

# CHAPTER - I

## INTRODUCTION

### 1.1 Background of the Study

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

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

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

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 a desired state and an actual condition. After becoming aware of the problem of need, the consumer (if continuing the decision process) searches for information regarding availability of brands, product features, seller characteristics, process alternative available and other relevant aspects. Duration and intensity of search efforts depends on buyer's experience in purchasing and nature of the products to be purchased.

During this stage, however, consumer has developed evoked set the set of brands of a product, which the buyer actually considers while making a specific brand choice.

Products in the evoked set have been evaluated in the third stage of buying process. To evaluate the products in the evoked set a consumer establishes a set of criteria to compare the products characteristics. Using the criteria and considering the importance of each, a buyer rates and eventually ranks the brand in the evoked set. If the evaluation yields one or more brands that the consumer is willing to buy, the consumer is ready to move on to the next stage of decision process i.e. purchase stage. During the purchase stage consumer, select not only the product or brand to buy but also select seller or store from which he or she will buy the product. The actual act of the purchase occurs during this stage but not all decision lead to purchase; the individual may terminate the prior to purchase. After purchase, a buyer starts to evaluate in either satisfaction or dissatisfaction, which feed back to other stages of the decision process and influences subsequent purchase.

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

In recent years, the international business environment has been marked by far-reaching changes, in the last few years; the business environment of Nepal too has been changed drastically. An implementation of “one window” system for both domestic and foreign investors and adoption of free and liberal trade policy have increased the business activities to a great extent through the country. Consequently, business has become more complex and competitive. To survive in such a changing and competitive business environment, all activities of the business must be focused on the consumer. In reality, the consumer the one who decides whether to accept or reject a product on the basis of whether or not it meets perceived needs and desires.

To meet perceived needs and desires of consumers, the marketer should understand the buying behaviour of consumers. Understanding of consumer buying behaviour is a complex and difficult task as it is influenced by many factors, especially persons-specific, psychological and socio-cultural. In addition, consumer behaviour is changing phenomenon. Consumers' needs and desires undergo changes from time to time, in order to adapt business with changing pace of consumers' needs and desires, it is essential for marketers to conduct research continuously on consumers, realizing this fact, business enterprises of advanced countries have carried out a series of researches on consumer behaviour. Such practices of studying consumer buying behaviour are rare in our country. Here the attempt has been made to study the buying behaviour of Kathmandu Valley in winter wears. Being Kathmandu as capital large number of people are still been migrating from rural area and small cities due to different circumstances. Here the study is done on the basis of product choice, price, color, size, brand and store choices by the different age of consumer. Besides this, the report provides the information about the changing seasonality pattern in the winter wears, identifying the peak seasons are taken into consideration. Winter wear consists of different items like sweaters, jackets, shoes, glove and woolen caps etc... Here study is basically focused on jackets and sweaters.

## **1.2 Statement of the Problem**

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

As there are so many brands of single product available in different size, color, and price. So the consumers have the choice to buy the product they like most. Which products the consumers choose and what criteria they use to choose particular product

and brands are burning issues to be researched. Similarly with the increment in population and business activities numbers of types of store are also increasing in Kathmandu. In course of purchasing clothing what sort of store do they choose and what criteria they use to choose them are other issues that should be searched. Taking these issues into account following problem are tried to solve in this study:

- a. What are the time, day and location that are mostly preferred by the consumer to purchase jacket and sweater?
- b. What is the frequency of order placement, delivery made to shop, to whom the order is placed and volume of order placement?
- c. What are the most preferred brands, size, style of sweaters and jackets in the market and their market share?
- d. How many of the potential buyers that visit stores actually purchases the product and the attributes used to choose the product?
- e. What is consumption pattern of jackets and sweaters by the different aged consumer?

### **1.3 Objectives of the Study**

The overall objective of the study is to find out the actual buying behaviour of male to winter wears in Kathmandu Valley. The specific objectives of the study in connection with the research problem are as follows:

- a. To study & analyze the time, day and location that is mostly preferred by the consumer for purchasing jacket and sweater in the winter season.
- b. To evaluate the frequency of order, delivery made to shop, to whom the order is placed and volume of order placement.
- c. To review & analyze the most preferred brands, size, style of sweaters and jackets in the market and their market share.
- d. To examine the potential buyers that actually purchase the product and the attributes used to choose the product.
- e. To assess the consumption pattern of jackets and sweaters by the different aged consumer and suggest on the basis of study findings.
- f. To suggest and recommend on the basis of major findings.

