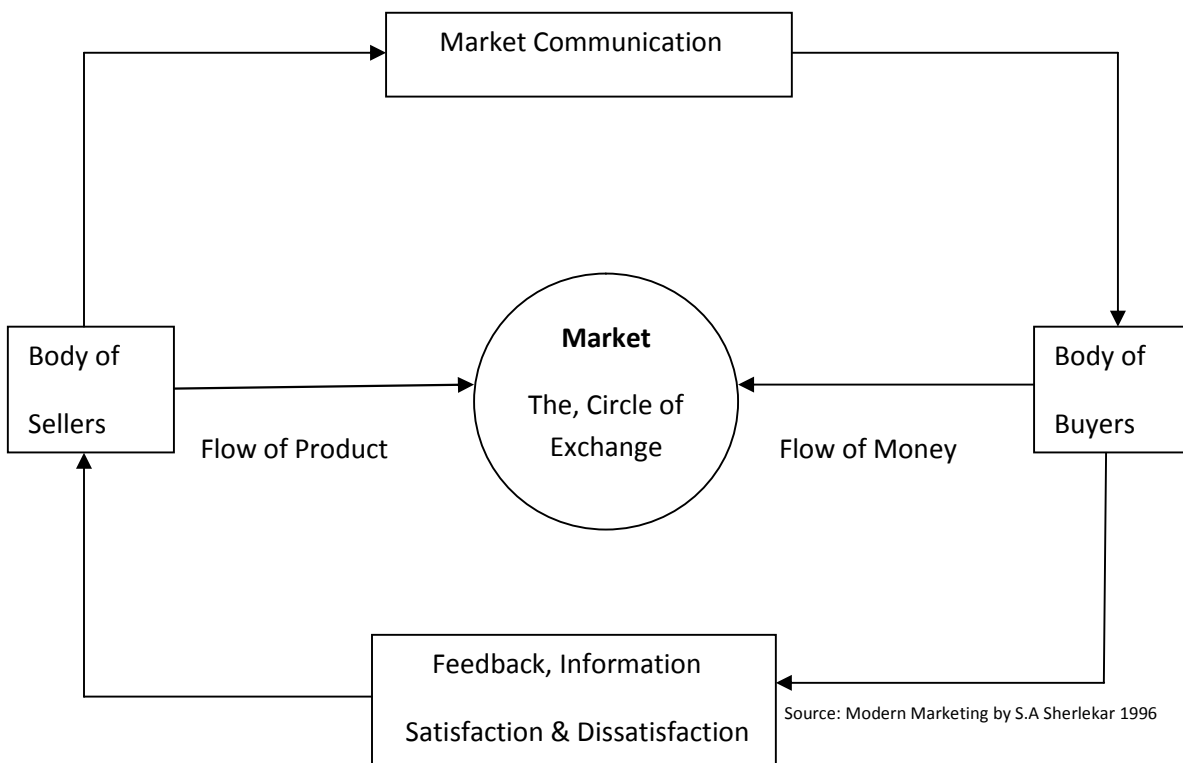


Fig.1.The Market (Exchange Process)

A buyer is anyone who might buy a product. A buyer may be either an individual person or an organization that have an interest in the product and the means to acquire it. Therefore, a buyer is someone who is potentially willing and able to buy products offered by the market

The terms buyer and consumers are interchangeably used. In comprehensive term buyers or consumers are people in families and other kind of household who buy and use products and services in order to satisfy their personal needs and wants.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer.

1.1.1 Consumer Buying Process:



Fig. 2 Consumer buying process

-) Black box model
-) Information search
-) Evaluation of alternatives
-) Purchase decision
-) Post purchase evaluation
-) Other influences

Black box model: The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviorisms, where the focus is not set on the processes *inside* a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus is given by social factors, based on the economic, political and cultural circumstances of a society. The buyer's black box contains the buyer characteristics and the decision process, which determines the buyer's response.

Environmental factors		Buyer's black box		Buyer's response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product Price Place Promotion	Economic Technological Political Cultural Demographic Natural	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behavior	Product choice Brand choice Dealer choice Purchase timing Purchase amount

The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Information search

Once the consumer has recognized a problem, they search for information on products and services that can solve that problem. Belch and Belch, 2007 (**Advertising and Promotion: an Integrated Marketing**) explain that consumers undertake both an internal (memory) and an external search. Sources of information include personal sources and experience, and commercial and public sources.

The relevant internal psychological process associated with information search is perception, which can be defined as "the process by which an individual receives, selects, organizes, and interprets information to create a meaningful picture of the world". Consumers' tendency to search for information on goods and services makes it possible for researchers to forecast the purchasing plans of consumers using brief descriptions of the products of interest.

The selective perception process can be divided into:-

-) Selective exposure: consumers select which promotional messages they will expose themselves to.
-) Selective attention: consumers select which promotional messages they will pay attention to.

-) Selective comprehension: consumer interprets messages in line with their beliefs, attitudes, motives and experiences.
-) Selective retention: consumers remember messages that are more meaningful or important to them.

The implications of this process help to develop an effective promotional strategy, and suggest which sources of information are more effective for the brand.

Evaluation of alternatives: At this time the consumer compares the brands and products that are in their evoked set. The evoked set refers to the number of alternatives that are considered by consumers during the problem-solving process. Sometimes also known as consideration, this set tends to be small relative to the total number of options available. How can the marketing organization increase the likelihood that their brand is part of the consumer's evoked set? Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organization needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision. It also needs to check other brands of the customer's consideration set to prepare the right plan for its own brand.

Purchase decision: Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The organization can use a variety of techniques to achieve this. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase decisions much more easily.

There are 5 stages of a consumer buying process they are: The problem recognition stage, meaning the identification of something a consumer needs. The search for information, which means you search your knowledge bases or external knowledge sources for information on the product. The possibility of alternative options, meaning whether there is another better or cheaper product available. The choice to purchase the product and then finally the actual purchase of the product. This shows the complete process that a consumer will most likely, whether recognizably or not, go through when they go to buy a product.

Post purchase evaluation: The EKB (Engel, Kollat, and Blackwell) model was further developed by Rice Almanac in 1993 (**Source Book for the Most Economic Activity**) which suggested there should be a feedback loop. Foxall in 2005 (www.consumerbehavior-wikipedia)

further suggests the importance of the post purchase evaluation and that it is key because of its influences on future purchase patterns.

Behavior can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups, lifestyle, market mix factors.

1.1.2 Determinants of Consumer Behavior: Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he/she would like to consume, then he/she selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological. The explanation of these factors is given below.

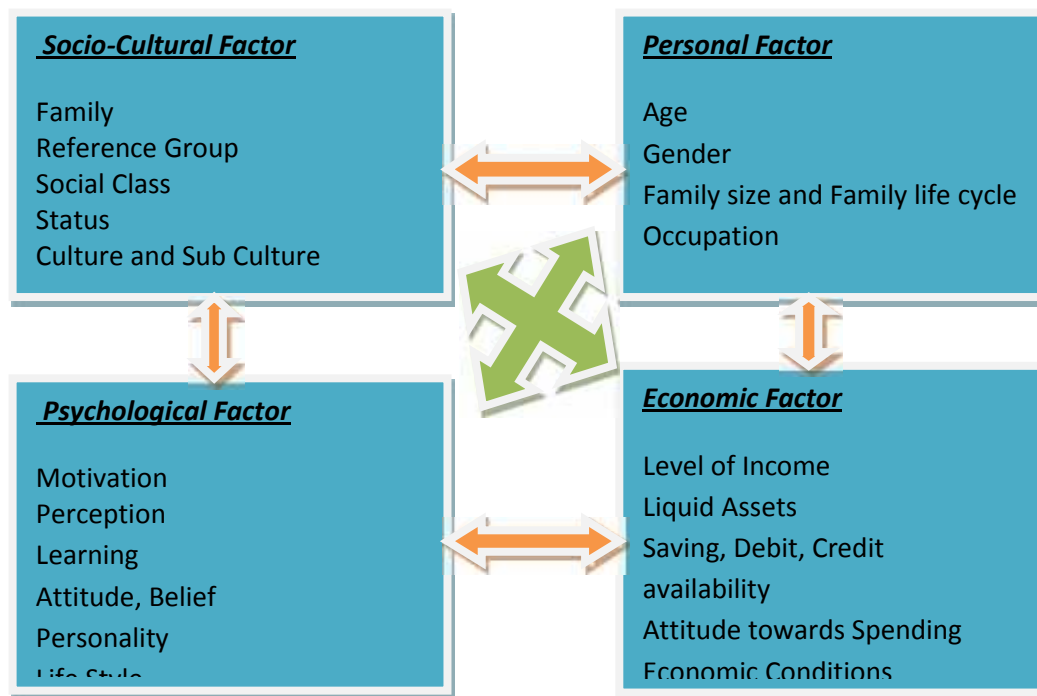


Fig.3 Determinants of Consumer Buying Decision

1.1.2.1 Cultural Factors: Consumer behavior is deeply influenced by cultural factors such as: buyer culture, subculture, and social class.

- **Culture:** Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.
- **Subculture:** Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group.
- **Social Class:** Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc.

1.1.2.2 Social Factors: Social factors also impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status.

- **Reference Groups:** Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc. then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).
- **Family:** Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.
- **Roles and Status:** Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. For example a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore her buying decisions will be influenced by her role and status.

1.1.2.3 Personal Factors: Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality and self-concept.

- **Age:** Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc. which help marketers to develop appropriate products for each stage.

- **Occupation:** The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

- **Economic Situation:** Consumer economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

- **Lifestyle:** Lifestyle of customers is another import factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc. and shapes his whole pattern of acting and interacting in the world.

- **Personality:** Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc. which can be useful to determine the consumer behavior for particular product or service.

1.1.2.4 Psychological Factors: There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes.

- **Motivation:** The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the person to seek satisfaction.

- **Perception:** Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs.

- **Beliefs and Attitudes:** Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

1.1.3 Importance of Buyer Behavior: In the highly specialized study of "Business Management", "Business Administration" or just "Management" today, "Marketing Management" function plays a very critical role. This is because this functional area of management "EARNs" the revenue, & "WORKS" in the close proximity with the public or persons outside the organization. Controlling these two attributes to have the desired benefit is the most difficult part of the management, because none of these two are within the direct control of the marketers. This doesn't mean that the other functional areas are not useful, but they are not "DIRECTLY" involved in the activities mentioned above.

Similarly, within the study of Marketing Management, the "Consumers" or the "Customers" play a very critical role as these are the people who finally buy the goods & services of the organization, and the firm is always on the move to make them buy so as to earn revenue. It's crucial from both the points of view as given below:

1. **From the customers' point of view:** Customers today are in a tough spot. Today, in the highly developed & technologically advanced society, the customers have a great deal of choices & options (and often very close & competing) to decide on.
 - a. They have the products of an extreme range of attributes (the 1st P - Product),
 - b. They have a wide range of cost and payment choices (the 2nd P - Price),
 - c. They can order them to be supplied to their door step or anywhere else (the 3rd P - Place),
 - d. and finally they are bombarded with more communications from more channels than ever before (the 4th P - Promotion).

2. From the marketers' point of view: "The purpose of marketing is to sell more stuff to more people more often for more money in order to make more profit". This is the basic principle of requirement for the marketers in earlier days where aggressive selling was the aim. Now it can't be achieved by force, aggression or plain alluring. For the customers are today more informed, more knowledgeable, more demanding, and more discerning. And above all there is no dearth of marketers to buy from. The marketers have to earn them or win them over.

The global marketplace is a study in diversity, diversity among consumers, producers, marketers, retailers, advertising media, cultures, and customs and of course the individual or psychological behavior. However, despite prevailing diversity, there also are many similarities. The object of the study of consumer behavior is to provide conceptual and technical tools to enable the marketer to apply them to marketing practice, both profit & non-profit.

The study of consumer behavior (CB) is very important to the marketers because it enables them to understand and predict buying behavior of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose it. Consumer research is the methodology used to study consumer behavior; it takes place at every phase of the consumption process: before the purchase, during the purchase, and after the purchase. Research shows that two different buyers buying the same product may have done it for different reasons, paid different prices, used in different ways, have different emotional attachments towards the things and so on.

According to Professor Theodore Levitt of the Harvard [Business School](#), *"the study of Consumer Behavior is one of the most important in business education, because the purpose of a business is to create and keep customers"*. Customers are created and maintained through marketing strategies. And the quality of marketing strategies depends on knowing, serving, and influencing consumers. In other words, the success of a business is to achieve organizational objectives, which can be done by the above two methods. This suggests that the knowledge & information about consumers is critical for developing successful marketing strategies because it challenges the marketers to think about and analyze the relationship between the consumers & marketers, and the consumer behavior & the marketing strategy.

Consumer behavior is interdisciplinary; that is, it is based on concepts and theories about people that have been developed by scientists, philosophers & researchers in such diverse disciplines as psychology, sociology, social psychology, cultural anthropology, and economics. The main objective of the study of consumer behavior is to provide marketers with the knowledge

and skills that are necessary to carry out detailed consumer analyses which could be used for understanding markets and developing marketing strategies. Thus, consumer behavior researchers with their skills for the naturalistic settings of the market are trying to make a major contribution to our understanding of human thinking in general.

The study of consumer behavior helps management understand consumers' needs so as to recognize the potential for the trend of development of change in consumer requirements and new technology. And also to articulate the new thing in terms of the consumers' needs so that it will be accepted in the market well.

The following are a few examples of the benefits of the study of consumer behavior derived by the different categories of people:

1. A marketing manager would like to know how consumer behavior will help him to design better marketing plans to get those plans accepted within the company.
2. In a non-profit service organization, such as a hospital, an individual in the marketing department would like to know the patients' needs and how best to serve those needs.
3. Universities & Colleges now recognize that they need to know about consumer behavior to aid in recruiting students. "Marketing Admissions" has become an accepted term to mean marketing to potential students.

Consumer behavior has become an integral part of strategic market planning. It is also the basis of the approach to the concept of Holistic Marketing. The belief that ethics and social responsibility should also be integral components of every marketing decision is embodied in a revised marketing concept - the societal marketing concept - which calls on marketers to fulfill the needs of their target markets in ways that improve society as a whole.

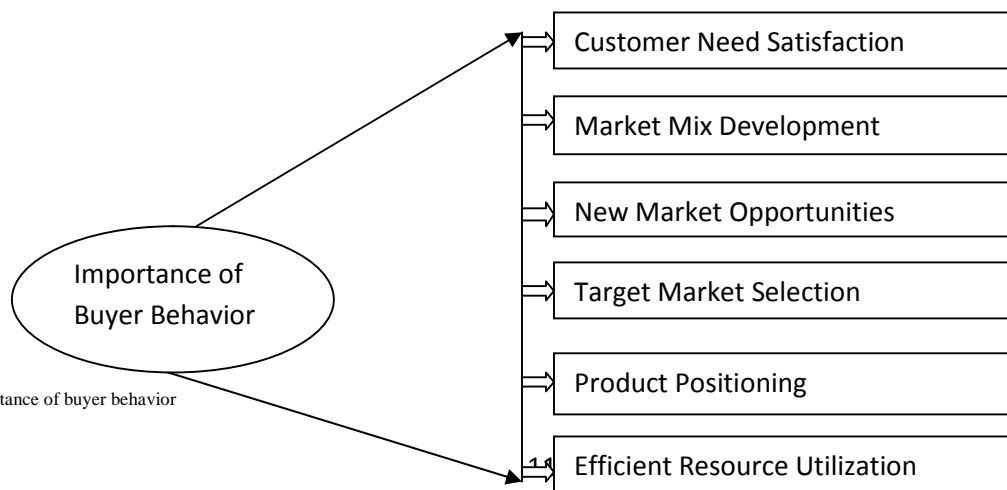


Fig. 4 Importance of buyer behavior

The study of consumer behavior enables marketer to understand and predict consumer behavior in the market. It also promotes understanding of the role of consumption plays in the life of the individuals. Consumer behavior may be defined as the decision process, physical activities, and individuals engage in when evaluating, acquiring, using or disposing of goods and services.

Consumer is the king in business. The success and failure of any business entirely depend on consumer reaction to a firm's marketing mix or strategies. Firms marketing mix or strategies should be designed in such a way that satisfies consumer's need and wants. To design an effective marketing mix that satisfies consumer unsatisfied need and wants, a firm should know the buying behavior of consumers. Understanding consumer buying behavior is thus an import task for today marketers.

Consumer buying behavior refers to the ultimate consumers those who purchase products for personal or household use, not for business purpose but buying behavior of consumer differ from one to another; however, their buying process may be identical. Generally, the consumer buying process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation.

The initial stage of buying process is the problem recognition and it occurs when a buyer becomes aware of the fact that there is difference between a desired state and an actual condition. After becoming aware of the problem of need, the consumer (if continuing the decision process) searches for information regarding availability of brand, product features, seller characteristic, process alternatives available and other relevant aspects. Duration and intensity of search efforts depends on buyer's experience in purchasing and nature of the products to be purchased. During the intensity of search efforts depends on buyer's experience in purchasing and nature of the products to be purchased. During this stage, however, consumer has developed evoked set the set of brands of a product, which the buyer actually consider while making a specific brand choice .

Products in the evoked set have been evaluated in the third stage of buying process. To evaluate the products in the evoked set a consumer establishes a set of criteria to compare the products characteristics. Using the criteria and considering the importance of each, a buyer rates and eventually ranks the brand in the evoked set. If evaluation yields one or more brands that the

consumer is willing to buy, the consumer is ready to move on to the next stage of decision process i.e. purchase stage. During the purchase stage, consumer select not only the product or brand to buy but also select seller or store form which he or she will buy the product. The actual act of the purchase occurs during this stage but not all decision lead to purchase; the individual may terminate the prior to purchase. After purchase, a buyer starts to evaluate in either satisfaction or dissatisfaction, which feedback to other stages of the decision process and influences subsequent purchase.

Though the consumer buying decision process consists of five stages, all consumer decision does not always go through all the five stages. The individual may terminate the process during any stage. This depends on the experience of consumer involved in purchasing and the nature of the products he or she wants to purchase. Persons in high involvement decision process usually employ all the stages of the decision process where as those engaged in low involvement decision process may skip some of the stages. Whatever is the buying process it is very important for the modern marketers to know the buying behavior of his or her target consumer for the long term survival as well as enjoy profit.

In recent years, the international business environment has been marked by far reaching change, in the last few years; the business environment of Nepal too has been changed distinctly. An implementation of one window system for both domestic and foreign investors and adoption of free and liberal trade policy have increased the business activities to a great extent through the country. Consequently, business has become more complex and competitive all activities of the business must be focused on the consumer. In recently, the consumer is the one who decides whether to accept or reject a product on the basis of whether or not it meets perceived needs and desires of consumers, the marketers should understand the buying behavior of consumers. Understanding of consumers buying behavior is a complex and difficult tasks as it is influenced by many factors, especially persons specific, psychological and socio-cultural. In addition, consumer behavior is changing phenomenon. Consumer's needs and desires undergo changes from time to time, in order to adapt business with changing pace of consumers need and desires, it is essential for marketers to conduct research continuously on consumers realizing this fact, business enterprises of advanced countries have carried out a series of researchers on consumer behavior. Such practices of studying consumer buying behavior are rare in our country. Here the attempt has

been made to study the buying behavior of Butwal city in winter wears. Being Butwal as emerging commercial city, large number of people are migrating from rural area like Arghakhachi, Palpa , Gulmi and even from Puythan district too because of different circumstances. Here, the study is done on the basis of branded product choice according to color, price, size, pattern by the different age group of consumers. Besides this, the report will provides the information about the changing seasonality pattern in winter wares, identifying the peak seasons are taken into consideration. Winter wear consists of different items like sweaters, jackets, shocks, and woolen caps etc. Here, this study is basically focused on jackets and sweaters.

1.2 Statement of the Problem: Changing business environment globally, Butwal city have become more competitive market for clothing. This is not only by the implementation of new trade and industrial policies in national perspective but also due to increase in population in Butwal city. The trend of migrating to Butwal city is increasing. Due to increase in population more money is been spend in markets. People have been purchasing new set of winter wears each year as season comes. The size and style of jacket and sweaters have been changed and will change in future too. We can see consumer preferences in color and size have also been shifting from one to another but buying behavior of people is still unrehearsed.

As there are so many brands of single product available in different size, color and price. So, consumers have the choice to buy the product they like most. Which products the consumers choose and what criteria they use to choose particular product and brands are burning issues to be research. Similarly with the increment in population and business activities numbers of types of store are also increasing in Butwal city. I coursing of purchasing clothing what sort of store do they choose and what criteria they use to choose them are other issues that should be searched. Taking these issues into account following issues are tried to solve in this study.

- a. What are the time day and location that are mostly preferred by the consumer to purchase jacket and sweater?
- b. What is the frequency of order placement, delivery made to shop, to whom the order is placed and volume of order placement?
- c. What are the most preferred brands, size, style of sweaters and jackets in the market and their market share?

- d. How many of the potential buyers that visit stores actually purchase the product and the attributes used to choose the product?
- e. What is consumption pattern of jackets and sweaters by the different aged consumer?

1.3 Objectives of Study: The overall objective of the study is to find out the actual buying behavior of male to winter wears in Butwal city. The specific objectives of the study in connection with the research problem are as follows:

1. To study and analyze the time, day and location that is mostly preferred by the consumer for purchasing jackets and sweaters in the winter season.
2. To evaluate the frequency of order, delivery made to shop, to whom the order is placed and volume of order placement.
3. To review and analyze the most preferred brands, size, style of sweaters and jackets in the market and their market share.
4. To determine the potential buyers that actually purchase the product and the attributes used to choose the product.
5. To access the consumption pattern of jackets and sweaters by the different aged consumer and suggest on the basis of the study findings.
6. To suggest and recommend on the basis of major findings.

1.4 Hypothesis

- a. The peak sale day assumed by the buyer and seller is similar.
- b. There is significant difference in assuming the preferred time for shopping by buyer and seller.
- c. The given factors are equally important for purchasing the cloths for consumer.
- d. The given factors are equally important for purchasing of clothing by the consumer according to seller
- e. There is no significance difference in consideration of factors affecting the buyer's decision among consumer and seller.

1.5 Importance of the Study: The Nepalese market has been gradually turned into the cutthroat competition. Different types of products with large number of alternatives brand are available in the market. In this context, it is essential for the manufactures or marketers of the product to know the buying behavior of target consumers to turn the success in their flavor. As the focus of the study is on buying behavior of consumer in winter wears the producers and marketers of the product will be highly benefited by this study. They may use the finding of this study as the guideline for making strategies for successfully marketing of their products. As one of our objectives is to find out the peak month of purchasing the marketers can target on that specific time and make more specific strategies so that consumer can get maximum value from the money they have. By the help of this study, marketers will be able to serve the different segmented market more effectively. This study not only helps producer and marketers to design effective marketing strategies but also provide valuable guidelines and reference to the scholars and researchers who are interested in conducting further research on consumer buying behavior.

1.6 Limitations of the study: This research is the requirement of the partial fulfillment of Master Degree in business studies in management. The researcher being a student has limited resources. Limited resources confine the scope of the study. As the result, this study is confined only in Butwal city. All the respondents for this study are taken from Butwal Municipality and the sample size taken for this study is very small in comparison to the population of the study. The total population of Butwal Municipality according to census survey 2058 is 108,755. Out of which male population is 53,510. Here only the variables like: product choice, brand choice, location, day and time for product, presence of product in market and their preference. Here therefore it is hard to do research on both ladies as well as gents wear. Therefore only gents wear is taken into consideration. Therefore this research does not guarantee that same finding will be applicable for female buying pattern too. Therefore except the product jacket and sweater, the study might not be applicable in other products. In addition above variables taken for this study are assumed to explain the buying behavior of consumer of Butwal city.

1.7 Distinct Nature of the Study: This study is distinct other than past studies in terms of product choice, brand choice, store choice, and buying pattern of consumers when sale is offered on for different age groups.

1.7.1 Product Choice: The review of available past literatures on the product choice reveals that the product attributes, brand reputation and price seem to be the major criteria responsible for the product choice. So there is no doubt that there is factors play decisive role in the product choice, but it cannot be underemphasized the role of producer's goodwill, advertisement, service and reliability of the store selling the product and impression of other's use. The past studies do not only neglect such criteria but also they do not consider the relative importance of these criteria even of the product attributes the brand reputation and price. The present study not only includes such factors but also consider their relative importance in the product choice. This study is thus entirely different from the past in respect of the product choice.

1.7.2 Brand Choice: As regard the brand choice, review or the past literature shows that the brands are choice from the evoked set (a set of response). The brand in the evoked set are evaluated on the basis of the products attributes. To facilitate the brand choice, a number of models have been devised but all these models consider only the specific attribute of each alternative brand and recommended for the choice. None of these models consider the general criteria that affect the choice of brands, the large number of general criteria other than specific product attributes play an equally important and decisive role in the choice of a particular brand. Since this study considers all these aspects there is no doubt to say that it is distinct in nature that other past studies.

1.7.3 Store Choice: The criteria used for the store choice depend on types of store, nature and types of product that they sell. Some studies have already been taken place regarding the criterion used on store choice but all these studies do not consider the relative importance of each criteria used on store choice. Since this study considers the relative importance of each criterion involved in the store choice, it is also different from the point of view.

1.7.4 Buying Pattern of Consumer When Sale is offered:

No literature has been found towards buying pattern of consumer when sale is offered. It is the first study in Butwal city. It is therefore concluded that this study deserves distinctiveness in this respect also.

1.8 Organization of the Study: This study has to be organized into five chapters. Chapters first contains background of the study, statement of the problem, objective of the study, significance of the study, limitations of the study and nature of the study.

Second chapter includes the review of literature, specially the models of consumer behavior and other relevant past studies.

Third chapter describe the methodology aspect of the study and it contains research design, sample plan, nature and source of data, data collection procedures and method of analysis.

The fourth chapter incorporate the main body of the study i.e. data presentation and analysis. This chapter highlights the objectives of data presentation, analysis and interpretation. Major findings of this study are also presented in this chapter.

Finally, a summery, conclusion and recommendations are presented in chapter five. In addition and extensive bibliography and appendices are presented at the end.

CHAPTER- II

REVIEW OF LITERATURE

In this chapter, consumer behavior models and available past studies on store choice, product choice and attitude towards bargaining are reviewed incorporated as follows.

2.1 Conceptual Review: Marketing is indeed an ancient art; it has been practiced in one form or the other since the days of Adam and Eve. Its emergence as a management discipline, however, is relatively recent origin. Moreover, within this relatively short period, it has gained a great deal of importance and stature, in fact today most management thinkers the word over regards marketing as the most important of all management functions in any business.

Marketing has been developing together with development in human civilization. If we turn four, five hundred years back to the history of human civilization, we find marketing of that time, by modern standard, relatively uncultured. Craftsman carried on their business faces with consumers. They did not need any mechanism, tools or techniques of marketing of these products. However, that stage could not last long. Human needs and wants changed. Human aspiration for excellence and better status gave birth to thousands of discoveries, inventions and established thousands of units of different types of industry to fulfill those aspirations. These changes not only involved different sophisticated tools and techniques, and effective strategies for successful marketing but also made the marketing a most competitive field. Today the philosophy of marketing guiding the marketing activity of the organization has been changed drastically. Originally, companies based their marketing decision largely immediate company profit calculations. Then they began to recognize the long importance of satisfying consumers wants. Now they are beginning to factor of society's interest and their decision making. Today, the marketing philosophy of the organization is the social marketing concept. The social marketing concept holds that " the organization's task is to determine the needs, wants and interest of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in way that preserves or enhances that consumer's and society well beings." (Kotler: 2003, 28)

Thus today the consumer and the society have been the center point around which all the marketing activities revolve. The various number of advancement made in marketing has established the consumers as the sovereign power on the marketing world. Therefore, in order to be successful, product must be produced according to the need of the consumers and interest of the society. In the modern business world, understanding of consumer choice, purchasing and decision making process, brand performance, factors affecting decision making process or say, understanding of consumer behavior is the most necessary to become a successful marketer.

2.1.1 Marketing Concepts: This is the age of marketing. Without marketing no organization can run well. The word marketing is derived from the word market; which means the area for exchange of goods and services. There are two parties in marketing. One is the buyer and the other is the seller. Both the parties should come in contact and negotiate the terms of purchase and sale of goods and services. So it consists of demand and supply.

