SALES ANALYSIS OF BEER MARKET IN DHARAN MUNICIPALITY

A Thesis

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RECOMMENDATION

This is to certify that the thesis:

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"**Sales Analysis of Beer Market in Dharan Municipality**"

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

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VIVA-VOCE SHEET

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DECLARATION

I hereby declare that the work reported in this thesis entitled **"Sales Analysis of Beer Market in Dharan Municipality"** submitted to Mahendra Multiple Campus, Dharan, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirements for the Master's Degree of Business Studies (M.B.S.) under the supervision and guidance of Mr. Khagendra Niraula

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Executive Synopsis

In today's context, alcoholic beverages seem to be popular consumed by the people during the time of feast and festivals. The consumption of beer and brewing in Nepal has a long traditional. Since few decades a large numbers of beer are available in the market. The market share occupied by the different beer basically depends on the consumer perception. Here sales of beer in Dharan Municipality is analysed by using questionnaire and direct interview (age between 20-45yrs). Total number of sampling size is 150; 32% people of 25 to 30 years prefer beer; 24% respondents come to know about beer through the hoarding board; 52% prefered the price reduction as the best promotional scheme; 52% consume beer in restaurant and bar; 52% told that Carlsberg is available some times; Tuborg comes in the first mind of the consumer which is 43.3%; 40.66% consumer prefer Tuborg beer; 58.7% consumer drink beer during the summer season; 31 consumer consume beer more than 10 bottles and 6-8 bottles in a month; .

The dissertation has been prepared dividing it into five chapters. The profound objective of this study is to understand consumers' behavior about beer market in Dharan Municipality. A bit of effort has been made to understand its viability to accommodate plausible challenges uprooted from globalize scenario. Basically, Chi-square tests has been devised to foster the anticipated outcomes. Hypothesis tests have showed buoyant future. Further, various tables and pie diagrams have resorted to show perceptual reality of customers on diverse bases.

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CHAPTER - I

INTRODUCTION

1.1 Background

The term "Consumer" is typically used to refer to some one who regularly purchases from a particular store or a company (*Schiffman, and Kanuk, 2004*). The term "Consumer " more generally refers to anyone engaging in any of the activities performing the purchasing act. Traditional viewpoint has been to define consumer strictly in terms of economic goods and services. This position holds that consumers are potential purchaser of products and services for sale (*Loudon L.David,et.al*). The view has been broadened over time so that at least same scholars new do not consider a monitory exchange essential to the definition of consumers. Consumers are the sovereign power in the modern business world. The success and failure of business depend upon the consumer's reaction towards company's marketing mix. Marketing is concentrated to satisfy consumer according to their needs and wants in profit a firm should knew the buyers behavior to set up effective and efficient marketing strategies. Today consumer is very sensitive and rational while using their freedom to spend or not to spend his disposable income in goods and services available in the markets place.

The distinction of whether a good or service is a consumer or business product depends on the reason it is purchased, not on the item itself. For example, a PC purchased from Dell by a small business to keep track of its orders, inventory, and account receivables would be a business good. The same PC (with different software), also purchased from Dell but as a family Christmas gift for educational and entertainment use at home, would be a consumer good. This is not simply a semantic distinction

because, as you will see, the marketing activities in these two situations are very different.

Organizations such as the American Dental Association, UNICEF and Foster Parents Plan, as well as religious and political groups, can view their various publics as consumers. Our primary attention will be directed towards consumers. Those individuals who purchase for the purpose of individual or household consumption. Some have argued that individual intermediate buyers and others involved in purchasing for business form and institution. Individual purchasing behavior is unique because it often involves different buying motives and influence of a large variety of people.

The buying behavior of consumer difference from one to another, though it may be similar sometimes usually, the buying process consists of five stages need recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation. These steps are usually used when consumers make expensive purchases high involvement goods (*Aggrawal R.Govinda*).

Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they will satisfy their needs. Consumer behavior focuses on how individual makes decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after purchase and the impact of such evaluations on future purchases and how they dispose of it.

1.1.1 Focus of the Study

Consumer behavior describes two different kinds of consuming entities: The personal consumer and the organization consumer. The personal consumer buys goods and services for his or her own use, for the use of household where as organization consumer includes profit and not for profit businesses, government agencies and institutions: all of which must buy products, equipments and services in order to run their organizations.

Similarly, the study of consumer behavior enables marketers to understand and predict consumer behavior in the market place. Consumer behavior is inter disciplinary i.e. it is based on concepts and theories about people that have been developed by scientists in such diverse disciplines as psychology, sociology, social psychology, cultural anthropology and economics. It has become an integral part of strategic market planning (*Loudon L, David et.al*).Consumer analysis helps marketers to decision making units to include the behavior of individuals as well as groups and their shows consumer response, once they complete its use of their post purchase satisfaction from the products use the decision making units view acquisitions, consumption and disposition of products by consumers. During acquisition the decision making units analysis the ways that consumers actually use the products and gets satisfaction. During the phase of disposition, the decision making units study what consumer do with the products once they make its use.

Consumer behavior can also be perceived as an input-process-system. Consumer buying decision process consists of five stages but all consumer decision does not always go through all these five stages. The individuals may terminate the process during any stage. This depends on the experience of consumer involve in purchasing and the nature of the

products he or she wants to purchase. Persons in high involvement decision process usually employ all stages of the decision process where as those engaged in low-involvement decision process may omit some of these stages. What ever is the buying process it is essential for the modern marketer to know the buying behavior of his or her target customer for the long term survival.

The initial stage of consumer's buying process is the problem recognition and it occurs when a buyer becomes aware of the fact that there is difference between desired state and an actual condition. After becoming aware of the problem or need the consumer (it continuing the decision process) searches for information regarding availability of brands, products, features, seller characteristics, process and other relevant aspects. Duration and intensity of search efforts depends in buyer's experience in purchasing and nature of the products to be purchased.

The third stage is helpful to decide and exclude about the best alternatives available in hand. If he finds the best alternative then he makes the purchase.

The buying decision process doesn't end after purchase rather that it goes towards crucial consideration which is post purchase behavior. It is either satisfaction or dissatisfaction. The feedback after purchases influences subsequent purchase.

Consumer is sovereign, deciding whether to accept or reject a product on the basis of whether or not. If meets perceived needs and desires. To perceived needs and desires of the consumers, the marketers should understand the buying behavior of consumers. But, understanding of consumer buying behavior is complex and difficult task as it is influenced

by many factors especially person specific, psychological and socio-cultural (Koirala K.D). . In addition, consumer behavior is a changing pace of consumer's needs and desires it is essential for marketers to conduct research continuously on consumers. Here an attempt has been made to study the buying behavior or the consumer analysis of Carlsberg Beer with reference to Dharan Municipality.

The product taken for the study is low-involvement products. In order to study the consumer analysis of Beer in respect to seasonal consumption, place of purchase: brand performance, frequency of consumption, availability of products, effective advertising media, favor of the brand and not consumption of the products are taken into consideration.

1.1.2 Brewing in Nepal

 The exact period of brewing is not known but it has a long traditional in Nepal. The production of beer started since 1977, where Nepal Brewery Pvt. Ltd. produced its first production in market as 'Star Beer'. Now a day dozens of different types of beers are found in the market, most of them are being manufactured in collaboration with renowned international companies (Pandey, 1997). The raw materials required for beer such as barley malt and hops are imported from abroad.

   Beer is made by yeast fermentation of a sugary solution called wort which also contains nitrogenous substances, vitamins and trace elements necessary for growth of the yeast. Complex carbohydrates such as starch need to be broken down to smaller molecules by enzymic action before the yeast can make use of item; a traditional method for production of enzymes and enzymic breakdown of carbohydrates has been malting. Thus, the manufacture of beer from barley comprises two major processes; malting and brewing.

Malting is a controlled germination process which produces a complement of enzymes which are able to convert cereal starches to fermentable sugars, to secure an adequate supply of amino acids and other minor nutrients for yeasts, and to molecules which have such important effects the final quality of the beer. Brewing is the process of converting the starch to an alcoholic solution, by means of yeast fermentation. About 75% of the original starch is converted to alcohol.

The market of beer expanded with production of more brands like Star Beer, Iceberg Beer etc. soon, multinational companies introduced many beers like Tuborg, San Miguel, Carlsberg, Kingfisher, Guinness, Singha etc. some of the beers collapsed during the introductory phase. In between this, few local beers like Everest, Tiger entered in the competitive beers market of Nepal.

Beer market has been progressing since last decade in Nepal. Entry of multinational companies in this field creates more choices for Nepalese consumers. Nepalese drunkards prefer international brands to the local brands. Bigger budget, attracting advertising campaign, reliable packaging help the multinational products to overcome the local Beers.

Consumption of beer is affected by various factors and components. During the festival season, the rate of Beer consumption increases in Nepal. Availability in chilled form and brand awareness plays a crucial role in purchase decision. This has implications for the need for availability of the products and in the right form.

The lager beers produced in Nepal contains 5% to 12% alcohol varying the different brands. Among the various players witnessed in the

expansion of beer market in Nepal Gorkha Brewery Pvt. Ltd. Places themselves as the leading company. Gorkha Brewery Pvt. Ltd. Produces three brands of beers: Tuborg, San Miguel and Carlsberg.

With view to cater high quality Beer to the elite of the Nepalese society, Gorkha Brewery Pvt. Ltd. Introduced world renowned CB on Nepal in 1995 and re-launched in the attractive green packaging in 1997. Today valued customers not only Carlsberg's unique and refreshing taste but also the disturet green bottle and its informative labeling. CB is available in 3 types of packaging the green 650ml bottle, 330ml bottle and the attractive 330ml can. To keep up the faith that customers have in the Carlsberg brand always work hard to provide Beer of a consistent and high quality. Carlsberg Beer amongst the leading premium brands in the world never compromise on quality, proof of the brewery is state of the art laboratory, which carries out all necessary tents in order to ensure that only the best Beer reacher the antouers. Further, the central lab of Carlsberg in Denmark receives product samples on a monthly because providing Gorkha Brewery Pvt. Ltd. With additional checks and remarks. Now Carlsberg is available in more that 190 countries world wide and is one of the best selling international Beer brands in Asia. Gorkha Brewery Pvt. Ltd., a company of the Khetan group, has won the prestigious 'Carlsberg Golden Words Award 2000' recently. Gorkha Brewery Pvt. Ltd, a joint venture of the Khetan Group and the Carlsberg A/S, holds a sizeable share of Nepal's beer market and one of the highest taxpayers of the country.

1.1.3 A short history of beer

Every country not only has its distinctive life style, folk lore, sense of humor, legends etc. but also has its popular drink. Whisky for instance is identified with Scotland, beer with England and Germany, wine with France, *raki* with Turkey, *sake* with Japan and *jand* and *raksi* with Nepal (Mongar, 2001). People drink alcohol because it is a mind altering drug. It is only on of many substances which man uses to change his perception of a hostile environment and for short time at least to blur the edges of a too painful reality (Thomson, 1985). According to Finnish Foundation for Alcohol Studies (1977), alcohol consumption increased rapidly after the Second World War in most of the Western countries. Small amount of alcohol consumption is found to be beneficial. According to epidemiological studies, consumption of small amount of alcohol regularly (less than 40g of absolute alcohol per day) decreases the mortality and morbidity rates relative to those of non-drinkers (Klatsky *et al*., 1981; Marmot *et al*., 1983). Also small doses of alcohol protect people against coronary heart disease (Stason *et al*., 1977, Yone *et al*., 1977).

Beer is a beverage obtained by alcoholic fermentation of malted cereals (Pederson, 1971). The word beer stems from the Latin infinitive "Bibere" meaning to drink. The old German word for beer was "Boer" or "Bier" corresponding to the old English word beer (Stewart and Russell, 1987).

It is well known that beer was produced by the Assyrians in 3500 B.C. it appears that 40% of the Sumerians grains yield was used for beer production (Tannanhill, 1973). Beer is the most widely consumed beverage in the world. There is not a country which does not have at least some tradition of brewing. Beer is and always has been a truly international beverage. Like wine, its taste and reputation far transcends

mere geographical boundaries. And also like wine, the sheer variety of beers now available is bewilderingly profuse. Whether it's real ale from the United Kingdom, a light beer from the United States or a designer lager from France or Italy, beer drinking enthusiasts the world over are just as keen, dedicated and knowledgeable as any connoisseur of fine wines. No drink in the world commands quite the universal respect of beer. Wines, spirits, ciders and other alcoholic beverages all have their adherents and advocates; tea, coffee and soft drinks are praised by their supporters, but beer is the king of drinks and it can be found, drunk and enjoyed in nearly every country of the world.