## **1.4 Hypothesis**

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

## **1.5 Importance of the Study**

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

## **1.6 Limitations of the Study**

This research is the requirement for the partial fulfillment of Master Degree in business studies in management. The researcher being student has limited resources. Limited resources confine the scope of the study. As the result, this study is confined only in Kathmandu Valley. All the respondents for this study are taken from Lalitpur

Municipality 15 and the sample size taken for this study is very small in comparison to the population of the study. The total population of Lalitpur municipality 15 according to voting list 2064 is 4145. Out of 4145 male populations is 2487. Here only the variables like, product choice; brand choice; location, day and time for purchasing product, presence of product in market and their preference Here it is hard to do research on both ladies as well as gents wear only gents wear is taken into consideration. Therefore this research does not guarantee that same finding will be applicable for female buying pattern too. Therefore except the products jacket and sweater the study might not be applicable in other products. In addition above variables taken for this study are assumed to explain the buying behaviour of consumers of Kathmandu Valley.

### **1.7 Distinct Nature of the Study**

This study is distinct than other past studies in terms of product choice, brand choice, store choice and buying pattern of consumers when sale is offered on for different age group.

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

**Brand Choice:** In regard to brand choice; review or the past literature shows that the brands are choice from the evoked set. The brands in the evoked set (a set of response) are evaluated on the basis of the products attributes. To facilitate the brand choice, a number of models have been devised but all these models consider only the specific attribute of each alternative brand and recommend for the choice. None of

these models consider the general criteria that affect the choice of brands, the large number of general criteria other than specific product attributes play an equally important and decisive role in the choice of a particular brand. Since this study considers all these aspects there is no doubt to say that it is distinct in nature than other past studies.

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

**Buying Pattern of Consumer When Sale is Offered:** No literatures have been found towards buying pattern of consumer when sale is offered. It is the first study in Nepal. It is therefore concluded that this study deserves distinctiveness in this respect.

## **1.8 Organization of the Study**

This study has to be organized into five chapters. Chapter first contains background of the study, statement of problem, objective of the study, significance of the study, limitations of the study and nature of the study.

The second chapter includes the review of literature, specially the models of consumer behaviour and other relevant past studies.

The third chapter describes the methodology aspect of the study and it contains research design, sample plan, nature and sources of data, data collection procedures and method of analysis.

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

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

## CHAPTER - II

### REVIEW OF LITERATURE

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

#### 2.1 Consumer Behaviour

**Consumer behaviour** is the study of when, why, how, and where people do or do not buy a product. It refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. It blends elements from psychology, sociology, social anthropology and economics. The study of consumer behavior is the study of how individuals make decision to spend their available resources, namely; time, money & effort on consumption related items.

It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. **(Sandhusen, Richard L.: Marketing 2000:218)**

Consumer behavior is a cognitive aspect of an individual and it results from the interaction with things, substance, environments, persons and so one. This behavior makes a high effect on purchasing decisions. In course of analyzing consumer behavior for developing different marketing plans and doing marketing planning, the analysis needs to examine consumer behavior incorporating their tastes and preference, liking or disliking attitudes, buying pattern, buying frequency, buying decision etc. these are influenced by social, cultural, religious and psychological and other various individual factors.

Attitude in the buying process plays the major role because consumers evaluate alternative brands being emotional towards specific object or ideas (**Kotler, 2000:207**).

Consumer perception of various products and their performance for brands within a product category would also intuitively seem to be related to consumer behavior. Since perception and preference are likely to be rather complex, presenting them in various dimensions should improve understanding of their relationship to consumer behavior. Although the analytical procedures involved here are quite complex, managerial interpretation of the results often proves useful (**Murphy, 1987:207**).

Hence, marketers need for finding out favorable or unfavorable attitudes of customers about their product or services and try to change the attitude to be compatible with product and determine what the consumer's attitudes are to change the products (**Stanton, 1994:302**).

Attribute bundles that the consumers perceives to involve somewhat higher level of risk, but for which he or she expect to exert only limited time or monetary efforts are called preference products. The difference, then between, convenience products and preference products is largely one of the risk not of effort. The point about preference products is that the expected product satisfaction from alternative choice is relatively. Similarly, but the possibility of social disapproval resulting from a specific choice is sometimes high. Thus, the marketer can develop a preference for and perhaps loyalty to, this type of product usually through advertising. Toothpaste marketers, soft drink marketers, and airlines build customer preference for a known and trusted brand (**Murphy, 1987:232**).

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-

to-one marketing. Social functions can be categorized into social choice and welfare functions.