The traditional concept of marketing defines it as selling products only. However, selling is just the part of marketing activities. Marketing has the boarder definition a d scope. The modern concept defines marketing as the demand management. It is said that the marketing helps to stimulate demand. It finds out the very basic need, want and demand of the customs and assists the organization to offer the same to the potential customer.

According to American marketing association: “Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas and services to create exchange that satisfy individuals and organizational objective” (Kotler, 2003: 15)

This definition mainly focuses on the following aspects.

- a. It recognizes marketing as the process. The process involves planning and implementation of marketing activities. Such as conception, pricing, promotion and distribution of product.
- b. These marketing activities are undertaken to create exchange that meet individual and organizational goal which include satisfaction and utility from the product. The organizational goal includes profit and long-term survival of the organization.

According to Philip Kotler “Marketing is the social managerial process by which I individual and group obtain what they need and want through creating, offering ad freely exchanging product and service of value with others.” This definition focuses on the following aspect of marketing.

- a. Marketing is a social process performed by individual and groups.
- b. Marketing is performed for meeting needs and wants of product.

Marketing is a total system of business activities designed to plan, price, promote and distribution want satisfying product to target market to achieve organizational goal (Agrawal, 2011: 2)

2.2 Function of Marketing:

- a. Marketing is the process of planning and implementation of marketing activities, such as conception, pricing, promotion and distribution of products.
- b. The marketing activities are directed to create exchange that meet individual and organizational goal.

The exchange of goods and services take place through the creation of values and satisfaction incorporated in the product. The existence and survival of the companies depend on how add values to its product and provide satisfaction of its customers.

The main function involves knowing the individual, and organizational need, wants and demand and providing the related services and product with the intention of satisfy them. Marketing activities consists of four mix mainly product mix, price mix, place mix and promotion mix. All the mix has equal role to play however, promotion mix or marketing communication is the most important and integral part of marketing. All type of marketing communication establishes the flow of understanding between buyer and seller. Buying behavior can be favorably influenced through the promotion to increase the share of market. Marketers should follow the effective and persuasive communication.

There are various matter of creating the demand of the customers such as advertising, personal selling, public relation and publicity. Advertising is an important means of communicating the message about the goods and services that are offered in the target market. It is an indirect means of communicating the message to the audiences. (Koirala K.D, 2000: 1)

2.2.1 Consumer Market: Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, athlete shoes and equipment spend a great deal of time trying to establish a superior brand image. Much of brand's strength depends on developing superior products and packaging, ensuring its availability, and backing it with engaging communication and reliable service.

2.2.1.1 Target Markets, Positioning and Segmentation: Marketers can rarely satisfy everyone in a market, not everyone likes the same cereal, hotel room, restaurant, automobiles, college or movie. Therefore, marketers start by dividing the market into segments. They identify and profile distinct group of buyers who might prefer or require varying products, services mixes by examining demographic, psychographic and behavioral differences among buyers. (Kotler Philip: 2009, 15)

After identifying market segments, the marketers then decides which present the greatest opportunity- which are its target market, for each, the firm develops a market offering that it position in the minds of target buyers as delivering some centric benefits. For example, Volvo develops its car for buyers to who satisfy are a major concern. Volvo, therefore positioning its car as the safest a customer can buy. Scorpion, a sport utility vehicle launched in India by Mahindra and Mahindra in 2002, is designed for people who prefer sturdy vehicle that luxury of and comfort.

2.3 Brands: Companies address needs by putting forth a value proposition set benefits that they offer to customers to satisfy their needs. The intangible value positions are made physical by an offering which can be a combination of products, services, information and experience. A brand is an offering from known sources. A brand name such as Mc Donald's carries much association in people mind that make up the brand image: hamburgers, fun, children, fast food, convenience and goldreme aches. All companies strive to build a strong, favorable and unique brand image.

2.4 Product: Product is an important element of marketing mix. A product is anything that satisfies a need and wants of customers. (Kotler: 2009, 15)

A product is anything offered to satisfy customer needs. Its components are design, quality, variety, features, branding, packaging, services and warranty. (G.R Agrawal: 2011:230)

2.4.1 Types of Product: Products can be classified according to ultimate use:

- a. Consumer Products
- b. Convenience Items
- c. Shopping Items
- d. Specialty
- e. Industrial Products
- f. Raw Material and Parts
- g. Capital Items
- h. Supplies and Business Services

2.4.1.1 Consumer Products: They are bought to satisfy personal and family needs. They are convenience, shopping, specialty and unsought products

Industrial Product: They are bought for business use or to make other product. For example: raw materials, capital items, supplies and business services.

2.4.1.2 Shopping Products: They are generally of durable types. They are purchased after consideration of alternatives. Their distinctive features are:

- a. Purchase less frequently and consumed slowly.
- b. Considerable purchase effort is planning with respect to quality, style, pricing, suitability and service (high involvement purchase)
- c. Brand awareness and loyalty is low
- d. Price is usually high
- e. Bought at selective outlets

For examples: Fashion, clothes, shoes, furniture, electric appliances and motorbike

2.4.1.3 Specialty Product: They are products of durable types with unique features. They are expensive product their distinctive features are:

- a. Purchase infrequently
- b. Purchased is well planned. Consumer spends substantial time and effort.
- c. Strong brand loyalty. Consumers do not expect substitutes.
- d. Packaging is less important.
- e. Price is generally high.
- f. Bought at exclusive outlets.

For example: Mercedes Benz Car, Benetton Brand Cloth, Rolex Watch etc.

1.4.1.4 Unsought Product: They are product that the consumers do not know or does normally think of buying. Their distinctive features are;

- a. Purchase rarely
- b. No purchase plan and no buying efforts made
- c. Branding is less important
- d. Price varies according to the product
- e. Bought at special outlets.

Examples are: Life Insurance policy, Encyclopedias and Videophone.

2.4.2 Quality Customer Satisfaction and Profit: Quality is perception of product Excellency by customer to satisfy needs. Improving products quality has become a top priority for marketing. There is an intimate connection between total quality marketing and satisfaction in terms of profitability. Customer satisfaction leads to profit achievement by the organization. (G.R Agrawal: 46)

The dimension of quality is follows:

- a. Reliability of the products
- b. Durability of the products
- c. Serviceability of the products
- d. Features and aesthetics of the products

Quality is the totality of features and characteristics of products that bear on its ability to satisfy needs. Total quality marketing refers to the adoption of total quality management concept

for the marketing. It services as the key to value creation and customers satisfaction. Total quality management continuously improving products quality thought everyone commitments and involvements to satisfy customer needs.

2.5 Some Important Terminologies: Some of the main terminologies which we used frequently in the case of marketing have been described as follows.

2.5.1 Consumer Behavior: The action a person takes in purchasing and using the products and services, including the mental and social process that precede and follow these actions. The behavioral science helps to answer the question such as why people choose one product over another, how they make this choice and how companies use this knowledge to provide to consumers.

2.5.2 Brand: A brand is an identifiable entity that makes specific promises of value. If you ask ten marketing professionals or brand managers to define the word “Brand” you very well may get many different answers. Most of answers you receive, hopefully, will at least have some commonalities. It may own experience and in my extensive study of brands and branding, there is one definition of brand that seems to the most succinctly define exactly what a brand is.

Prof. Kotler says “a brand is name of mark intended to identify the product if one seller or group of seller and differentiate the product from competing producers” (Kotler: 2009:250). Similarly, the American Marketing Association defines a brand as “a name of term, sign, symbol, or design or a combination of them, intended to identify the group of service of one seller or group of seller and to differentiate the from those competitors”. A brand is thus a products or services whose dimensions differentiate it in some way from other products or services designed to satisfy the same need. This difference may be functional, ration, or tangible related to products performance of the brand. They may also be more symbolic, emotional or intangible related to what the brand represents. In its simplest form, a brand is nothing more or nothing less than the promises of value you or your product makes. These promises can be implied or explicitly stated, but none the less value of some type is promised.

The word “Brand” when used as noun can refer to a company, a product name or a unique identifier such as a logo or trademark.

2.5.3 Branding: The concept of branding also developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craft men used their initials, a symbol, or another unique mark to identify their work and they usually put these marks in low visibility place on the products.

Not too long afterwards, high quality cattle and art become identifiable in consumers mind by particular symbol and marks. Consumers would actually seek out certain marks become they had associated those marks in their minds with tastier food, higher quality pottery or furniture, sophisticated artwork and overall better products. If producers differentiate their products as superior in the mind of the consumers, then that producer's mark of brand to represent superiority.

Branding efforts create a feeling of involvement, a sense of higher quality and an aura of intangible qualities that surround the brand name, mark of symbol.

2.5.4 Brand awareness: Brand awareness is a marketing concept that refers to a consumers knowing of a brand's existing, at aggregate level it refer to the promotion of consumers who know of the brand. Brand awareness can be measured by showing a consumer the brand and asking whether or not they knew of it beforehand. However in common market research practice a variety of recognition and recall measures of brand awareness are employed all of which test the brand's name's associations to a products category cue, this came about because most market research in the 20th century was conducted by post or telephone, actually showing the brand to consumers usually required more extensive face to face interview (until web based interviews become possible). This has led many text books to conceptualized brand awareness simply as its measures, that is, knowledge that brand is a member of a particular product category, e.g. Cold Drinks (Soft drinks). Examples such measurable includes:

Brand Recognition: Either the brand name or both the brand name or category name are presented to respondents.

Brand Recall: The product category name is given to respondents who are asked to recall as many brands as possible that are member of category.

Knowing of brand's existence: At aggregate level it refers to the performance to the promotion of consumers who know of the brand. It is the extent to which a brand is recognized by potential customers and is correctly associated with particular products. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

2.5.5 Brand Loyalty: Brand loyalty is a consumer's performance to buy a particular brand in a product category. It occurs because consumer perceives that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for new buying habit. Basically, consumers initially will make a trial purchase of the brand and after satisfaction, tend to form habit and continue purchase the same brand because the product is sager and familiar.

Brand loyalists have the following mindset:

"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"

Thus, brand loyalty, in marketing consists of a customer's consumer's commitment to purchase or otherwise continue using the brand can be demonstrated by repeated buying of product or services or their positive behavior such as word of mouth advocacy.

2.5.6 Company Name: Often, especially in the industrial sector, it is just the company's name which is promoted (leading to one of the most powerful statement of branding, the saying before the company's name downgrading "No one ever got fired for buying IBM". In this case a very strong brand name (or company name) is made the vehicle for a range of products. (For example: Mercedes Benz or Royals Roy) or even a range of subsidiary brand such as Diary Milk, Cadbury etc.)

2.5.7 Trade Mark: Trade mark refers to a brand or part of a brand that is given legal protection because it is capable of exclusive appropriation. A trade protects the seller's exclusive rights to use to brand name and/or of brand mark.

According to Philip Kotler- “brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods of services one of seller or group of seller and to differentiate them those of competitors.”

2.5.8 Branding strategy: This strategy can be as follows:

2.5.8.1 Line extension strategy: In this strategy existing brand name is extended to new items and the same product line. This strategy is adopted when new features and new flavor, color, ingredients, package size and labels are introduced. The variety of major products modification consists of line extension. Line extensions have higher chances of survival, but risk is that the brand name may lose specific meaning.

2.5.8.2 Brand extension strategy: Under this, brand names are extended to new product line. Honda uses the company name for different lines. This strategy gives instant recognition to the new products. Customers respond favorably. Advertisement cost can be saved. However, if customer feels disappointed, other products can get damaged.

2.5.8.3 Multi brand strategy: Under this, new brands name are given to items and the same products line. Procter and Gamble has nine different brands of detergents. This strategy appears to different buying motives. But each brand may get a small market share. Promotion cost is high.

2.5.8.4 New brands strategy: Under this strategy, not brands name is given to a new product line. Customers perceive the new brand as a new product, but the cost of promoting the new brand is high.

2.5.8.5 Co-brand strategy: Under this, a brand bears two of more will-known brands names. Maruti Suzuki is an example. This strategy strengthens brand preference. New audience can be reached but customers may not feel convinced to insist on such brands.

2.5.8.6 Image building strategy: Under this strategy organizations build corporate image. This in turn helps build brand. Customer’s credibility increases for the products of high image organizations. This example is Sony, Bajaj, Hulas etc.

2.5.8.7 Brand Scenario in Nepal: Most manufactured product in Nepal is branded. International brands have come to Nepal. Chinese imitations of international brand have flooded the market. Coca-Cola commands 80% of market share compared to 20% for Pepsi Cola. They both follow similar sales promotions strategy. Bagpiper whiskey has become a household name. Wai-Wai is no one in noodles. The market is getting saturated with about 30 brands of noodles. Surya tobacco, a joint venture of Indian Tobacco Company (ITC India) and British American Tobacco (BAT UK) has brands rather than international brands. The local brands are Surya, Shikhar and Bijuli. Golcha organization, Hulas family brands strategy for rice, pulses, floor, biscuits, steel, wires and other product. Disappeared brands of cigarette are: Assha, Deurali, Sayaptri, Laligurans, Munal, Palton, Soalteenee, A-one. (G. R. Agrawal: 263 to 271)

2.6 Distribution: Distribution gets the product to target market. It involves marketing channels and logistics management. Marketing channels make the product available to the customers. Logistic management makes the products accessible to the customer. (G.R Agrawal: 2011:293 to 297)

The components of distribution are:

2.6.1 Marketing Channels: Various intermediaries make up a marketing channel. They make the flow of product smooth. They are partners I serving customers. They can be:

2.6.1.1 Merchants: They buy and resell products. Wholesalers and retailers are merchant middlemen.

2.6.1.2 Agents: They search for customers and make negotiations but do not take title to the product. Sales agent, brokers, and sales representatives are agent middlemen.

2.6.1.3 Facilitators: They assist in the distribution process. They neither take title to products nor make negotiations. Transporters, banks, insurance companies advertising agencies are facilitators.

- a. **Logistic Management:** Physical distribution physically moves the products from producers to customers. The major activities performed are order processing, warehousing, material handling inventory management and transportation.

b. **Channels:** Channels decisions are concerned with the various channel structure:

Channel type: It can be direct or indirect. Direct channel has no middlemen between the producer and customers. Indirect channel has middlemen between the producer and customers.

Channel Level: it refers to no participants in the channel. They can be manufacturer, sole agent, wholesalers, retailers and customers. Channel structure differs for consumer products and business products.

2.6.2 Channel Structure for Consumers products: Consumer products are purchased for personal or household use. Four alternatives are available for channel structure of consumer products. They are;

2.6.2.1 Zero Level Channels: This is zero level channels between the manufacturer and consumer. The manufacturer performs all the distribution activities. Service products are generally distributed through zero level channels. They required personal contact. The producer should have capability and resources to use zero level channels. The zero level channels are :

Door to door: Sales representative sells goods in the homes of consumers. Von cosmetic uses this method.

Mail Order: Catalogues of mail are sent to consumers. E-mail, voice mail and websites are also used.

Tele Marketing: Telephone is used to sell in this method.

Online Marketing: Computer is used for selling. The internet is getting popular. It is a global web of computer networks.

TV Marketing: Television is used to sell goods. Sky shop on TV is an example of this method.

Own Stores: Producers can open their own outlets. The Bakery and fast foods are the examples.

2.6.2.2 One Level Channel: In this level retailers consists between manufacturer and consumers. It is short channel. Many large retailers buy directly from manufacturers. Examples are Supermarkets, Discount houses and Departmental stores. Agricultural products

(Perishable) are sold through this channel. The aim is selective distribution. Distribution costs are very low but needs more order size.

2.6.2.3 Two Level Channels: This channel consists of wholesaler and retailers between manufacturers and consumers. It is long channel and used widely. The larger no of outlets are reached. Semi wholesaler can be used to cater to specific locations.

2.6.2.4 Three level channel: This level consists of sole agents, wholesaler and retailers between manufacturer and consumer. It is the largest channel. The sole agent has exclusive rights to sell the manufacture's products. Global companies use this type of channel where distances, language and culture serve as barriers. Distribution costs are high in this method. This channel is used by Hindustan lever using rural dealers to make its products to target consumers in rural areas of India. Coca Cola is using manual distribution counters to reach out to interior parts of Kathmandu which are inaccessible by trucks.

2.6.3 Channel Structure for Business Products: Business customers buy products for business use, resell or to make other products. These alternatives are available for channel structure for business products.

2.6.3.1 Zero Level Channels: This is the direct channel between the manufacturer and customer. Capital goods items consisting of installation and raw materials are distributed through this channel. Distribution cost is lowest but competent sales person are needed. Post sales services are important.

2.6.3.2 One Level Channel: This channel contains distribution between the manufacturer and customer. Distributors specialized in product line. They provide delivery and after sales service. This channel is popular for necessary equipment and operating supplies. Distribution cost is low. Quality, reliability and speed of after sales service are important but channel dependence is high.

2.6.3.3 Two Level Channels: This channel consists of agent and distributors between manufacturer and customers. This is a long channel. Agents are manufacturer's representative. They negotiate the sales and arrange transfer of title to the products. This channel is use for lower priced products industrial items that required intensive distribution. Distribution cost is high and decentralized inventory system is needed.

2.7 Channel Decisions: Making decision about distribution channel is crucial task in marketing jobs. It consists of;

- a. **Producers:** The producers of manufacturing products are manufactures, processors and assemblers who gather factors of production to make products desired to be used by individuals and households. The size of producers widely differs between products find markets ranging from cottage level products to large multinationals companies who often operate several manufacturing units worldwide.

Many small producers perform all the distribution function and directly deal with the consumers while some manufacturers also maintain their own distributions networks. However all large number of manufacturer depends on marketing intermediaries to distribute their products. Producers perform major distribution function such as carry of inventory, demand or sale generation, physical distribution, credit extension to customer and after sales service. Producer usually transfer a part of the distribution function to other channel components such as agents, wholesalers and retailers.

- b. **Agents:** Agents generally works for the principal. They negotiates the sales or purchase transactions on behalf of the principal. In the consumer marketing channel system, agents generally work for the producers. Agents usually work on sales basis commission. Agents do not take title to the goods but they unite producers with the buyer, broker and sales agents playing an important role between the producers and wholesalers. The sales agents have full authority to negotiate the deal on behalf of the producers.

- c. **Wholesalers:** Wholesalers are merchants who normally buy from several producers and sell to a large number of retailers and other institutional customers. They are often called dealers or distributes. There are different types of wholesalers who differ in terms of merchandise they handle, methods of operation and breadth of services they provide to producers and retailer. However, they have one common feature: they take full title to the merchandise they handle. They also perform storing, promotion and credit extension functions in the channel system. In case of consumer's products, wholesalers are an important link between the producer and the retailers.

- d. **Retailers:** Retailers buy merchandise from the producers and wholesalers and sell them to the consumers. Retailers vary widely in terms of their size of operation. They range from

street vendors to larger retail establishments like departmental store and super market. Retailers also take full title to the merchandise they handle. Retailers also perform strong promotion and credit extensions functions to a limited level.

2.8 Consumer Behavior Models: Consumer behavior models describe the decision making or choice process of consumers. There are six comprehensive models of consumer behavior namely Nicosia models, the Howard-Seth model, the Engel-Kollat-Blackwell model, the Seth family decision making model, the Bettman's information-processing model and the Seth Newman Gross model. (Schifman and Kanuk, 2004:576-588 **Consumer Behavior, Pearson Educator Pvt. Ltd.**)

2.8.1 Nicosia Model: This model was developed by Francesco M. Nicosia. The Nicosia model focused on relationship between the firm and potential consumers. It is interactive in design. The firm tries to influence consumers and the consumers by their action/interaction influence the firm. (Arham and Danich, 1988:299-310 **Consumer Behavior and Optimal Advertising Strategy –Operation Research Vol. 15**)

The Nicosia model is divided in four major fields.

Field 1: The consumer's attitude based on firm's message

Field 2: Search and evaluation

Field 3: The act of purchase

Field 4: Feedback

2.8.2 Howard Seth Model: This model of buyer behavior was propounded by John A. Howard and Jagdish Seth in 1969. It is major revision of earlier systematic effort to develop a comprehensive theory of consumer decision making. (Howard and Seth, 1969:24-49, **The theory of Buyer Behavior, New York**) .The model distinguish three stage of decision making.

a. Extensive problem solving.

b. Limited problem solving.

c. Reutilized response behavior.

These three stages of decision making are characterized by great, moderate and little amount of information needed prior to purchase and slow, moderate and fast speed of decision respectively.

The model consists of four major steps of variables;

I. Input variables:

a. Physical brand characteristics (significant stimuli)

b. Verbal and visual product characteristics (symbolic stimuli)

c. Consumer social environment (family, reference group, social class)

II. Perceptual and learning constructs.

III. Output either may be purchase behavior or anything like attention, intention, attitude, brand comprehension.

IV. Exogenous variables, e.g. importance of the purchase, consumer personality traits, time pressure and financial status.

2.8.3 Eagle-Kollat-Blackwell Mode: It is also known as the Eagle-Blackwell-Miniard model of consumer behavior. This model was originally designed to serve as a framework for organizing the fast growing body of knowledge concerning consumer behavior. Like the Howard-Seth model, it has gone through number of revision and its latest version consists of four sections. (Garber A. and Granger C.W, **Price sensitivity of the consumers Vol-4**) They are;

a. Decision process stages-problem recognition, search, alternative evaluation, purchase and outcome.

b. information inputs.

c. information processing; and

d. Variable influencing the decision process.

2.8.4 Seth-family Decision Model: The Seth family decision making model considered the family as the appropriate consumer decision - making unit and it suggest that joint decision making tends to prevail in families that are middle class newly married and close-knit, with few prescribed family roles. In terms of product specific factors, it suggests that joint decision is considered to be situation of high- perceived risk or uncertainty, when the purchase decision is considered to be important, and when there is ample time to make decision. (Schiffmn and Kanuk, 2004: 571-583, **Consumer Behavior, Pearson Educators Pvt. Ltd.**)

2.8.5 Bettman's Information-Processing Model of Consumer Choice

Bettman's model of consumer choice portrays the consumer as possessing limited capacity information. According to this model of consumer rarely undertakes very complex analysis of available alternatives, and employs simple decision strategies, when faced with a choice. (Bettman James R. **An Information processing Theory of Consumer Choice**

Bettman's information model has seven basic components:

- a. Processing capacity.
- b. Motivation
- c. attention and perceptual encoding.
- d. information acquisition and evaluation
- e. Memory
- f. Decision process
- g. Consumption and learning process.

Beside scanner and interrupt mechanism is functioning throughout the Bettman's model.

2.8.6 Seth-Newman-Gross Model: The Seth-Newman-Gross model of consumption values recently developed to explain why consumers make the choice they do.

The model concentrates on accessing consumption relevant values that explain why consumers choose to buy or not to buy (to use or not to use) a specific product, why consumers choose one product type over another, and to consumer choices involving a full range of product types (consumer non-durables, consumer durables, industrial goods or services). (Seth, Newman and Gross, 1998:586 **Why we buy What we buy: A Theory of Consumption Value**, A journal of Business Research)

The Seth-Newman-Gross model is rooted in three central propositions.

- a. Consumer choice is a function of small number of consumption values.
- b. Specific consumption values make differential contributions in any given choice situation
- c. Different consumption values are independent.

This model of consumer choice behavior identifies the five consumption values, namely.

- a. Functional value
- b. Social value
- c. Emotional value
- d. Epistemic value
- e. Conditional value

The first three models, (Nicosia model, Howard Seth model and Eagle-Kollat-Blackwell model) focus on consumer decision making, on how individual consumers arrive at brand choices, the fourth deals with family decision making. The fifth model (Bettmans information processing model) focuses on cognitive aspects of information search and processing and indicates how consumers employ information to arrive at various types of buying decisions. The sixth and final model of consumer behavior is concerned with consumption values, especially why consumers choose to buy or not to buy specific product or specific brand.

2.9 Related Past Studies on Product Choice, Brand Choice, Store Choice and Attitude toward Bargaining:

2.9.1 Product Choice: Recent research in the consumer buying behavior support the hypothesis that consumer choice may be predicted from knowledge of the position occupied by the various offering in relation to some set of relevant product attributes after the attributes have been weighted by the consumer according to relative importance. Whether the set of product attributes is derived or pro-specified, the process has generated successful prediction of consumer purchase. (Green and Carmone, **Journal of marketing research, Vol. 9**)

Consumer generally purchase product with incomplete information about the alternatives. Information may be imperfect because of proliferation of competing brands, the difficulties of exhaustive search or sampling, biases in product evaluation, constant product innovation or consumer mobility though price and quality are the most general attributes on which products are chosen, information about quality is more difficult to access before and even after purchase. (Tellies & Gaeth 1990: **The Important of Information and Learning on Consumer Choice- Journal of Marketing Vol. 54**)

In the buying decision process, many product attributes are weighted and evaluated in a complex manner. Thus evaluative criteria are expressed in terms of desired product attribute. Evaluative criteria find their specific representation in the form of those physical products attributes as well as strictly subjective factors the consumer considers to be important in the purchase decision. The two most important characteristics of evaluative criteria include the numbers used in searching a decision and the relative importance of each. (Bettman, James R.-**An Information Processing theory of Consumer Choice**)

Most studies show that six or fewer criteria generally are used by most consumers, although Feishbein suggests that the number may go as high as nine. The extent of involvement present is a determining consideration. Present evidence indicates the relationship: the higher the involvement, the greater the number of evaluative criteria, which enters into the decision. Rothshild and Huston, 1979: 418. **The Consumer Involvement Matrix- Some Preliminary Finding, Contemporary Marketing Thought**

2.10 Reputation of Brand: Brand reputation frequently emerges as determinant as it did in a study of purchase of dress, shirts and suits. The brand name appears to serve as a surrogate indicator of product quality and its importance as a criterion seems to vary with the ease by

which quality can be judged objectively. If ease of evaluation is low, the consumer sometimes will perceive a high level of risk in the purchase. Reliance on a well-known brand name with a reputation of long standing quality thus can be effective way to reduce risk. (Bauer R.A. 1960:420-**Consumer Behavior as Risk Taking, Dynamic Marketing in a Changing World, Chicago: AMA**)

2.11 Price: Price is the most important evaluation criterion used widely while choosing a product from product categories. Many studies have proved that price and quality ensure positive relationship over some ranges of price in some product categories but it appears that a positive quality relationship is most provable under these conditions:

- a. When the consumer has confidence in price as a predictor of quality.
- b. When there are real and perceived quality variations between brands.
- c. When quality is difficult to judge in other ways, especially when there are no qualities connecting criteria such as brand of store location.

Apart from price-quality question, the use of price as an evaluative criterion varies from product to product. One study found that concern with price was high for detergent but low for cereals. In some cases, price is of greater significance when the product is felt to be socially visible. Consumers are not always looking for the lowest possible price even the best quality ratio; other factors often assume greater importance. The greater the number of available options, the less importance price tends to become. (Anderson, Taylor and Holloway J.K 1966:26-**The Consumer and his Alternatives an Experimental approach, Journal of Marketing Vol.3**)

Other Criteria: The literature on other criteria is quite meager, with the exception of isolated studies documented the influence in a specific decision. For example it was found that the selection of a bank is based primarily on five criteria:

- a. Friends recommendation
- b. Reputation
- c. Availability of credit
- d. Friendliness

- e. Service charge on checking accounts. (Anderson, Cox III and Fulchur, 1976: 40-45 **Bank Selection Decision and Market Segmentation- Journal of Marketing Vol. 40**)

Obviously, there is substantial variation between products and between consumers. It is worth emphasizing once again that consumers do not always use physical or objective criteria alternatives; indeed subjective factors easily can be the dominant consideration. (Irving S. White, 1960:421- **New Product Differentiation: Physical and Symbolic Dimension-Marketing in Changing World, Chicago:AMA**)

2.12 Brand Choice: In the consumer goods market there are many product categories that are represented by numerous brands. To cope with this multiplicity of relatively similar brands, consumers do attempt to simplify their decision making by categorizing the available brands into evoked set, inert set and inept set. Evoked set is defined as the set of brands of a product, which the buyer actually considers when making a specific choice. All the brands in evoked set are evaluated positively and the consumer makes a purchase choice from his/her evoked set. (Wells W.F and Lozeinto L.A., 1966:7-15 **Direct Observation of Purchasing Behavior: Journal of marketing Research Vol.3**)

The criteria consumers used in evaluating the brand in their evoked sets are usually expressed in terms of product attributes that are important to them.

2.12.1 Consumer Decision Rules or Heuristics: Consumer decision rules (often referred to as heuristics decision strategies and consumer information processing strategies) are procedures used by consumers to facilitate brand/other choices. Such rules reduce the burden of making complex decisions by providing guidelines or routines that make the process less taxing.

Consumer decision rules have been broadly classified into two major categories; they are compensatory and non-compensatory decision rules.

2.12.1.1 Compensatory Decision Rule: In a compensatory decision rule, a consumer evaluates brand options in terms of each relevant attribute that a brand's relative merit as a potential purchase choice. The assumption is that the consumer will generally select the brand that scores highest among the alternatives evaluated.

A unique feature of a compensatory decision rule is that it allows a positive evaluation of a brand on one attribute to balance out a negative evaluation on some other attributes. Here are the approaches that have been discussed most in the literature. (Bettman, James R. 1979: 132-137 **An Information Processing Theory of Consumer Choice**)

2.12.1.1.1 The Expectancy Value Model: This model assumes from the outset that there will be more than one evaluative criterion or attributes along which the alternative will be evaluated. Judgments are based on beliefs that assess whether or not the object actually possesses the attribute in question plus an evaluation of the goodness or badness of the belief. This, in effect is the Fishbein multi attribute attitude model. It is hypothesized that brands are evaluated one at a time along all attributes and that the total evaluation or judgment is the sum of the rating along each attribute. The brand with the highest sum wins, and a relatively poor rating on one attribute may be offset by higher rating on the other.

2.12.1.1.2 The Attribute Adequacy Model: The expectancy value model makes no particular assumption about the degree to which the rating of a brand or product along an attribute approaches or even exceeds the idea the consumer has in mind for that attribute. In the attribute adequacy model, the evaluation is arrived at in a similar manner to that discussed above with the exception that an explicit assessment is made between ideal and actual attribute. While there has not been much research to report, this may be a closer approximation of actual consumer behavior in extended problem-solving situations.

2.12.1.2 Non-Compensatory Decision Model: In following non-compensatory decision rules consumers are not allowed to balance positive evaluation of brand on one attribute against a negative evaluation on some other attributes. The non-compensatory has received less attention in the literature but four variations have been isolated. (Garber A. and Granger C.W, **Price sensitivity of the consumers Vol-4**)

- a. Conjunctive Model
- b. Disjunctive
- c. Lexicographic and
- d. Sequential Elimination

2.12.1.2.1 The Conjunctive Model: In the conjunctive model the consumer establishes separate, minimally acceptable level as a cutoff point for each attributes. If any particular brand falls below the cutoff point on any one attribute, the brand is eliminated from further consideration.

2.12.1.2.2 The Disjunctive Model: When following this approach, acceptable standard are established for each criterion. A brand will then be evaluated as acceptable if it exceeds the minimum specified level on any of these attributes. The choice used is to select the first satisfactory alternatives.

2.12.1.2.3 The Lexicographic Model: When following this approach, the consumer has ranked product attributes from most important to lest important. The brand that dominates on the most important criterion receives the highest evaluation. If two or more brand ties, then the second attributes is examined and so on until the tie is broken.

2.12.1.2.4 Sequential Elimination: Here, the consumers have established minimum cutoff point for each attribute. One criterion is selected for use, and all alternatives whose attributes do not pass that cutoff point are eliminated. Then the processing proceeds to the next attribute.

2.13 Store Choice: In general, the determinants of store choice are location, depth and breadth of assortments, price, advertising and word of mouth communication, sales promotion, store personal services, physical attributes and store clientele. (Garber A. and Granger C.W, **Price sensitivity of the consumers Vol-4)**

Don L. James, Richard M. Darand and Rober A Dreves's research on men's clothing store in a college town showed six attributes perceived as having the most salience were assortment, personnel, atmosphere, service, quality and price. The determinants of this store choice decision obviously vary by product class. The criteria used for store choice with types of store. (James, Durand and Dreves, 1976- **The Use of Multi Attribute Model in a Store Image Study: Journal of Retailing Vol. 52)**

2.13.1 Department Store: The choice of department store to be influenced by quality of merchandise and ease of the shopping process post sales service and store location (Leon G. Schiffman Dash and Dillon- **Consumer Behavior: Pearson Educator Pvt. Ltd.**)

2.13.2 Super Market

The choice of supermarket is based on the attribute (Hanson and Dentscher-**An Empirical Investigation: How do Shopper Choose, Consumer Watch.....**)

- I. Cleanliness
- II. Low price
- III. All price clearly labeled
- IV. Good produce department
- V. Accurate and pleasant checkout clerks &
- VI. Well stocked shelves.

2.13.3 Discount Store: For discount store convenient location is the most important attribute in store choice, followed by closely by low price and broad merchandise selection as would be expected.

2.14 Literature Review on Consumer Decision Process: Although the number of complexity of operation carried out by a consumer varies with the type of purchase involved, the consumer buying in general has been regarded as a problem solving activity i.e. extensive problem solving, limited problem solving and reutilized response behavior. Despite the discernible difference in intensity of problem solving and reutilized response behavior, the consumer decision process involves myriad (numerous) of decision made with respect to the choice of product brand, vendor buying quality, delivery time and mode of payment (Kotler, 2003- **Marketing Management 11th Edition Printice Hall of India Pvt. Ltd.**)

A normative consumer decision process model as postulate by Howard and Seth (1969), Nicosia (1966), Engel, Kollat and Blackwell (1968), Andreasen (1966) involves five steps of problem recognition information search, alternative evaluation, choice and outcome. As argued

by Bettman (1978), those steps however needed to be sequential. According to him, it is too simplistic a view to say that decision is made after all necessary information regarded has been gathered because choice and information acquisition occur simultaneously. Moreover, the steps of decision process are also affected by decision inputs (marketing mix offered by the firms) and socio cultural background of the decision maker. The main assumption of such flow chart model of consumer decision making is that alternatives exists for a buyer and he/she is rational enough to judge the consequences of each action on him/her evaluation them on the basis of information available either in their memory or from external source of information. A brief description of different components of consumer decision process follows which might be able provide an understanding of entire complete scale of consumer decision and the specific aspects there of review in this chapter. (Schiffman and Kanuk 2004- **Consumer Behavior: Pearson Educator Pvt. Ltd.**)

2.14.1 Problem Recognition: The existence of problem (ungratified need) triggers off a series of activities that end up with a choice made by buyer's/consumer's need for the product or product class may be aroused either by internal stimuli such as hunger, thirst or sex or by external stimuli resulting from consumer's interaction with the external environment. For example, raining may cause a consumer consider to consumer to the purchase of raincoat or umbrella.

2.14.2 Information Search: Unlike in reutilized response behavior in which problem recognition automatically leads to choice behavior due to previous learning in the purchase of low involvement items like groceries in a unique purchase situation devoid of previous learning and experience problem recognition leads to search for information either internal sources (memory) or external sources such as friends, relatives, colleagues, reference group, advertisement, dealers, product testing organization etc...

Information search enables consumers to develop a set of buying alternatives from among which they can make a choice. The emergence situation pushes them ahead to the next step of decision process.

2.14.3 Evaluation of Alternatives: Having come up with a set of buying alternatives, consumers tend to evaluate each of them on their attributes and their relative worth to them to arrive at the final choice. Consumers may use various compensatory and non-compensatory

models while evaluating alternatives on different dimensions. No matter how they are evaluated consumer at this stage are able to come up with the decision as to the brand they would buy.

As included by the previous research works consumer also tend to use simplify strategy and instead of making rigorous comparisons of alternatives brands, simply choice a brand on the basis of the recommendation of other.

2.14.4 Purchase Decision and Outcomes: Consumers evaluate their preferences across alternative brand and they are likely to choose the brand, which is most preferred. At this stage, consumers execute their purchase intention.

Satisfaction or dissatisfaction with the newly bought product may be the outcomes of the execution of purchase intention. While positive experiences tend to reutilizes decision process, the negative experience may stimulate buyers to consider new alternatives and undertake increased amount of search in similar buying situation in future.

2.15 Review of Related Studies: In 1952, first study of brand loyalty was published by George Brown. This study was conducted on a panel of 100 households. Survey method was used for this study. This survey conducted on the household purchase of frequently purchased non-durable consumer products goods such as coffee, organic juice, soap and margarine.

Households making five or more purchase were placed under one of the four brand loyalty categories depending on the sequence of brand purchased. Based on definition brand choice sequence, Brown noted that the households demonstrating some degree of loyalty varied from 54 to 95 percentages depending on this product involved. On the other hand, percentage of the household that were undividedly brand loyal varied from 12 to 73 percentages to products.

Anuma Vasudeva, in the 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 brand and the response to the promotion scheme. High market share of the brands more attracts brand loyalty than low market share brand do. Attraction for promotion schemes is thus inversely related to the brand loyalty.

The type of distribution out late from which the brand is brought is not related to the brand loyalty. There is great similarity between the urban and the rural market brand loyalty concern. He also added that the brand loyal cases in both markets were similar with respect to the response to promotion scheme. He had also concluded that the high income groups attached with the high price brand and the low income group attached with the low priced brand. However, generally the higher income group exhibited a level of brand loyalty different form that of the other classes. (Anuma Vasudev, www.brandloyalty.com)

To the best of our knowledge, no attempt has been made so far to empirically test the validity of flow chart process of consumer decision making as theorize by Howard Seth and others. Some of its components have been empirically examined. In particular, search and choice behavior are the aspects that have revived research attention.

2.16 Research on Consumer Behavior in Nepal: Only few researches have been conducted on consumer behavior in Nepal. The researches have tried to highlight a single aspect consumer behavior only.

Dev Raj Mishra on topic “**An Examination of the Role of Purchase Plan in Consumer Buying Decision for Saree and Suite**” in 1992 with the basic objective to identify the role of purchase plans in consumer decision making for saree and suit. For this purpose primary data were collected from 96 buyers and 49 purchase plan with the help of structured questionnaire. Besides this, 6 saree and suit shop were also observed for study. From analysis and interpretation of data, he concluded that 83.33% of buyers used purchase plan and the role of purchase plan is quite important in the choice of store, bargaining, purchase talk, final choice and reduction of post purchase dissonance as to price. Their role in choice of style and color is found comparatively less important.

Yogesh Pant had carried out a research entitled “**A Study on Brand Loyalty**” in 1992 with the major objectives of study to examine brand awareness of the Nepalese consumer and to identify the correlates of brand loyalty especially on low involvement product. For this purpose, primary data were collected from 100 consumers with the help of well-structured questionnaire. The major findings were:

- a. Most of the Nepalese consumers are brand loyal. However, the percent of the consumer showing strong or entrenched loyalty is very low.
- b. Brand loyalty varies across consumers as well as product. Brand loyalty is relatively higher in the products that are frequently needed than those, which are needed or use less frequently.
- c. The consumers belonging to 26 to 40 years of age are more brands loyal than those belonging to any other age group.
- d. The consumer belonging to the nuclear family system are comparatively more brands loyal than those who belonging to the joint family.
- e. Brand loyalty is strongly associated with consumer's income and not store loyalty.
- f. Brand loyal consumers are least influenced by special deals like samples, discount, coupons etc. and price activity and advertisement.

Mr. Lal Bahadur Baniya had carried out research entitled “**A Study on Buyers Behavior in Pokhara**” in 1994 with the major objective to reveal the buying pattern and purchase frequency of clothing and grocery, purchase location, types of store used by buyers and to determine the criteria used by the buyers to choose particular product, brand store and find their attitude towards bargaining. To serve above objective, 100 questionnaires were filled up by British-Gorkha and local people. The major findings were:

- a. The majority of British-Gorkhas and the large number of local people use clothing of foreign, Indian and Chinese.
- b. As regards the purchase frequency of clothing, the majority of the British-Gorkha and the local people purchase clothing on half yearly basis except Jacket.
- c. So far as the criteria used to choose a product is concerned to quality, price and brand reputation seem to be the most determining criteria for choosing the clothing.
- d. As regard the criteria used to choose a brand, quality, price producer's goodwill, advertisement and other's impressions seem to be the decisive criteria for the choice of a brand. Beside this, prize scheme and packaging of the product also play an important role especially in the choice of grocery product.

- e. Availability of the wide varieties of quality goods, courtesy of salesperson, price discount offered by the store and the location of the store are the most determining criteria for store choice of clothing

Gopal Man Gurung had carried out research on the topic “**A Study on Buyer’s Behavior of Indian Gorkhas and Local People: with special reference to Besishahar, Lamjung**” (Gurung 2003:23) in 2003. The major objective of the study were to reveal the brand pattern and purchase frequency of clothing apparel, purchase location and types of shop used by buyers, to examine the criteria used by the buyers to choose a particular product, brand and shop and their preferences of important and to find out their attitude towards bargaining and to compare the buying behavior of Indian Gorkhas and local people. To achieve these objectives 170 questionnaire were collected from Indian Gorkhas and local people. The major findings were:

- a. Majority of the respondents used Indian and Chinese branded clothing apparels. The main reasons for selecting these brands were price, quality and easy availability.
- b. Clothing apparels were bought on either the half yearly or the yearly basis.
- c. Concerning to purchase location local market seems to be the favorite place for purchasing.
- d. So far as the criteria used to choose a product is concerned price, quality, durability seemed to be the most prominent decisive criteria for a brand choice.
- e. Availability of wider varieties of clothing apparels attracts large number of consumer in the shop.

A dissertation titled “**Marketing of Instant Noodles in Narayangarh**” carried out by Sahabshila Shrestha in 2002 has addressed the following major objectives:

- a. To generate the consumers profit of the instant noodles.
- b. To generate the consumer’s perception of the quality, taste and other relevant aspects of instant noodles.
- c. To analyze the sales and market share of the instant noodles

Major findings of the study were:

The buyers of instant noodles constitute population with variation in terms of correlates such as age, sex, education and family income. In addition, majority of the buyers consume instant noodles, they being the instant and easy item for the consumption.

- a. The consumers are aware of the various brands of instant noodles in the market and they were found to be easily going for the substitute brands upon the unavailability of their favorite brands in the market.

The well-known title “**Brand Performance Study on Motorcycle with reference to Kathmandu city**” carried out by Mr. Yuddha Sagar Bhattari, in 2004 has addressed the following major objectives. Major finding of the study were:

- a. Hero Honda brand has been found as the most performed brand, Yamaha as the second, K Bajaj as the third other brands as the fourth, Lifan as the fifth and Dyang as sixth preferred brand respectively.
- b. On the basis of the age group, most respondents have been found in the age group 25-39 years. Hero Honda is the most preferred brand in the age group of 25 and 25-39 years. In the matured segment group 40 and above, Yamaha holds its first positions.
- c. On the basis of profession, large numbers of respondents have been found in the category of job holder. In most category of profession, Hero Honda has been popular except in business category. In business category, K Bajaj has been as the popular brand.
- d. Economic aspect is the primary reason for preference of the motorcycle riders saving of time and easy handling of the motorcycle follow it.
- e. It has been found that there is brand loyalty on this sector as the motorcycle is purchased rarely.

A dissertation title “**A study of brand preference on Instant Noodles**” carried out by Ms. Tara Adhikari Phuyal 2006 has the following major objectives.

- a. To identify the profiles of the customers of the specific brand.
- b. To examine the product attributes sought in the instant noodles brand.
- c. To assess the customer perception on brand preference.

Major findings were;

- a. Most of the customers are consuming noodles frequently and from more than 3 years.
- b. The massive consumption of the noodles purpose is snacks and the place to consume is restaurant.
- c. The most preferred brand is Wai-Wai, Mayos as second Maggie is least preferred, Shaka Laka Boom and 2PM are moderate preferred.
- d. Most the second consumers are found in the age group of 15-30 years old and most of them preferred the brand “Mayos” rest of customers found to be below 15 years and above 30 years old who preferred in this segment’
- e. The reason for noodles consumption has easy to consume.

“A study on pattern of consumer decision making process while purchasing high involvement goods in Nepal” was conducted by Mr. Makund Pd. Dahal in 1994. The study was based strictly on primary data. All the required information was collected from 300 respondents of Kathmandu District with the help of structured questionnaire. The analytical tools included the factor analysis, cluster analysis, discriminate analysis and path analysis. The major findings of the study were:

- a. Though not extensive, the Nepalese buyers undertake information search with greater emphasis upon dealer and interpersonal sources of information.
- b. Some of information available to Nepalese buyer has five dimension brochures, test drive, advertisement, interpersonal source and dealer visit.
- c. Nepalese buyers have rather small-evoked set size. Total search effort was positively related with education.
- d. But it was negatively with prior preference for manufacture and model.

“A research on motivating behind acquisition of time saving electrical appliances of Nepalese households” was done by Minakshi Khetan in 1992. This study was based on primary data and all the required data were collected from the help of a structured questionnaire. Major findings of her study were:

- a. Most determine motive of acquiring of using appliances is convenience.
- b. The interpersonal source of social network is the most effective media of consumer awareness and probably an important for motivation too.

- c. The main reason for not using the appliance is high price and higher operation costs, operating difficulties due to lack of facilities needed for operation and also their less operational usefulness for the Nepalese environment.
- d. Time saving is not main motive for acquisition of time saving electrical.

“Consumer Behavior with respect to decision making of consumer products purchase in Kathmandu city” was conducted by Pooja Kuikel in 2006. The major findings of her study were:

- a. Most of the respondents prefer lipstick, as it is a part of total make up. This is because Kathmandu has become modern and fashion conscious city in last few years.
- b. Consumer’s behavior is also affected by firm’s marketing mix or strategies. Only internationally branded lipsticks supply the demand of Kathmandu city. Among them India product dominates others. There is big competition between its brands therefore marketers have to bear complete competition.
- c. The respondents purchase lipsticks as general material for makeup but it is also purchased for gift to others. It means the gift culture has also made the market of cosmetic in Nepal and especially in Kathmandu valley. Further purchase are conscious about color to match their entire dress up especially Saree and Salwar, it might be the result of beauty parlor culture in town.
- d. Large no of consumer is moderately influenced by advertisement while selecting certain lipstick; it means that people are somehow aware of the product and wants more information of the product they want to purchase.

Another study is thesis by Madan Pd. Phuyal in 2006 entitled **“Nepal Television Advertisement and its effect in consumer behavior with special reference to Himalayan Snacks and Noodles Company”**. The objectives of the study were:

- a. To evaluate the effect of NTV ad on customer purchase behavior of people of Kathmandu.
- b. To examine how the different group of people perceive the advertisement broadcasted by NTV and their relation.

Major findings were:

- a. To examine the effect of NTV ads for post purchase decision.
- b. Most people prefer to watch NTV in compare to other channels.
- c. Message from ads usually reaches the prospective consumer.
- d. Almost all the people of Kathmandu eat noodles.
- e. Viewers mostly prefer suggestive, humorous and educational aspect in NTV ads.
- f. Consumer peruses ads of Mayos, Wai-Wai, 2 PM, Sakalaka Boom and Ruchee mostly.
- g. With the comparison of all visual media, TV ad is the most influencing factor of buying noodles.
- h. Most of the consumers remember Wai-Wai, Mayos, Rara and 2 PM when they remember noodles.
- i. Impressive aspects of ads of H. S. N. Company are presentation, visual prize, music and actress and actors. Among the brands of company, Mayos is the best brand.
- j. People's belief on prize policy by the company is neither good nor bad.
- k. For the post purchase decision NTV ads play the vital role.
- l. Noodles product of H.S.N Company is neither good nor bad.
- m. The company is adopting interesting promotional plan.
- n. NTV has quite effective for post purchase decision of consumers.

Rokhaha (2012) has carried out a study on “**Promotion strategy: A case Study of Ncell Pvt. Ltd.**” The main objective of this study was to examine the promotional strategies and the role of promotional activities in brand building and Consumer awareness and the product efficiency in the market. More especially the study's objectives were to examine promotional strategy and tools adopted by Ncell Pvt. Ltd to identify response of Ncell's target audience to examine brand awareness of Ncell to determine the promotional tools used by the Ncell in the form of advertising, sales promotion, public relation, publicity and interactive marketing etc. The maximum number of respondents fall under 25-30 age group category and the male participant were higher than the female. Among the respondents, most of them were students and job holders. The researcher had found that the customers give more preference to brand name and facilities rather than price and availability while buying any other commodities while taking decision to purchase the mobile service. Maximum respondents gave preference to good network coverage and service features. Among the advertisement campaigns “Ramro/Sajilo tariff” two SIM only Rs. 99 campaign was appreciated and recommended by most of the respondents.

Advertisement seems to be the most powerful promotional tool to create brand awareness among the respondents feels that the Ncell is the strong competitor of the Nepal Telecom due to its heavy promotion, service features easy to get SIM card, scheme, rebranding strategy and heavy publicity.

As none of the above studies were conducted on the topic “**A Study on Buying Behavior of Male Winter Wears in Butwal City**”, so the present study would be fruitful for the researcher and planers.

CHAPTER- III

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It facilitates the research work and provides reliability and validity to it. Research methodology employed in this study is presented below.

3.1 Research Design: The present study is exploratory in nature. The main aim of this study is to reveal the buying behavior of male winter wears in Butwal city. Therefore, a survey research design is applied for this study.

3.2 Nature and Source of Data: The data used in this study are primary in nature. The only and ultimate source of the primary data is the respondent and the respondents of this study are the buyers. Thus, all the data required for the study are collected directly from the buyers of the products as well as the sales person/owner of the readymade garment shop.

3.3 Sampling Plan: Sampling plan consists of target population, sampling unit, size and sampling method.

3.3.1 Target Population: The target population of the study consists of consumers as well as the sales person or owner of the store of different part of Butwal city. The consumers taken into consideration are from the Butwal city and seller from different shop presented in Butwal municipality. The total population of Butwal city according to census survey 2058 is 108,755 out of which male population is 53,510.

3.3.2 Sampling Unit: The research is only done taking consideration of male consumers of Butwal city.

3.3.3 Sampling Size: The target population of this study is large. From the whole population only 274 samples are taken.

	Respondents	% of Respondent
Male	53510	49.20
Female	55245	50.80
Total	108,755	100

Out of which, 200 from consumers and 74 from the sales person/owners of the shop are surveyed.

3.3.4 Sampling Method: Judgmental sampling method is used in this study. All samples were selected by this method. The logic behind using judgmental sampling for this study is a large size of population and non-availability of data on exact population. In addition, time and resource constraints have compelled the researcher to adapt judgmental sampling method.

3.3.5 Data Collection Procedure: The data have been collected through a self-administered questionnaire survey at respondent's place at mutually convenient time and also by attachment through the mails sent to different persons who use internet. The respondents were supported by oral explanation at point where they get confused or unable to understand any content of the questionnaire. Sample of questionnaire is given at appendix II. A few additional questions were asked for probing. Besides this, the researcher has personally observed the buying activities of the people in some clothing store.

3.3.6 Method of Analysis: The collected data are thoroughly checked, compiled and presented in appropriate table to facilitate analysis and interpretation. Analysis is done descriptively as well as statistically. For the statistical analysis, statistical tools as percentage, rank and spearman's co-relation coefficient are used.

CHAPTER- IV

DATA PRESENTATION AND ANALYSIS

In this chapter, the data collected from the respondents are presented, analyzed and interpreted according to the objective of the study. The first section of this chapter incorporates the respondent's profile and remaining section contains objective wise analysis and interpretation of data.

4.1 Respondent's Profile: The questionnaire was prepared to attain some demographic information relating to the age. The responses of this questionnaire are presented in the following table.

4.1.1 Age Group Profile

Table 4.1: Age Group Profile

Age Group	Consumer's	
	Number	Percentage (%)
20-25	69	34.5
25-35	73	36.5
35-45	28	14
45+	30	15
Total	200	100

Source: Field survey 2013

The above table 4.1 depicts the age group of the respondents. As shown in table out of total 34.5% fall into the age group of 20-25. 36.5% in age group 25-35, 14% in 35-45 and 15% on 45+ age groups.

4.1.2 Table of Outlet Visited: Similarly 74 shops of different part of Butwal city including Hatbazarline, Palpa Road line, Amarpath, Traffic Chowk, Milan Chowk, Highway Chauraha, Kalika Nagar, Manigram and other shop of the city were visited and asked to give information to fill up the seller's questionnaire. Seventy four responsible people from that might be sales person

or owner from each shop were considered. Out of total outlet visited 1.4% was wholesale only, 94.6% were retail only and 4.1% were retail cum wholesale also.

Table 4.2: Table by Nature of Outlet

Particular	Sales Type	Percentage (%)
Nature of Outlet	Wholesale only	1.4
	Retail only	94.6
	Retail cum wholesale	4.1
Total		100

Source: Field survey, 2013

Almost 95 percent of outlets visited were retail followed by retail cum wholesale.

Objective-wise Interpretation: This study has been guided by four objectives. In order to meet these objectives, the collected data have been analyzed and interpreted on objective wise basis.

Objective One: The first objective of this study is to find the time, day and location that are preferred by the consumer for the purchase of Sweaters and Jackets. To achieve the objective the respondents are asked to specify the location, time, day and month for the clothing to consumer as well as the sellers. Thus, data relevant to this objective have been analyzed and interpreted separately.

4.2 Location of the Outlets: The analysis of outlets where consumer generally prefer to shop for Sweaters and Jackets is depicted in the figure 4.1 Out of surveyed respondent, 118 consumers i.e.(59%) prefer to shop at Amar Path and Milan Chowk, followed by 74 (37%) consumers preferring Hatbazar Line and Palpa Road and finally 8 (4%) consumers preferring Highway Chauraha and other places.

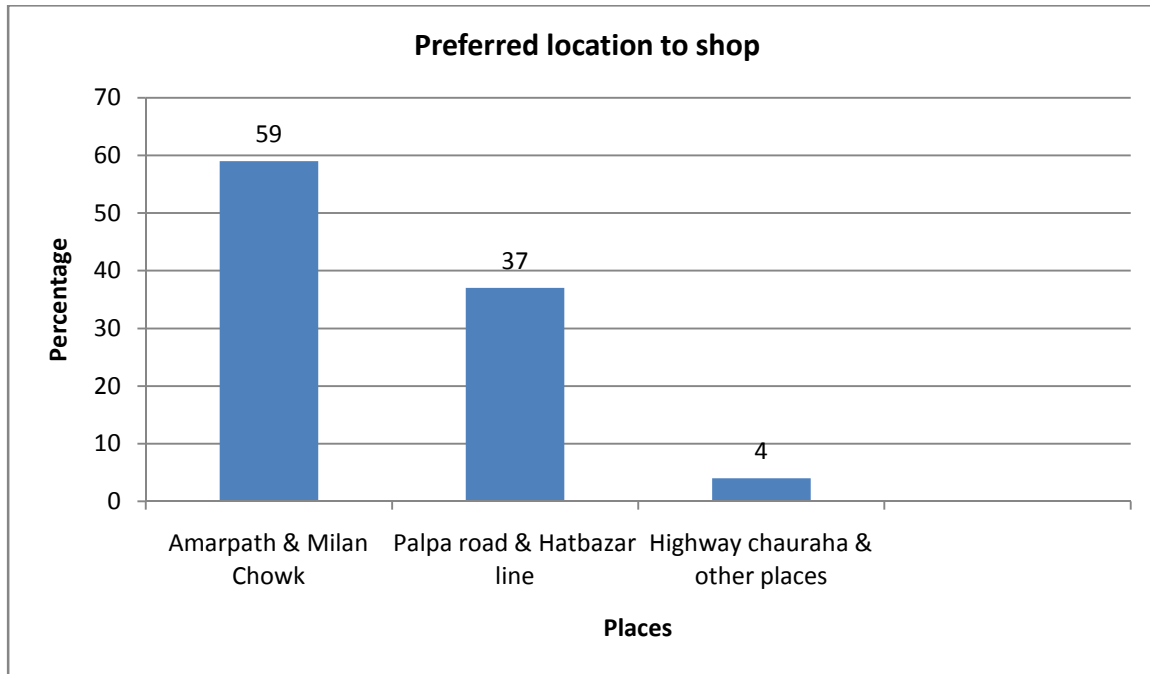


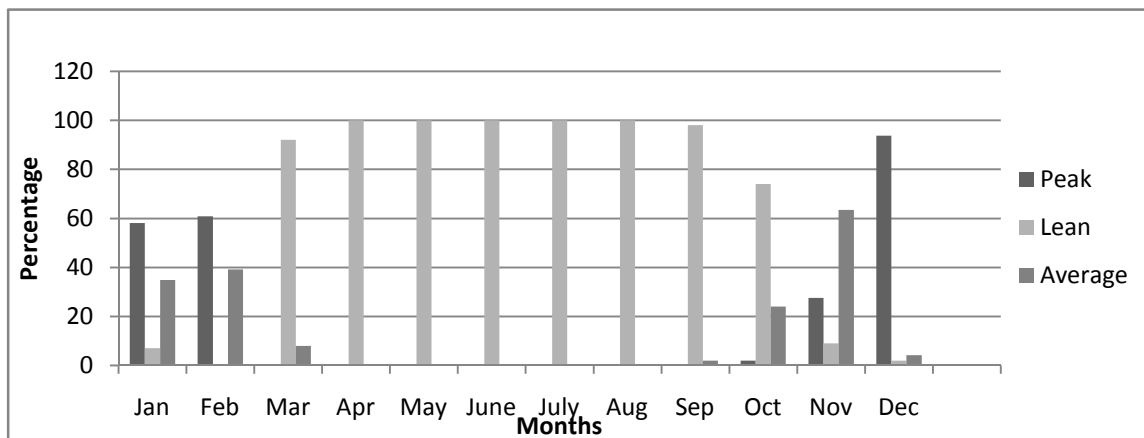
Figure 4.1 Preferred locations to shop

4.2.1 Monthly Consumer Prefers to Purchase i.e. Seasonality Pattern

For consumers seasonality pattern of the questions were asked to sales person as well as consumers also. The analysis is done in the following figure 4.1- 4.2.

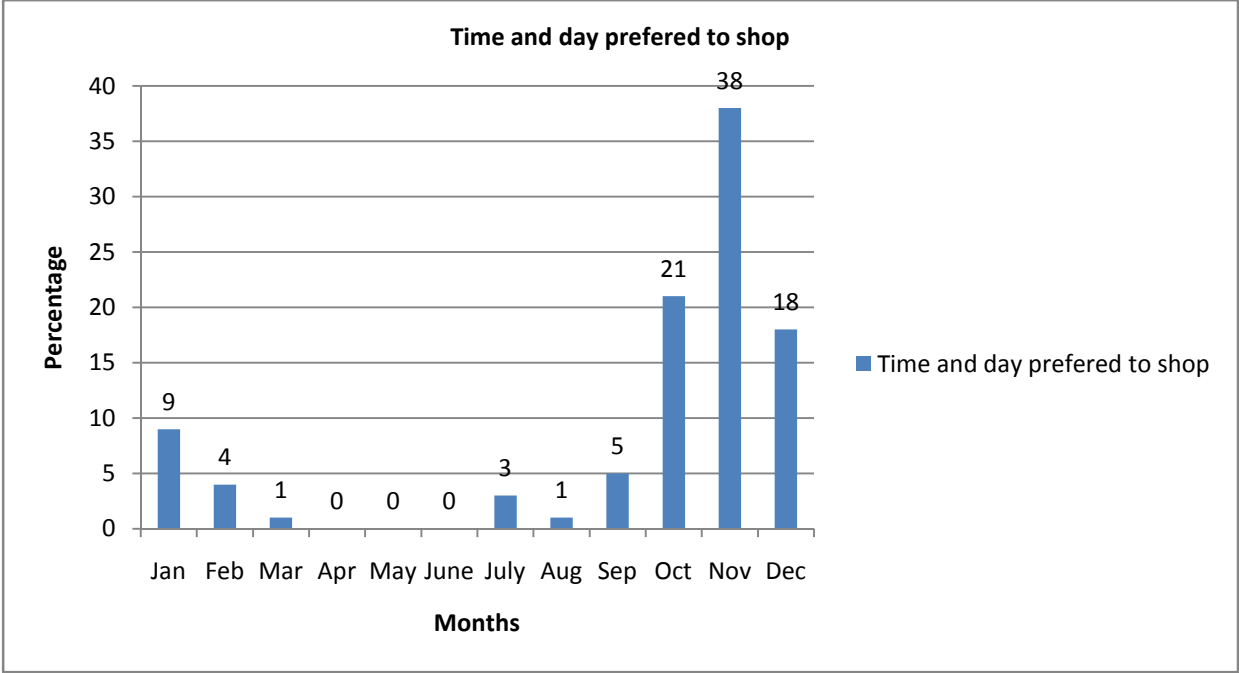
The following figure 4.1 shows the seasonality pattern of the consumers buying the Sweaters and Jackets in the view point of the sales person. From the analysis, the peak seasons are December (93.8%) and January (58.1%) likewise the average seasons are November (63.5%) and February (60.8%).

Fig 4.2 seasonality pattern on behalf of sellers



Likewise from consumer point of view November is the peak time with 38% of the consumer feels like purchasing followed by October 21%, December 18% and January 9% respectively.

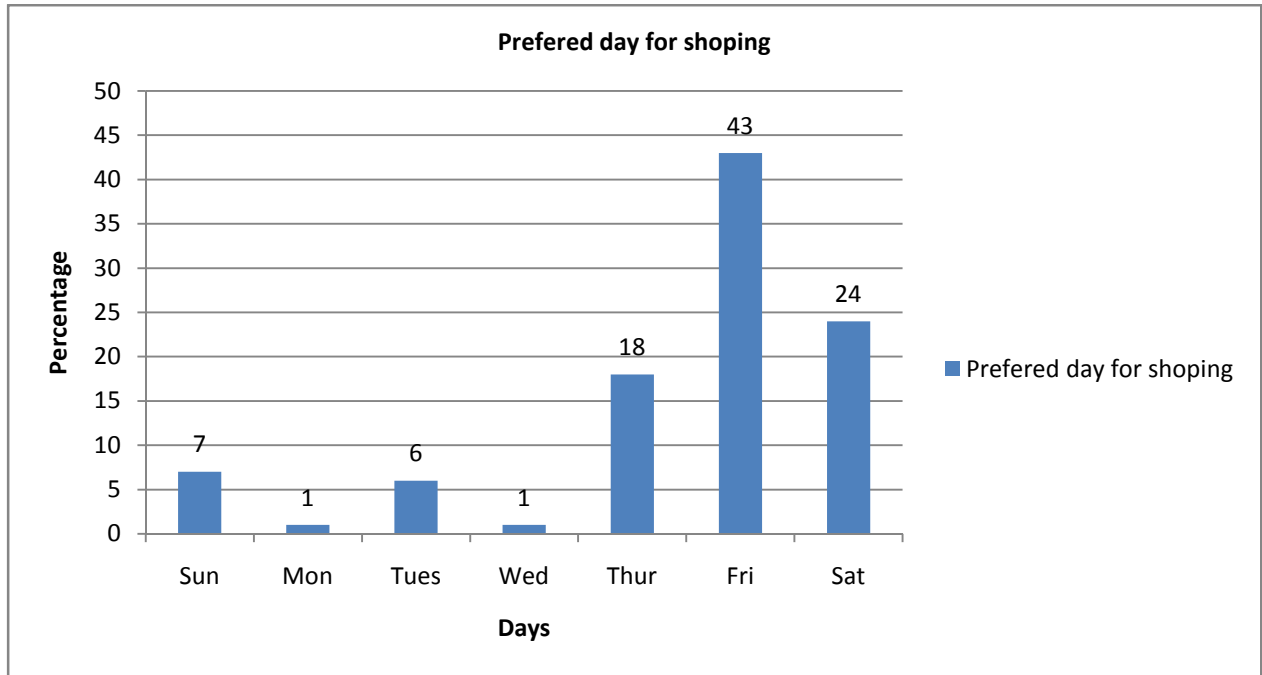
Figure 4.3: Time and Day Preferred to Shop



For analysis of time and day preferred to shop questions were asked for sellers as well as with the consumers also. For the sellers, asked for peak sales day and time whereas for consumers we asked preferred time and day for shopping. The following 4.4, 4.5, 4.6, and 4.7 figure explains the analysis.

4.2.2 Preferred Day for Purchase: The following figure 4.4 explains the peak day. According to sellers point, the peak sales day is Friday (44.6%) followed by Saturday (16.2%). The figure 4.5 shows the analysis done for the preferred day for shopping from consumer perspective. From the analysis, 43% of the consumers prefer to shop on Friday that followed by Saturday 24% and Thursday 18%.

Figure 4.4 Preferred days for shopping



Hypothesis No.1

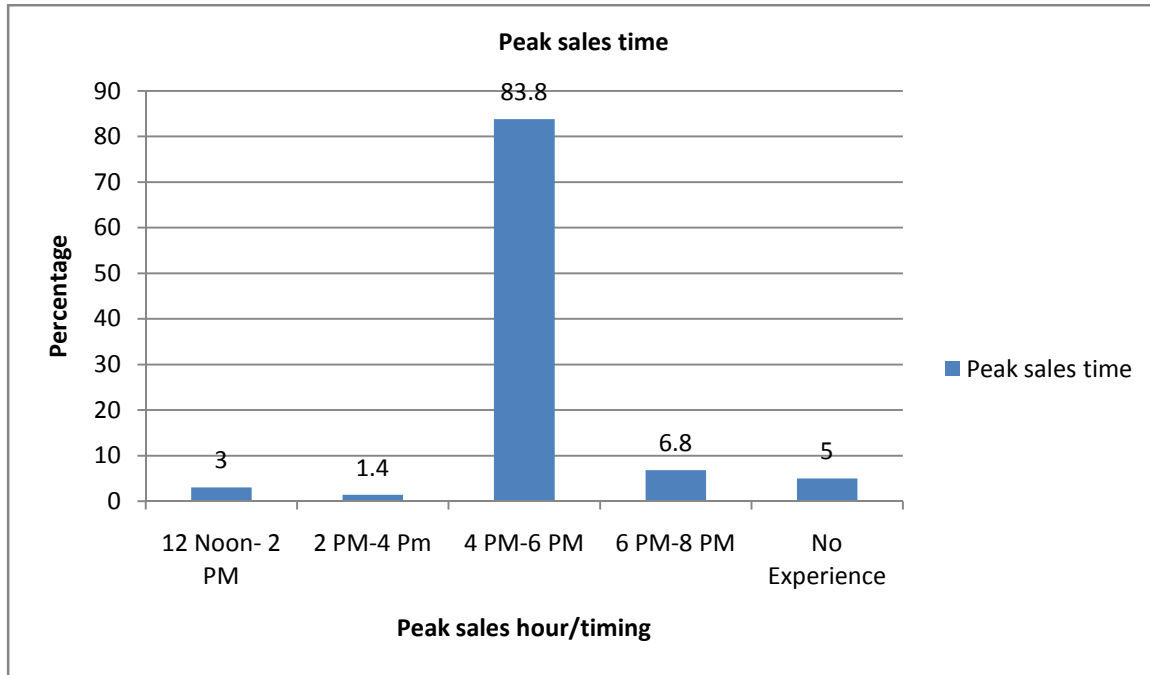
H₀: The peak sale day assumed by the buyer and seller is same.

H₁: There is difference in peak sale day assumed by the buyer and seller.

The tabulated value of χ^2 at 5% level of significance for 2 degree of freedom is 5.99 since the calculated value of χ^2 is (0.0133918, see appendix I) less than the tabulated value (i.e. 5.99). Therefore, H₀ is accepted i.e. the peak sale day assumed by the buyer and seller is same.

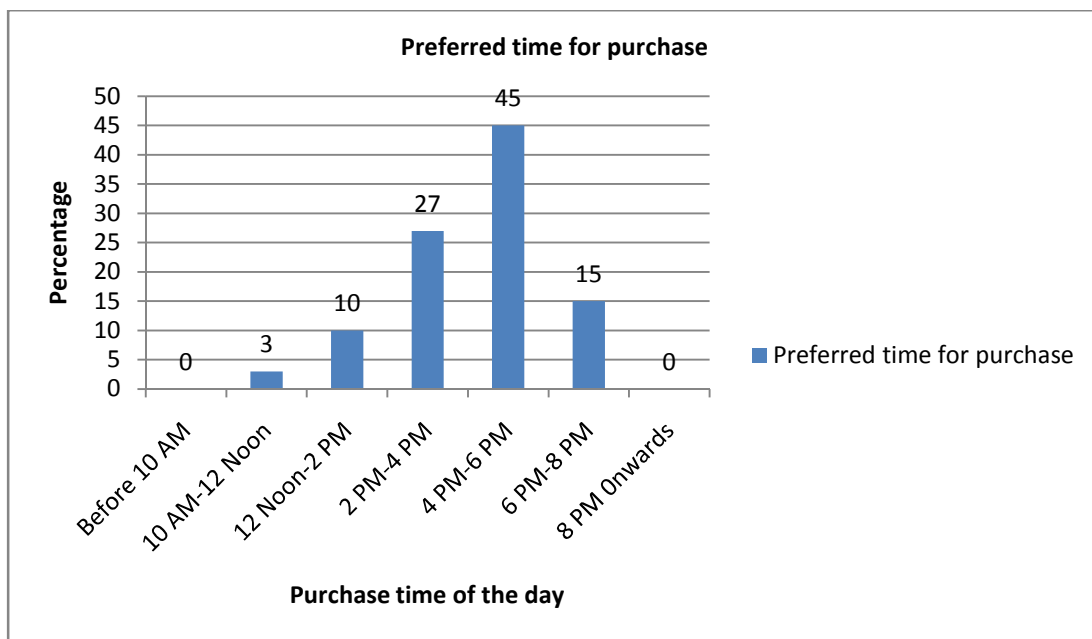
4.2.3 Preferred Time for Purchase: The following figure 4.5 and 4.6 shows the analysis done to find the preferred time for purchase. As to get the data for preferred time different sales person were asked for the peak sales time of the day. The following figure 4.5 shows the analysis. The figure shows that, the peak sales time is between 4 PM- 6 PM. 83.8% of the sales occur at this period of time. It is followed by 6 PM-8 PM which contributes to 6.8% of total sales of the outlet. Thus, we can conclude that majority of the outlets are busy during the evening.

Figure 4.5 peak sales time



The following figure 4.7 shows the most preferred time for the purchase by the consumer. The analysis shows that 45% out of total correspondent prefers to shop at time 4pm-6pm followed by 2pm-4pm 27% and 6pm-8pm 15%.

Fig.4.6 preferred time for purchase



Hypothesis No. 2

H₀: There is no significant difference in assumption of the preferred shopping time by the consumers and the sellers.

H₁: There is significant difference in assumption of the preferred shopping time by the consumers and sellers.

The tabulated value of χ^2 at 5% level of significance for 2 degree of freedom is 5.99

Since, the calculated value of χ^2 (i.e. 24.6797 see Appendix I) is greater than tabulated value i.e. $24.6797 > 5.99$ H₁ is accepted. Therefore there is significant difference in assumption of the preferred shopping time by the consumers and sellers.

Objective Two: The second objective of the study is to determine the frequency of order placement, delivery made to shop, to whom the delivery is made and volume of order placement. Different respondents from the shops were asked to attain the information about frequency of order placed by the shop, time taken from them to make delivery to the shop to whom the order is placed and volume of order placement.

a. Frequency of Order Placement

Table 4.3: frequency of order placement

Order Placing	Percentage
More than once week	5.4
Weekly	13.5
Fortnightly	10.841.9
Monthly	28
Less Often	100
Total	

Source: field survey 2013

Table 4.3 shows the respondents response towards the frequency of order placement. As evident from above table about 42% respondents believe that order is place monthly followed by 28% who still believes that their order for jacket and sweaters is place less often.

b. Frequency of Order Delivery: The following table 4.4 explains the frequency of the order delivery. Seeing the trend of order delivery it is found that the orders are delivered within or less than four days (43%). Followed by the goods are delivered within a week comes to 20.3%. Therefore it can be expected that distribution channel plays a major role in the branded apparel industry in Nepal.

Table 4.4 Frequency of Order Delivery

Order Receiving	Percentage
Less than 4 days	43.2
Within a week	20.3
Within 15 days	18.9
Within 1 month	8.1
More than 1 Month	9.5
Total	100

Source: field survey, 2013

c. To whom the order is placed

Table 4.5 whom the order is placed

Whom to place order	Percentage
Company	18.90
Distributor	14.90
Wholesale	66.20
Total	100.00

Source: field survey, 2013

From above table 4.5 illustrates to whom the order is placed. From the response of respondents, 66% respondents place the order with wholesaler that followed by 18.9% with company and 14.9% with distributor.

d. Volume of Order Placement

Table 4.6 volume of Order placement

How order is placed	Percentage
Order/Buy in 2 months & replenish stock in weeks/15 days	12.2
Order/Buy in 6 months & replenish stock in months/15 days	20.3
Order/Buy in once a year & replenish stocks in month	10.8
Order/Buy equal quantity throughout each month	28.4
Order/Buy in 7/15 days equal quantity throughout	28.4
Total	100.00

Source: field survey, 2013

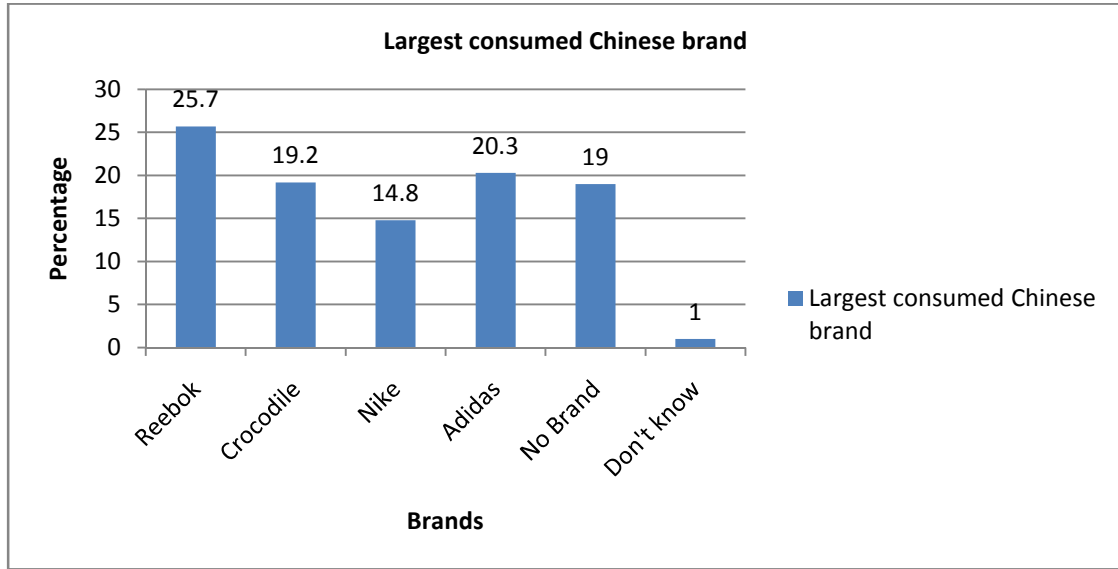
Table 4.6 illustrate that the volume of order placement. 28.4% believes that they order or buy in equal quantity throughout each month, another 28.4% believes that they order or buy in seven to fifteen days in equal quantity throughout followed by, order or buy in six months and replenish stock in each month or fifteen days 20.3%, order or buy in two months and replenish stocks in each week or fifteen days 12.2% and order and buy once a year and replenish stock in month 10.8%

Objective Three: The third objective of this study is to find out the most preferred brand, size, style of sweaters and jackets in the market and their market share. Respondents from sellers are asked about the different brands available in the market, size, color, style that different consumers prefers to purchase on their view point.

4.2.4 Largest Preferred Brand, Color and Size of Chinese Sweaters.

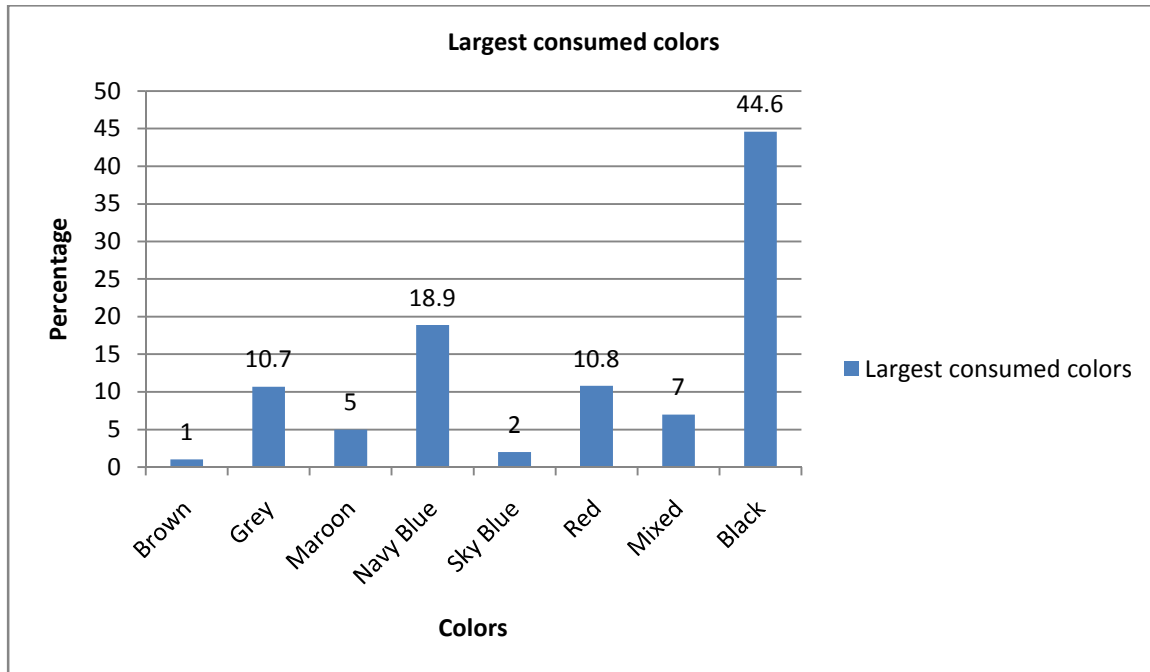
4.2.4.1 Largest Consume Chinese Brand: The largest selling Chinese brand as per market share is explained through the help of following figure. Among the Chinese brand Reebok holds most consumed brand by the consumer which holds 25.7% of market share which is followed by Adidas 20.3%, crocodile 19.2%, Nike 14.8%no brands19.0%and don't know 1%

Figure 4.7 largest consumed Chinese brand



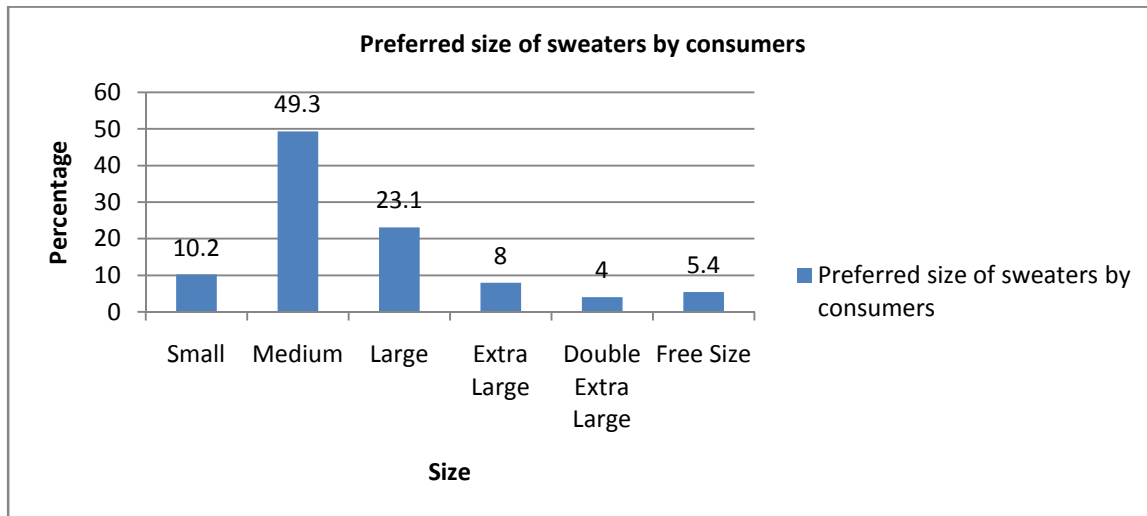
4.2.4.2 Largest Consumed Colors: The largest selling color is explained by the following figure. The largest selling color of sweaters is Black holding 44.6% followed by Navy Blue 18.9% Red 10.8% Grey 10.7% and other colors by 15%.

Figure 4.8 largest consumed colors



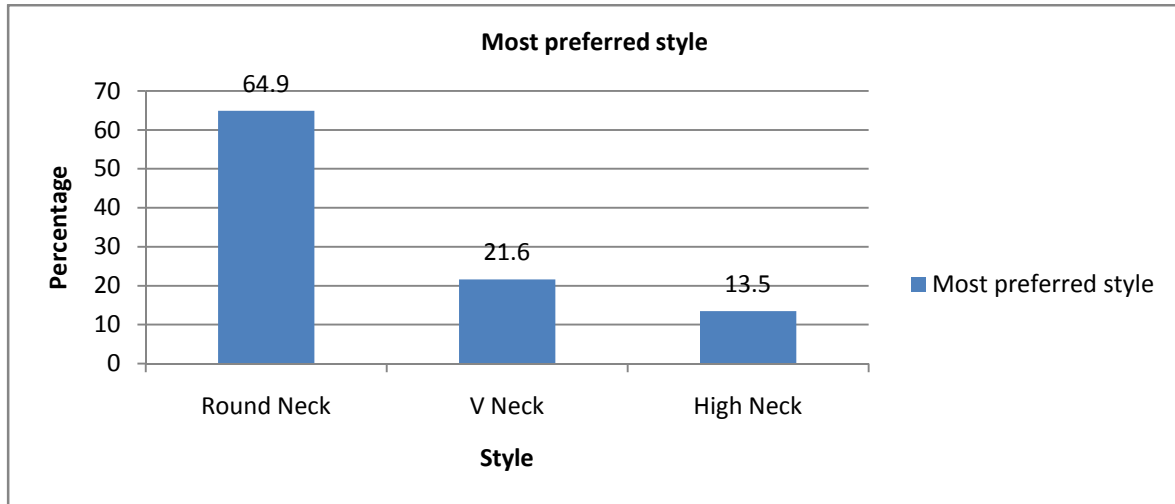
4.2.4.3 Preferred size of sweaters by Consumers: The following figure explains the size of sweater consumed by the consumer. The largest selling size is Medium with 49.3% followed by Large 23.1%, XL 8%, XXL 4% Small 10.2% and Free size 5.4%.

Figure 4.9 preferred size of sweaters by consumer



4.2.4.4 Most Preferred Style: The largest selling style for sweater is Round Neck (RN) with 64.9%, followed by V Neck (VN) 21.6% and High Neck (HN) 13.5%. It could be further clear by following figure.

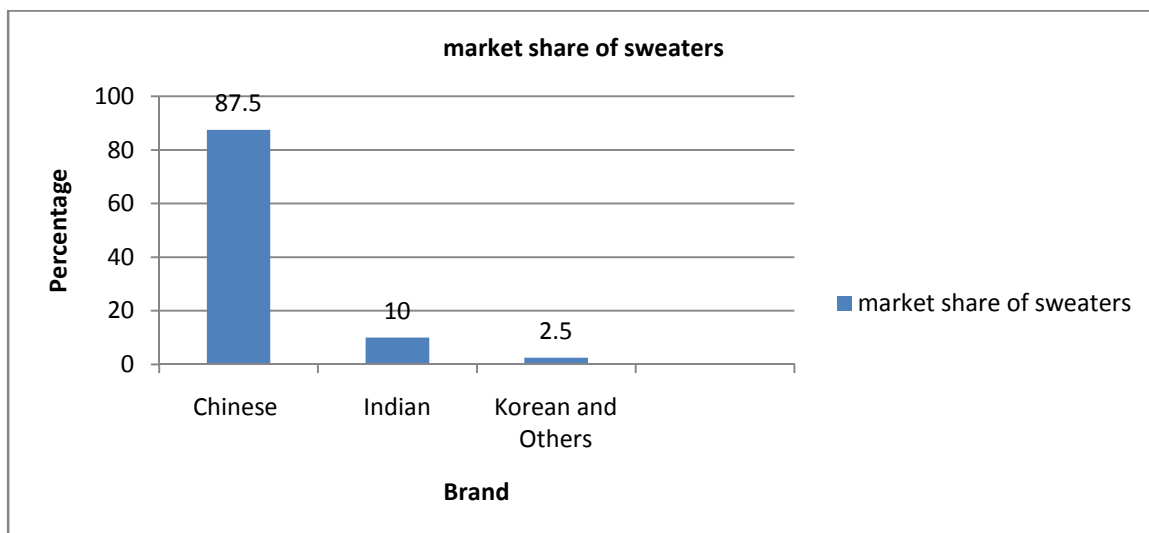
Figure 4.10 Most Preferred Style



4.2.4.5 Market Share of Sweaters:

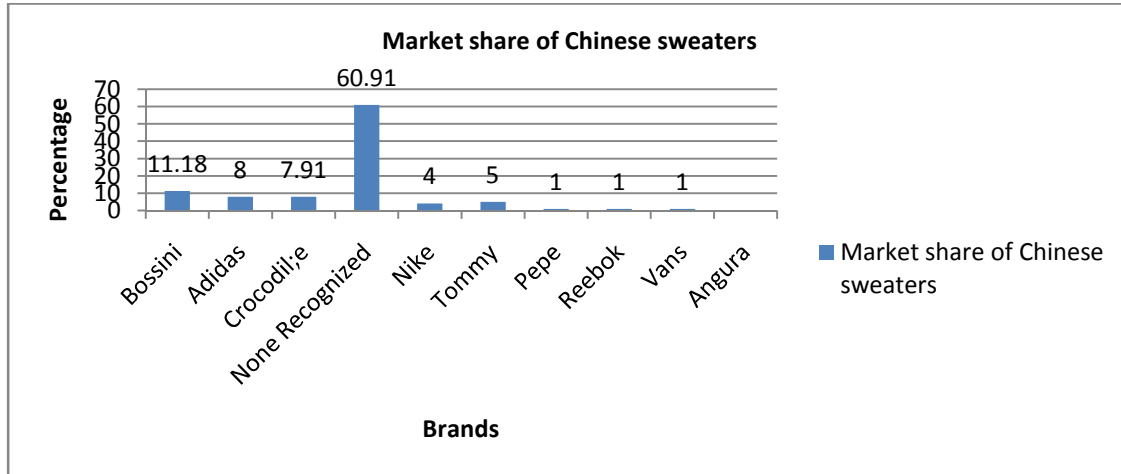
The following figure explains the market share of the sweaters. The market is dominated by the Chinese sweater with 87.5% followed by Indian 10% and Korean and others 2.5%. Since the market share is dominated by the Chinese product, the market share of Chinese brand is explained with the help of the figure 4.11

Figure 4.11 market shares of sweaters



4.2.4.6 Market Share of Chinese Sweaters: The market share of sweater is mostly dominated by the brand which doesn't have its specific brand name or none recognized one with the market share of 60.91%, followed by Bossini 11.28%, Adidas 8.58% and crocodile 7.91%.

Figure 4.12 Market shares of Chinese sweaters



4.2.4.7 Most Preferred Style, Color and Size of Chinese Jacket

The most preferred style, color and size of Chinese jacket is explained below.

4.2.4.7.a Most Preferred Brand: The following table illustrates the most preferred brand of the Chinese jacket by the consumers.

Table 4.7 Preferred Chinese Brands of Jackets

Brand	Number
Lotto	2
Adidas	19
Nike	13
U2	1
Crocodile	12
Reebok	11
No any	2
Others	1
Don't know	13

Total	74
-------	----

Source: field survey 2013

As per market share the highest market share for the Chinese brands as follows. Adidas lead the market share in jacket with 25.67% followed by Nike 17.56 Crocodile 16.21% and Reebok 14.86%

4.2.4.7.b Most Preferred Size of Jacket: The following table describes the most preferred size of jacket by the consumers. As per data received, Large (L) holds the largest number of consumption with 60.81% followed by Medium (M) 29.72 and Extra Large (XL) 6.75%

Table 4.8 Preferred Size of Jacket

Size	Number
Large	45
Medium	22
Extra Large	5
Total	72

Source: field survey, 2013

4.2.4.7.c Most Preferred Color of Jacket: The following table illustrates the most preferred color of jacket. Black is the most preferred color in the jacket with 41.89% followed by Navy Blue 17.56%, Red 13.51% and Brown with 6.76%.

Table 4.9: Preferred color of jacket

Color	Number
Navy Blue	13
Sky Blue	2
Black	31
Cream	1

Army Green	4
Brown	5
Grey	3
Red	10
Mix	5
Total	74

Source: field survey, 2013

Objective Four: Objective four is to find out the potential buyer that who actually purchase the product and the attributes used to choose the product.

Potential buyers who actually purchase the product: The respondents from the seller side were asked about the number of consumer visit in the outlet. Then, they were asked about the number of consumer who actually purchases the product among the visitors.

Table 4.10 Number of potential consumers who actually purchase the product

Particular	No	Minimum	Maximum	Average
Potential consumers walking in per day	74	4	100	44.64
Total walkers converted into sales	74	2	90	23.19
Valid no (list wise)	74	-	-	-

Source: field survey, 2013

On an average maximum 100 consumers walks in a shop per day, as we can figure out in the table the average potential consumers walking in per day in a store 44.64 and total consumers converted to actual consumer is 23.14 This shows that, the conversion ratio of the consumer into actual buyers is 51.83%.

Attributes used to choose the product: The following table shows the criteria used and their rank order importance in product choice according to consumer and the sellers. The consumers gave first priority to price then second priority to the quality, third priority to

durability, fourth to brand, fifth to style and sixth priority to other attributes they think beside the above five.

Similarly sellers assumes that consumer gives the first priority to price, second priority to quality, third to style, fourth to durability, fifth to brand and sixth priority to other attributes they think beside this above. They seem to give the similar priorities. The rank coefficient is calculated by considering the rank given to attributes. The compounded rank coefficient is 0.857 indicating that positive relationship. The following table shows the attributes and rank order of importance.

Table 4.11: Attributes used to choose the product

Attributes	Consumers	Sellers
Quality	2	2
Price	1	1
Brand	4	5
Durability	3	4
Style	5	3
Others	6	6

Source: field survey, 2013

Hypothesis No. 3

H₀: The given factor is equally important taken into consideration for purchasing the clothing for consumer.

H₁: The emphasis to price is higher than any other factor regarding the purchase decision of clothing by the consumer.

The tabulated value of χ^2 at 5% level of significance at 5 degree of freedom is 11.07. Since the tabulated value of χ^2 at 5% level of significance for 5 degree of freedom is 11.07 which is less than the calculated value of χ^2 (i.e. 90.8 see Appendix I). Therefore H₀ is rejected and H₁ is

accepted. Hence the emphasis to price is higher than any other factor regarding the purchase decision of the clothing by the consumer.

Hypothesis No.4

H₀: The given factors are equally important for purchasing of clothing by the consumer according seller.

H₁: The emphasis give to price is higher than any other factor regarding the purchase of clothing by the consumer according to seller.

The tabulated value of χ^2 at 5% level of significance for 5 degree of freedom is 11.07. As the calculated value of χ^2 (i.e. 12.49 see appendix I) is greater than the tabulated value i.e. 11.07, H₀is rejected and H₁isaccepted. Therefore, emphasis given to price is higher than any other factor regarding the purchase of clothing according to seller.

Hypothesis No.5

H₀: There is no significant difference in the consideration of factor offering the buyer decision among consumer and seller.

H₁: There is significant difference in consideration of factor offering the buyer decision among consumer and seller.

The tabulated value of χ^2 at 5% level of significance for 5 degree of freedom is 11.07. Since, the calculated value of χ^2 (i.e. 15.87, see appendix I) is higher than the tabulated value (i.e.15.87> 11.07) H₀is rejected and H₁ is accepted, i.e. there is significant difference in considering the factor affecting buyer decision among the consumer and seller.

Objective 5:

4.2.5 Age Group Consumption Pattern: The fifth objective is to find the consumption pattern of jackets and sweaters by the different aged consumer. To achieve this objectives, respondents were asked to specify the brand name, size, style, color and price of the product. On the basis of the data specified by respondents following components have been presented. First

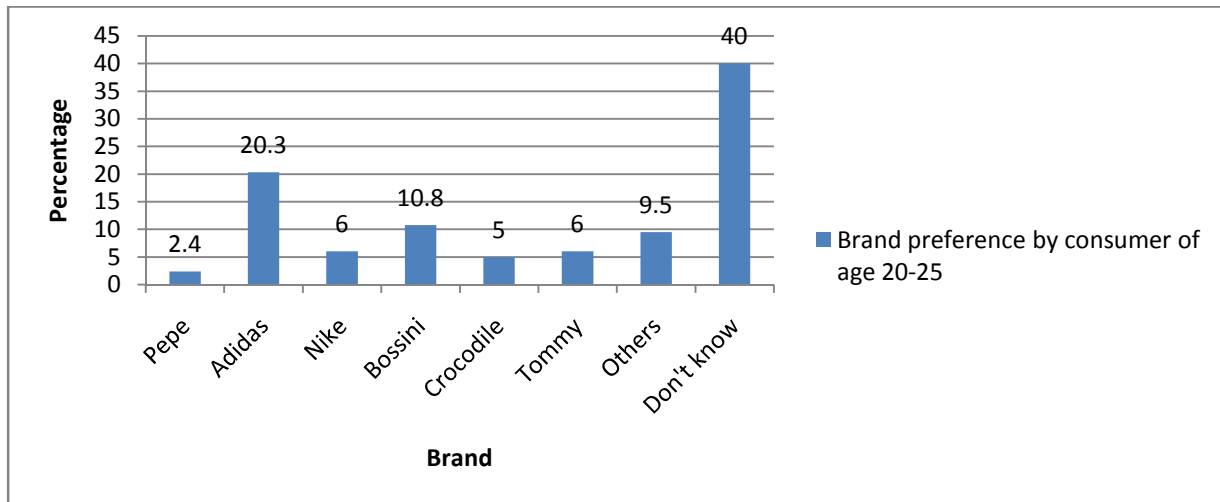
consumption pattern of sweater by different age group consumers is explained and secondly the consumption pattern of jacket is explained.

4.2.5.1 Consumption Pattern of Sweater: Consumption pattern of sweaters by different age group of consumer is presented below. Brand preference, size preference, style preference, color preference and price are separately explained below by the help of different figures.

4.2.5.2 Consumption pattern of the age group 20-25: Consumption pattern of the age group consists of brand, size, style, price and color preferred by the consumer of the age group 20-25 years. Brand preference, size preference, style preference, color preference and price preference, each of the components have been presented separately.

4.2.5.2.a Brand Preference of Sweater by the Age of 20-25: Brand preference by the age group of 20-25 is explained below by the help of figure 4.13

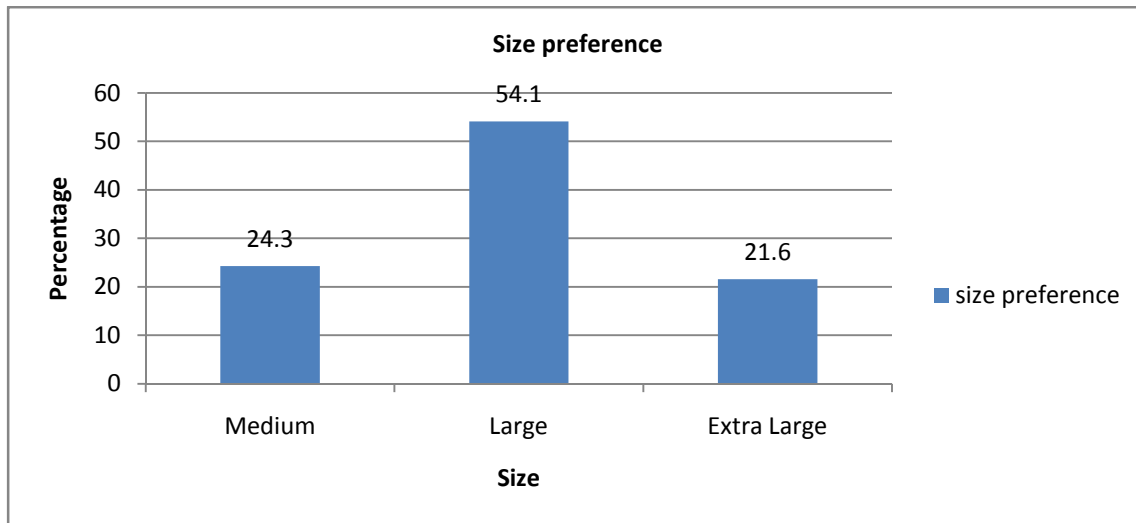
Figure 4.13 brand preference by consumer of age 20-25



The brand preference as per age group 20-25, 40% felt that they don't go for any brand while purchasing which is followed by 20.3% Adidas brand that been followed by Bossini 10.8% and other Chinese brand 9.5%.

4.2.5.2.b Size Preference for the Age Group of 20-25: The size most of the consumers of age group 20-25 preferred is explained below.

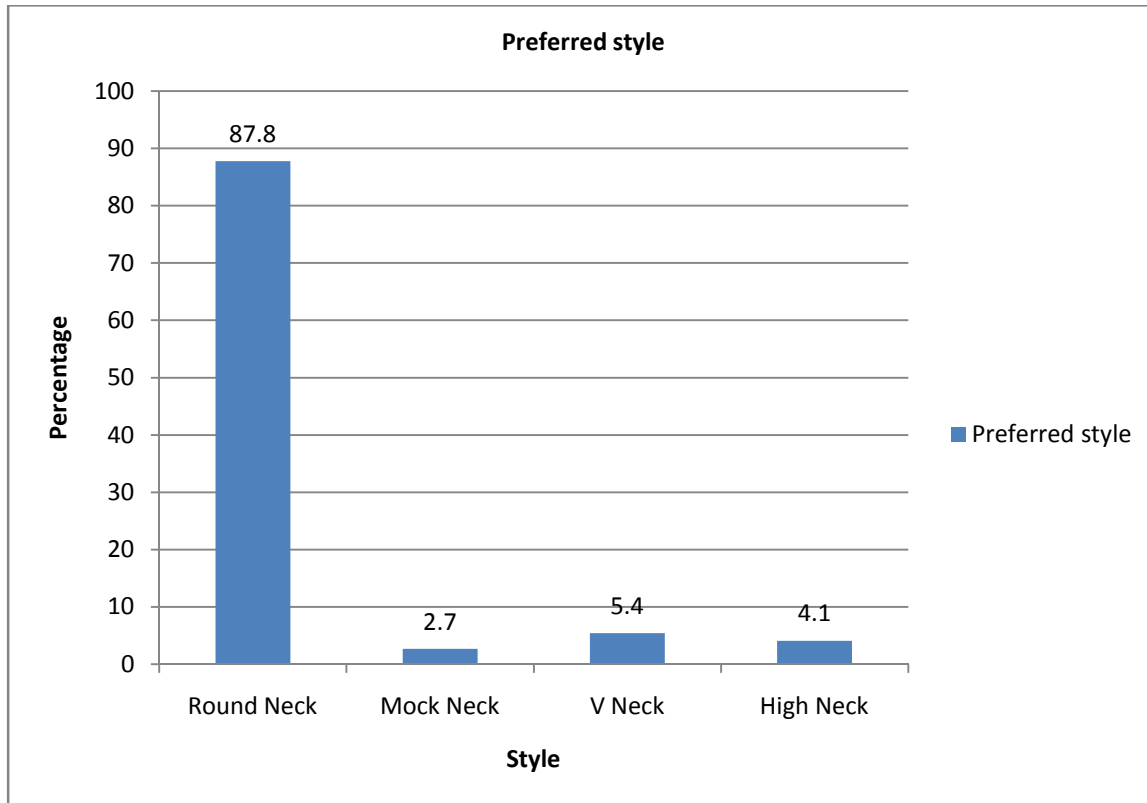
Figure 4.14 size preference



The highest preferred sweater size of age group 20-25 is large with thirty seven respondents (54.1%) that followed by sixteen respondents (24.3%) with medium and 21.6% with extra-large (XL).

4.2.5.2.c Style Preferred by Age group 20-25: Styles generally consists in market are round neck, V neck, mock neck and high neck. The most preferred style by the consumer group of 20-25 is explained below with the help of figure 4.15

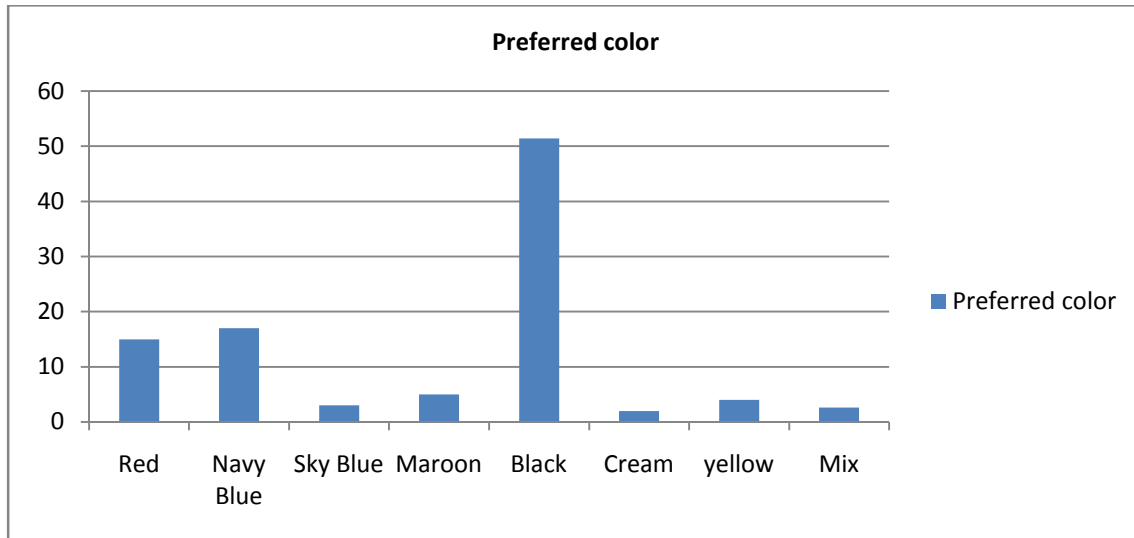
Figure 4.15 preferred style



Round neck is the most preferred style of sweater among the consumer of age group 20-25. Round neck is the preferred by 87.8% of respondents from age group 20-25 that have been followed by V-neck 5.4%, mock neck 2.7% and high neck 4.1%.

4.2.5.2.d Preferred Color by the Age Group of 20-25: Market is generally dominated with the normal color like black, blue, brown, etc... the preferred color by the age group of 20-25 is explained below by the help of figure 4.16

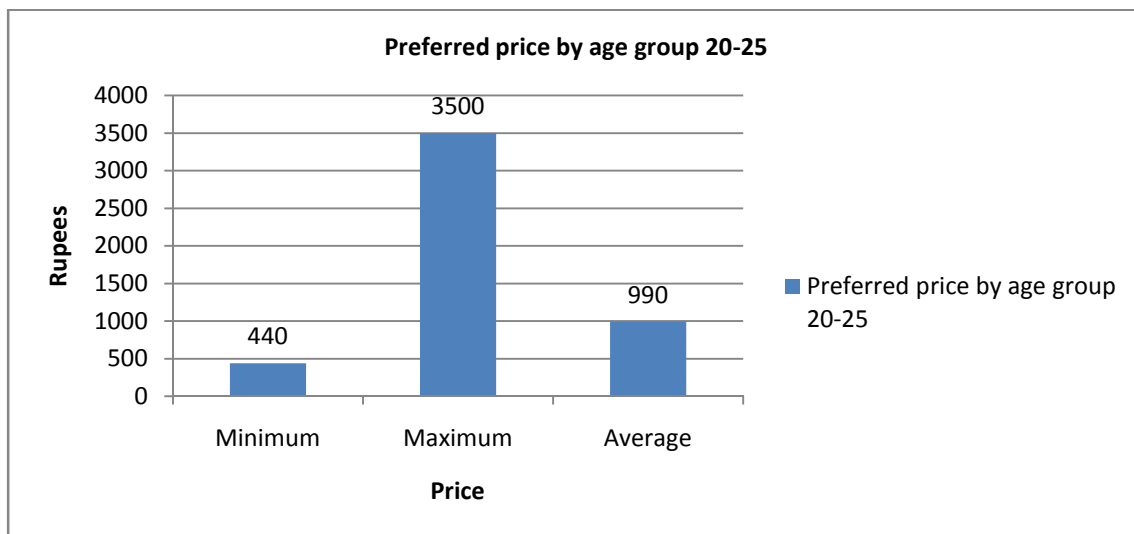
Figure 4.16 preferred color



It seems the age group of 20-25 prefers dark color of the total respondents of age group 20-25 black color is preferred by 51.4% that been followed by blue 17% and Red 15%.

4.2.5.2.e Price Preferred by the Consumer of Age 20-25: Price is the most important factors while purchasing products. Most of the consumer is price sensitive. The preferred price of sweater of age group 20-25 are explained below by the help of figure 4.17

Figure 4.17 preferred price by age group 20-25



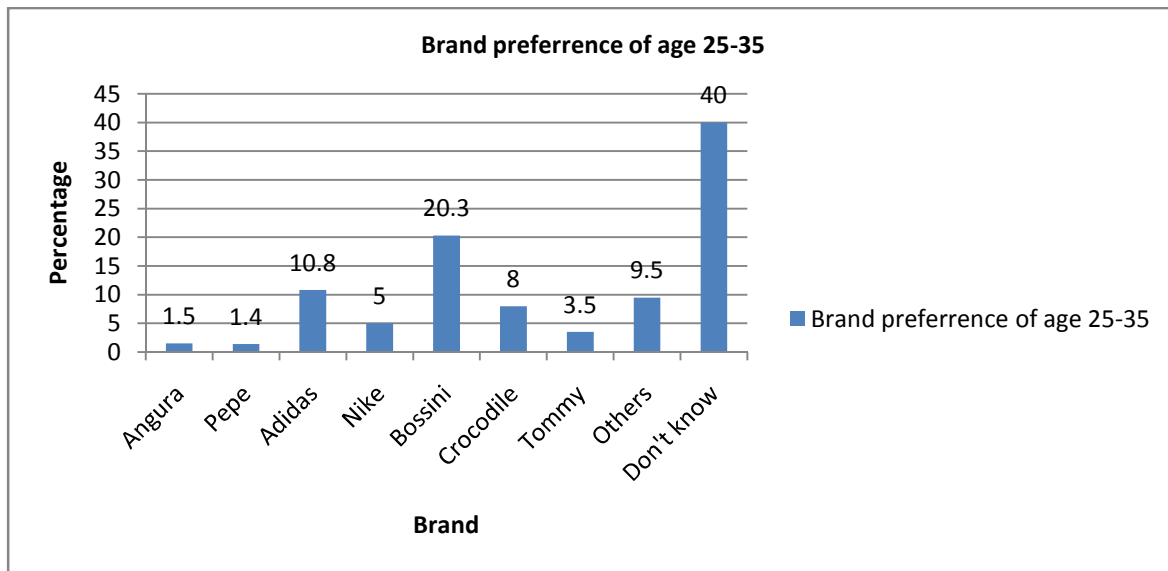
Among sixty nine respondents of age group, I found that the minimum price of sweater preferred is Rs.440 and Maximum price is Rs.3500 and then mean price preferred by the consumer is

Rs.990. So therefore the preferred price of sweater by the consumer seems to be nine hundred and ninety.

4.2.5.3 Consumption Pattern of the Age of 25-35: Consumption pattern of the age group consists of brand, size, style color and price preferred by the consumer of the age group 25-35 years. Brand preference, size preference, style preference, color preference and price preference each of the component have been presented separately.

4.2.5.3.a Brand preference by the Age of 25-35: Brand preference by the age group 25-35 is explained below by the help of figure 4.18

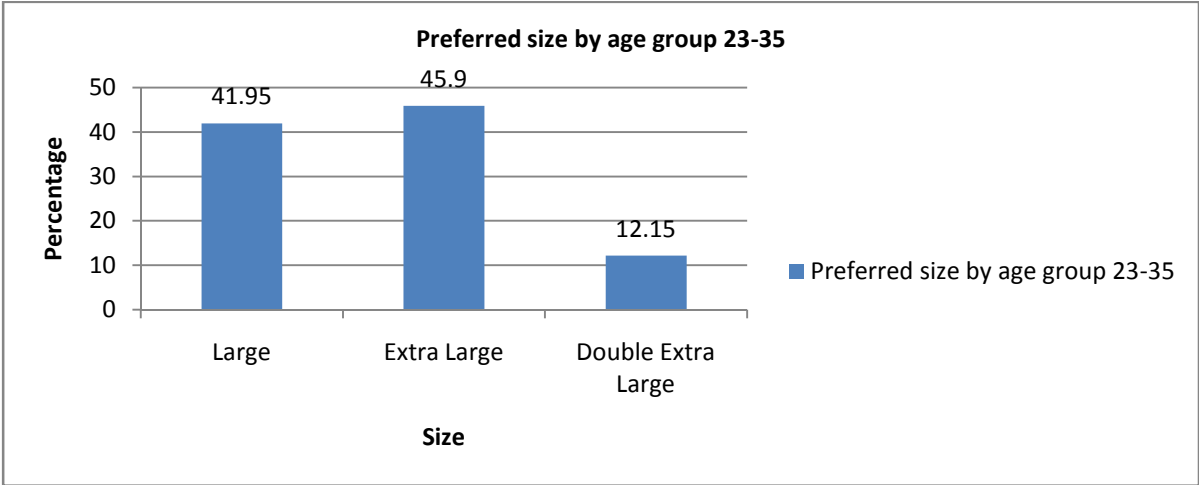
Figure 4.18 Brand preference of age 25-35



Out of total respondents of age group 25-35, twenty nine respondents (40%) don't seem to be brand loyal. Other fifteen respondents (20.3) prefer Bossini brand of sweater that been followed by Adidas 10.8% and other Chinese brand 9.5% of total respondents of age group 25-35.

4.2.5.3.b Preferred size by Age Group 25-35: Size preferred by the age group of 25-35 is explained below with the help of figure 4.19

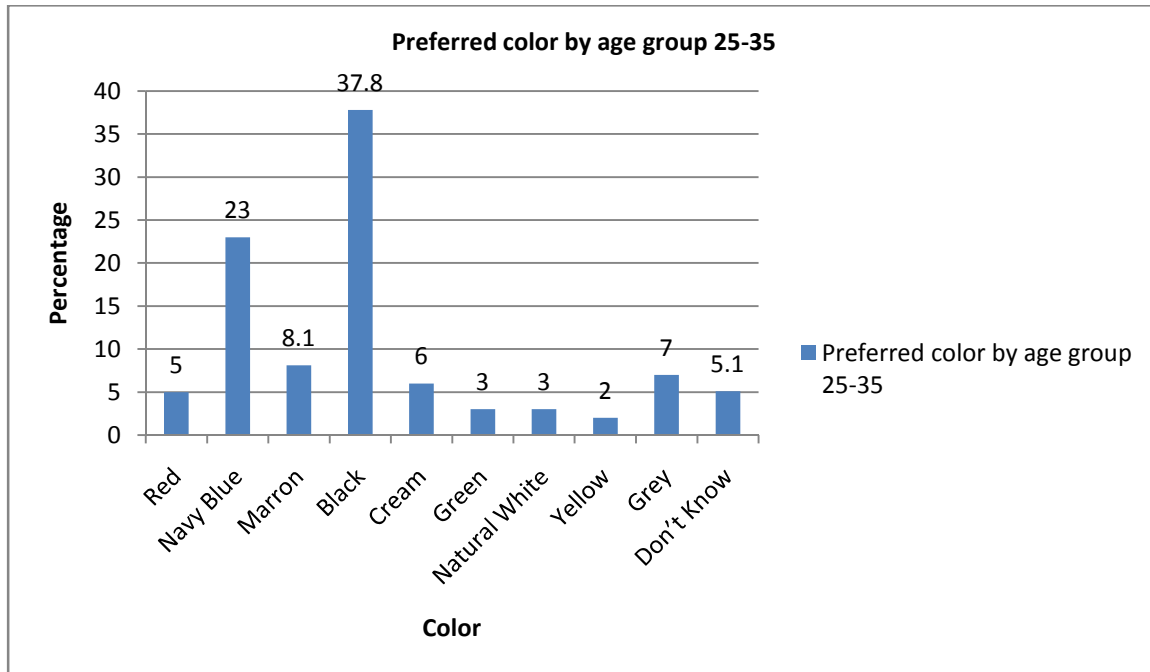
Figure 4.19 preferred size by age group 25-35



The largest preferred sweater size by the age group of 25-35 is Extra Large (XL) with 45.9% followed by Large (L) 41.95 and Double Extra Large (XXL) with 12.15%.

4.2.5.3.c Preferred Color by Age Group 25-35: Preferred color by age group 25-35 is explained below by the help of figure 4.20

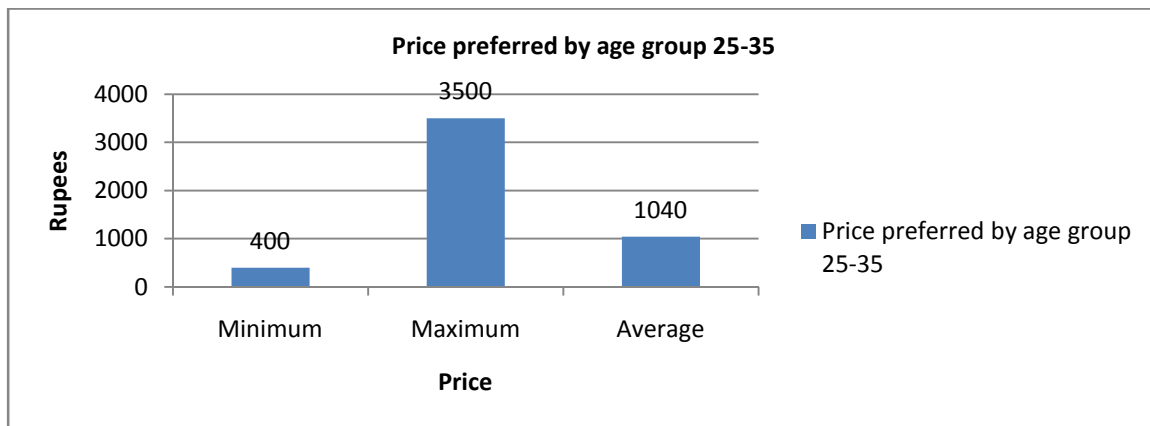
Figure 4.20 preferred color by age group 25-35



Out of total 25-35 aged respondents 37.8% preferred black color sweaters that been followed by navy blue color 23% and maroon 8.1% respectively.

4.2.5.3.d Price Preferred by Age Group 25-35: Most reasonable price among the consumer of age 25-35 are explained below by the help of figure 4.21

Figure 4.21 price preferred by age group 25-35

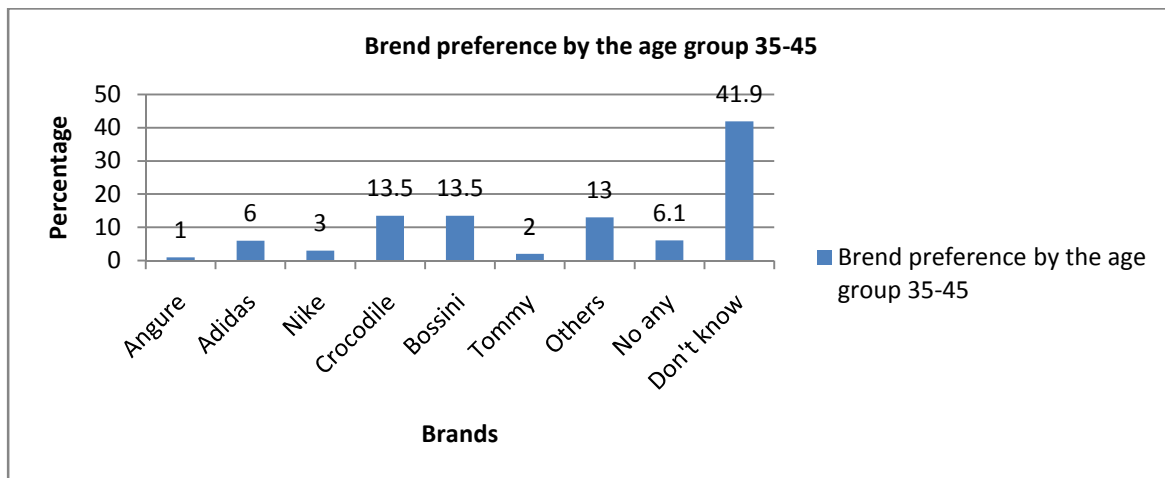


As per respondents, the maximum price preferred is Rs.3500 and minimum is Rs.400. The mean price of sweaters of this age group is Rs.1040. So most preferred price is sweater of this age group is Rs.1040.

4.2.5.4 Consumption Pattern by the age of 35-45: Consumption pattern of the age group consists of brand, size, style, color and price preference by the consumer of the age group 35-45 years. Brand preference, size preference, style preference, color preference and price preference each of the components have been presented separately.

4.2.5.4.a Brand Preference by the Age 35-45: There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group 35-45 is explained through figure 4.22

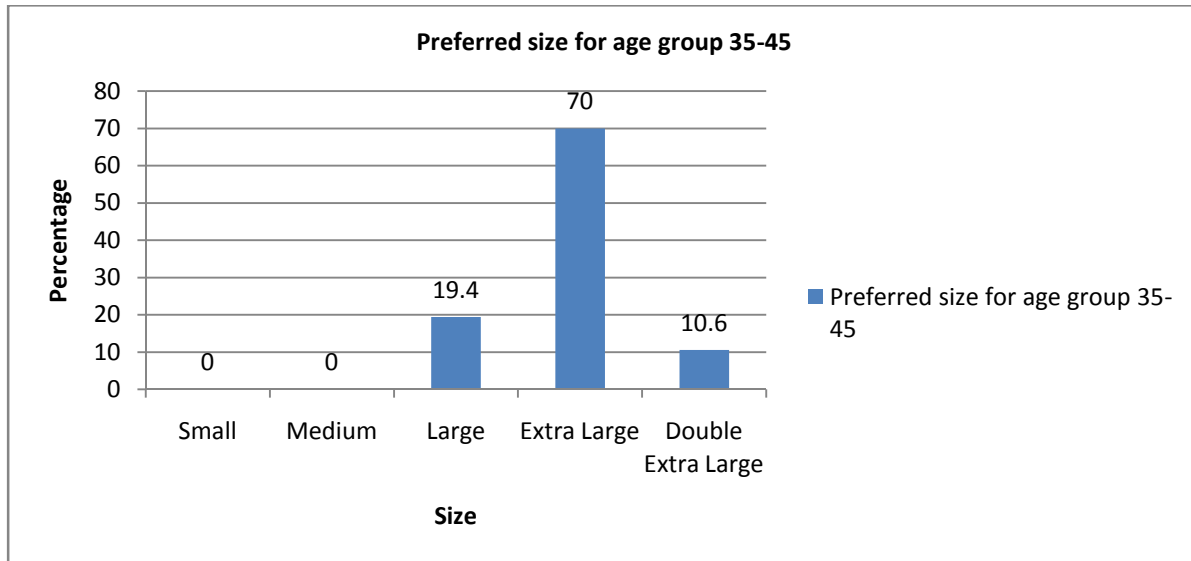
Figure 4.22 brand preference by age group 35-45



Out of total respondents of age group 35-45, 41.9% respondents don't prefer any kind of brand that been followed by preferred brand bossini 13.5% respondents and crocodile 13.5%. This age group prefers other brand also which are in nominal number.

4.2.5.4.b Size preferred by age group 35-45: There are different sizes available in the market which are small, medium, large, and extra-large and double extra-large. The size preferred by age group 35-45 is explained below by the help of figure 4.23

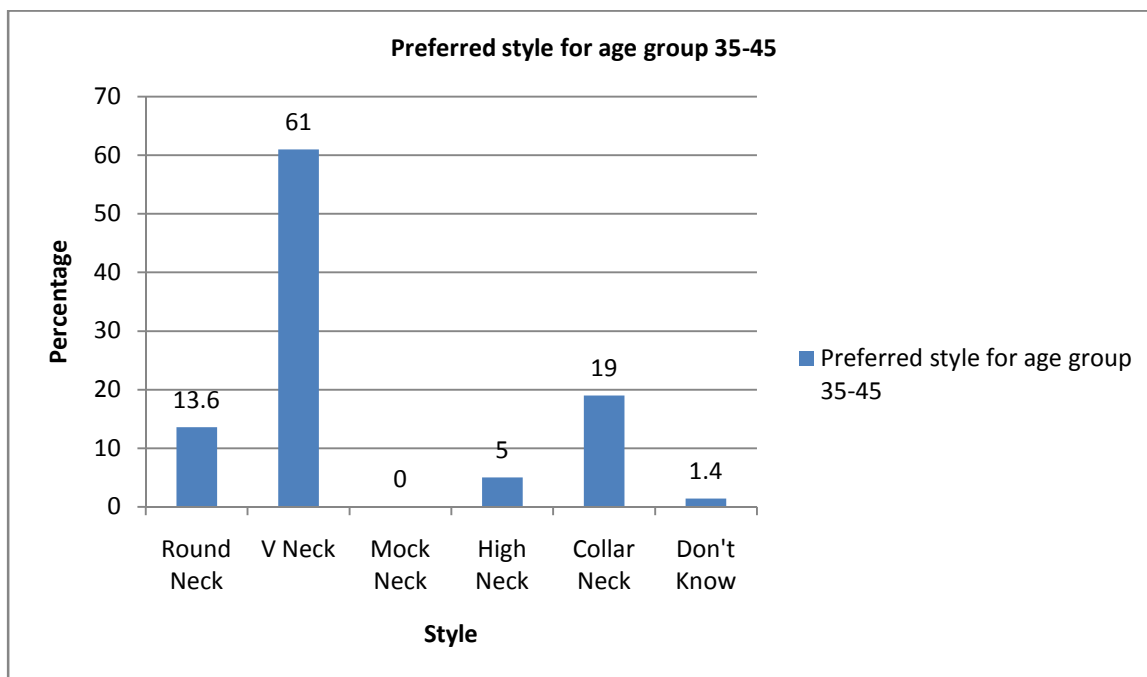
Figure 4.23 preferred size for age group 35-45



The largest preferred sweaters by the age group 35-45 is Extra Large (XL) with twenty respondents i.e. 70% that is followed by Large Size (L) 19.4% and double extras large size (XXL) 10.6%.

4.2.5.4.c Preferred Style of Age group 35-45: Preferred style of sweater by the age group 35-45 is explained with the help of figure 4.25

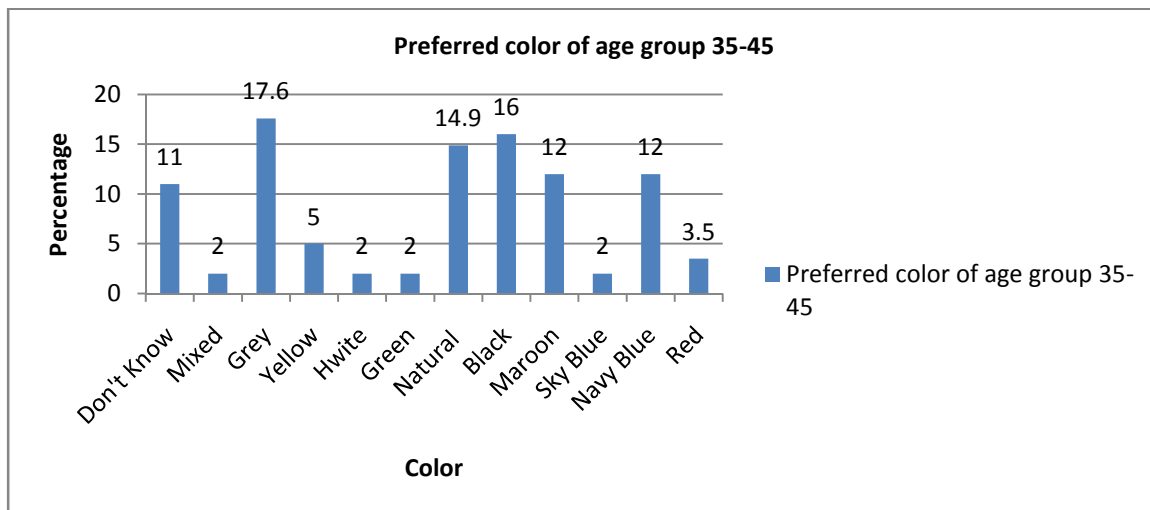
Figure 4.24 preferred style for age group 35-45



Among various styles available in the market for age group 35-45, V-neck style dominates. Out of twenty eight respondent's seventeen respondents i.e. 61% prefers V-neck that been followed by collar neck 19% and round neck 13.6%.

4.2.5.4.d Preferred Color by the Age Group 35-45: As the sweater market is dominated by dark color the preferred color by the age group 35-45 is explained by the help of figure 4.25

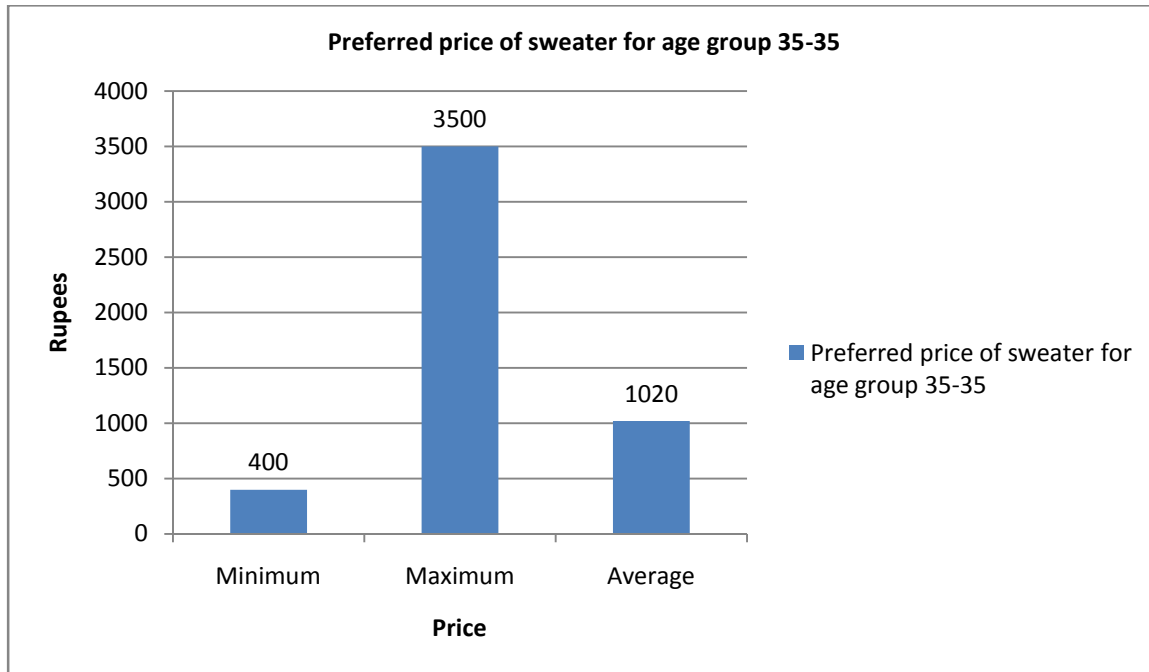
Figure 4.25 preferred color for age group 35-45



Out of total respondents of age group 35-45, 17.6% of the respondents prefer grey color sweater that been followed by black color 16%, natural 14.9% navy blue 12% and maroon color 12%.

4.2.5.4.e Preferred Price of Sweater for age Group 35-45: The following figure 4.26 explained the preferred price of sweater by the age group of 35-35. The preferred price varies accordingly with the respondents. So the mean price is calculated.

Figure 4.26 Preferred price of sweater for age group 35-45



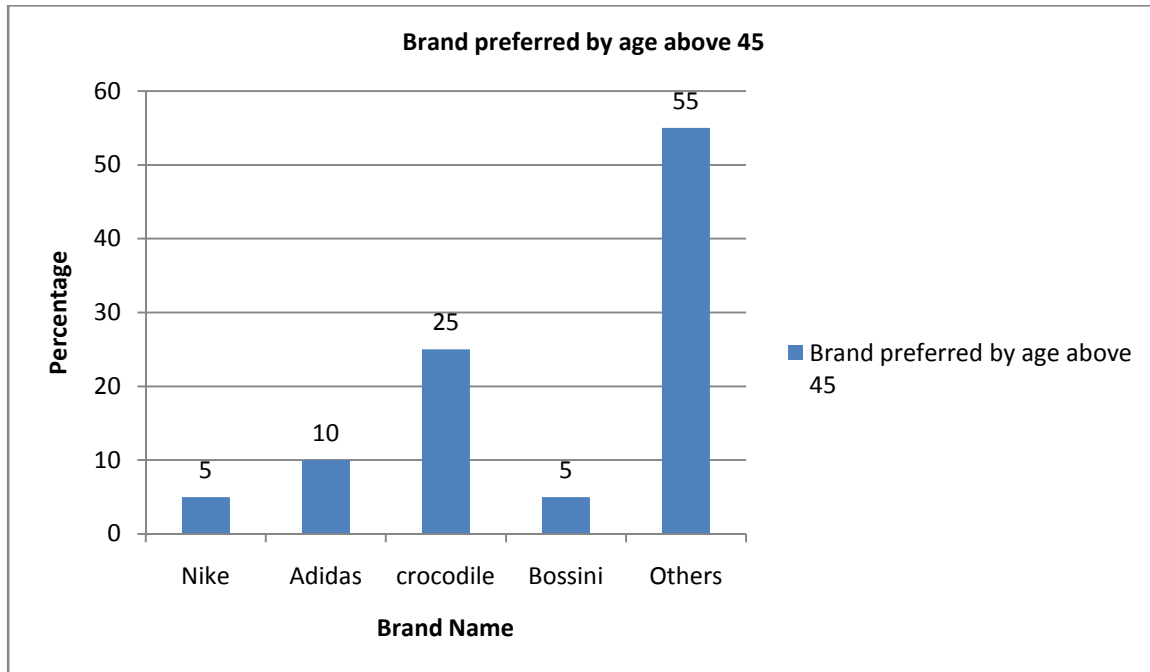
As per the respondents minimum preferred price is Rs.400 and maximum of Rs.3500. Therefore, the mean price i.e. preferred price is Rs.1020. The minimum and maximum price of sweater in the age group between 25-35 and 35-45 are the same, but the mean price is different among these age groups. This is because of the sample size between these two groups are different.

4.2.5.5 Consumption Pattern of Sweater by Age Group of above 45:

Consumption pattern of the age group consists of brand, size, style, color and price preferred by the consumer of the age group of above 45 years. Brand preference, size preference, style preference, color preference and price preference each of the components have been presented separately.

4.2.5.5.a Preferred Brand by the Age Group of Above 45: There are different brand available in the market. Most of the market been dominated by Chinese brands. The brand preference by the age group above 45 is explained through figure 4.27

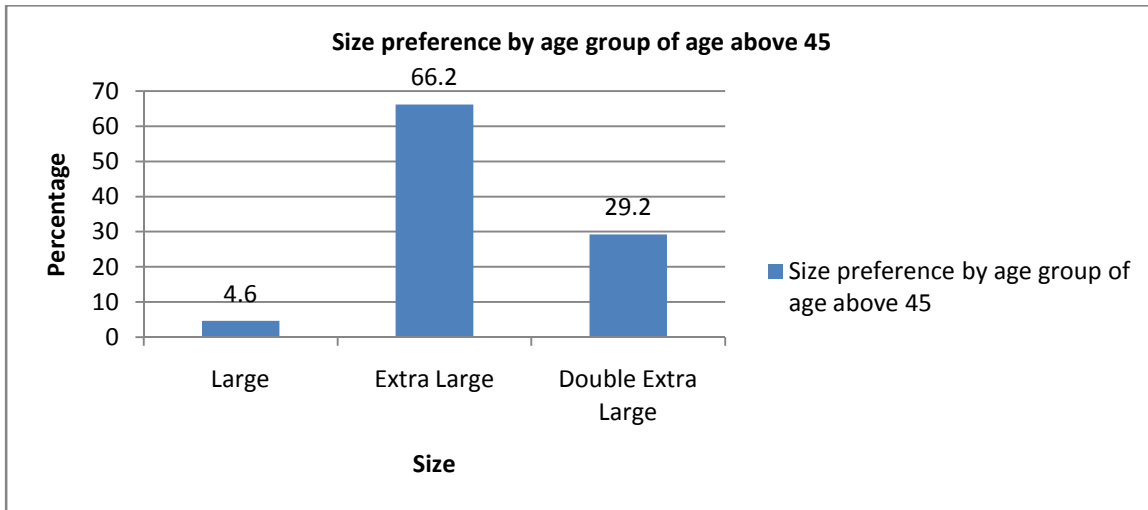
Figure 4.27 brand preference by the age group above 45



As far as brand preference is concerned for age group of above 45, they seem to prefer whichever is available in the market. Out of thirty respondents, seventeen respondents i.e. 55% don't seem to have any brand loyal. They seem to prefer those sweaters which-ever are available in the market. That has been followed by Crocodile brand 25%, Adidas 10%, Bossini 5% and Nike 5% respectively.

4.2.5.5.b Preference Size for Age Group of Above 45: The size preference by the age group of above 45 is been explained with figure 4.28

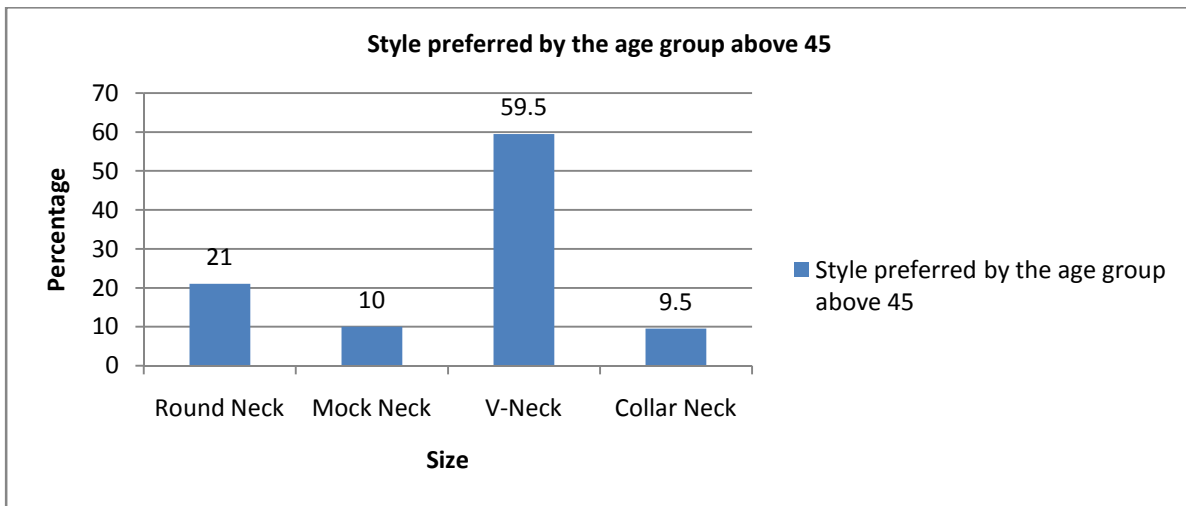
Figure 4.28 Size preferred by the age group of above 45



Out of total 45 respondents 66.2% preferred Extra Large (XL) that has been followed by Double Extra Large (XXL) with 29.2% and Large (L) with 4.6%.

4.2.5.5.c Preferred Style by the Age Group Above 45:

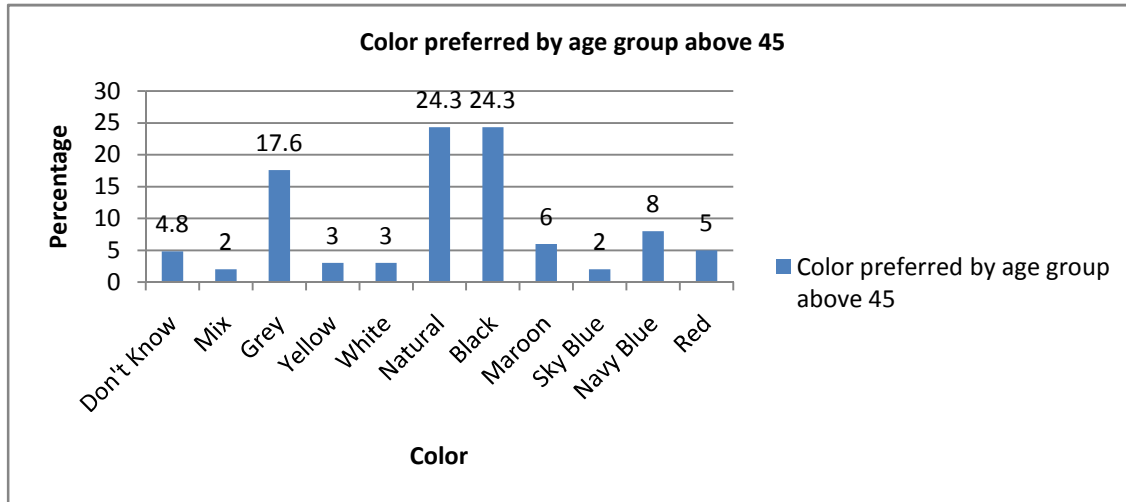
Fig.4.29 Preferred style by age group above 45



V-neck style is preferred by 59.5% of respondents of age group above 45 that followed by round neck style with 21%, mock neck with 10% and collar neck with 9.5%.

4.2.5.5.d Preferred Color by Age of Above 45:

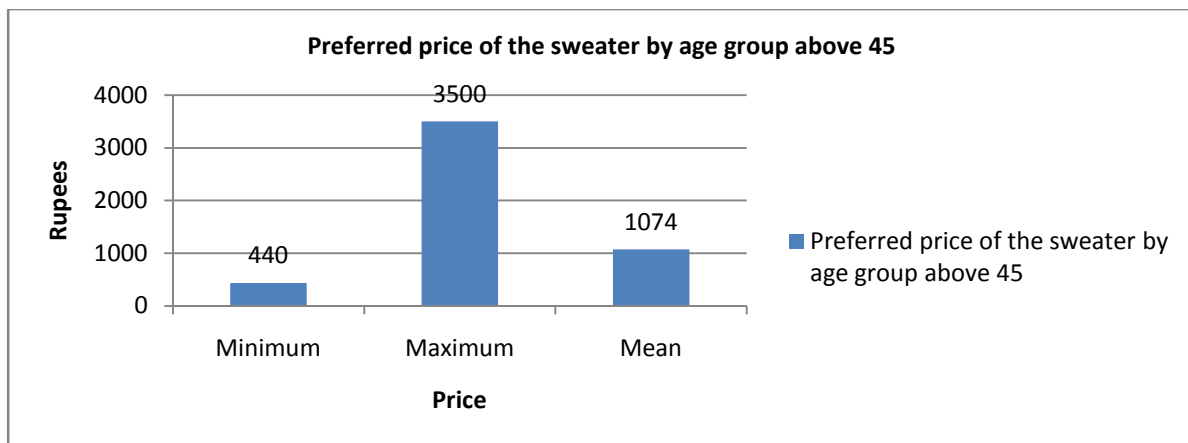
Figure 4.30 color preferred by age group above 45



About the preferred color, black is the most preferred color with 24.3% of respondent and natural color is also preferred by 24.3% respondents that been followed by grey with 17.6% and navy blue with 8% and so on.

4.2.5.5.e Preferred Price of the Sweater by Age Group Above 45:

Figure 4.31 Preferred price of the sweater by age group above 45



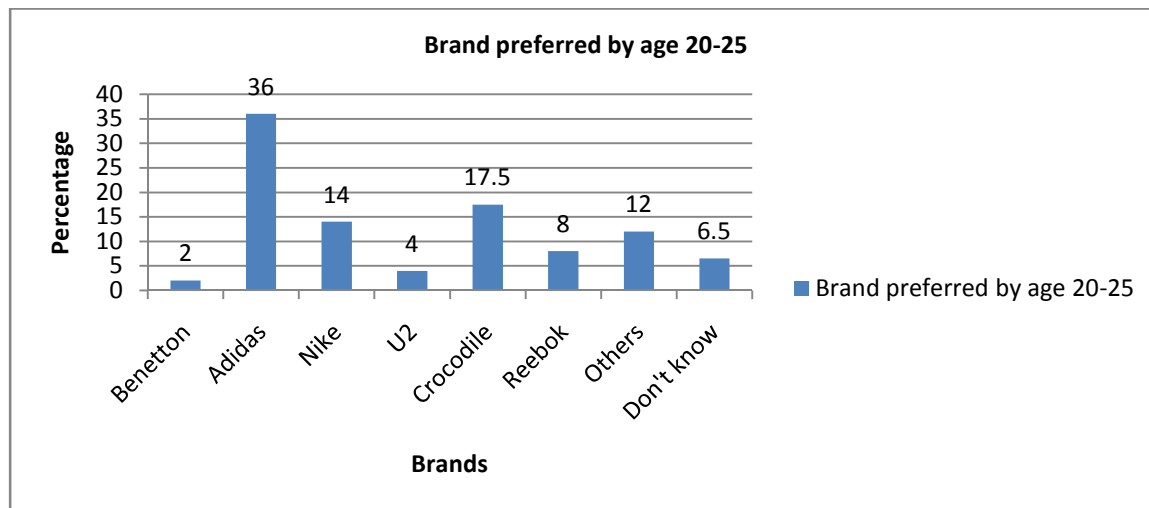
As per this age group maximum and minimum price preferred is Rs.3500 and Rs.440 respectively. So the mean price of sweater for this age group is Rs.1074.

4.2.6 Consumption Pattern of Jacket: Consumption pattern of jacket by different age group of consumer is explained below. Jacket market is full of Chinese jacket and very small number of other brand and other countries jacket is seen in market. There seem to be some different brand name jackets available in the market but most of them is manufactured in China. There are few exclusive outlets of winter wears in Butwal city and very few people seem to be brand loyal. As far as style is concern, Nepalese market is fully dominated by the ordinary style jacket that we call T- neck jacket. So the style of jacket is not been analyzed below.

4.2.6.1 Consumption Pattern of Age Group Ranging 20-25: Consumption pattern of age group 20-25 is explained below. Components like brand preference, size preference, color preference and price preference have been explained below

4.2.6.1.a Brand Preference of Jacket by Age Group 20-25: Out of total 200 respondents 69 of them fall into the category of age group 20-25. There are many brands available in the market and mostly Chinese made. Brand preference of jacket by age group 20-25 is explained below.

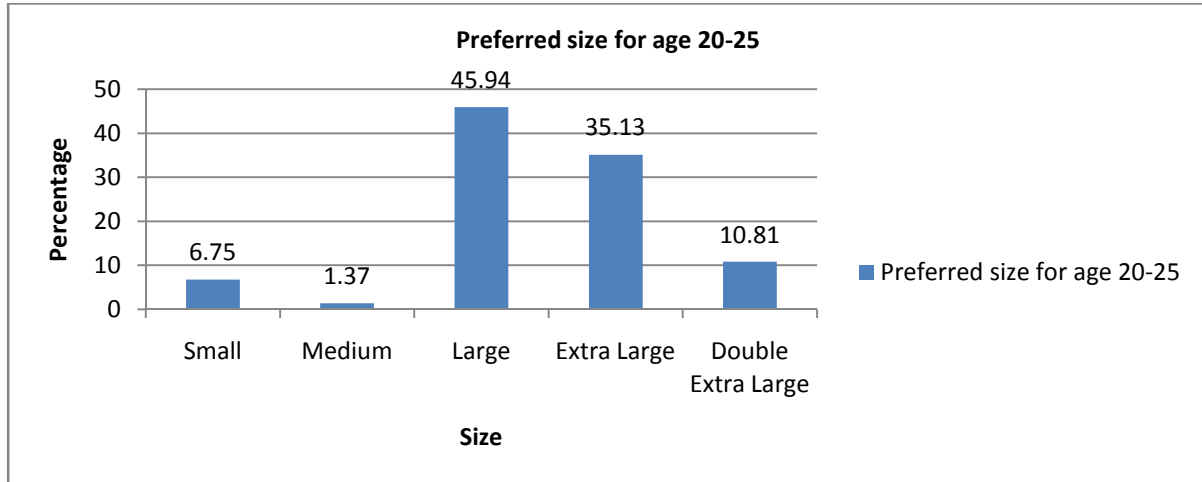
Figure 4.32 brand preference of jacket by age group 20-25



As far as brand preference of age group 20-25, twenty four respondents, i.e. 36% prefers Adidas brand that been followed by Crocodile brand with 17.5%, Nike with 14% and Reebok with 8% respectively.

4.2.6.1.b Preferred Size of Jacket by the Consumer of Aged 20-25: Preferred size of jacket is been explained with the help of figure 4.33

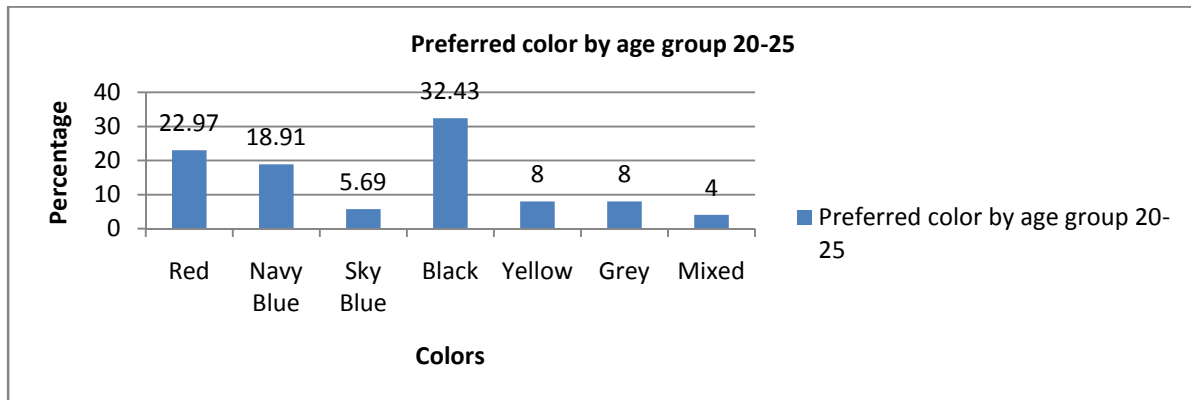
Figure 4.33 preferred size of jacket of age 20-25



As far as most preferred size for age group 20-25, 45.94% of total respondents prefer large size jacket that been followed by 35.13% with extra-large (XL), 10.81% double extra-large (XXL), small 6.75% and medium with 1.37%.

4.2.6.1.c Preferred Color by Age Group 20-25:

Figure 4.34 Preferred colors by age group 20-25



Out of sixty nine respondents in this group twenty two prefers Black color jacket i.e. 32.43% which is followed by Red with 22.97%, Navy Blue 18.91% and Yellow and Grey each with 8%.

4.2.6.1.d Preferred Price of Jacket by Age Group 20-25:

Table 4.12 Computation of minimum price preferred

Price (Rs.)	Quantity (No.)	Price × Quantity
500.00	6	3000.00
525.00	6	3150.00
600.00	6	3600.00
800.00	3	2400.00
1000.00	11	11000.00
1100.00	3	3300.00
1500.00	3	4500.00
1700.00	6	10200.00
1800.00	3	5400.00
2000.00	6	12000.00
2200.00	5	11000.00
3000.00	6	18000.00
4000.00	5	20000.00
Total	69	107550.00
Average		1558.696

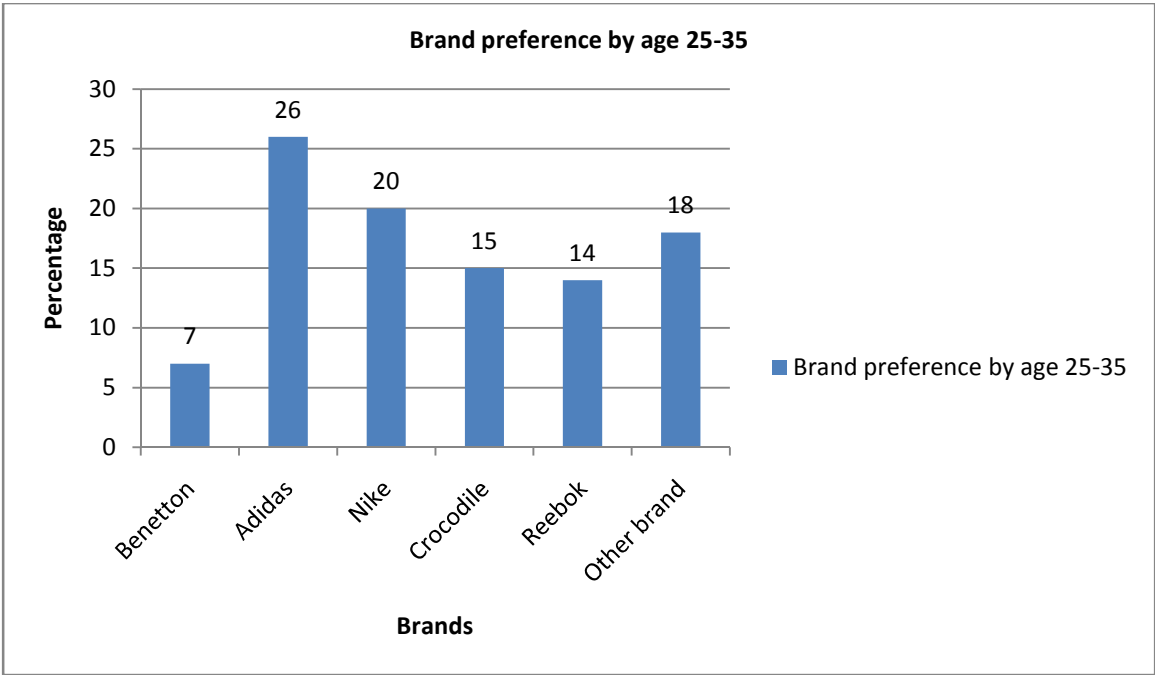
Source: field survey, 2013

Table 4.12 illustrates the average preference price of jacket by the consumer of age group 20-25. Among the respondents most preferred price from Rs.500 to Rs.4000 per jacket and the mean price of jacket for age group 20-25 is Rs.1556.696

4.2.6.2 Consumption Pattern of Age Group 25-35: This group consists of the employed youth personnel. Out of 200 respondents 73 fall in this group. Consumption pattern of age group 25-35 is explained below in which components like brand preference, size preference, color preference and price are explained below individually.

4.2.6.2.a Brand Preference of Age Group 25-35

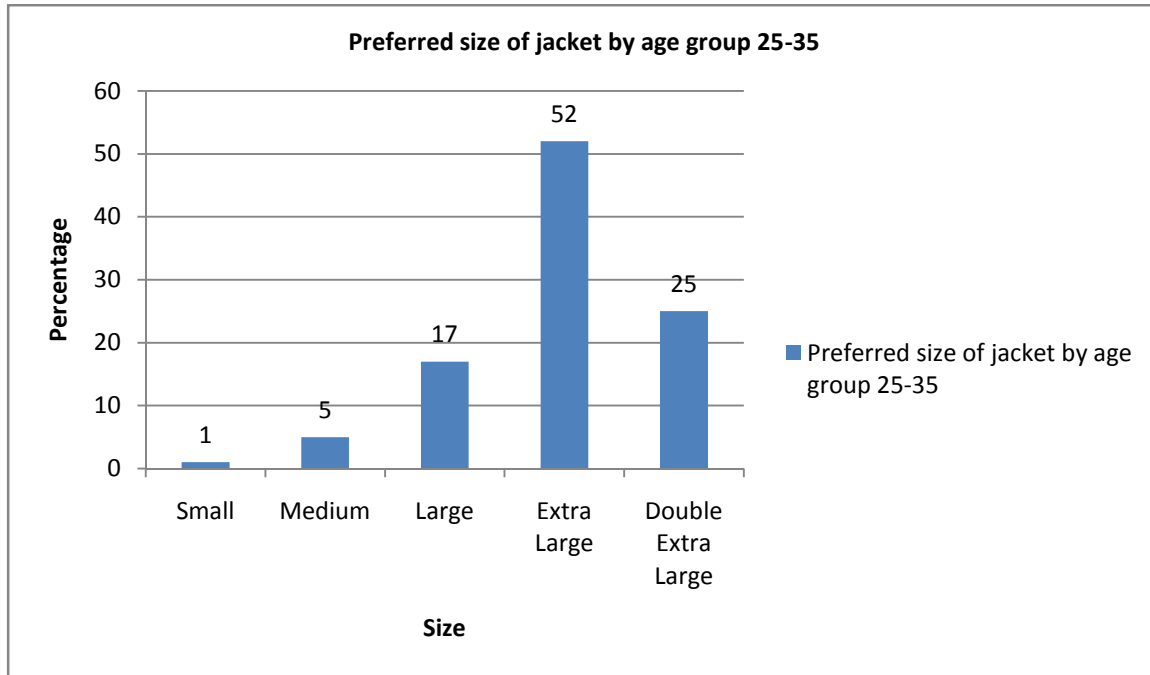
Figure 4.35 brand preference of age group 25-35



Adidas is the preferred jacket brand by age group 25-35 with 26% of respondents followed by Nike brand 20.27%, crocodile with 15%, Reebok with 14%, Benetton with 7% and other Chinese brand with 18%.

4.2.6.2.b Preferred Size by Age Group 25-35: There does not seem to be much different among the size preferred by age group 25-35 and age 20-25. Preferred size of age group 25-35 is explained below with the help of figure 4.36

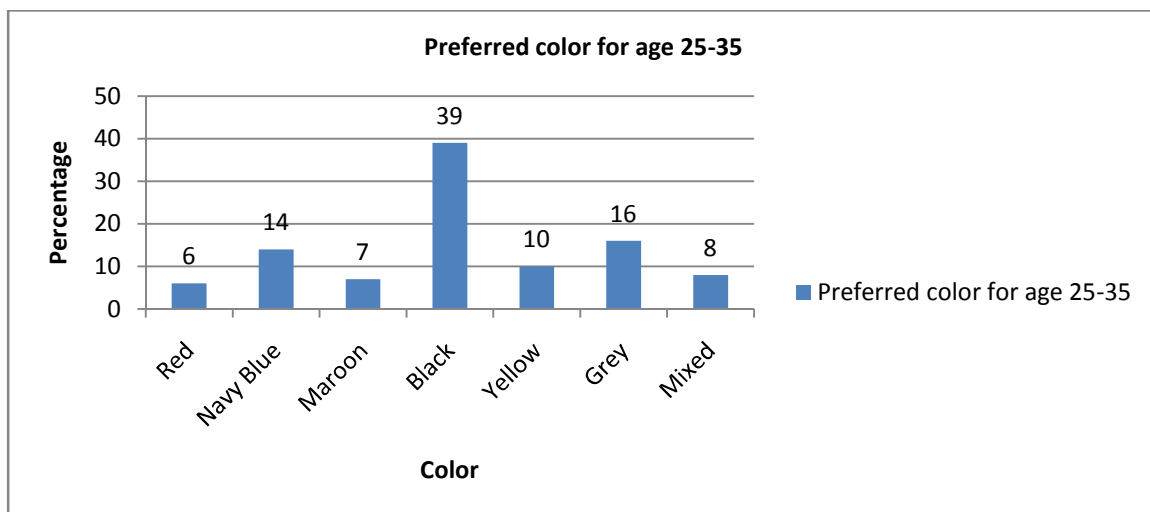
Figure 4.36 Preferred size of jacket by the age group 25-35



The most preferred size of the jacket at this age group is Extra Large (XL) which is been preferred by 52% of respondents that been followed by Double Extra Large (XXL) with 25%, Large (L) with 17% and Medium (M) by 5% respondents only.

4.2.6.2.c Preferred Color by the Age Group 25-35:

Figure 4.37 Preferred colors by age group 25-35



Out of seventy three respondents in these group twenty eight respondents i.e. 39% believes that black is the most preferred color to them followed by grey 16%, navy blue 14%, yellow 10%, mixed 8%, maroon with 7% and finally red with 6%.

4.2.6.2.d Preferred Price by the Age Group 25-35: The price preference of jacket for age group 25-35 has been varying to each individual. The preferred price is explained with the help of table 4.13

Table 4.13 Preferred price of jacket by age group 25-35

Price (Rs.)	Quantity (No.)	Price × Quantity
800.00	19	15200.00
1500.00	17	25500.00
2000.00	21	42000.00
2500.00	16	40000.00
Total	73	122700.00
Average		1680.82

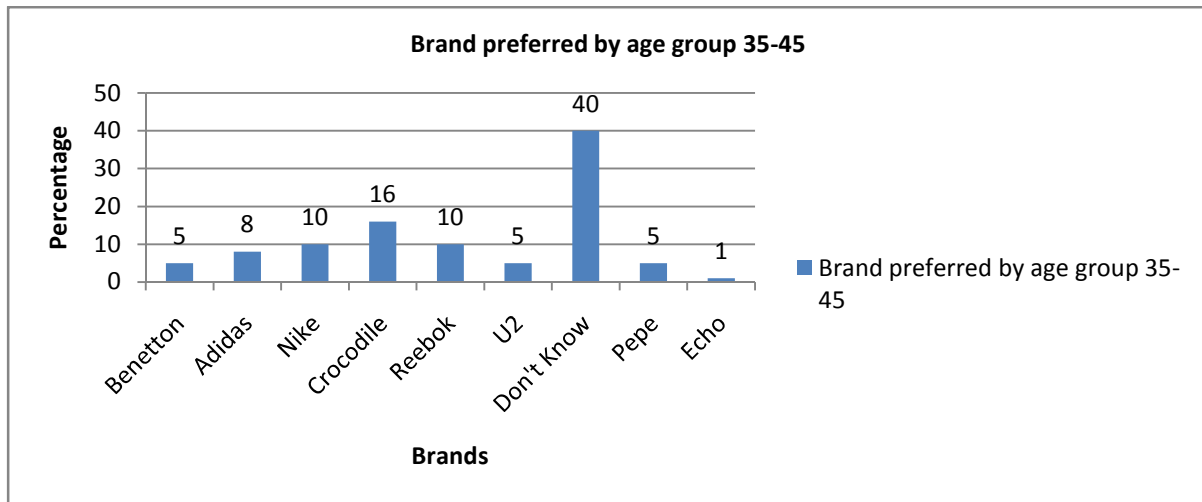
Source: Field survey, 2013

Price preference for a jacket has been varying from individual to individual. So the mean price of the jacket for age group 25-35 is Rs.1680

4.2.6.3 Consumption Pattern of Age Group Ranging 35-45: There are ultimately twenty eight respondents in this group. As done above the consumption pattern is individually explained below.

4.2.6.3.a Brand preference by age group 35-45: As far as brand loyalty is concerned the youth consumer now seems to be brand loyal to one land. The brand preference by the age group 35-34 is illustrated in the figure 4.38

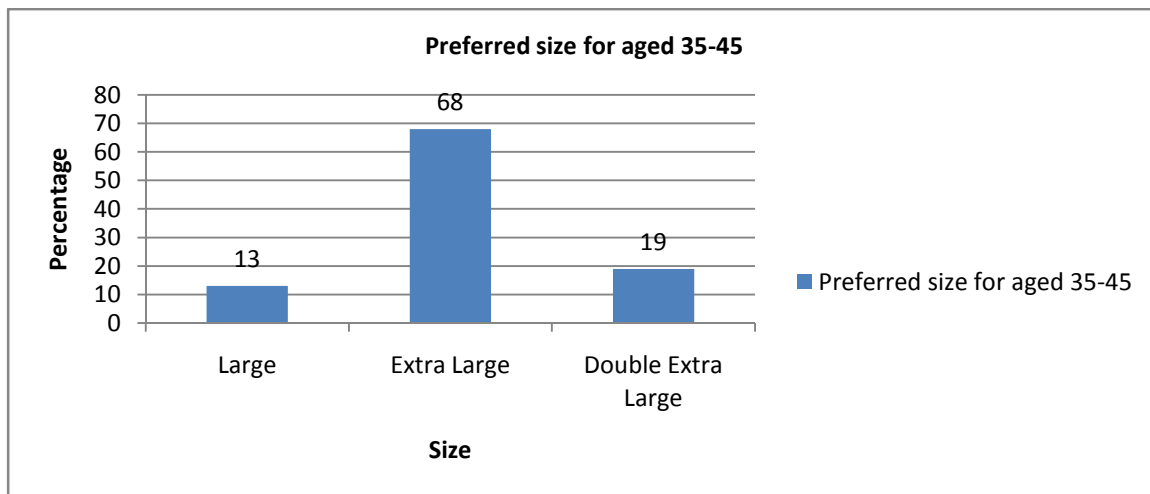
Figure 4.38 Brand preferred by age group 35-45



It seems that most of the consumers of age group 35-45 do not seem to be interested on branded product. So this can be seen as 40% of respondents in this group do not prefer any brand for purchasing jacket which is been followed by Crocodile with 16% and Reebok with 10%. Here we can also see that some brand concerned consumer who prefer to purchase brand like Benetton, Pepe and U2 with 5% of respondent in each brand.

4.2.6.3.b Preferred Size of Jacket for Age Group 35-45: In size concerned aspect, most of the consumer at this age is quite bigger in size than that of age 20-25 and 25-35. It is illustrated with the help of figure 4.39

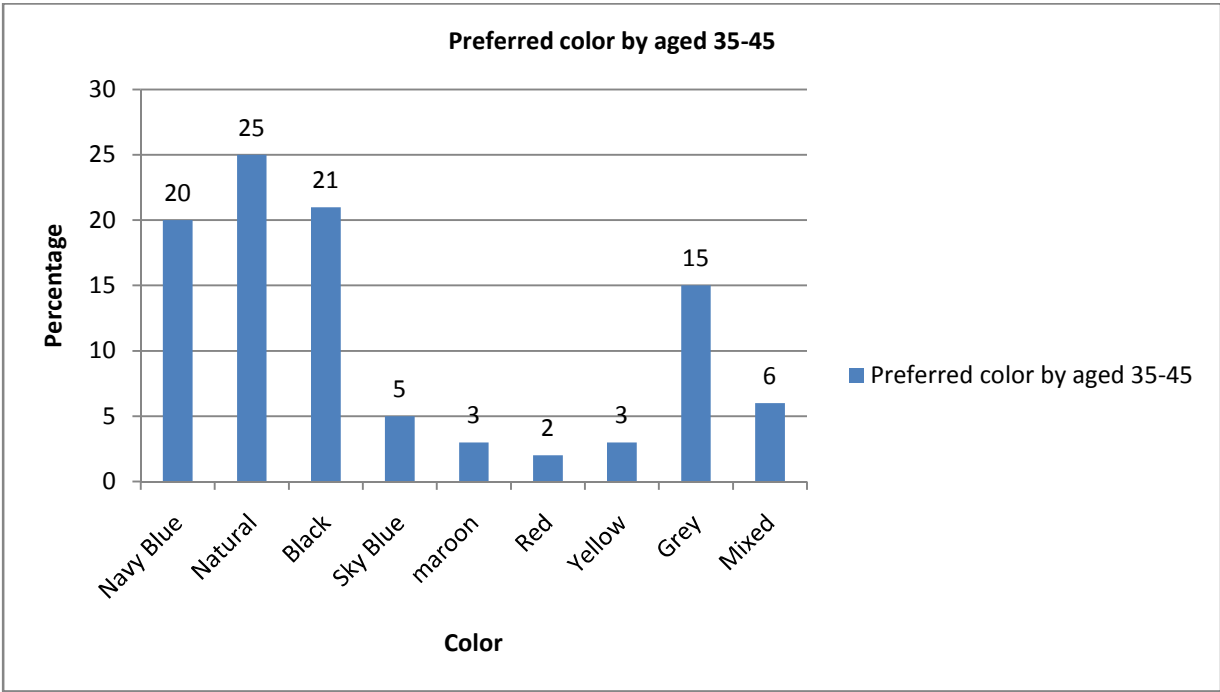
Figure 4.39 Preferred size of jacket for age group 35-45



The size preferred by the age group ranging 35-45 is Extra Large (XL) most with 68% of the respondents which is been followed by Double Extra Large (XXL) 19% and Large (L) size with 13%.

4.2.6.3.c Preferred Color by the Age Group 35-45: As the age changes preferred color also changed. This could be further clear from figure 4.40

Figure 4.40 Preferred colors by the age group 35-45



As per color preferred for age group ranging 35-45, Natural color is most preferred as 25% of the respondents. This is followed by Black color with 21%, Navy Blue with 20% and Grey with 15% respectively.

4.2.6.3.d Preferred Price by Age Group 35-45:

Table 4.14 Preferred price of jacket for age group 35-45

Price (Rs.)	Quantity (No.)	Price × Quantity
1450	5	7250
1500	10	15000
1600	3	4800
2000	5	10000
2500	3	7500
3000	2	6000
Total	28	50550
Average		1805.36

Source: Field survey, 2013

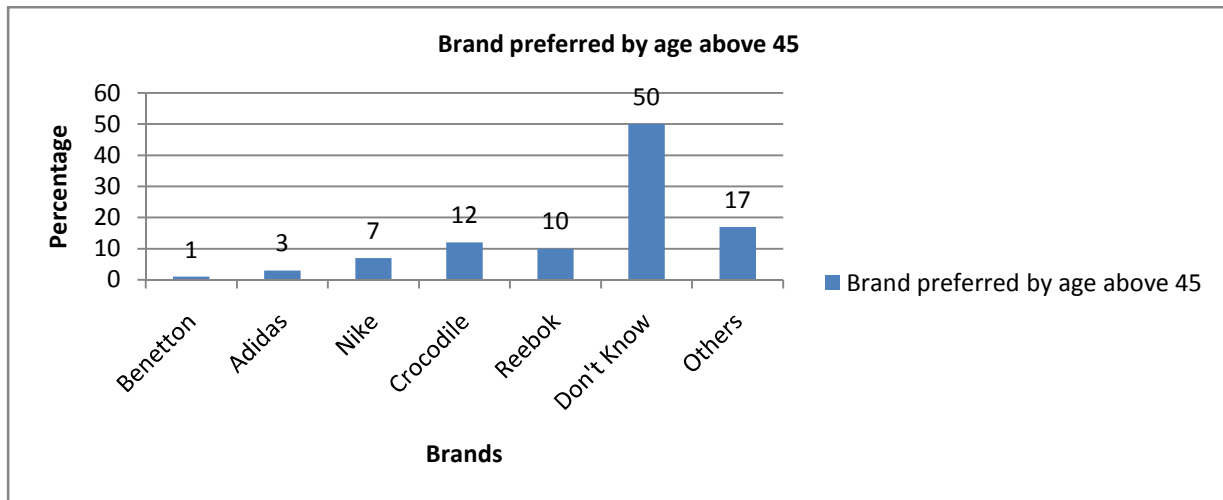
Consumer of age ranging 35-45 prefers jacket from Rs.1450 to Rs.3000. The average price of jacket for the consumer ranging 35-45 is Rs.1805.

4.2.6.4 Consumption Pattern of Jacket for the Age Group Ranging above 45

Total thirty respondents opinion were been able to collected in this group out of total 200 respondents including all age groups. As done above consumption pattern of jacket for age ranging above 45, each component is explained individually.

4.2.6.4.a Brand Preference for the Age Group Above 45: As far as brand loyalty is concerned, the consumer ageing above 45 does not seem too intense. Only very few seem to be interested on branded products. This is further explained with the help of figure 4.41

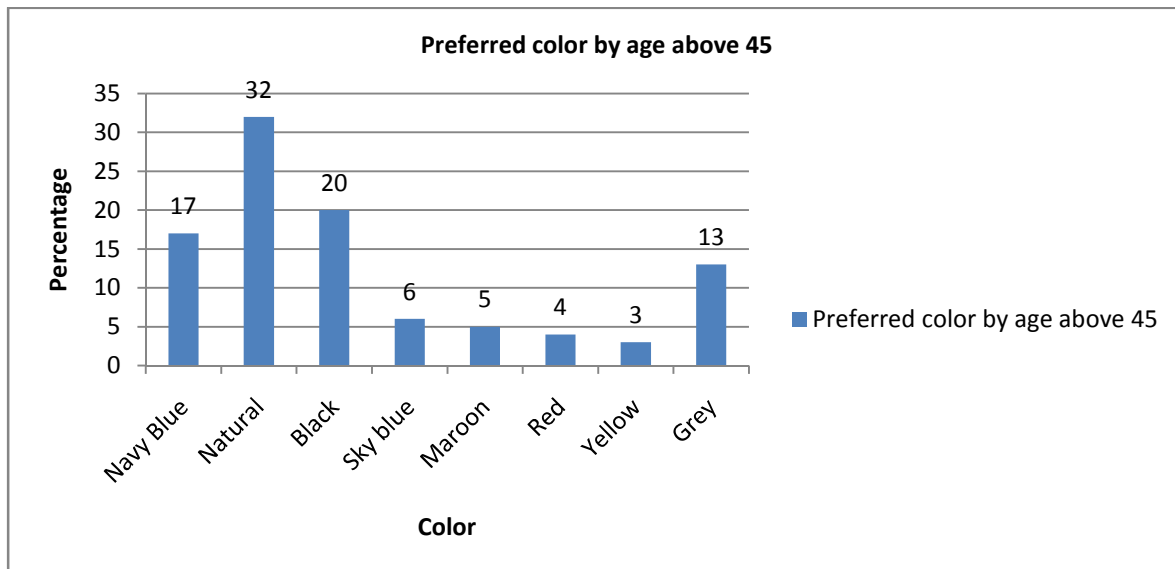
Figure 4.41 Brand preferred by the age group above 45



As for age group above 45 consumers they do not seem interested on any brand of jackets. So majority of consumer of 45, i.e. 50% respondent do not seem to remember any brand of jacket. This is been followed by 17% of consumer who prefers those Chinese jacket which don't have any popular brand. 12% respondents prefer Crocodile and similarly 10% preferred Reebok.

4.2.6.4.b Color Preferred by the Age Group above 45: Following figure showed the color preferred by age group above 45 years.

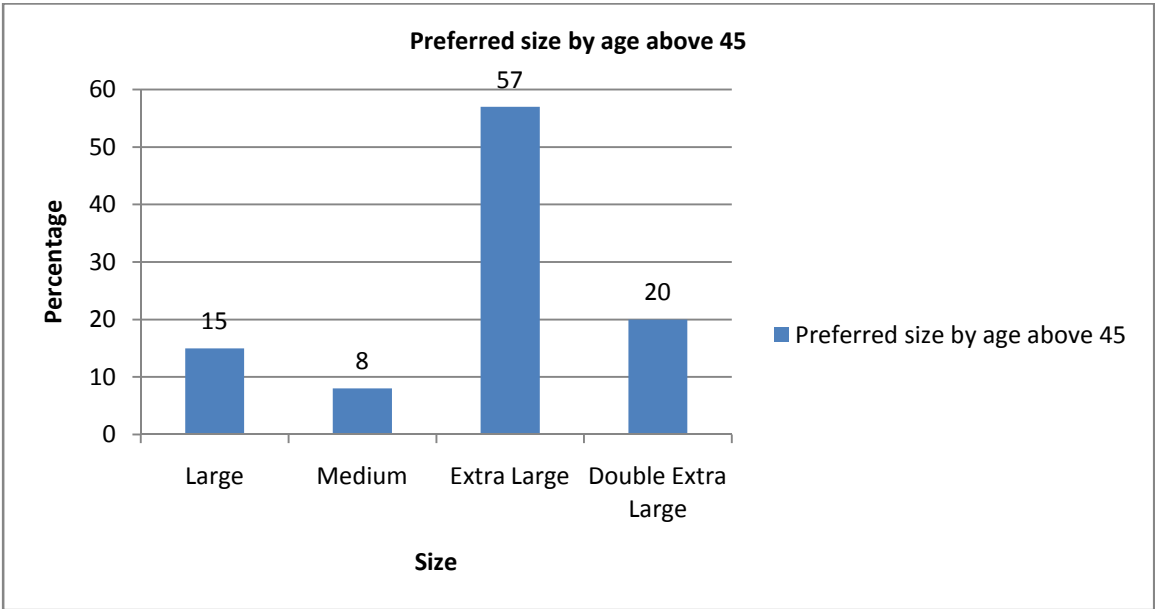
Figure 4.42 Preferred colors by age group above 45



Natural is the most preferred color by age above 45 years consumers as its been believed by 32% of respondents which is been followed by Black color 20%, Navy Blue 17% and grey 13%.

4.2.6.4.c Preferred Size of Jacket for the Age Group Above 45: As size is concerned most of the consumer at this age group is quite bigger in size than that of age 20-25 and 25-35. It is been illustrated with the help of figure 4.43

Figure 4.43 preferred size of jacket for age group above 45



Above figure showed that 57% respondents preferred Extra Large (XL). Similarly, 20% respondents go through with Double Extra Large (XXL), 15% respondents with Large (L) and only 8% respondents answer for Medium size (M).

4.2.6.4.d Preferred Price for the Age Group Ranging Above 45: The preferred price for jacket differs from individual to individuals. The preferred price of jacket is determined by taking the mean price given by individuals to individuals.

Table 4.15 Preferred prices for age group above 45

Price (Rs.)	Quantity (No.)	Price × Quantity
1200.00	8	9600.00
1500.00	7	10500.00
2000.00	5	10000.00
2500.00	6	15000.00
3000.00	4	12000.00
Total	30	57100.00
		1903.33

Source: Field survey, 2013

Many respondents have different opinion about the most desirable price of a jacket. The price ranged minimum from Rs.1200 to Rs.3000.00. So the average price of a jacket for age group above 45 is Rs1903.33

4.3 Major Findings:

a. Most of the consumer prefers to shop at Amarpath and Milanchowk. The peak month to purchase the winter wears i.e. sweaters and jackets are November. The peak time and day for shopping is 4-6 P.M on Friday.

b. Most of the shoppers place their order monthly and order is delivered with in less than 4 days.

c. Most of the sellers place their order to whole seller and order is placed in equal quantity throughout each month or they also believe that they order or buy in seven to fifteen days in equal quantity throughout.

d. Bossini is the largest selling Chinese branded sweater. Black is the largest consumed color. Round neck style and large size sweater is mostly preferred.

e. The majority of the market consists of Chinese sweaters that also with the sweater without any specific renowned brand name.

f. Adidas is the most preferred brand name of jacket in the market. Extra-large (XL) size of jacket is mostly preferred by the consumer. Black color jacket is mostly preferred in the market.

g. On an average 45 consumer walks in the shop and the conversion ratio of the consumer into actual buyer is 51.83%.

h. From the consumer point of view, price is the most important factor that they consider while purchasing jacket or sweater and that attribute is followed by quality, durability, brand and other attributes. Similarly from the seller aspect price is the most important element followed by quality, style, durability, brand and other.

i. As for age group of 20-25 most of the consumers do not go for any kind of brand of sweater and among the branded sweater they go for Adidas brand. Large is the most preferred style of jacket by this age group and Mock and Round neck is the most preferred style of sweater. Among this age group, dark color sweater is mostly preferred that also been dominated by black color and the mean price of sweater they go for is Rs.990.00

j. For age group of 25-35 they also do not seem to be brand conscious. Among this group those who prefer brand likes to go for Bossini brand sweater. Extra Large (XL) and Large (L) size sweater is mostly preferred by these age group consumers. Their color choice is also been dominated by the dark colored sweaters and the mean price they think for the sweater is Rs.1040.

k. The age group of 35-45 aged consumers, they do not seem to be interested on any branded sweater and among those who prefer the branded one seem to be interested on Bossini and Crocodile brands. Extra-large is the most preferred size of sweater and V-neck style of sweater is mostly preferred. Due to change on age they seem to have different taste on preferred color from previous two aged group they preferred grey color most and the mean price they think to go for sweater is Rs.1020.

l. As for the age group 45+ consumer they do not seem to have any particular preference for brand so they go for any kind of brand they like and for the brand preferred consumer of this age they seem interested on Crocodile, Bossini, Adidas and Nike. Extra-large is most preferred size followed by double extra-large. V-neck and round neck sweater is the most preferred size and natural and black is preferred color. This age groups ideal price for sweater is Rs.1073.00

m. As for the jacket attributes preference among the age group 20-25 Adidas is the most preferred brand of jacket and consumer at this age group seems to like the foreign brand like

Benetton. Large and extra-large is the most preferred size of jacket. Dark color jacket seems the favorite among this age group. So black, navy blue, red seems to be most preferred. For this age group Rs.1558 is the moderate price for a jacket.

n. For age group 25-35 the brand like Benetton, Adidas, Nike, Reebok, and Crocodile seems to be most favorite. Among this group Adidas is the most preferred brand. Extra Large (XL) is the most preferred size and black is the most preferred color for the jacket. For this age group Rs.1680 is the ideal price for a jacket.

o. Thought it seems that in age group 35-45 there are consumer preferring the super foreign brand like Benetton. Most of the consumer of this brand does not seem to be interested on any particular brand. Extra Large (XL) is the most preferred size of jacket and the color preference is mix max of dark and light color. Natural, Black and Navy Blue seem to be most preferred color. The ideal price for the jacket for this age group seems to be Rs.1805.00

As for the age group 45+ they do not seem to be interested on any particular brand. Among the branded jacket they seem to be interested on Adidas, Nike, Reebok, crocodile and Benetton. Extra-large and double extra-large are the most preferred size of jacket for them. Lighter color like Natural and dark color like Black, Maroon and Navy Blue color seems interesting to them. The moderate price of jacket for this age group is Rs.1903.00

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary: A marketer's job is to convert social needs into profitable opportunities. Our society is a study in diversity but in spite of prevailing diversity, there are also many similarities which make it possible for marketers to design marketing strategies that influence consumers who are similar in terms of some relevant product interest or characteristics. The study enable to marketer to promote and predict the understanding which is essential to set up proper marketing mix. Today consumer behavior has become an integral part of strategic marketing. However, such practice of investigation and exploration on consumer buying behavior are too rare or entirely absent in Nepalese business perspectives.

In such a characteristics, an attempt has been made in this work to study the buying behavior of male winter wears in Butwal city specially reference to the consumer of Amarpath and the sellers of different place in Butwal city. The understanding objective of the study is: time, day and location that is preferred by the consumer for purchasing jacket and sweater, to determine the frequency of order placement, delivery made to shop, to whom the order is placed and volume of order placement, find out the most preferred brand, size, style of sweaters and jacket in the market and their market share, to find the potential buyers that actually purchase the product and the attributes used to choose the product, to find out the consumption pattern of jackets and sweaters by the different aged consumer. To serve this objective, 274 questionnaires were filled on which 200 were filled by the consumer and the 74 by the seller or the person representative in the shop who are responsible for selling the product. The collected data were completely analyzed and interpreted on objective wise and major findings are given.

5.2 Conclusion: On the basis of major findings, following conclusion has been drawn.

- a. Most of the consumer's prefers to shop at 4pm-6pm Friday at Amarpath and Milanchowk.
- b. Most of the ready-made shop orders the clothing to whole seller outside Nepal. Those orders are ordered on monthly basis and the delivery is made within four days.

- c. Majority of the sweater market is dominated by Chinese brand and among them Bossini is the leading one. Due to pollution and dust, consumer seem to prefer dark color especially black color with round neck and large in size.
- d. Similarly the Chinese jacket dominates the Nepalese jacket market and the most preferred brand is Adidas with size extra-large and black color.
- e. From consumer and seller point of view, the price of the product is the most important factor considered while purchasing the clothing by the rational consumers.
- f. Age group 20-25 consumer's mostly prefers dark color sweaters without any particular brand name on it. Among the branded ones Adidas is the most preferred brand. They go for round neck and mock neck style in for sweaters. Jacket size preferred is large size and extra-large and dark color is preferred. There is some respondents in this age group who seems to like the true branded product like Benetton and other name preferred are Adidas, Crocodile, and Nike etc.
- g. As like earlier group age group 25-35 also doesn't seem to be brand loyal. They seem to be interested on Chinese jacket and most preferred brand by this group is Bossini. The color choice of this age group is dominated with dark color like black and the size preferred is large and extra-large. Whereas for jackets they seem to prefer the brand like Benetton, Nike, Reebok, Crocodile and the most favorite Adidas.
- h. For age group 35-45, they don't seem to be interested on any particular brand in sweater. Due to change in age they seem to prefer light color sweater and jacket. Extra-large and large is the most preferred size of sweater and jacket. V-neck style of sweater is mostly preferred by this age consumers. Among the most preferred brand; Bossini as sweater and Benetton among the jacket.
- i. V-neck style of sweater is mostly preferred by this age group 45+ consumers and the most famous brand name among this age group is Crocodile, Bossini, Adidas and Nike. Whereas for jacket double extra-large are mostly preferred with light color.

5.3 Recommendation: On the basis of conclusion following recommendation has been made.

- a. The potential consumers should be communicated about new upcoming products.

b. The shoppers should keep in mind the following things: consumers are the brand ambassador of the product but they are not much brand conscious. Though the consumers have the concrete plan for shopping, yet most of the shopping is done on impulse. Rare consumers are brands conscious and therefore most of them buy on the color, design and fabric or the material of the dress.

c. The shoppers of Amarpath and Milan Chowk are suggested to launch certain scheme and increase more exposure which will be beneficial to both consumers and shoppers.

d. The consumer mostly purchase jackets and sweaters on October to January. So, shops are suggested to provide as many varieties of jacket and sweater as they could, so that maximum consumer and seller can be beneficial.

e. Store loyalty plays an important role in the long run success of the shop. So, measures like coupon, special discount for regular consumers, prize scheme should be build store loyalty and would be beneficial to consumers also.

f. The shops are suggested to follow up the competitive price to attract consumer as consumers were found price sensitive, which shows that the consumer is rational.

g. It is suggested to shops that target the market segment and deliver according to it. The shop targeting the young and energetic consumer up to 35 year can provide variety sweater and jacket that is in dark in color and shop targeting above age consumer with lighter ones.

h. Most of the consumer are aware and prefers the brand name Adidas, Nike, Benetton, Reebok, Bossini, and Crocodile. So the shops are suggested to provide variety branded product including the brands mentioned above.

i. Since most of the consumers use foreign brand, it is essential to increase the market share of Nepalese brand of clothing. For this purpose our local and national entrepreneurs are suggested to produce the high quality and well-designed clothing in a wide range of varieties and market them with effective promotion and sales promotion schemes. This consequently can help to save foreign currency and generating employment opportunity.

j. The biggest failure for branded apparel in Nepal is because it is not made for the Nepalese consumers. Those entrepreneurs who are thinking on producing national apparel as well as those shops owners who orders to whole seller outside nation boundary has to focus more toward the Nepalese size so as to satisfy its consumers to the best possible extent. The exact size and the color with the design are one of the biggest factors for branded acceptance.

Finally, it is suggested to the scholars and the researchers to conduct research on buying process and brand loyalty aspect of the consumers of Butwal city by taking large samples.

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APPENDIX – I

Hypothesis 1:

The Peak sales day by buyer and seller is similar

Peak sales day

Day	Buyers	Sellers	Total
Friday	86	33	119
Saturday	48	12	60
Thursday	36	11	47
Total	170	56	226

H_0 : Peak sales days assumed by buyers and seller are same.

H_1 : There is different in peak sales days assumed by buyers and seller.

Row/Column	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
1,1	86	89.5132	-3.5133	12.3430	0.0138
1,2	33	29.4867	3.5133	12.3432	0.0419
2,1	48	45.1327	2.8673	8.2214	0.0182
2,2	12	14.8672	-2.8672	8.2211	0.0553
3,1	36	35.3539	0.0646	0.0417	0.0012
3,2	11	11.6460	-0.6460	0.0417	0.0036
$(O - E)^2 / E$					0.01339

Here, $E = \frac{R.T}{N} \times CT$, $= \frac{119 \times 170}{226}$, $= 89.5132$

$N = 226$

Calculation $\chi^2 = 0.0133918$

Degree of Freedom = $(r-1)(c-1) = (3-1)(2-1)$, $= 2$

Tabulated value of χ^2 at 5% level of significance of 2 degree of freedom is 5.99

Decision: Since calculated value of χ^2 is less than tabulated value of χ^2 , the null hypothesis H_0 is accepted i.e. the peak sales day to buyer and seller are same.

Hypothesis II:

The significant difference in assuming the preferred time for shopping by buyer and seller.

Buyer and Seller

Time	Buyers	Sellers	Total
4-6	90	62	152
6-8	30	6	36
2-4	54	5	94
Total	174	73	247

H_0 : There is no significant difference in choosing preferred time for shopping by buyers and sellers.

H_1 : There is significance difference in choosing preferred time for shopping by buyers and sellers.

Row/Column	O	E	O-E	$(O - E)^2$	$(O - E)^2/E$
1,1	90	107.076	-17.0769	291.621	2.7234
1,2	62	44.923	17.6769	291.621	6.4916
2,1	30	25.360	4.6396	21.4265	0.8488
2,2	6	10.6396	-4.6396	21.5265	2.0232
3,1	54	41.5627	12.4372	154.6850	3.7217
3,2	5	17.4342	-12.4372	154.6850	8.8709
$(O - E)/E =$					24.6797

Here, $E = RT \times CT/N$, $= 152 \times 172/247$, $= 107.076$

Calculation of χ^2 24.6797

Degree of freedom $= (r-1)(c-1) = (3-1)(2-1) = 2$

Tabulated value of χ^2 at 5% level of significance of 2 degree of freedom is 5.99

Decision: Since, calculated value i.e. 24.6797 is greater than tabulated value of t_{2} i.e. 5.99

Therefore, there is significant difference for preferring shopping by buyers and sellers.

Brand Preferred of Sweater:

	Adidas	Nike	Bossini	Crocodile	Tomy	Other	Don't know
20-25	20.3	5	10.8	5	5	9.5	40
25-35	10.8	7	20	8	3	9.5	40
35-45	5	3	13.5	13.5	5	55	42
Above 45	10	5	5	25	-	55	-

Jacket

	Benetton	Adidas	Nike	U2	Crocodile	Reebok	Other	Don't know
20-25	2	36	14	4	17.5	8	12	65
25-35	7	26	20.2	-	15	14	13	-
35-45	5	8	10	5	16	1	-	40
Above 45	1	3	7	-	12	10	17	50

Brand Preferred of Sweater

	Adidas	Nike	Bossini	Crocodile	Tomy	Other	Don't know
20-25	14	3	8	3	3	7	28
25-35	8	5	15	6	2	7	29
35-45	1	1	4	4	1	3	12
Above 45	3	1	1	8	1	1	15

Jacket

	Benetton	Adidas	Nike	U2	Crocodile	Reebok	Other	Don't Know
20-25	1	25	10	3	12	6	8	4
25-35	5	19	15	1	11	11	10	1
35-45	1	2	3	1	4	3	3	11
Above	1	1	2	1	4	3	3	15

45								
----	--	--	--	--	--	--	--	--

Questionnaire for the study of buying behavior on winter wears (Jacket & Sweaters) for sales persons / owner:

1. Name and Address of the Outlet:

Serial No.	Area of Outlet	Street name of Outlet	Building name of Outlet	Shop /House No.	Name of the Outlet	Type of Outlet **		
						EBO	MBO	LFO
1.								
2.								
3.								
4.								
5.								

** EBO = Exclusive Branded Outlet.

MBO = Multiple Branded Outlet.

LFO = Large Format Outlet.

2. Seasonality: Do you observe any seasonality pattern in men's wear (Sweater and Jacket)?

If yes please indicate Peak, Average and/or Lean seasons for men's Jacket and Sweater.

Months	Seasonality Pattern (Peak, Average and/or Lean)
Jan	
Feb	
Mar	
Apr	
May	
June	
July	
Aug	
Sept	
Oct	

Nov	
Dec	

3. Could you tell me the total number of potential customers walking in per day in your outlet?

No. of potential customer walking per day						
---	--	--	--	--	--	--

4. Could you tell me how many of the total walk in are converted into sales?

Total no of walk in converted into sales						
--	--	--	--	--	--	--

5. Could you tell me how many total no. of Jackets and Sweaters you sold in your outlet per month? And also give the price bracket.

Men's Ware	Sold per month	Minimum sales price	Maximum sales price
Jackets			
Sweaters			

6. Could you tell me the peak sale day in a week and even sale timing (rush hour) in a day?

Peak Sales Day		Peak Sale Hour /Timing	
Sunday	1	Before 10 A.M	1
Monday	2	10 A.M. – 12 Noon	2
Tuesday	3	12 Noon – 2 PM	3
Wednesday	4	2 PM – 4 PM	4
Thursday	5	4 PM – 6 PM	5
Friday	6	6 PM - 8 PM	6
Saturday	7	8 PM – 10 PM	7

7. Please consider the following factors, and rank their order of importance to you while purchasing the clothing. Rank Orders are: 1, 2, 3, 4, 5, 6

- I. Quality of the Product []
- II. Price of the Product []
- III. Brand name of the Product []
- IV. Durability of the Product []
- V. Style of the Product []
- VI. Others []

8. Availability of Sweaters:

Indian:

Brand Name	Style							Size					MRP.	Color
	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

Korean:

Brand Name	Style							Size					MRP.	Color
	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

European:

Brand Name	Style							Size					MRP.	Color
	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

Chinese:

Brand Name	Style							Size					MRP.	Color
	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

9. Sales:

Largest Selling				
	Indian	Korean	European	Chinese
Brand Name				
Size				
Style				
Color				
Size				

10. Market Share:

Brand Name	Market Share

11. Age Group Buying Pattern:

Age Group	Brand	Size	Style	Color	MRP.
20-25					
25-35					
35-45					

APPENDIX – II

Questionnaire for the study of the buying behavior on winter wears (Jacket & Sweater for the consumer of Butwal city.

1. Name: Age:
2. Location of the outlets where you generally prefer to shop

3. Could you tell me how frequently and which month do you really want to purchase jackets and sweaters?

Months	Product	
	Jacket	Sweater
Jan		
Feb		
Mar		
Apr		
May		
June		
July		
August		
Sept		
Oct		
Nov		
Dec		

4. How much do you think is the reasonable price for Jacket and Sweater?

Items	Price (NRs.)	
	Minimum	Maximum
Jackets		
Sweaters		

5. Could you tell me the day and time you mostly preferred to shop?

Day		Time	
Sunday	1	Before 10 A.M	1
Monday	2	10 A.M. – 12 Noon	2
Tuesday	3	12 Noon – 2 PM	3
Wednesday	4	2 PM – 4 PM	4
Thursday	5	4 PM – 6 PM	5
Friday	6	6 PM - 8 PM	6
Saturday	7	8 PM – 10 PM	7

6. Please consider the following factors, and rank their order of importance to you while purchasing the clothing. Rank Orders are: 1, 2, 3, 4, 5, 6

- I. Quality of the Product []
- II. Price of the Product []
- III. Brand name of the Product []
- IV. Durability of the Product []
- V. Style of the Product []
- VI. Others []

) **Brand Name, Price, Size, Style and Color:**

Indian:

Brand	Style							Size					MRP.	Color
Name	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

Korean:

Brand	Style							Size					MRP.	Color
Name	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

European:

Brand	Style							Size					MRP.	Color
Name	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

Chinese:

Brand Name	Style							Size					MRP.	Color
	RN	MN	VN	C	RoN	P	O	S	M	L	XL	XXL		

7. Consumption:

Largest Consuming				
Brand Name	Indian	Korean	European	Chinese
Size				
Style				
Color				
MRP				

8. Market Share:

Brand Name	Market Share

9. Age Group Buying Pattern:

Age Group	Brand	Size	Style	Color	MRP.
20-25					
25-35					
35-45					
45+					

Jackets:

Brand name, Price, Size, Style and Color.

Indian:

Brand Name	Style	Size					MRP	Color
		S	M	L	XL	XXL		

Korean:

Brand Name	Style	Size					MRP	Color
		S	M	L	XL	XXL		

European:

Brand Name	Style	Size					MRP	Color
		S	M	L	XL	XXL		

Chinese:

Brand Name	Style	Size					MRP	Color
		S	M	L	XL	XXL		

12. Consumption:

Largest Consuming				
Brand Name	Indian	Korean	European	Chinese
Size				
Style				
Color				
MRP				

13. Market Share:

Brand Name	Market Share

14. Age Group Buying Pattern:

Age Group	Brand	Size	Style	Color	MRP.
20-25					
25-35					
35-45					
45+					

Rank Correlation:

Rank	X	Y	D	d ²
I	2	2	0	0
II	1	1	0	0
III	4	5	-1	1
IV	3	4	1	1
V	5	3	2	4
VI	6	6	0	0
			d ² =	5

$$r = 1 - \frac{6 \sum d^2}{(n^3 - n)}$$

$$= 1 - \frac{6 \times 5}{(6^3 - 6)}$$

$$= 1 - \frac{30}{210}$$

$$= 1 - 0.1428$$

$$r_k = 0.857$$

Hypothesis III:

H₀: The given factors are equally important for purchasing the cloth for consumers.

H₁: Emphasis to the price is higher than any factor regarding the purchase decision by consumers.

Factors	O	E	O - E	(O - E) ²	(O - E) ² /E
1	48	33	15	225	6.81
2	76	33	43	1849	56.0
3	22	33	-11	121	3.67
4	26	33	-7	49	1.485
5	18	33	-15	225	6.81
6	10	33	-23	529	16.03
(O - E) ² /E =					90.80

Calculated value of $\chi^2 = 90.8$

Degree of Freedom = n-1, = 6 - 1, = 5

The tabulated value of χ^2 at 5 % level of significance for 5 d.f. is 11.07

Since, the tabulated value of χ^2 at 5% level of significance for 5 d.f. is 11.07 which is less than the calculated value of χ^2 i.e. 90.8, so H₀ is rejected and H₁ is accepted. i.e. emphasis on price is higher than any other factor regarding the purchase of clothing consumers.

Hypothesis IV:

The given factors are equally important for purchasing of cloth by the consumers according to sellers.

H₀: The given factors are equally important for purchasing of cloth by consumer according to sellers.

H₁: The emphasis given to price is higher than any other factor regarding the purchase of clothing by consumer according to sellers.

Factors	O	E	O - E	(O - E) ²	(O - E) ² /E
1	16	12	4	16	1.33
2	20	12	8	64	5.33
3	8	12	-4	16	1.33
4	9	12	-3	9	0.75
5	15	12	3	9	0.75
6	6	12	-6	36	3.00
(O - E) ² /E =					12.49

Calculated value of χ^2 is 12.49

The tabulated value of χ^2 at 5 % level of significance for 5 d.f. is 11.07

The calculated value of χ^2 i.e. 12.49 is greater than tabulated value i.e. 11.07 H₀ is rejected and H₁ is accepted. Hence, emphasis given to price is higher than any other factor regarding the purchase of clothing.

Hypothesis V:

H₀: There is no significant difference in consideration of factors affecting the buyer's decision among consumers and sellers.

H₁: There is significant difference in consideration of factors affecting the buyer's decision among consumers and sellers.

Factors	Consumers	Sellers	Total
Quality	48	16	64
Price	76	20	96
Brand	22	8	30
Durability	26	9	35
Size	18	15	25

Others	10	6	24
Total	200	74	247

Calculation of factor affecting the buyer's decision among consumers and sellers.

Factors	O	E	O - E	(O - E) ²	(O - E) ² /E
1,1	48	46.715	1.285	1.650	0.0353
1,2	16	17.28	-1.285	1.650	0.0955
2,1	76	70.07	5.927	35.129	0.501
2,2	20	25.927	-5.927	35.129	1.355
3,1	22	21.898	0.10218	0.0104	0.00047
3,2	8	8.102	-0.102189	0.0104	0.00128
4,1	26	25.55	0.45255	0.2048	0.00801
4,2	9	9.453	-0.45255	0.2048	0.02167
5,1	10	18.248	-8.248	68.032	3.7282
5,2	15	6.75	8.248	68.032	10.078
6,1	18	17.518	0.4817	0.2320	0.0132
6,2	6	6.48	-0.48175	0.2320	0.0358
(O - E) ² /E =					15.87

Degree of freedom = $(r - 1)(c - 1)$, = $(6 - 1)(2 - 1)$, = 5×1 , = 5

Tabulated value of χ^2 at 5 % level of significance of 5 d.f. is 11.07

Since, the calculated value of χ^2 i.e. 15.89 is greater than that of tabulated value of χ^2 . Therefore H_0 is accepted i.e. there is significant difference in considering the factor affecting buyer's decision among consumers and sellers.