The Chinese were the first to distill a beverage from rice by 800 B.C. The technology was then adopted by Arabs to produce a distilled beverage from wine .Spain, France and the rest of western of Europe may have known the technique of distillation earlier, but production apparently gained impetus in the 8th century, after contact with Arabs (Grossman, 1964). Closer home, the *Hindu Ayurveda* had already described beneficial use and harmful effects of alcoholic beverage in 1000 BS. Since the liquor produced from fruits contains vitamins and other nutrients, it has significant medicinal value. The alcoholic beverages were therefore prescribed as a tonic, sedatives or tranquilizing agent in early days (Karki, 1984).

In Nepal, the technique of alcoholic beverage production remains largely traditional. The method has been practiced from very ancient time but the exact principle involved in the process is not yet known. However, it is widely in use and it is difficult to say when and from where the technology had come to Nepal. It is said that the custom of worshipping Gods and Goddess was by *Trantic* process and alcoholic beverage were offered during worship (Karki, 1986).

Beer is the oldest known alcoholic drink and dates from before 4000 BC when it was first brewed in Mesopotamia and in Egypt where that land's ancients gave it a hieroglyph. But the modern brewing industry has sixteenth-century origins and they are mainly in Europe. Beer is a beverage which is obtained by alcoholic fermentation of malted cereals (Pearson, 1971). Beer refers to a beverage, which involves in its production:

1. Extracting malted barley with water, other carbohydrates rich material may also be employed,

2. Boiling this extract, usually with hops and

3. Cooling the extract and fermenting it using yeast. The fermented beverage is then normally clarified and dispensed in an effervescent condition (Stewart & Russell, 1987).

The birth of brewing came a little too early to be well chronicled and the best guess as to when the first beer was made, and drunk, is around 4000 BC, or maybe a century or two earlier, in the Bible lands of Mesopotamia and Egypt. The process almost certainly came about by accident with some damp grain turning itself into malt and fermentation developing naturally. Even today in Belgium one style of beer is made by the spontaneous fermentation of wild yeasts. The histories of bread and ale are interlinked as they use much the same raw materials and the English poet John Taylor called beer 'a loaf out of a brewer's basket'. And although methods of brewing have changed over the years the essential process remains much the same today.

In Medieval Europe the monks were the principal brewers of ale, then a sweet and glutinous drink. It was regarded as a food and important part of the diet. Reports of several quarts a day being consumed in the

brew them. In the United States as well, small is beautiful with 400 micro breweries opening in this period. The world of beer has never been more interesting. There are dozens of varying styles of beer and thousands of different brands many of which are available well away from their country of origin.

1.2 Statement of Problems

In the business world variety of beers are produced and introduced in the market day by day. So, the beer market has been very competitive. A small drawback might offer chance for the competitors to overtake. Due to lack of sound business policy of the produced brands are not properly monitored. Taking those issues into an account following problems are identified for this study:

  a. What group of people are target consumers for beer?
  b. What is form of effective advertising to make consumer aware about the brand?
  c. What is their awareness level concerning the place of purchase?
  d. What are the important variables influencing consumer analysis?
  e. What is the consumption frequency of Carlsberg?

1.3 Objectives of the Study

Consumer behavior refers to the buying behavior of final consumers-individuals and households who buy goods and services for personal consumption. All of these final consumers combine to make up the consumer market. As aptly evident from the little of the thesis, the major objectives have been to study the analytical study of Beer market in Dharan Municipality. The related micro objectives of the study are as under:

monasteries are not as outrageous as they seem. Not only was ale a food but because it had been boiled it was considerably safer to drink than water. But this was ale; beer needed something extra and that was hops which not only added extra flavor but also acted as a preservative. There are records of hops being used for brewing in Central Europe from the ninth century but it was not until the fifteenth century that they reached Britain. From then on a clear distinction could be drawn between ale and beer.

Nowadays the difference is less finely drawn and the terms ale and beer are almost synonymous. Beer is a useful umbrella world and ale can be distinguished from such styles as lager and stout. And for all of them hop is necessary which is essential to provide flavor and to act as a preservative. The establishment of 'common' brewers whose job it was to provide beer for all: inn or tavern, farm, stately home or private house, was well established in Britain by 1700 but in other nations the small village brewer remained the norm. In Bavaria there are still more than 800 breweries of which only ten can be called large. Nearly every village has at least one brewery. The great names of the brewing world can be traced from the last century except in Britain where Whitbread, Bass and Guinness were internationally known by the year 1800. Then along came such firms as Carlsberg of Denmark, Heineken of the Netherlands and Pilsner in Bohemia with Anheuser-Busch in the United States following later.

Although the technology of brewing has developed particularly in the present century, it is in the last twenty-five years that social changes and consumer demand have had most influence on the beers of the world. Lager style beers have swept across the globe and in Britain 'real' ales have become the vogue with many small companies being formed to

a. To identify the best groups of buyers on the basis of age.

b. To evaluate effective advertising media to make consumer aware about brand.

c. To understand their level of awareness about place of purchase of Beer.

d. To explore the places of purchase, brand performance and aviability of product.

e. To compare the different variables influencing of Carlsberg Beer with other Beers.

f. To identify consumption frequency of Carlsberg and others.

1.4 Importance of the Study

This study helps producers/marketers to decide effective marketing strategies. It also provides valuable guidelines and reference to the students and researchers who are interested in conducting research on consumer analysis.

Producers of Carlsberg might be particularly benefited from this study. Identification of customer group, interest of consumers, complaints regarding Carlsberg can be absorbed through this study. It also helps to analyze the strength and weakness of its competitors. Similarly, producers of Carlsberg will be assisted to find out potential market places, new target group and appropriate means of advertising to promote the sale of Carlsberg.

In the same way, consumers would come to know that Carlsberg possesses better quality on comparison to its substitute beer. On the other hand, students who are interested to study further on the beer market will be certainly benefited with this study.

1.5 Limitations of the Study

This research is conducted for the partial fulfillment to master degree in business studies. While doing this research some limitations can be faced, which are as follows:

a. Datas in the study only represents Dharan municipality
b. Respondents might not be positive to provide accurate data.
c. Only 150 consumers had been interviewed which don't represent the whole consumer of the society.
d. The study will be conducted with limited resources.

1.6 Hypothesis

a. H_0: No significant different in preference of advertisement of beer by the consumer.
H_1: All the advertising media press equal value in the consumer.
b. H_0: There is no significant difference in preference of promotion share by the consume.
H_1: There is significant difference in preference of the promotion share by the consume.
c. H_0: Types of outlets does not effect the purchase of beer.
H_1: Types of outlets do effect the purchase of beer.
d. H_0: Consumers preference towards different brand of beer is same.
H_1: Consumers preference towards different brand of beer is not same.
e. H_0: There is no significant difference in consumption pattern of other brand of beer and Carlsberg.
f. H_1: There is significant difference in consumption pattern in other brand and Carlsberg.

1.7 Organizations of Study

This study will be prepared in five chapters. The detailed of every chapter are as below:

Chapter – I : Introduction

Background, Focus of the Study, Development of Beer Industry, Statement of Problems, Objectives of the Study, Importance of the Study, Limitations of the Study, Organization of the Study.

Chapter – II : Review of Literatures

The second chapter deals with review of literature which includes marketing concept, analysis, objectives etc. of related study.

Chapter – III : Research Methodology

Introduction, Nature and sources of Data, Sampling Plan, Variable of the Study, Data Collection Procedures, Data Processing and Tabulation, Method of Analysis, Limitations.

Chapter – IV : Presentations and Analysis of Data

Introduction, consumer group, effectively advertising media to aware brand, Places of purchase, Variables influencing various Beers, Consumption frequency, Findings.

Chapter – V : Summary, Conclusion and Recommendation

The fifth chapter contains summary, conclusion and recommendation.

Bibliography and appendices have been also presented at the end of the study.

CHAPTER – II

REVIEW OF LITERATURES

2.1 Consumer Analysis

Marketing satisfies the needs wants of target customers. Marketers must understand how customers select, buy, use and dispose products. They must know their customers. Both household consumers and organizational customers need to be analyzed.

Human behavior is a very complex process. No two customers always behave in the same way. Marketers must understand why customers behave as they do. Buyer behavior influences customer's willingness to buy. Consumer behavior refers to the buying behavior of ultimate consumers, those who buy products for personal or household use.

Marketers attempt to provide answers to the following questions by studying consumer behavior:

Who participates in the buying:	Participants in buying decisions?
What do they buy:	Objects of buying?
Why do they buy:	Reasons for buying?
When do they buy:	Occasions for buying?
Where do they buy:	Channels for buying?
How do they buy:	Frequency for buying.

2.2 Model of Consumer Behavior

Consumers make many buying decisions every day. Marketers can study actual consumer purchases to find out what they buy, where and how

much. But learning about the whys of consumer buying behavior is not so easy. The answers are often locked deep within the consumer's head.

The figure 2.1 below presents a model for studying consumer behavior. The model has the following key features:

Figure 2.1: Model of Studying Consumer Behavior

Stimuli	Influences	Responses
Marketing mix stimuli	Consumer's characteristics	Consumer's decision
Environmental forces stimuli	Customer's decision process	Choice of product, brand, channel, purchase timing and
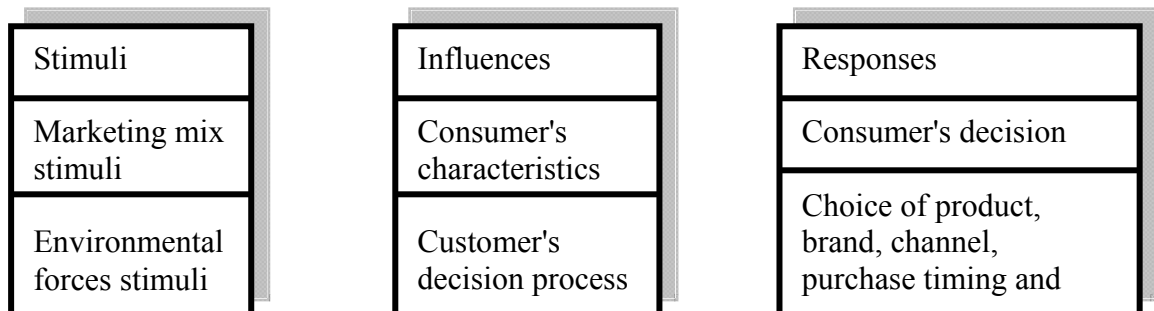
(Source: Agrawal, 2002)

Marketing stimuli consist of the four Ps: product, price, place and promotion. Other stimuli include major forces and events in the buyer's environment: economic, technological political and cultural. All these inputs enter the buyer's influences, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing and purchase amount.

The marketer wants to understand how the stimuli are changed into responses inside the consumer's influences, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior.

2.2.1 Model

Almost 80 years ago John Dewelly itemized the steps in buying decision process. Model of consumer decision making e.g. Nicosia (1966) Howard

and Seth (1969), Engel Kollat and Blackwell (1968), Bettman (1979), Lutz and Bettman (1978), Markov Model describe consumers' pre-purchase decision making involving extensive informant search and evaluation of alternative. These models agree that there are certain steps in consumer buying decision making process.

(i) Nicosia Model

Francesco M. Nicosia provided a model of consumer decision process in 1969. It focuses on the relationship between firm and its potential consumers. It is an interactive design, according to which "the firm tries to influence consumers and consumers -by their action –influence the firm". Nicosia model is divided into four major fields.

1. **Consumer attitude based on the firm's message**

The firm's marketing strategies and environment and the consumers attitude toward firm's marketing mix based upon their interpretation of environment and firm's communications

- Search and Evaluation
- The act of purchase
- Feedback

(ii) Howard and Seth Model

John A. Howard and Jagdish N. Seth provided another model of consumer decision making, which is basically a major revision of an earlier effort to develop a comprehensive theory of consumer decision making. This model distinguishes between three stages of decision making i.e.

- Extensive problem solving
- Limited problem solving
- Routinised response behavior

The extensive problem solving behavior is characterized by great amount of information needed and slow speed in decision making, that of limited problem solving is moderate and in routines response behavior little amount of information is needed and speed of decision is fact. The model consists of major sets of variable.

i. Input variables
    a) Physical and branch characteristics
    b) Verbal and visual product characteristics
    c) Consumers social environment
ii. Perceptual and learning constructs of the buyer
iii. Outputs either may be a purchase behavior or anything like attention, intention, and brand comprehension.
iv. Exogenous variables e.g. Importance of purchases, consumer personality traits, time pressure and financial status etc.

The more important conclusion of the model is that informal influence (particularly information acquired from friends) was more critical then information supplied by advertisements.

(iii) Engel Kollat and Blackwell Model

It is originally designed to serve as a framework for organizing the fast growing body of knowledge concerning consumer behavior. It's latest version consists of four sections.

- Decision Process Stages

- Problem recognition, search information, alternative evaluation, purchase and outcomes.

- Information inputs

- Information processing

- Variables influencing the decision processes.

(iv) Bettman's Information Processing Model of Consumer Choice

The Bettman model has seven basic components.
- Processing capacity
- Motivation
- Attention and perceptual encoding
- Information acquisition and evaluation
- Memory
- Decision processes
- Consumption and learning processes

(v) Seth-Family Decision Model

The Seth-Family decision making model considered the family as the appropriate consumer decision making unit and it suggests 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 making is more prevalent in situation of high perceived risk or uncertainty, when the purchase decision is considered to be important, and when there is ample time to make a decision.

(vi) Seth-Newman-Gross Model

The Seth-Newman-Gross model of consumption value was recently developed to explain why consumers make the choice they do.

The model concentrates on accessing consumption-relevant value that explains why consumers choose to buy or not to buy (or to use or not to use) a specific product, why consumer choose one product type over another and to consumer choice involving a full range of product type (consumer nondurable, consumer durable, industrial goods and services. The Seth-Newman-Gross model is rooted in three central propositions.

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

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

- Functional value
- Social values
- Emotional value
- Epidemic value
- Conditional value

Of all consumer behavior model presented here, only the Howard and Seth model have been subjected to more then a minimum of systematic testing. The Engel Kollat, Blackwell model has received only modest small scale testing and the Nicosia and Bettman model have not been

tested at all. Seth family decision model deals family decision making Seth, Newman-Gross model is concerned with consumption values especially why consumers choose to buy or not to buy a specific product, specific type of product or a specific brand.

(vii) Markov Model

Markov model assumes that past purchases influence the probability of current purchases many models have been built up on this basis assumption and they all are known as Markov Model.

The first order Markov model analyses the impact of short term consumer learning on the purchase decision affects the brand choice probability in the next trial but the model denies that expect the last one purchase have effect on the probability.

For example, the purchase sequence AB & BB would both lead to the some prediction of purchasing brand A on the next purchase because in the both cases the last purchase is brand B.

The first order Markov model can be better illustrated by a product category having three brands. Let us suppose the following probabilities representing brand –choice behavior of the consumer is a place.Table-1

Brand Choice (of the Consumer)

Last purchase	Next purchase		
	A	B	C
A	0.8	0.10	0.10
B	0.10	0.60	0.30
C	0.30	0.30	0.40

The probabilities stated in the table above or the transitional matrix given above shows that brand purchases in the last purchase exerts great influence on the probabilities that are applicable in the next purchase. That is, if A is bought in the last purchase, it is almost certain to be in bought in the next purchase. If a consumer purchased brand A during a certain period there is a 80% chance that he will buy the A again during the next purchase.10% chance of buying B and the same of buying C. Similarly, if the same consumer purchased brand B in place of brand A in the last purchase s then his chance of buying brand A in the next purchase is 10% that of buying B in 60% and 0f C is 30%.

The transitional matrix mentioned above, which the Markov Model assumes to be stationary (i.e. that remain unchanged through time). Can be used to predict the future brand share values for A, B, C. Further more the transitional matrix probability in the model can be used as one way measuring both the boring power of a given brand and its ability attract the patronage from other brand A further use of the model has been to estimate the number of periods that will pass before brand will be tried.

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

2.3 Factors Affecting Consumer Behavior

Consumer purchases are influenced by various factors such as economic, socio-cultural, psychological, personal etc. Marketers cannot control such factors, but they must take them into account.

2.3.1 Economic Factors

Economic factors greatly affect buying decisions. They consist of level of income, liquid assets, saving, debt and credit availability and attitude toward spending.

The ability to spend is determined by the level of spend able income. Product choice of income-sensitive products is very much dependable on income level. Consumers who do not have regular income may possess liquid assets like gold and shares. They provide spending power to the consumers. They all affect consumer expenditure levels. High savings result in lower interest rates. Credit availability by bank becomes cheaper through lower interest rates. This increases the level of consumer spending. Negative attitude toward spending adversely affects the willingness of the consumers to spend. This influences the product choice.

2.3.2 Personal Factors

Personal factors consist of age, sex, family size and family cycle and occupation. Consumers buy different products according to age group. Their taste in food, cloths, recreation is age-related. Young consumers like to experiment new products and wear jeans. Older consumers prefer brand loyalty and dress conservatively. Male and female exhibit many differences in their buying behavior. Their needs also vary. Family size

determines the level of expenditure and product choice. Buying decisions in larger families favour brand loyalty. The family life cycle influences spending patterns. Product interests differ according to the stage in family life cycle: singles, bachelors, married, married with children and old. Occupation influences the consumption pattern. Factory workers buy work clothes. Bank managers buy expensive suits. Professional people generally dress properly.

2.3.3 Psychological Factors

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

A motivation is a pressing need that drives consumers to seek satisfaction. It directs them to act toward goal-oriented behavior to reduce tension. Motives motivate consumers. Motivation is an activated state within the consumer that leads to goal-oriented behavior. A motivated consumer is ready to act. Various theories of motivation are: 1) Freud's theory of motivation 2) Maslow's theory of motivation 3) Herzberg's theory of motivation.

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

When consumers act, they learn. Learning is changes in an individual's behavior resulting from information and experience. Most human behavior is learned. The various theories of learning are 1) Stimulus-response theory of learning 2) Modern theory of learning. Marketers

should have help consumers learn about their marketing mixes positively reinforce them to be loyal to the brand.

Attitudes reflect likes and dislikes of consumers. An attitude is a person's learned predisposition to respond toward some object in a consistently favorable or unfavorable way. Personal experiences, environment and situations mould the attitude. Similarly, a belief is a descriptive thought that a consumer holds about something. It may be based on knowledge, opinion or faith. Beliefs make up product and brand images.

Personality is an individual's psychological traits that lead to enduring behavioral responses. Personality traits can be dominance or autonomy, self-confidence or dependency, extrovert or introvert, adaptability or dogmatism and aggressive or friendly.

Life style is a person's pattern of living reflected in his activities, interests and opinions. Life style is an important variable for understanding how consumers spend their time, what their interests are and what their opinions about self and broad issues are.

2.3.4 Social-cultural Factors

Social groups are influences that other people exert on consumer behavior. They consist of reference groups, family, and social class. References groups consist of groups that have a direct or indirect influence on the consumer's attitude or behavior. They serve as points of reference for consumer's judgment. Reference groups influence consumer behavior in three ways: 1) They expose consumer to new behavior and lifestyles by providing information 2) They influence consumer's values and attitudes and 3) they provide norms for consumer behavior. They create pressure for conformity to norms.

Two or more persons related by blood, marriage or adoption that reside together constitute a family. The roles performed by each member are initiator, influencer, decider, buyer and users. The role changes with changes in household responsibilities, social values and employment patterns.

Ranking within a society determined by its members constitutes social class. It can be upper, middle and lower. There are substantial differences in the buying behavior among classes. Marketing mixes need to be tailored to the specific social classes. Buying behavior is strongly influenced by the class to which they belong or to which they aspire.

Cultural factors that influence consumer behavior consist of culture and subcultures. Culture is represented by symbols and artifacts created by a society and handed down from generation to generation. The symbols may be values, attitudes, beliefs, language, and religion. Each culture consists of smaller subcultures. Subculture is subdivision of culture based on homogeneous characteristics such as religion, language, race caste, and ethnicity etc. Marketers should design marketing mixes tailored to the needs of specific culture and subcultures.

2.4 Consumer Buying Decision Process

To deal with the marketing environment and make purchases, consumers engage in a decision process. One way to look at that process is to view it as problem solving. When faced with a problem that can be resolved through a purchase.

Figure 2.2: Consumer Buying Decision Process

SOCIAL AND GROUP FORCES		PSYCHOLOGICAL FORCES
Culture Subculture Social class Reference groups Family and household	→	Motivation Perception Learning Personality Attitude

INFORMATION	CONSUMER BUYING DECISION-PROCESS	SITUATIONAL FACTORS
Commercial sources Social sources	Need recognition Identification of alternatives Evaluation of alternatives Purchase and related decisions	When Consumer buy Where Consumer buy Why Consumer buy Conditions under which consumer buy

(Source: Agrawal, 2002)

As shown in the center of figure 2.2, the stages of the consumer buying

decision process are:

1. Need Recognition

Every one has unsatisfied needs and wants that create discomfort. Some

needs can be satisfied by acquiring and consuming goods and services.

Thus the process of deciding what to buy begins when a need that can be

satisfied through consumption becomes strong enough to motivate a person. Becoming aware of need, however, is not enough to generate a purchase. As consumers we have many needs and wants, but finite amounts of time and more money. Thus there is competition among our needs.

2. Identification of Alternatives

Once a need has been recognized, the consumer must next identify the alternatives capable of satisfying the need. Typically alternatives products are identified first, and then alternatives brand are identified. Product and brand identification may range from a simple memory scan of previous experiences to an extensive external search.

3. Evaluation of Alternatives

When a satisfactory number of alternatives have been identified, the consumer must evaluate them before making a decision. The evaluation may involve a single criterion, or several criteria, against which the alternatives are compared. Marketers monitor consumers to determine what choice of criteria they use, to identify and changes that may be taking place in their criteria or priorities, and to correct any unfavorable misperceptions.

4. Purchase and Related Decisions

After searching and evaluating, the consumer must decide whether to buy. Thus the first outcome is the decision to purchase or not to purchase the alternative evaluated as most desirable. If the decision is to buy, a series of related decisions must be made regarding features, where and when to make the actual transaction, how to take delivery or possession,

the method of payment, and other issues. So the decision to make a purchase is really the beginning of an entirely new series of decisions that may be as time-consuming and difficult as the initial one. Alert marketers recognize that the outcome of these additional decisions affects satisfaction, so they find ways to help consumers make them as efficiently as possible.

5. Post Purchase Behavior

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted.

All most all major purchases result is cognitive dissonance, or discomfort caused by post purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. However, every purchase involves compromise. Consumers feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some post purchase dissonance for every purchase.

2.5 Selecting Advertising Media

Companies must do more than make good products-they must inform consumers about product benefits and carefully position products in consumers' minds. To do this, they must skillfully use the mass-promotion tools of advertising. An advertising objective is a specific

communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives can be classified by primary purpose-whether the aim is to inform, persuade, or remind. The major steps in media selection are:

1) Deciding on Reach, Frequency and Impact

To select media, the advertiser must decide what reach and frequency are needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. Frequency is a measure of how many times the average person in the target is exposed to the message. The advertiser also must decide on the desired media impact-The qualitative value of a message exposure through a given medium.

2) Choosing Among Major Media Types

Media planners consider many factors when making their media choices. The media habits of target consumers will affect media choice-advertisers look for that reach target consumers effectively. Different types of messages may require different media. A message announcing a major sale tomorrow will require radio or newspapers; a message with a lot of technical data might require magazines, direct mailing or an online and web site.

3) Selecting Specific Media Vehicles

The media planner now must choose the best media vehicles-specific media within each general media type. The media planner must also consider the costs of producing ads for different media. Whereas newspaper ads may cost very little to produce, flashy television ads may

cost millions. In selecting media vehicles, the media planner must balance media costs measures against several media impact factors.

4) Deciding on Media Timing

The advertiser must also decide how to schedule the advertising over the course of a year. Most firms do some seasonal advertising. The advertiser has to choose the pattern of the ads. Continuity means scheduling ads evenly within a given period. Pulsing means scheduling ads unevenly over a given time period.

2.6 Review of Reports

Baral (2002) has conducted the study of milk product in Kathmandu. He found that the quality of milk is affected in different seasons. In first season, when PDDP has less milk collection, then the quality of milk is net found satisfactory. PDDP becomes the most preferred dairy product company among consumers which has more then 300 distribution booths and seven wholesalers.

Bashyal (2001) conducted in his study that consumers get knowledge about mobile telephone and its various service through different media of advertising. Basically, various newspapers, magazines, F.M. radios and television commercial are used as a media of advertising. The number of mobile lines consumed by tourism sector (Hotel, Airlines), Banking sectors, projects and companies are high in comparison to the other sectors.

Yadav (2002) found in his study the media usage pattern of industries for advertisement and selection criteria of media that is best suited. He analyzed the effect of advertising in creating awareness generating sales

and building goodwill or image. He had comparatively study of media usage and selection practice in manufacturing and service industries.

Thakur (2001) has been conducted signified with sense that the study shall contribute to generate a data as to what extent advertisement helps in brand loyalty that exist in the Nepalese consumer market while purchasing soft drink. He also found that the soft drink hold the second position in consumption after tea among the drinks Nepalese market.

Pant conducted in his study the consumers were found giving high importance to brand in both the consumer durable goods and the non-durable goods. There's high percentage of brand awareness in Nepalese consumers that they're least influenced by price activity and ads.

2.7 Research on Consumer Behavior in Nepal

A very few researches have been completed on consumer behavior in Nepal. The researches that have been completed on consumer behavior in Nepal are as follows:

"A study on patterns of consumer decision making process while purchasing high involvement goods in Nepal" was conducted by Mukund P. Dahal in 1994. The objective of this study is to examine the patterns of consumer decision-making process in high involvement goods in Nepal. The major findings of his study are as follows:

a. The Nepalese motorcycle buyers undertake information search with greater emphasis upon dealer and inter personal sources of information.
b. Nepalese motorcycle buyers have rather small-evoked set size for both the makes and models.

c. Nepalese motorcycle buyers used five types of sources namely brochures, test drives, advertisements, interpersonal sources and dealer visits.

d. Total search effort is positively related with education, went with some one, evoked number of models and shopping orientation but it is negatively related with prior preference for manufacturer and model.

e. Motorcycle buyers of Nepal were classified into two groups. One is an Indian motorcycle buyer and another is a Japanese motorcycle buyer.

A research on "Motivation behind acquisition of time saving electrical appliances of Nepalese household" was done by Minakshi khetan in1992. The basic objective of this study was to examine the motives behind acquisition of electrical appliances among Nepalese households. This study was based on primary data and all the required data were collected from households of Kathmandu Valley with the help of a structured questionnaire. The major findings of her study were:

a. Most determining motive of acquiring or using appliances is convenience.

b. The interpersonal sources or social network is the most effective media of consumer awareness and probably an important for motivation too.

c. Time saving is not main motive for acquisition of time saving electrical.

d. The main reason for not using the appliance is: high price and higher operating costs (electricity charge), operating difficulties due to lack of facilities needed for operation and also their less operational usefulness for Nepalese environment.

"A Study on buyers behavior of Indian Gorkhas and local people" was conducted by Jagat Timilsina in 1999.The basic objective of this study was to find out brand preference, purchase frequency, shop awareness and purchase criteria used by Indian Gorkhas and local peoples while purchasing clothing apparels. This study is also based on primary data and was collected from 170 samples and random sampling method was used in this study: The major findings of his study are as follows:

a. The purchasing tendency of foreign brands of clothing apparels by the Indian Gorkhas and local peoples is lower in comparison to other brands.

b. The majority of Indian–Gorkhas purchasers was male and other use apparel on the yearly basis. Female, children and domestic use apparel were purchased on the basis of half yearly. Similarly, the majority of local people purchasers were female and apparels were purchased on yearly basis.

c. The awareness level of the Indian-Gorkhas regarding to the shop is found low whereas the local people's awareness level was high in comparison to the Indian-Gurkhas.

d. The Indian –Gorkhas liked to purchase the clothing apparels mostly from an integrated shop (store) but the local people preferred go to the clothing shop.

e. The price was the major factor of consideration before making any decision by both segments.

"A research on family influence in buying decision" was conducted by Prakash Lamichanne in 1996.He selected certain type of consumers whose families were likely to be more involved in making buying decision with the objectives of examining the nature and dynamics of

family influence in making purchase decisions in the context of Urban areas of Nepal. The main findings of this study are as follows:

a. This study found that wife is an influential person in initiating the need and in collecting information.
b. Most of the families have gathered information from family discussion, different dealers and from their neighbor.
c. The joint decision takes place in the alternative evaluation and final decision stage of buying high involvement products.
d. In most cases, wife follows the purchase of the products.

Mr. Dev Raj Mishra has carried out a research entitled " An Examination of the Role of Purchase Pals in Consumer Buying Decisions for Saree and Suit" in 1992.The basic objectives of this study were to identify the role of purchase pals in consumer decision making for saree and suit. For this purpose, primary data were collected from 96 buyers and 49 purchase pals with the help of a structured questionnaire. Besides, saree and suit shop were also observed. From analysis and interpretation of the data, he concluded that 83.33 percent of buyers used purchase pals and the role of purchase pals is quite important in the choice and reduction of post purchase dissonance as to price. Their role in choice of style and colors is found comparatively less important.

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

a. Most of the Nepalese consumers are brand loyal. However, the percent of the consumers showing strong or entrenched loyalty is very low.

b. Brand loyalty varies across consumers as well as products. Brand loyalty is relatively in the products that are frequently needed than those which are needed or used less frequently.

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 is comparatively more brands loyal than those belonging to the joint family system.

e. Brand loyalty is strongly associated with consumers' income and shop loyalty.

f. Brand loyal consumers are less influenced by special deals like free samples; discount coupons, price activities and advertisements.

CHAPTER - III
RESEARCH METHODOLOGY

3.1 Introduction

Consumer analysis is essential in modern marketing. In Nepal, importance of consumer analysis has increased with development of multy activities; hence, this study is basically aimed at exploring the sole of consumer analysis in promotion decision of Carlsberg Beer.

The following research methodology is tried to explain the present study based on survey research a collection of facts, information about sole of consumer analysis in promotion decision of Carlsberg Beer.

Descriptory research design will be followed in this study. View of concern parties will be surveyed and the nature, size and operation of the company are going to be deserved too.

3.2 Nature and Sources of Data

This is the study of analytical beer market in Dharan Municipality. So the basically data for study purpose are primarily collected. The secondary data are also used for the fulfillment of the study.

The data for the study are collected from the primary and secondary sources. The various Data's collected in the study will be mainly primary among male. Consumers are main source of getting the primary data. The primary data are collected by interview and questionnaires. For the purpose of study different supportive necessary data are collected from the various libraries, and related literatures, such as books, journals, articles and research reports etc.

3.3 Population and Sampling

The study is directly related to consumers. The respondents from different sectors in Dharan Municipality has been selected and set of questionnaire served to them. Its sampling size will be 150.

3.4 Variable of the Study

The variables of this study are mainly for preference of product, price, consumption frequency, place of purchase, availability of brand, effective advertising media, flavor and taste of brand and seasonal consumption patterns.

3.5 Data Collection Procedures

The required data are collected from various techniques. Primary data are collected using self-administered interviewing and questionnaire technique. In order to learn in depth interview has been taken by unstructured interview. It was taken from those respondents who desire to fulfill questionnaire form. Especially primary purpose data are collected using structure questionnaire. The questionnaire sets three and single and multiple-choice method. Questionnaires intended to explore the objective, pattern, methods and effects of Beer. Questionnaire will be basically concentrated on promotion decision of Carlsberg Beer.

3.6 Data Processing and Tabulation

Datas are collected through different level of respondents. A table has been prepared for a set of questionnaires. For each separate question frequency would be counted and processed. Various tables would be constructed and responses will be presented on percentage.

3.7 Methods of Analysis

Basically descriptive and analytical approaches are used. The data are comparatively analysis the Carlsberg Beer with various types of Beer. An analyzing the fact and figures collected datas will be presented in table analysis interpreted. For more interpretation and transparently the data are also shown in Diagrams and graphs basis.

3.7.1 Chi-square Test (χ^2)

The test of significance such as z-test, t-test etc. are based on the assumption that the sample are drawn from a normal population i.e. we make assumption about the population parameters. Such test are called parametric test. However in many solution it is not possible to make dependable assumption about the parent population from with sample are drawn. To study these problem some tests, called not-parametric test, which do not require any assumption about the parameters, are derived. The χ^2 (chi-square or ki-square) is one of the important non-parametric test. A measure of the discrepancy between observed and expected frequencies is known as χ^2 statistics on is defined by:

$$\chi^2 = \frac{\sum(O - E)^2}{E}$$

$$\text{or, } \chi^2 = \frac{(O_1 - E_1)^2}{E^2} + \frac{(O_2 - E_2)^2}{E^2} + \dots\dots + \frac{(O_n - E_n)^2}{E_n}$$

Where, O_1, O_2 …… on are the observed (or actual) frequencies and E_1, E_2 …… En are the corresponding expected (or theoretical) frequencies. If N is the total frequency, $\Sigma O = \Sigma E = N$.When, χ^2 = O observed and expected frequencies agree the greater the value of χ^2, the greater is the discrepancy between observed and expected frequencies.

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The main objective of this chapter as mentioned in chapter one is to analyze the Beer market in Dharan Municipality. In order to fulfill this objective concrete course of research methodology has been attempted to follow which is explained in chapter three. Now in this chapter the researcher has tried to analyze the study of beer market in Dharan Municipality. The major variables of this study are sources of information for having beer, different types of beer consumed, seasonal consumption of beer, place of purchase, most preferred Beer, frequency of consumption of the most preferred beer, frequency of Carlsberg beer, preferred promotional scheme, and availability of Carlsberg.

The primary and necessary data are only collected from market in Dharan Municipality. The collected various data are shown in tabulated and graphs one by one.

4.2 Consumers Group

While questionnaire forms are filled up the researcher has taken interview mostly with youth (age between 20-45 years).

Table 4.1: Age Group

Age	Number	Percentage
20-25	30	20
25-30	48	32
30-35	27	18
35-40	30	20
40-45	15	10
Total	150	100

Source: Field Survey, 2009

The above table shows that from the total number of age group respondent 20 percent are 20 to 25, 32 percent are 25 to 30, 18 percent are 30 to 35, 20 percent are 35 to 40 and 10 percent are 40 to 45 respondent. This presentation can be shows by following figure also.

Figure 4.1: Age Group
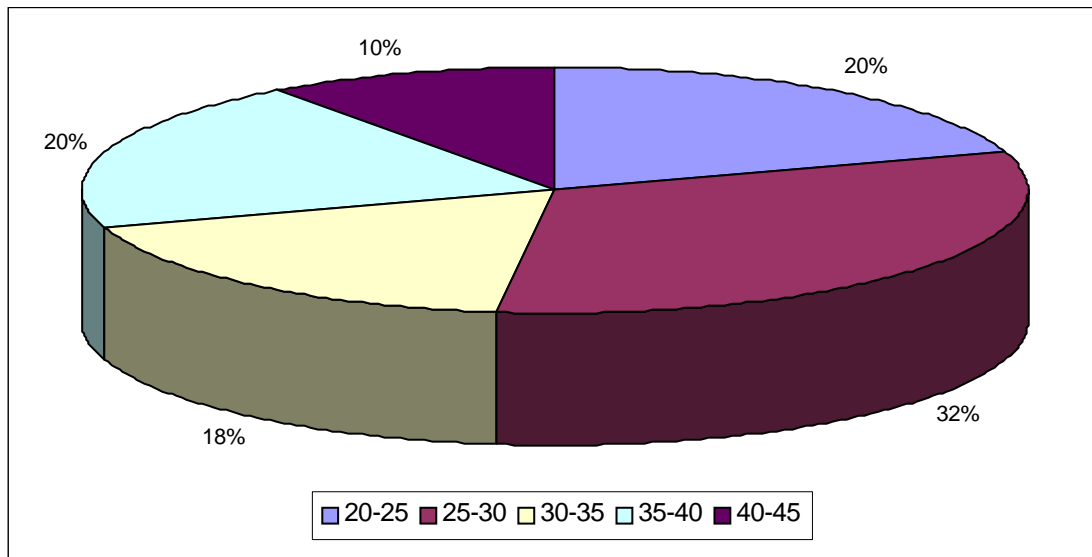
Above figure shows that most at people sampled between age group 25 to 30 take beers. The data shows that 32% people of this group take beers and the figure shows that 10 percent people aged least between 40-45 takes beers.

Hypothesis No. 1:

H_0: There is no significance difference between consumer groups and age of consumer.

H_1: There is significance difference between consumer groups and age of consumer.

Calculation $\chi^2 = 18.6$

Degree of freedom $(n-1) = 5 - 1, = 4$

Tabulated value of χ^2 at 5% level of significance for 4 degree pf freedom is 9.49.

Decision: Since the calculated value of χ^2 is greater than tabulated value i.e. (18.6 > 9.49) H_0 is rejected and H_1 is accepted. Hence, the all consumer groups age are accepted.

4.3 Effectiveness of Advertising Media to create brand awareness

Companies must do more than just to make good products but also must inform consumers about products benefits and carefully position products in consumers' minds. To do this, they must skillfully use the mass-promotion tools of advertising, sales promotion, and public relations.

4.3.1 Sources of Information

For the promotion of any kind of products the advertising media are very important. The consumers are known aware of various brands from different sources of information. Which are given in table 4.1.

Table 4.2: Sources of Information

Particulars	Number	Percentage (%)
Wall Painting	34	22.70
POP (Print of Purchase)	21	14.00
Hoarding Board	36	24.00
News Paper	29	19.30
Demonstration	30	20.00
Total	150	100.00

Source: Field Survey, 2009

From the above table it can be learnt that 24% respondents came to know about beer in questionnaire through hoarding board, which is the highest among all other means. 22.7% of the respondents say that they came to

know about beer from wall painting. Through demonstration only 20% of the respondents came to know about the product. Similarly 19.3% came to know about the product through newspaper, 14% of the respondents say that they came to know about the product from POP (print of purchase).