A consumer is the ultimate user of a product or service. The overall consumer market consists of all buyers of goods and services for personal, family and institutional use. Consumer behavior essentially refers to how and why people make the purchase decisions they do. Marketers strive to understand this behavior so they can better formulate appropriate marketing stimuli that will result in increased sales and brand loyalty. There are a vast number of goods available for purchase, but consumers tend to attribute this volume to the industrial world's massive production capacity. Rather, the giant known as the marketing profession is responsible for the variety of goods on the market. The science of evaluating and influencing consumer behavior is foremost in determining which marketing efforts will be used and when.

To understand consumer behavior, experts examine purchase decision processes, especially any particular triggers that compel consumers to buy a certain product. For example, one study in the United States revealed that the average shopper took less than 21 minutes to purchase groceries and covered only 23 percent of the store, giving marketers a very limited amount of time to influence consumers. And 59 percent of all supermarket purchases were unplanned. Marketers spend a great deal of time and money discovering what compels consumers to make such on-the-spot purchases. Market researchers obtain some of the best information through in-store research, and will often launch new products only in select small venues where they expect a reasonable test of the product's success can be executed. In this manner, they can determine whether a product's success is likely before investing excessive company resources to introduce that product nationally or even internationally.

### **2.1.1 Consumer Needs**

Consumers adjust purchasing behavior based on their individual needs and interpersonal factors. In order to understand these influences, researchers try to ascertain what happens inside consumers' minds and to identify physical and social exterior influences on purchase decisions.

On some levels, consumer choice can appear to be quite random. However, each decision that is made has some meaning behind it, even if that choice does not always appear to be rational. Purchase decisions depend on personal emotions, social situations, goals, and values.

People buy to satisfy all types of needs, not just for utilitarian purposes. These needs, as identified by Abraham Maslow in the early 1940s, may be physical or biological, for safety and security, for love and affiliation, to obtain prestige and esteem, or for self-fulfillment. Prestige is another intangible need, and those concerned with status will pay for it. However, goods appealing to this type of need must be viewed as high-profile products that others will see in use. One benefit of targeting this type of market is that the demand curve for luxury products is typically the reverse of the standard; high-status products sell better with higher prices.

Some equate the type of need to be met with certain classes of goods. For instance, a need for achievement might drive people to perform difficult tasks, to exercise skills and talents, and to invest in products such as tools, do-it-yourself materials, and self-improvement programs, among others. The need to nurture or for nurturing leads consumers to buy products associated with things such as parenthood, cooking, pets, houseplants, and charitable service appeals.

Personality traits and characteristics are also important to establish how consumers meet their needs. Pragmatists will buy what is practical or useful, and they make purchases based more on quality and durability than on physical beauty. The aesthetically inclined consumer, on the other hand, is drawn to objects that project symmetry, harmony, and beauty. Intellectuals are more interested in obtaining knowledge and truth and tend to be more critical. They also like to compare and contrast similar products before making the decision to buy. Politically motivated people seek out products and services that will give them an "edge," enhancing power and social position. And people who are more social can best be motivated by appealing to their fondness for humanity with advertising that suggests empathy, kindness, and nurturing behavior. One successful way an insurance company targeted this market was through its "You're in good hands with Allstate" campaign.

Consumers also vary in how they determine whose needs they want to satisfy when purchasing products and services. Are they more concerned with meeting their own needs and buying what they want to, for their own happiness? Or do they rely on the opinions of others to determine what products and services they should be using? This determines, for example, whether or not they will make a purchase just because it's the newest, most popular item available or because it is truly what they need and/or want.

This also influences the way marketers will advertise products. For example, a wine distributor trying to appeal to people looking to satisfy their personal taste will emphasize its superior vintage and fine bouquet; that same distributor, marketing to those who want to please others, will emphasize how sharing the wine can improve gatherings with friends and family.

Cultural and social values also play large roles in determining what products will be successful in a given market. If great value is placed on characteristics such as activity, hard work, and materialism, then companies who suggest their products represent those values are more likely to be successful. Social values are equally important. If a manufacturer suggests their product will make the consumer appear more romantic or competitive in a place where those values are highly regarded, it is more likely consumers will respond.

### **2.1.2 Purchase Patterns**

While all of this information might be helpful to marketers, it is equally important to understand what compels the consumer to actually make a purchase, as opposed to just generating interest. For example, some consumers respond based on how they are feeling, or more emotionally, while some are focused on making the wisest economic decision. Knowing the different elements that stimulate consumer purchase activity can help marketers design appropriate sales techniques and responses.

A study conducted by **Susan Powell Mantel** focused on analyzing the roles of "attribute-based processing" and "attitude-based processing" when analyzing consumer preference. According to the study, product attributes (qualities such as price, size, nutritional value, durability, etc.) are often compared disproportionately,

i.e., one is the more focal subject of comparison, thus eliciting more consideration when the consumer decides which brand is the "best." The order of brand presentation in these cases is particularly important.

Adding to the complexity of the issue is the fact that purchase decisions are not always made on the basis of an "attribute-by-attribute" comparison (attribute-based processing). Consumers also make decisions based on an overall evaluation of their impressions, intuition, and knowledge based on past experience, or attitude-based processing. Learned attitudes also influence these decisions. For example, parents who drank Kool-Aid as children often buy it for their kids, either because they associate it with fond memories or just because of brand familiarity or loyalty.

There is time and effort associated with each of these strategies, though attribute-based processing requires significantly more effort on the consumer's part. To dedicate the time required for an attribute-by-attribute comparison, consumers need the combination of motivation and the time or opportunity to use such a strategy.

Other contributing factors were discussed in Mantel's study, such as personality differences and each individual's "need for cognition." Need for cognition reflects to what extent individuals "engage in and enjoy thinking." People with a high need for cognition tend to evaluate more and make more optimal in-store purchase decisions. This is in part because they do not react to displays and in-store promotions unless significant price reductions are offered. Low-need cognition people react easily when a product is put on promotion regardless of the discount offered.

Consumers are also affected by their perceived roles, which are acquired through social processes. These roles create individuals' needs for things that will enable them to perform those roles, improve their performance in those roles, facilitate reaching their goals, or symbolize a role/relationship, much in the way a woman's engagement ring symbolizes her taking on the role of a wife.

Other factors that influence purchase decisions include the importance attributed to the decision. People are not likely to take as much time doing brand comparisons of mouthwash as they are a new car. The importance of the purchase, as well as the risk involved, adds to how much time and effort will be spent evaluating the merits of

each product or service under consideration. In cases of importance such as the purchase of a car or home appliance, consumers are more likely to use rational, attribute-based comparisons, in order to make the most informed decision possible.

In some cases, consumers make very little effort to evaluate product choices. "Habitual evaluation" refers to a state in which the consumer disregards marketing materials placed in a store, whether because of brand loyalty, lack of time, or some other reason. Indeed, evaluating all relevant marketing information can become time consuming if it is done every time a person shops.

On the opposite side of the coin, "extensive evaluation" is the state in which consumers consider the prices and promotions of all brands before making a choice. There are also in-between states of evaluation, depending again on the importance of the purchase and the time available to make a decision (some consumers, usually those who earn higher incomes, value their time more than the cost savings they would incur). Decisions on whether to compare various products at any given time may be a factor of the anticipated economic returns, search costs or time constraints, and individual household purchasing patterns.

When it comes time to actually make purchases, however, one person in the family often acts as an "information filter" for the family, depending on what type of purchase is being made and that person's expertise and interest. The information filter passes along information he or she considers most relevant when making a purchase decision, filtering out what is considered unimportant and regulating the flow of information. For example, men are more often the family members who evaluate which tools to purchase, while children pass along what they consider to be seminal information about toys. At times, family members may take on additional roles such as an "influencer," contributing to the overall evaluation of goods being considered for purchase. Or one person may act as the "decider," or the final decision-maker. Ultimately, purchase decisions are not made until consumers feel they know enough about the product, they feel good about what they're buying, and they want it enough to act on the decision.

### **2.1.3 Interpreting Consumer Behavior**

When market researchers begin evaluating the behavior of consumers, it is a mistake to rely on conventional wisdom, especially when it is possible to study the actual activity in which consumers are engaged when using a product or service. Where are they when they buy certain items? When do they use it? Who is with them when they make the purchase? Why do they buy under certain circumstances and not others? Researchers need to determine the major needs being satisfied by that good or service in order to effectively sell it.

There are two principal ways to evaluate the motivation behind consumer purchases. These are by direction (what they want) and intensity (how much they want it). Direction refers to what the customer wants from a product. For example, if a customer is selecting pain reliever, they may like the idea is one pain reliever is cheaper than another, but what they really want is fast pain relief, and will probably pay more if they think the more expensive brand can do that more effectively. Marketers need to understand the principal motivation behind each type of product to correctly target potential customers.

The other way to evaluate consumer behavior, intensity, refers to whether a customer's interest in a product is compelling enough that they will go out and make the purchase. Good marketing can create that kind of intensity. A successful example of such a campaign was Burger King's "Aren't You Hungry?" campaign, which aired on late-night television and was compelling enough for people to leave their homes late at night to go out and buy hamburgers. Understanding consumer motivation is the best way to learn how to increase buyer incentive, as well as a better alternative to the easy incentive-decreasing the price.

While it is easy to speculate on all these elements of consumer motivation, it is much harder to actively research motivating factors for any given product. It is rare that a consumer's reasons for buying a product or service can be accurately determined through direct questioning. Researchers have had to develop other ways to get real responses. These include asking consumers "How do you think a friend of yours would react to this marketing material?" While consumers do not like to admit that marketing affects them at all, they are often willing to speculate on how it would

affect someone else. And most often they answer with what would be their own responses.

Another tactic that has proven successful is to ask consumers "What kind of person would use this type of product?" By asking this question, market researchers can determine what the consumer believes buying the product would say about them, as well as whether or not they would want to be seen as that type of person.

#### **2.1.4 Influencing Consumer Behavior**

One of the best ways to influence consumer behavior is to give buyers an acceptable motive. This is somewhat related to the idea of asking what type of person would buy a certain product in evaluating consumer behavior. Consumers want to feel they're doing something good, being a good person, eating healthy, making contacts, keeping up appearances, or that they just deserve to be spoiled a little bit. If marketers can convince consumers that they need a product or service for some "legitimate" reason, customers will be more likely to make a purchase.

In addition, sensory stimuli are important to marketing. When food packages are appealing or associated with other positive qualities, people often find that they "taste" better. For example, people often "taste" with their eyes, discerning differences in products where they do not see any difference during a blind taste test. One of the best examples of this was a test of loyal Coca-Cola customers who were totally unwilling to concede that any other soda was its equal. While able to see what they were drinking, they maintained this position. But during blind testing, some were unable to tell the difference between Coke and root beer.

Finally, another alternative for influencing customer behavior is by offering specialized goods. While commonality was once popular, more and more people are seeking diversity in taste, personal preferences, and lifestyle. Some successful campaigns touting the way their products stand out from the crowd include Dodge's "The Rules Have Changed" and Arby's "This is different. Different is good."

In fact, marketers are quite successful at targeting "rebels" and the "counterculture," as it is referred to in *Commodify Your Dissent*. As Thomas Frank writes,

"Consumerism is no longer about 'conformity' but about difference. It counsels not rigid adherence to the taste of the herd but vigilant and constantly updated individualism. We consume not to fit in, but to prove, on the surface at least, that we are rock 'n' roll rebels, each one of use as rule-breaking and hierarchy-defying as our heroes of the 60s, who now pitch cars, shoes, and beer. This imperative of endless difference is today the genius at the heart of American capitalism, an eternal fleeing from 'sameness' that satiates our thirst for the New with such achievements of civilization as the infinite brands of identical cola, the myriad colors and irrepressible variety of the cigarette rack at 7-Eleven."

## **2.2 Consumer Behaviour Models**

Consumer behaviour models describe the decision-making or choice process of consumer behaviour; there are six comprehensive models of consumer behaviour namely Nicosia model, the Howard-Seth model, the Engel-Kollat-Blackwell model, the Seth family decision-making model, the Bettman's information-processing model, and the Seth-Newman Gross model. **(Schiffman and Kanuk, 1995:576-588)**

### **2.2.1 Nicosia Model**

This model was developed by Francesco M. Nicosia. The Nicosia model focuses on relationship between the firm and potential consumers. **(Nicosia, 1966:156-188)** It is interactive in design: the firm tries to influence consumers and the consumers by their actions (or inactions) influence the firm. **(Arham and Dianich, 1988:299-310)**

The Nicosia model is divided in four major fields. **(Schiffman and Kanuk, 1993:576-588)**

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

Field 2: Search and evaluation

Field 3: The act of purchase

Field 4: Feedback

### 2.2.2 Howard Seth Model

This model of buying behaviour was propounded by John A. Howard and Jagdish N. Seth in 1969. It is a major revision of an earlier systemic effort to develop a comprehensive theory of consumer decision making. **(Howard and Seth, 1969:24-49)**. The model distinguishes three stages of decision making. (Op. cit p. 578.)

- a. Extensive problem solving.
- b. Limited problem solving.
- c. Routinised response behaviour.

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

I. Input variables:

- a. Physical brand characteristics (significant stimuli).
- b. Verbal or visual product characteristics (symbolic stimuli).
- c. Consumer's social environment (family, reference groups, social class).

II. Perceptual and learning constructs.

III. