

TABLE OF
“A STUDY OF MARKETING,
USAGE BEHAVIOUR
ATTITUDE AND IMAGE OF COLDDRINKS IN
BIRGUNJ, PARSA.”

By:
SHYAM PRASAD BHATTARAI
Thakur Ram Multiple Campus, Birgunj
Roll No. 49/062
T.U. Registration No.2231/82
Batch: 2062

Submitted To:
Tribhuvan University
Faculty of Management
Birgunj, Parsa
2012

RECOMMENDATION

This is to certify that Mr. SHYAM PRASAD BHATTARAI has prepared this thesis entitled "A STUDY OF MARKETING, USAGE BEHAVIOUR, ATTITUDE AND IMAGE OF COLD DRINKS IN BIRGUNJ PARSA" under my supervision.

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

.....
.....

Ganesh Prasad Niraula
Thesis Supervisor
Department

Dr. Dipak Shrestha
Head of

.....
Campus Chief
Thakur Ram Multiple Campus

VIVA-VOCE SHEET

This Thesis Report Submitted

By:

SHYAM PRASAD BHATTARAI

Entitled

“A STUDY OF MARKETING, USAGE BEHAVIOUR, ATTITUDE AND IMAGE OF COLD DRINKS IN BIRGUNJ , PARSA” has been accepted as the partial fulfillment of the requirement for the degree of Master of Business Studies.
(M.B.S.)

VIVA –VOCE COMMITTEE

Chairperson, Research Committee :-

Member (Thesis Supervisor) :-

Member (External Expert) :-

Date :-

DECLARATION

I here by declare that the work reported in this thesis entitled "A STUDY OF MARKETING, USAGE BEHAVIOUR, ATTITUDE AND IMAGE OF COLD DRINKS IN BIRGUNJ PARSA" submitted to the Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of T.U. for the partial fulfillment of the Master's Degree in Business Studies (MBS) under the supervision and guidance of Ganesh Prasad Niraula, Lecturer, Thakur Ram Multiple Campus, Birgunj, Parsa.

BHATTARAI

SHYAM

PRASAD

Campus

Researcher
Thakur Ram Multiple

ACKNOWLEDGEMENT

I am very much delighted to express my profound gratitude and indebtedness to my supervisor Lecturer, Ganesh Prasad Niraula, Department of Management ,Thakur Ram Multiple Campus, Birgunj, T.U. for his untiring guide right from the identification of the problems to the completion of this thesis.

I would like to express my sincere thanks to Dr.Dipak Shrestha. **Head of Department, Department of Management, TRMC**, Birgunj, for providing me essential facilities and who insisted me form time to time to under take this thesis writing. It's my pleasure to acknowledge with my sincere thanks to all the lectures of Thakur Ram Multiple Campus for their academic support.

Further, the officer Mr. K.L. Bachhar who helped me in computerized and arrange data are also get of my thanks.

BHATTARAI

SHYAM

PRASAD

Roll No. 49/062
T.U. Reg. No. 2231/82

CONTENTS

	Page No.
Recommendation Letter	
Approval Sheet	
Declaration	
Acknowledgements	
Table of Contents	I
List of Figure	V
List of Tables	VI
Acronyms and Abbreviations	VIII
<u>CHAPTER - 1</u>	
INTRODUCTION	(1-13)
1.1 Background of the Study	1
1.2 Objective of the study	8
1.3 Statement of Problem	9
1.4 Importance of the study	10
1.5 Limitation of the study	11
1.6 Research design	11
1.7 Population and sample	12
1.8 Research methodology	12
1.9 Organization of the Study	12
<u>CHAPTER - 2</u>	
REVIEW OF LITERATURE	(14-59)
2.1 Introduction	14
2.2 Conceptual Framework	14
2.2.1 The market	14
2.2.2 Marketing	15

2.2.3. Marketing System	17
2.2.4 Marketing Environment	18
2.2.5 Role of Marketing in Industrialization	20
2.2.6 The Marketing Mix	21
2.2.6.1 Product	24
2.2.6.2 Place	24
2.2.6.3 Promotion	25
2.2.6.4 Price	26
2.2.7 Marketing Strategy	27
2.2.7.1 Product Strategy	29
2.2.7.2 Pricing Strategy	30
2.2.7.3 Distribution Strategy	31
2.2.8 Attitude	37
2.2.8.1 Definition	37
2.2.8.2 Characteristics of Attitudes	38
2.2.8.3 Functions of Attitudes	41
2.2.9 Image	43
2.2.9.1 Image Analysis	43
2.2.9.1.1 Products & Services Images	43
2.2.9.1.1.1 Positioning Strategies	44
2.2.9.1.1.2 Repositioning Strategies	44
2.2.9.2 Perceived Quality	45
2.2.10 Usage behaviour	46
2.3 Review of Related Studies	48
2.3.1 Lamichhane, Hari “Marketing of Cold drinks in Kathmandu” (1998) ¹	48
2.3.2 Pathak, Krishna Prasad, in 1998 conducted the study on “Coffee Marketing System in Nepal “with the following objectives.” ¹	49
2.3.3 Bhata, Shree Chandra, in 1998 conducted a	

study on “Sales Promotion and its Effect on Sales”	50
2.3.4 Thapaliya, Anup Kumar, in 1999 conducted “A study in market situation of Instant Noodle Yum Yum. ” (A case study in Kathmandu) ₁	50
2.3.5 Adhikari, Krishna Prasad in 2002 prepared “Impact of sales of Cold drinks.” (A case study of Cold drink market in Chitwan) ₁	58
2.4 Review of Related Articles	56
2.4.1 Annual Review of Coca-Cola Company ₁	56
2.4.2 Task Force Report ₁	56
2.4.2.1 Market Place	56
2.4.2.2 Quality	57
2.4.3 Cola war and branding events. 2	58
2.4.4 Birth of the Top Brand	59

CHAPTER -3

RESEARCH METHODOLOGY (60-65)

3.1 Introduction	60
3.2 Research Design	60
3.3 Population and Sample	60
3.4 Nature and Sources of Data	60
3.5 Data Collection Procedures	64
3.6 Data Processing and Analysis	65

CHAPTER - 4

DATA PRESENTATION AND ANALYSIS (66-101)

4.1 Consumer Survey	66
4.2 Retailer Survey	82
4.3 Major Findings of the Study	94

CHAPTER - 5

Summary, Conclusions and Recommendations (102-108)

5.1	Summary	102
5.2	Conclusions	103
5.3	Recommendation	107

BIBLIOGRAPHY

Appendix

List of Figures

Figure -1	15
Figure :- 2	19
Figure :-3	23
Figure:-4	36
Figure :- 5	41

List of Tables

Table 3.1:	The size of sample and respondents	61
Table: 3.2:	Users of cold drinks: Age wise	61
Table: 3.3	User of cold drinks: sex wise	62
Table 3.4	Users of cold drink: Education wise	63
Table: 3.5	Users of cold drinks: Occupation wise	63
Table: 4.1	User's cold drinks use pattern and their favorite brand.	66
Table: 4.2	Attitude towards cold drink and their image	67
Table: 4.3	Reasons for having cold drinks (image and attitude)	68
Table: 4.4	Factor that influence consumer to have cold drinks	69
Table: 4.5	Suitable place for having cold drink (Image)	70
Table: 4.6	Size (ml or liter) of cold drink most preferred	71
Table: 4.7	Media exposure of cold drink advertisement	71
Table: 4.8	The most effective advertising media	72
Table: 4.9	Recall of any advertisement of cold drink	73
Table: 4.10	Brand advertisements most recalled	73
Table: 4.11	Advertising Media having most recall	74
Table: 4.12	Buying action after exposure to advertisement	75
Table: 4.13	Influence by the advertisement	76
Table: 4.14	Reasons for changing brand	77
Table: 4.15	Participation in the process of buying soft drink	78
Table: 4.16	Frequency of purchase of cold drink:	78
Table: 4.17	Reason for having Cola-based cold drink (Coke\Pepsi)	79
Table: 4.18	Reasons for having fruit-based cold drink (Frooti\Rio)	80
Table: 4.19	Advertisement liked most by respondents	81
Table: 4.20	Year in Business	82
Table: 4.21	Brand availability in the retail outlets	83
Table: 4.22	Detail sales of cold drink per day	83
Table: 4.23	Brand that has more sales	84

Table: 4.24	Size of bottles sold most	85
Table: 4.25	Type of packaging preferred for selling bottle Vs can	85
Table: 4.26	Frequency of company salesman's visit to the shop	86
Table: 4.27	Quantity of purchase of cold drink at a time	86
Table: 4.28	Satisfaction from the distribution	87
Table: 4.29	Retailer reactions in distribution channel of different brands	88
Table: 4.30	Brand preferences to sell	88
Table: 4.31	Reasons for preference to sell the brand	89
Table: 4.32	Influence of advertising on sales	90
Table: 4.33	Influence of advertising on sales	91
Table: 4.34	Factors for increase in sales of cold drinks	91
Table: 4.35	Sales promotion schemes to induce sales	92
Table: 4.36	Sales promotion schemes from the retailers	93
Table: 4.37	Type of promotion scheme provided by the company	93
Table: 4.38	Attitude in changing the brand for receiving schemes from competing brand	94

List of Figures

Figure -1	10
Figure :- 2	14
Figure :-3	16
Figure:-4	24
Figure :- 4	29

List of Tables

Table 3.1:	The size of sample and respondents	42
Table: 3.2:	Users of cold drinks: Age wise	43
Table: 3.3	User of cold drinks: sex wise	43
Table 3.4	Users of cold drink: Education wise	44
Table: 3.5	Users of cold drinks: Occupation wise	44
Table: 4.1	User's cold drinks use pattern and their favorite brand.	46
Table: 4.2	Attitude towards cold drink and their image	47
Table: 4.3	Reasons for having cold drinks (image and attitude)	47
Table: 4.4	Factor that influence consumer to have cold drinks	48
Table: 4.5	Suitable place for having cold drink (Image)	49
Table: 4.6	Size (ml or liter) of cold drink most preferred	49
Table: 4.7	Media exposure of cold drink advertisement	50
Table: 4.8	The most effective advertising media	50
Table: 4.9	Recall of any advertisement of cold drink	51
Table: 4.10	Brand advertisements most recalled	51
Table: 4.11	Advertising Media having most recall	52
Table: 4.12	Buying action after exposure to advertisement	52
Table: 4.13	Influence by the advertisement	53
Table: 4.14	Reasons for changing brand	53
Table: 4.15	Participation in the process of buying soft drink	54
Table: 4.16	Frequency of purchase of cold drink:	54
Table: 4.17	Reason for having Cola-based cold drink (Coke\Pepsi)	55
Table: 4.18	Reasons for having fruit-based cold drink (Frooti\Rio)	55
Table: 4.19	Advertisement liked most by respondents	56
Table: 4.20	Year in Business	57
Table: 4.21	Brand availability in the retail outlets	57
Table: 4.22	Detail sales of cold drink per day	58
Table: 4.23	Brand that has more sales	58
Table: 4.24	Size of bottles sold most	59

Table: 4.25	Type of packaging preferred for selling bottle Vs can	59
Table: 4.26	Frequency of company salesman's visit to the shop	59
Table: 4.27	Quantity of purchase of cold drink at a time	60
Table: 4.28	Satisfaction from the distribution	60
Table: 4.29	Retailer reactions in distribution channel of different brands	61
Table: 4.30	Brand preferences to sell	61
Table: 4.31	Reasons for preference to sell the brand	62
Table: 4.32	Influence of advertising on sales	62
Table: 4.33	Influence of advertising on sales	63
Table: 4.34	Factors for increase in sales of cold drinks	63
Table: 4.35	Sales promotion schemes to induce sales	64
Table: 4.36	Sales promotion schemes from the retailers	64
Table: 4.37	Type of promotion scheme provided by the company	65
Table: 4.38	Attitude in changing the brand for receiving schemes from competing brand	65

ABBREVIATIONS

GM	-General Manager
Mkt.	-Marketing
Asst.	-Assistant
Pvt. Ltd.	- Private Limited
EPS	- Extended Problem Solving
LPS	- Limited Problem Solving
RPS	- Routine Problem Solving
T.V.	-Television
No.	- Number
SLC	- School Leaving Certificate
Int	- Intermediate
d.f.	- Degree of freedom
Wei No.	- Weighted Number
F.M.	- Frequency Modulation
Res	- Respondents
Bus	- Business
Stu	- Student
Ser	- Service
Wei	- Weighted
R.Shop	- Retail Shop
UTC	- Under the Crown
CEO	- Chief of Executive Officer