Figure 4.2: Source of Information
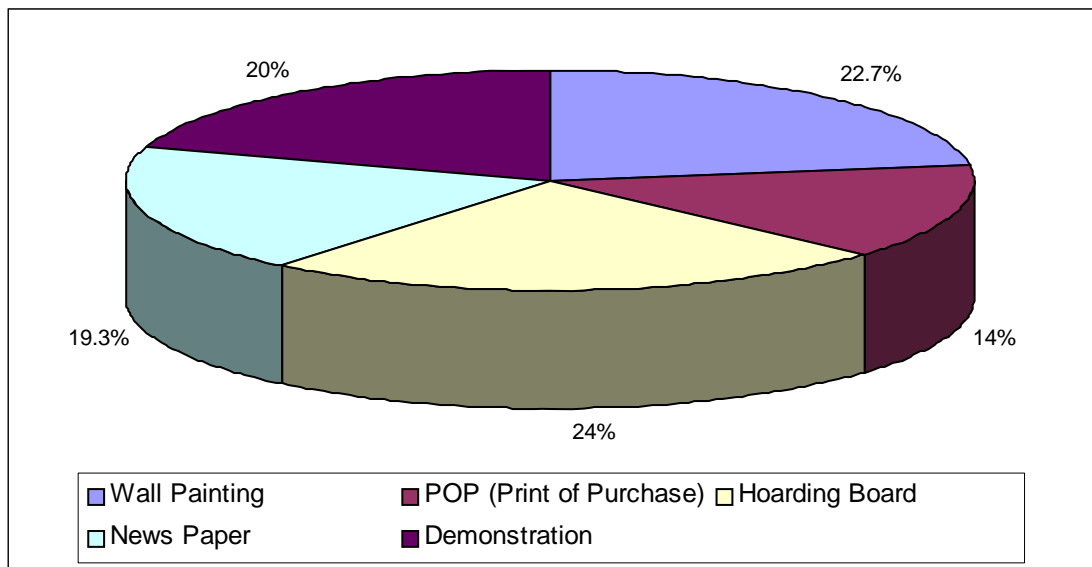
The above figures conclude individual responses more on hoarding board which is has slogans and pictures demonstrated in big buildings and corners of roads. The effective promotional tools for advertising of beer market to target consumer group is hoarding board compared to wall painting, demonstration, newspaper and POP (print of purchase).

Hypothesis No. 2

H_0: No significant different in preference of advertisement of beer by the consumer.

H_1: All the advertising media press equal value in the consumer.

Calculation $\chi^2 = 4.4663$

Degree of freedom = (n-1), = 5-1, = 4

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Decision: Calculated value of χ^2 is 4.4663, which is less than the tabulated value i.e. χ^2 at 4 d.f. is 9.49 H_1 is rejected and H_0 is accepted So, all the advertising rejected and H_0 is accepted. So, all the advertising media plays equal role to strike the unsure attraction (calculation shown in Appendix II, Table – 2).

4.3.2 Preferred Promotional Scheme

One of the best promotional tools is scheme planning. Today various companies offer various types of schemes. So, the researcher has gone through various promotional schemes, which the consumers most prefer. The data has been shown in table 4.3.

Table 4.3: Preferred Promotional Schemes

| Particular	Number	Percentage (%)
Extra Beer at same Price	27	18.00
Price Reduction	78	52.00
One Free with Four	25	16.70
Lucky Draw	14	9.30
Word-of-mouth	6	4.00
Total	150	100.00

Source: Field Survey, 2009

The above table shows that the price reduction is the best promotional schemes for all individual consumers for consumption of beer. From the sample of 150 consumers, 52% of totals samples preferred price reduction as the best promotional scheme. Likewise 18% of the consumer prefers extra beer at the same price and 16.7% go for a free beer while purchasing four. Whereas 9.3% preferred for having luck draw scheme

and just 4% are influenced through word-of-mouth. The above data is presented in diagram figure 4.3.

The figure 4.3 shows various promotional schemes, which are most preferred to consumers. The study conducted that the price reduction is the best promotional scheme for individual consumers.

Figure 4.3: Preferred Promotional Scheme
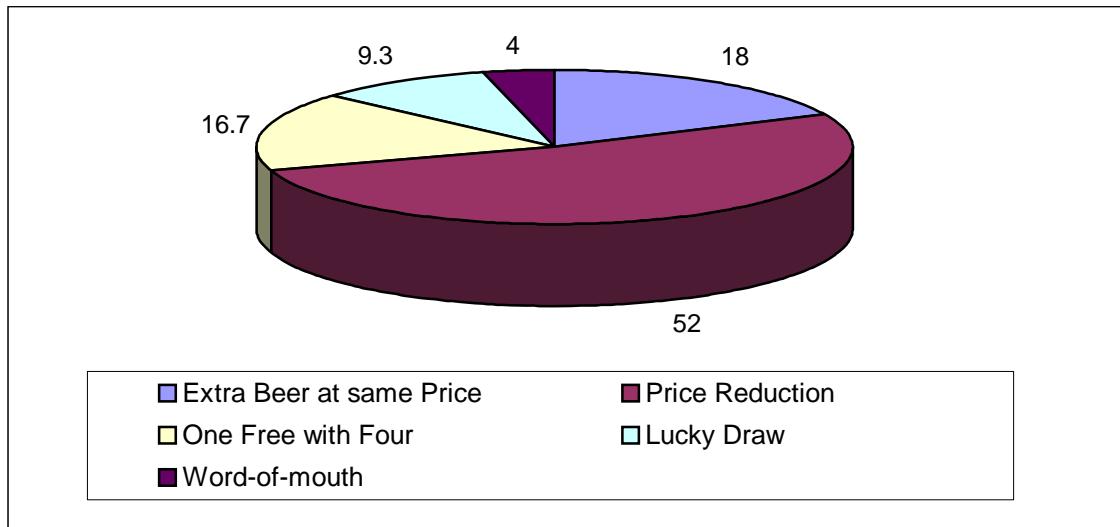
Hypothesis No. 3

H_0: There is no significant difference in preference of promotion share by the consume.

H_1: There is significant difference in preference of the promotion share by the consume.

Calculation $\chi^2 = 105.653$

Degree of freedom $= (n-1)$, $= (5-1)$, $= 4$

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Calculated value of χ^2 at 5% greater than the tabulated value i.e. (105.653>9.49) H_0 is rejected and H_1 is accepted. Hence there is Significant different in performance of promotion scheme by the Consumer. (Calculation shown in Appendix II, Table – 3).

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4.4 Places of Purchase

4.4.1 Places of Purchase

Place includes the various activities undertaken to make the product accessible and available to target customers. The major components of place consist of channels that are direct or middlemen and physical distribution activities.

Table 4.4: Places of Purchase

Particulars	Number	Percentage (%)
Convenient Retail Outlet	21	14.00
Cold Store	25	16.70
Restaurant & Bar	78	52.00
Dealer	20	13.30
Other Specifies	6	4.00
Total	150	100.00

Source: Field Survey, 2009

The evaluations of places of purchase for various types of Beers are shown in Table 4.4. The table has shown responses from various individuals. The consumers mostly consume Beers from Restaurant & Bar, which is of maximum 52%. The second in cold stores with 16.70% and third in convenient retail outlet and then dealer and other shop with 13.30% and 4% respectively.

Figure 4.4: Places of Purchase
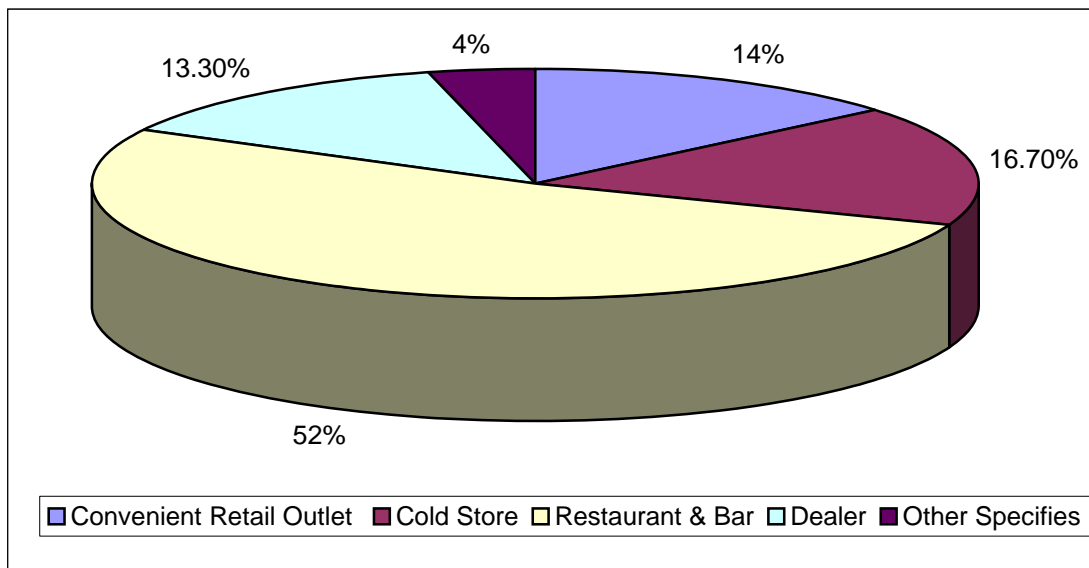
The above figure 4.4 has shown that. Restaurant and Bar is the most preferable place where consumers go for consumption of Beers. The various individuals' responses have shown that 52% of consumers consume beer restaurant & bar whereas others shops being the least. From this study, it proves that modern generation consumers basically want to consume beers out of their home in restaurant & bar.

Hypothesis No. 4

H_0: Types of outlets does not affect the purchase of beer.

H_1: Types of outlets do affect the purchase of beer.

Calculation $\chi^2 = 102.866$

Degree of freedom = (n-1), = (5-1), = 4

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49.

Decision: Calculated value of χ^2 i.e. 102.866 which is greater than the tabulated value i.e. 9.49 H_0 is rejected and H_1 is accepted. So, we can say that types of outlet do affect the purchase of beer. (Calculation

shown in Appendix II, Table – 4).

4.4.2 Availability of Carlsberg

The study shows that the availability of Carlsberg Beer in Dharan Municipality. Here, the researcher has tried to study on availability of Carlsberg. The table 4.5 shows the availability of Carlsberg Beer.

Table 4.5: Availability of Carlsberg

Particular	Number	Percentage (%)
Always	45	30.00
Sometimes	78	52.00
Never	27	18.00
Total	150	100.00

Source: Field Survey, 2009

The above table shows that Carlsberg Beer is available when consumers want to consume. The availability responses are taken from various individual consumers. 78 consumers told that they get Carlsberg sometimes, 45 consumers told that Carlsberg is easily available and 27 consumers told they gets Carlsberg never.

The figure 4.5 also shows the availability of Carlsberg. Only 30% of individual consumers responded that Carlsberg is always available. But 52% of the consumers responded that they get Carlsberg sometimes, and 27% complain that they get whenever they go for purchasing of Carlsberg. It shows that the distribution of Carlsberg is not so good. The distributor is not able to distribute Carlsberg evenly in Dharan Municipality.

Figure 4.5: Availability of Carlsberg
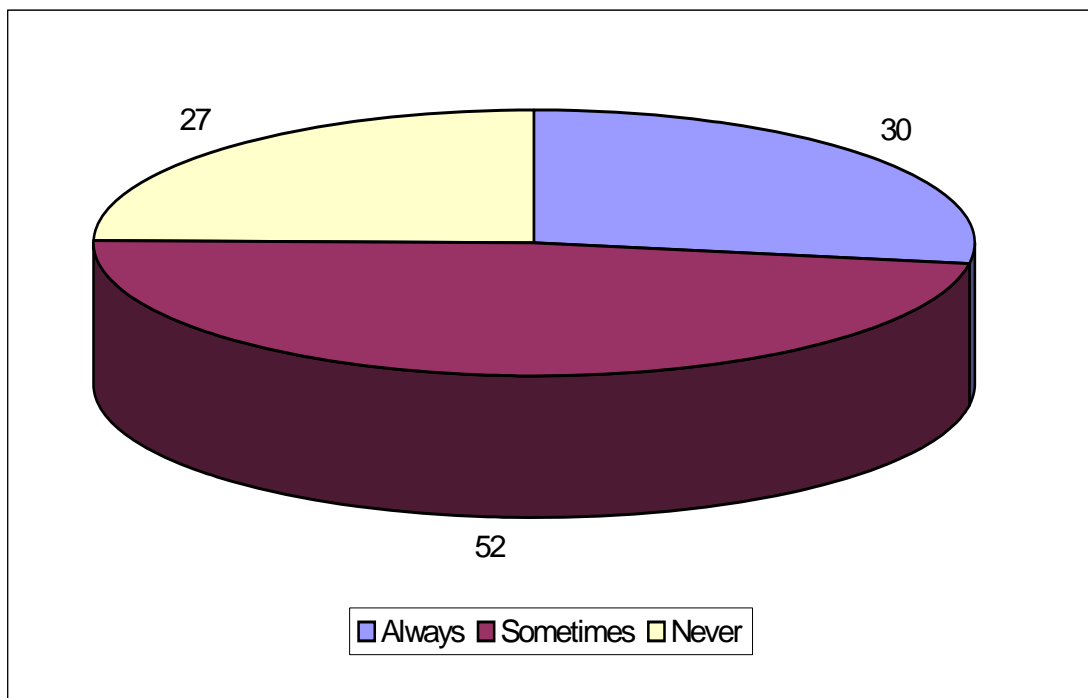
4.5 Variables Influencing Various Beer

Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics. Marketers cannot control such factors, but they must take them into account. People want to be comfortable & satisfied whenever they shop. They want to assured of being socialized with people and adopt in the environment that reflects their values.

4.5.1 Top of the Mind Beer

The study explains that out of given choices of beer available in the market, which beer first strikes the mind of the respondent. The consumers have responded & data is shown in table 4.6.

Table 4.6: Top of the Mind Beer

Particular	Number	Percentage (%)
San Miguel	27	18.00
Tuborg	65	43.30
Carlsberg	39	26.00
Everest	3	2.00
Star	7	4.70
Tiger	7	4.70
Iceberg	2	1.30
Total	150	100.00

Source: Field Survey, 2009

The above table shows that the maximum number of respondents say that Tuborg is what comes to their mind first, which is 43.30% followed by Carlsberg with 26% and 18% say that San Miguel comes to their mind first. The remaining respondents say some other beers like Everest, Star, Tiger, and Iceberg came to their mind first.

Figure 4.6: Top of the Mind Beer
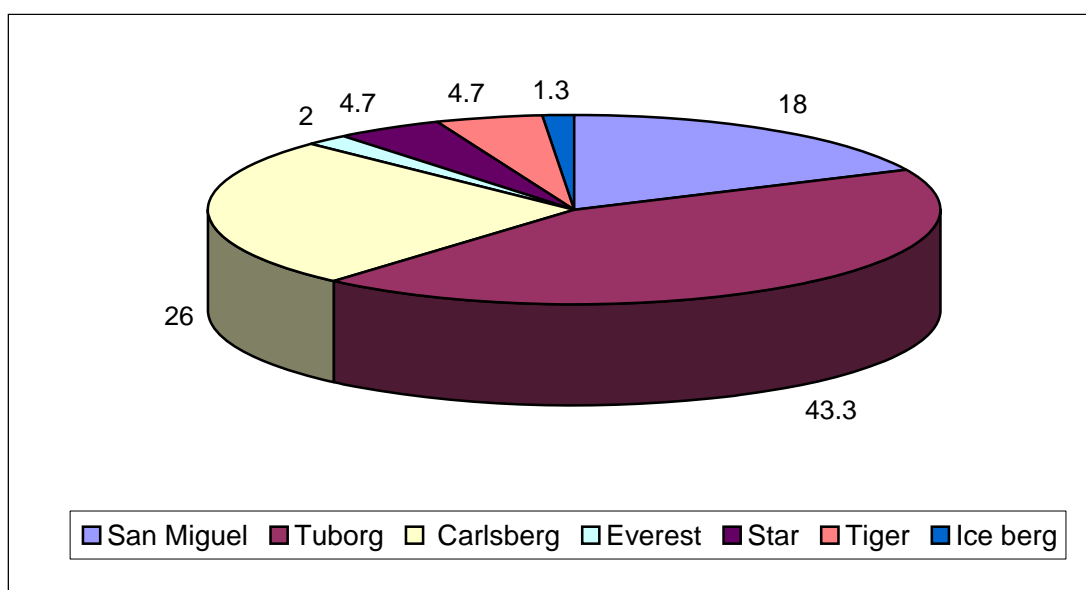
The above figure shows that maximum number of consumers have been struck which is 43.3% as Carlsberg Beer comes in consumers mind secondly followed by San Miguel Beer in third, and other beers like Star, Tiger, Everest and Iceberg Beer's name strikes too much while questioning about beer or consumption of Beer.

This study concludes that the most of consumers' mind is struck by these three beers, whereas Carlsberg is better than San Miguel and little below Tuborg.

4.5.2 Different Types of Beer Consumed

Ultimate consumers buy goods and services for their own personal or house hold use. In this study, the researcher has shown the types of Beer actually consumed by consumers. For this study, the researcher prepared a multiple-choice questionnaire for individuals consumers. The data has been presented in table 4.7.

**Table 4.7: Different Types of Beer Consumed**

Particular	Number	Percentage (%)
Carlsberg	28	18.67
Tuborg	61	40.66
San Miguel	43	28.67
Everest	8	5.33
Iceberg	10	6.67
Total	150	100.00

Source: Field Survey, 2009

The above table shows the various types of Beer, which are actually consumed by consumers. There are the multiple choices, which the

consumers have given their response for there most liked Beer. From 150 samples of consumers, Tuborg Beer is the most consumed Beer in Dharan Municipality. The second most preferred Beer is San Miguel whereas Carlsberg Beer comes third. The consumers of Dharan Municipality consume Everest Beer very less comparatively. The figure 4.7 also shows the consumer priority for different Beer.

Figure 4.7: Difference Types of Beer Consumed
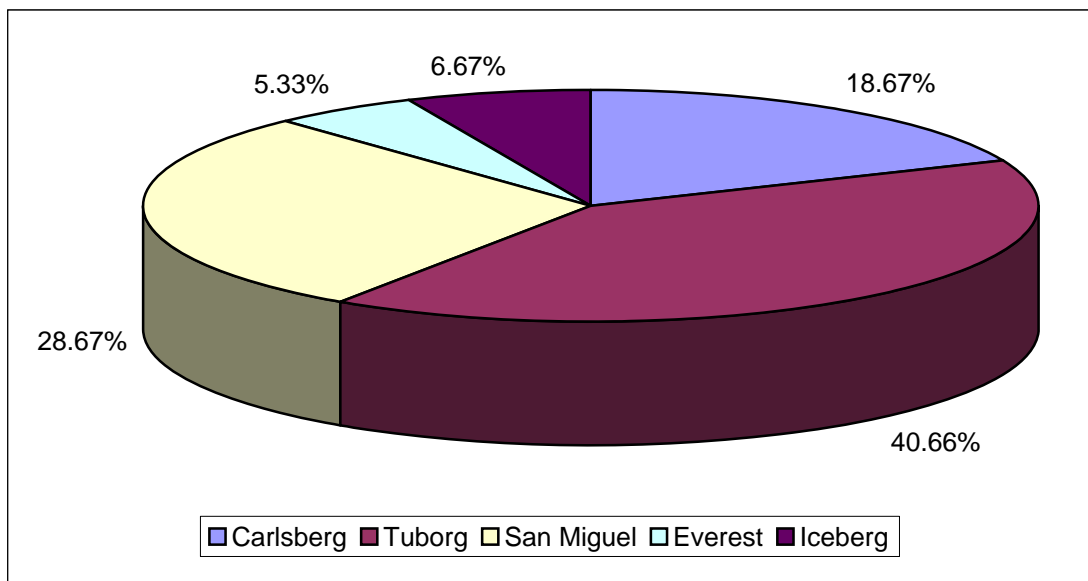
The above Figure shows that the 40.66% consumers prefer Tuborg Beer, whereas, 28.67% consumers like to have San Miguel Beer. Similarly, 18.67% consumers go for Carlsberg Beer, 6.67% consumer drink Iceberg, and 5.33% consumer drink Everest Beer.

This study shows individual consumers mostly consume Tuborg Beer. Carlsberg Beer consumers are less in number than Tuborg Beer and San Miguel consumers. This shows consumers do not prefer Carlsberg Beer unless they get Tuborg Beer or San Miguel Beer.

Hypothesis No. 5

H_0: Consumers preference towards different brand of beer is same.

H_1: Consumers preference towards different brand of beer is not same.

Degree of Freedom = (n-1), = (5-1), = 4

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

The calculated value of χ^2 is 67.262

Decision: Calculated value of χ^2 is greater than the tabulated value i.e. (67.262>9.49) H_0 is rejected and H_1 is accepted. Hence the consumers preference towards different brand of beer is not same. (Calculation shown in Appendix II, Table – 5).

4.5.3 Seasonal Consumption of Beer

For the consumption of Beer the seasons are basically are often most important elements. The study shows the season, which is the most favorable time for Beer consumption. Table 4.7 shows the various seasons and consumers responses.

Table 4.8: Seasonal Consumption of Beer

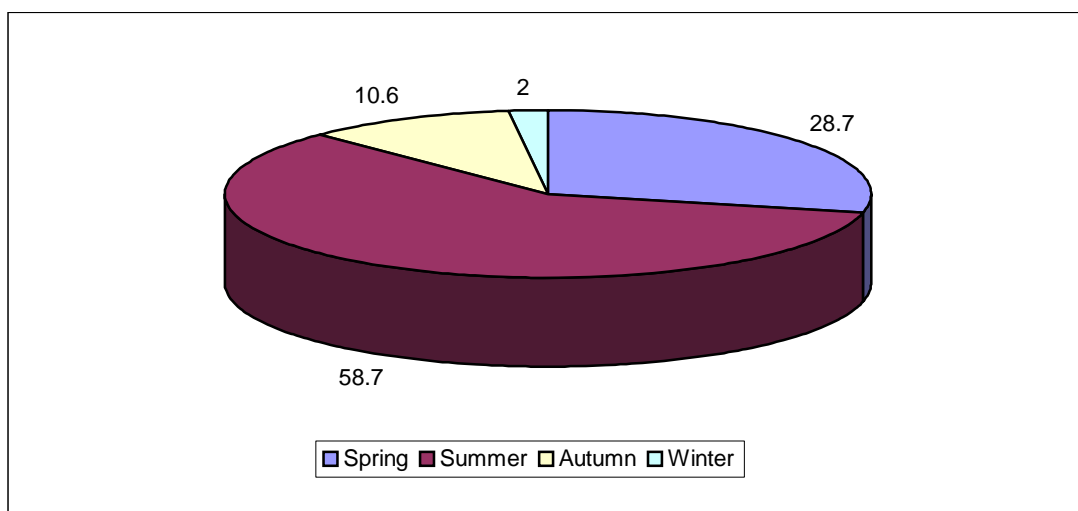| Particular	Number	Percentage (%)
Spring	43	28.70
Summer	88	58.70
Autumn	16	10.60
Winter	3	2.00
Total	150	100.00

Source: Field Survey, 2009

Summer season is the most preferred season for having more Beer. From the sample of 150 consumers there were 88 consumers who love to have beer in summer season. Spring season is the second priority season for consuming Beer. Consumers drink beer less in autumn and winter season. The figure 4.7 shows beer consumption is highly affected due to seasonal

bass. 58.7% consumers are drunk Beer in summer season. 28.7% consumers like to have in spring season. Where 10.6% and only 2% consumers prefer beer in autumn and winter season respectively.

The study concludes that summer season very must is the preferred season for consumption of beer.

Figure 4.8: Seasonal Consumption of Beer

4.5.4 Most Preferred Beer

The table 4.9 shows most preferred beer by consumers.

Table 4.9: Most Preferred Beer

Particular	Number	Percentage (%)
Carlsberg	48	32.00
Tuborg	61	40.70
San Miguel	26	17.30
Everest	10	6.70
Tiger	5	3.30
Total	150	100.00

Source: Field Survey, 2009

From the above table it shows that the most preferred among various Beer is Tuborg. The sample from 150 consumers, 61 consumers have given their preference to Tuborg. Carlsberg Beer is the second preferred Beer followed by and San Miguel Beer. Everest and Tiger Beer are the less proffered. The figure 4.9 also shows the most preferred Beer by consumers.

Figure 4.9: Most Preferred Beer
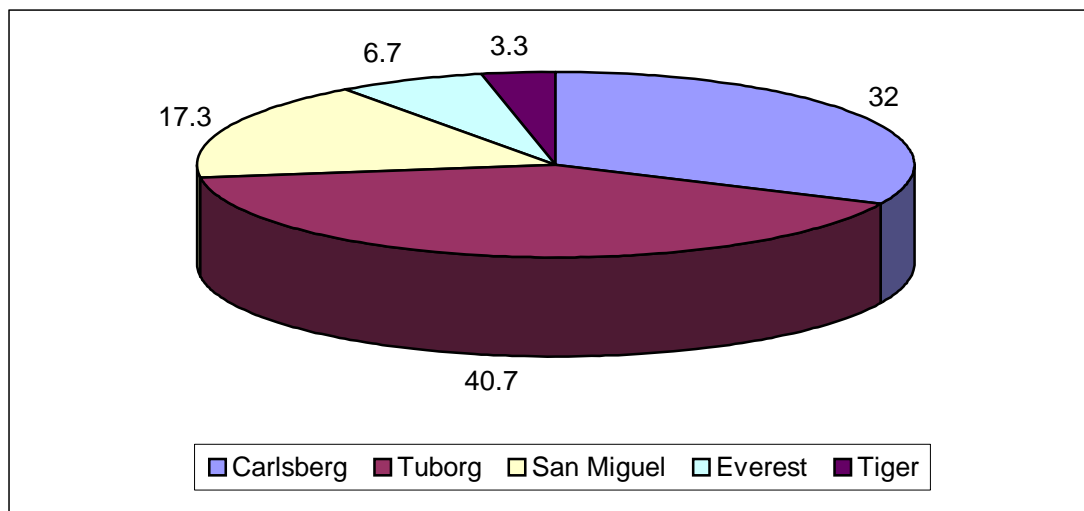
The above figure shows that the maximum consumers (40.7%) prefer Tuborg Beer. 32% consumer's preferred Carlsberg Beer. Consumers who prefer San Miguel Beer are 17.3%. Everest and Tiger Beer have been preferred only by 6.7% and 3.3% respectively.

The study shows that though consumers prefer Carlsberg but not actually consumed Carlsberg and the consumers who actually consume San Miguel Beer they do not prefer it. Similarly, the consumers do not consume that beer even their top of the mind beer is another. It means the price promotional tools & availability may affect the consumers consumption of beer.

4.6 Consumption Frequency

In this study, the researches tried to find out quantity of consumption of various types of Beers and as well as Carlsberg Beer. The multiple-choice method has been are used for analysis of consumption frequency.

4.6.1 Consumption of Most Preferred Beer

Consumer drunk different types of beer in different they consume level of frequency. Table 4.10 shows the frequency of consumption of most preferred:

**Table 4.10: Frequency of Consumption of Most Preferred Drink**

Particular	Number	Percentage (%)
Less than 3	29	19.30
4-6	32	21.30
6-8	31	20.70
8-10	27	18.00
More than 10	31	20.70
Total	150	100.00

Source: Field Survey, 2009

The figure 4.10 is also shown in below the frequency of consumption of most preferred drink. According to research out of 150 consumers taken most of them like i.e. 32 consumers like to haven beer 4-6 bottles a month Whereas 31 consumers consume beer more than 10 bottles & 6-8 bottles in a month.

The sample of various individuals' consumers responded gave prior to 4-6 beers in a month. It is 21.3% of consumers who drunk been having drunk. 20.7% consumers drunk having 6-8 and more than 10 beers. The consumers who drunk less than 3 beers is 19.3% and the consumers who have 8-10 beers are only 18%.

Figure 4.10: Frequency of Consumption of Most Preferred Drink
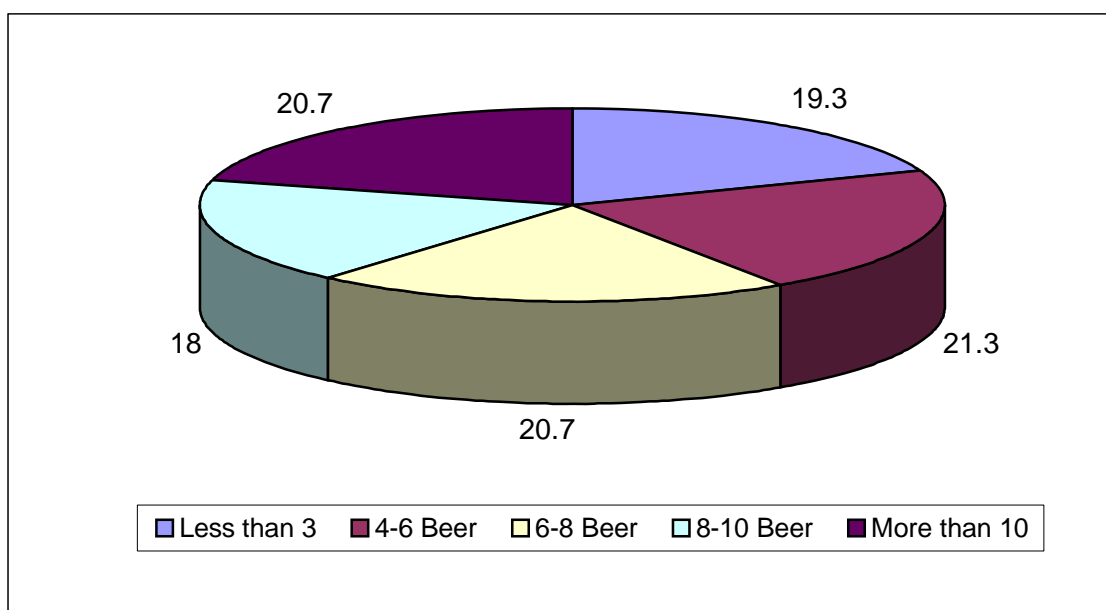
The study concludes that the consumers of Dharan Municipality basically have 4-6 bottles of beer in a month.

Hypothesis No. 6

H_0: There is no significant difference in consumption pattern of other brand of beer and Carlsberg.

H_1: There is significant difference in consumption pattern in other brand and Carlsberg.

Calculation χ^2 = 5.1503

Degree of freedom = (n - 1) = 5-1, = 4

Tabulated value of χ^2 at 5% level of significance for 4 degree of freedom i.e. 9.49.

Decision: Calculated value of χ^2 is less than the tabulated value i.e. (5.1503<9.49). H1 is rejected and H0 is accepted. So, there is the significant difference is consumption patter of other brand of beer and Carlsberg beer. (Calculation shown in Appendix II, Table – 6).

4.6.2 Consumption of Carlsberg

The study shows that how much quantity of Carlsberg is consumed in a month. Table 4.10 shows that less than 3 Carlsberg beers have been consumed by 40 consumers from the sample of 150 consumers. Similarly, 38 consumers drink between 4-6 Carlsberg Beer in a month. 30 consumers between 6-8, 22 consumers between 8-10 and 20 consumers responded that they drink more than 10 Carlsberg Beer in a month.
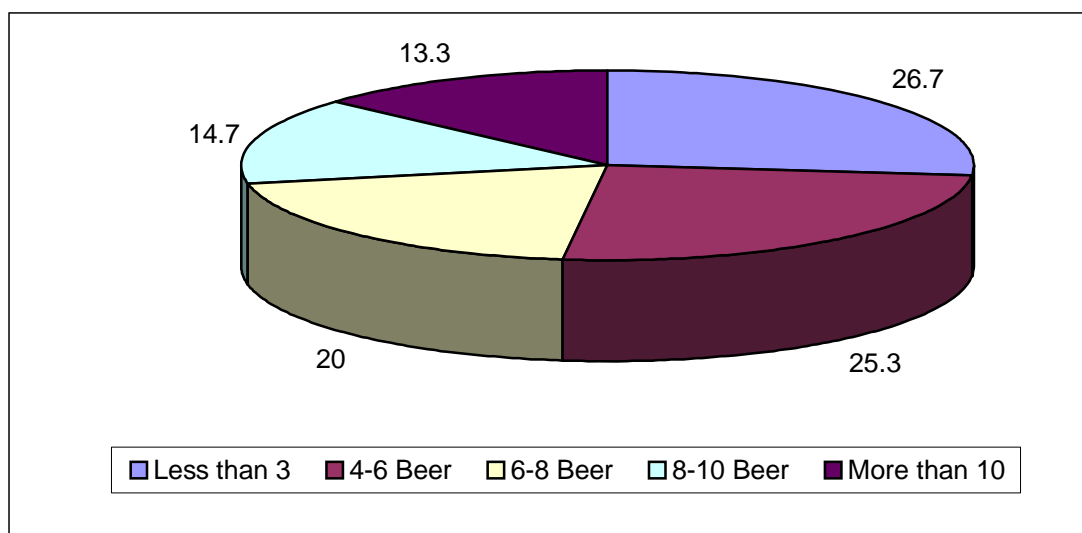
Table 4.11: Frequency of Carlsberg Consumption

Particular	Number	Percentage (%)
Less than 3	40	26.70
4-6	38	25.30
6-8	30	20.00
8-10	22	14.70
More than 10	20	13.30
Total	150	100.00

Source: Field Survey, 2009

The frequency of Carlsberg consumption is shown in figure 4.11 below:

Figure 4.11: Frequency of Carlsberg Consumption

The above figure shows that less than 3 Carlsberg beer is consumed by 26.7% of consumers. Similarly, 25.3% consumer have 4-6, 20% consumer drink 6-8, 14.7% consumers prefer 8-10 and 13.3% consumers like to have more than 10 Carlsberg Beer. Carlsberg Beer is consumed by various types of individuals and their ratio is smoothly increasing. Carlsberg's price is comparatively higher than of any other Beer. So the consumers do not afford to purchase Carlsberg prior to other types of Beer. Their decreasing percentages for increasing frequency prove it.

4.7 Findings

From the above studies the researcher had major findings. The major findings are as follows:

a. The consumer groups taken as sample are all youth. The consumer's group ages are between 20 to 45 years.

b. The group of consumers at most 25 to 30 takes beers.

c. The groups of consumers are having various types of Beers in occasionally in party, get to gather with their friends and some of are daily consumed in own home.

d. The consumers get the various types of Beer brand from the various types of advertising media. From the total sample of consumers, 24% consumers are getting information from the Hoarding board.

e. The consumers get the information about Beer brand and their features from the wall painting is 22.7%, demonstration 20%, newspaper 19.3%, POP (print of purchase) 22.7% respectively.

f. Some of the consumers are having various brand of Beer by preference promotional scheme. The price reduction scheme is the best for consumers. Which is 52% responded by consumers.

g. Many of the consumers want to purchase various types of Beer from the Restaurant and Bar. The consumers are 52% again respond in this aspect.

h. Others consumers are purchasing various brand of Beer from cold store is 16.7%, convenient retail outlet is 14.0%, dealer is 13.30% and other shop is 4% respectively.

i. The available of Carlsberg Beer is sometimes. 52% consumers responded in this aspect. The consumers of 30% are in this aspect. 18% consumers get never for having Carlsberg Beer.

j. The top of the Beer in consumers mind is Tuborg. The consumers of 43.3% from the total sample are in this aspect. Carlsberg Beer is in only 26% of consumers mind. Similarly, San Miguel, Star, Tiger, Everest and Iceberg Beer are 18%, 4.7% 4.7% 2% and 1.3% consumers mind for consuming.

k. The consumers are mostly having different types of Beer is Tuborg. From the total sample 40.7% consumers want to consume Tuborg. Secondly, they want to consume San Miguel and later Carlsberg, which hold the 28.7% and 18.7% respectively.

l. Summer season is the most consumable season for having Beer. 58.7% consumers like to consume in this season. Spring, Autumn and Winter season are the lower season for having various types of Beer.

m. The consumers most prefer to Tuborg Beer for having any time. 40.7% consumers prefer to consume Tuborg Beer. 32% consumers are preferred secondly to consume Carlsberg Beer.

n. Most of the consumers who have consumed 4-6 various types of Beer at a time are 21.3% from the total sample. A group of 20.7% consumers are consuming more than 10 Beer at a time and another group are having 6-8 Beer at a time.

o. Similarly, 19.3% consumers consume less than 3 Beer and 18% consumers consume 8-10 Beer.

p. The frequency of less than 3 Carlsberg Beer is consumed by 26.7% of consumers from the total sample. 25.3% consumers are consumed 4-6 Carlsberg Beer at a time.

q. 20%, 14.7% and 13.3% consumers consume the Carlsberg Beer frequency 6-8, 8-10 and more than 10 at a time.

CHAPTER – V
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study mainly aims to analyze the various aspects of Beer market in Dharan Municipality. The success and the failure of any business firm entirely depend in consumer's reaction to a firm's marketing mix and strategy. The efforts of many marketers are focused on these potential customers. The consumer market is not only large but also dynamic. So, when the marketer behave to the consumers it should be clear from many problems. In this study some problems have been found. The specific problems are: 1) Who are target group in Beer market?. 2) What are the effective advertising media to aware brand? 3) Where is the place of purchase? 4) What are the important variable influencing consumer analyses? and 5) what is the consumption frequency of Carlsberg Beer. To solve the above problems it's specific objectives are set upped.

This study attempts to obtains some specific objectives i.e. to identify the best groups of buyers on the basis of age, to explore effective advertising media to make consumer aware brand, to explore the places of purchase, brand performance and avaibality of product, to compare the different variables influencing of Carlsberg Beer with other Beers and to identify consumption frequency of Carlsberg and others.

This is perhaps the first study of analytical study of Beer market. This study covers only Dharan Municipality. Consumers in Beer market are the focused to cover the purpose of study. Mainly, the target area is market place where many people are involved. Their buying analysis has been done in this study.

For the purpose of the study, the necessary data on analytical study of Beer market and other related variables were collected from the primarily and secondarily. The primary data are directly related to the consumers and the secondary data were collected from various books and research articles. The primary data has been taken by the questionnaire techniques are 150 respondents are selected for the study from different place of Dharan Municipality. The secondary data were from libraries and some of research journals.

This study used a variety of descriptive and analytical research design to accomplish the objectives. It employed various tables and graphs for examine and explore the purpose of study. After analyzing the various data the major finding were described.

5.2 Conclusion

Consumer analysis is a kind of psychological decision process. From the previous studies some of the important points are concluded below.

a. The consumer analysis is focused on the study of various brands of Beer consumers. Where the consumers are from most of the male and young generations.

b. The study covered only Dharan Municipality, where most of the people stay in mass population and big market area.

c. The sample is randomly selected consumers and the sample size is 150.

d. The main source of information about Beer is the Hoarding boards followed by the wall painting.

e. Demonstration is also a better source for various brands of Beer market.

f. The promotional schemes also attract the consumers for having various kinds of Beer. Price reduction scheme is the best scheme for consuming Beer.

g. Most of the consumers want to consume Beer from Restaurant and Bar. It means the consumers rarely want to consume Beer from cold store, cold store convenient retail, other and other respectively.

h. Carlsberg Beer is not available everywhere sometimes. The availability of Carlsberg is low.

i. Most of the consumers prefer Tuborg beer. Carlsberg is compare with Tuborg, few consumers are in that aspect.

j. Consumer consumes Tuborg rather than Carlsberg Beer and San Miguel and any other beers.

k. Summer season is the best season for the consumption of various types of Beer. Most of the consumers want consume more Beer on summer rather than other in season.

l. Consumers prefer to consume Tuborg Beer rather than other Beers. Carlsberg Beer is the second preference Beer after Tuborg Beer.

m. Consumers consume 4-6 bottles on a month.

n. Carlsberg Beer consume has been less than 3 bottles buy a month by consumers.

o. Some contradictions are shown in the study. Some consumers mind wants to have certain beer but they have any available beer while they are actually having Beer.

p. The consumer's behavior is very difficult to measure. Price, brand, packaging, taste, labeling, and other things have great impact to the consumers for buying any kind of products.

5.3 Recommendations

To develop an appreciation of this dynamic consumer market, we examine its various dimensions and some representative behaviors. The following recommendations are forwarded for its better solutions.

a. The consumer market and the consumers are large in Dharan Municipality. The marketers should know most potential consumers.

b. The mix of people in the market is constantly changing. So, the marketers have to be flexible consumers.

c. Consumers not only are difficult to anticipate what marketing program will work, but what worked yesterday may not work today-or tomorrow. Another challenge is to understand how consumers make decisions. The marketers must constantly improve their understanding of consumers and adapt their strategies accordingly.

d. The Beer market is highly influenced by Hoarding Board. As government is withdrawing the big Hoarding boards and banner the wall painting. So, the marketers try to present advertisement through others Medias.

e. Though price reduction is the post promotional scheme, its very difficult. They should try with other alternate for market scheme, which consumers easily adopt.

f. Most consumers want to consume Beer in Restaurant and Bar. The marketers should give some special package for consumers though cold store convenient retail outlet and other shop to attract purchase from there.

g. Similarly, many consumers prefer Carlsberg but not actually availability is low. So, the marketers of Carlsberg Beer should analyze and solve it immediately.

h. Frequency of consumption various types of Beer are high. The marketers should keep it and some tips or facilities provided them.

i. Frequency for consumption of Carlsberg Beer consumes is lower than others due to its higher price. The marketers of Carlsberg should reduce price or extra facilities should be provide to the consumers of Carlsberg Beer.

j. The most important is the satisfaction and increase value of customers while they use the products. Satisfied customers are the wealth of organization. So the marketers should always try to give optimum satisfaction to the customers.

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APPENDIX - I

QUESTIONNAIRE

Hi! I am Navin Gautam MBS student of Mahendra Multiple Campus, Dharan, Sunsari. Just now I am on course of Dissertation of MBS. My topics is **Sales Analysis of Beer market in Dharan Municipality.** Any Research, without global co-operation and participation, impossible to carry out facts/reality. So with viewpoint for better study, I have forwarded this questionnaire to you. Most questions are objective, only a few of them are subjective. I assure that your answers will be complete and confident rather fill up your personal introduction.   Thankyou!

Name: …………………………………………….. Age: …………

Sex: a. Male ☐   b. Female ☐

Marital Status: ………………..   Profession: ………………

1. Do you drink alcohol or not?

    a. Yes ☐   b. No ☐

2. If yes, how often do you consume beer?

    a. Daily ☐   b. Weekly ☐

    c. Monthly ☐   d. Occasionally ☐

3. How did you come to know about the beers?

    a. Advertisement ☐   b. Friends/Relatives ☐

    c. Retailers/Dealers ☐   d. Word of Mouth ☐

    e. Other (Specify) ……………………

4. If advertisement is your source to know beer, what is the type of advertising?

    a. Newspaper ☐   b. Hoarding Board ☐

    c. Wall painting ☐   d. Demonstration ☐

e. POP (Print of Purchase) [ ] f. Others (Specify) ………

5. Which promotional scheme would you prefer?

    a. Extra beer at same price [ ] b. Price reduction [ ]

    c. One free with four [ ] c. Word-of-mouth [ ]

    e. Lucky draw [ ] f. Others (Specify) ………

6. Where do you monthly buy beers?

    a. Convenient retail outlet [ ] b. Cold store [ ]

    c. Restaurant and Bar [ ] d. Dealer [ ]

    e. Other specified [ ] f. Others (Specify)…………

7. Which is your most favourite beer?

    a. Carlsberg [ ] b. Turborg [ ]

    c. Tiger [ ] d. Sanmiguel [ ]

    e. Iceberg [ ] f. Everest [ ]

    g. Star [ ] h. Other (Specify) ………………

8. What is your base to buy beer?

    a. By Brand name [ ] b. By Inspection [ ]

    c. By Personal Relation [ ] d. Other (Specify) ………………

9. Is Carlsberg beer available in outlets whenever you want it?

    a. Always [ ] b. Sometimes [ ]

    c. Never [ ]

10. Is the price of Carlsberg beer reasonable?

    a. Yes [ ] b. No [ ]

11. In which season do drink beer?

    a. Spring b. Autumn

    c. Winter d. Summer

12. What is your frequency of consumption of most preferred beer in a month?

    a. b. c.

    d. e.

13. What is the number of Carlsberg beer you take in a month?

    a.   b.   c.

    d.   e.

Thankyou

APPENDIX – II

Testing of Hypothesis:

1. H_0: There is no significant difference between consumer groups and age group of consumer.

   H_1: There is a significant difference between consumer groups and age group of consumer.

Table – 1

Age Group	O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
20-25	30	30	0	0	0
25-30	48	30	18	324	10.8
30-35	27	30	-3	9	3
35-40	30	30	0	0	0
40-45	15	30	-15	225	7.5
	150				
$\Sigma \dfrac{(O-E)^2}{E}$					18.6

Here, $E = \dfrac{\Sigma O}{n}, = \dfrac{150}{5}, = 30$

Calculation $\chi^2 = 18.6$

Degree of freedom = (n-1), = 5-1, = 4

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Decision: Since the calculated value of χ^2 is greater than the tabulated value i.e. (18.6>9.49). H_0 is rejected and H_1 is accepted. Hence, all the consumer groups age are accepted.

2. H_0: No significant different in preference of advertisement of beer by the consumer.

H_1: All the advertising media press equal value in the consumer.

Table - 2

Media	O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
Wall Painting	34	30	-4	16	0.533
POP (Print of Purchase)	21	30	-9	81	2.70
Hoarding Board	36	30	6	36	1.20
Newspaper	29	30	-1	1	0.0333
Demostration	30	30	0	0	-
$\Sigma \dfrac{(O-E)^2}{E}$					4.4663

Here, $E = \dfrac{\Sigma O}{n}, = \dfrac{150}{5}, = 30$

Calculation $\chi^2 = 4.4663$

Degree of freedom = (n-1), = 5-1, = 4

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Decision: Calculated value of χ^2 is 4.4663, which is less than the tabulated value i.e. χ^2 at 4 d.f. is 9.49 H_1 is rejected and H_0 is accepted. So, all the advertising rejected and H_0 is accepted. So, all the advertising media plays equal role to strike the unsure attraction.

3. H_0: There is no significant difference in preference of promotion share by the consume.

   H_1: There is significant difference in preference of the promotion share by the consume.

Table - 3

Factors	O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
Extra Beer at sample	27	30	-3	9	0.3
Price deduction	78	30	48	2304	76.8
One free with four	25	30	-5	25	0.833
Lucky draw	14	30	-16	256	8.53
Word of Mouth	6	30	-24	576	19.2
ΣO	150	$\Sigma\dfrac{(O-E)^2}{E}$			105.653

$$E = \frac{\Sigma O}{n}, = \frac{150}{5}, = 30$$

Calculation $\chi^2 = 105.653$

Degree of freedom $= (n-1), = (5-1), = 4$

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Decision: Calculated value of χ^2 at 5% greater than the tabulated value i.e. (105.653 > 9.49) H_0 is rejected and H_1 is accepted. Hence there is significant different in performance of promotion scheme by the consumer.

4. H_0: Types of outlets does not effect the purchase of beer.

   H_1: Types of outlets do effect the purchase of beer.

Table - 4

Outlet	O	E	O-E	$(O\text{-}E)^2$	$\dfrac{(O-E)^2}{E}$
Convenient Retail outlet	21	30	-9	81	2.7
Cold Store	25	30	-5	25	0.833
Restaurant and Bar	78	30	48	2304	76.8
Dealer	20	30	-10	100	3.333
Other Specify	6	30	-24	576	19.20
ΣO	150	$\Sigma \dfrac{(O-E)^2}{E}$			102.866

$$E = \frac{\Sigma O}{n}, = \frac{150}{5}, = 30$$

Calculation $\chi^2 = 102.866$

Degree of freedom $= (n-1), = (5-1), = 4$

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Decision: Since, the calculated value of χ^2 i.e. 80.86 which is greater than the tabulated value i.e. 9.49 H_0 is rejected and H_1 is accepted. So, we can say that types of outlet do effect the purchase of beer.

5. H_0: Consumers preference towards different brand of beer is same.

H_1: Consumers preference towards different brand of beer is not same.

Table – 5

Brand Name	O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
Carlsberg	28	30	-2	4	0.133
Tuborg	61	30	31	961	32.03
Sanmigel	43	30	13	169	5.633
Everest	8	30	-22	484	16.133
Iceberg	10	30	-20	400	13.333
ΣO	150		$\Sigma \dfrac{(O-E)^2}{E}$		67.262

$$E = \frac{\Sigma O}{n}, = \frac{150}{5}, = 30$$

Calculation $\chi^2 = 67.262$

Degree of Freedom = (n-1), = (5-1), = 4

Tabulated value of χ^2 at 5% level of significance for 4 d.f. is 9.49

Decision: Since, the calculated value of χ^2 is greater than the tabulated value i.e. (67.262>9.49) H_0 is rejected and H_1 is accepted. Hence the consumers preference towards different brand of beer is not same.

Consumption in Frequency:

6. H_0: There is no significant difference in consumption pattern of other brand of beer and Carlsberg.

H_1: There is significant difference in consumption pattern in other brand and Carlsberg.

Table - 6

Times	Carlsberg	Others	Total
Less than 4	40	29	69
4-6	38	32	70
6-8	30	31	61
8-10	22	27	49
10 above	20	31	51
Total	150	150	300

Calculation:

Row	O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
1,1	40	34.5	5.5	30.25	0.8768
1,2	29	34.5	5.5	30.25	0.8768
2,1	38	35	3	9	0.2571
2,2	32	35	-3	9	0.2571
3,1	22	24.5	-2.5	6.25	0.255
3,2	27	24.5	2.5	6.25	0.255
4,1	20	25.5	-5.5	30.25	1.186
4,2	30	25.5	5.5	30.25	1.186
				$\Sigma\dfrac{(O-E)^2}{E}$	5.1503

Calculation $\chi^2 = 5.1503$

Degree of Freedom = (r-1) (c-1)

$$= (5\text{-}1)\,(2\text{-}1),\ = 4 \times 1, = 4$$

Tabulated value of χ^2 at 5% level of significance for4 d.f. is 9.49.

Decision: Since the calculated value of χ^2 is less than the tabulated value i.e. (5.1503<9.49). H1 is rejected and H0 is accepted. So, there is the significant difference is consumption patter of other brand of beer and Carlsberg beer.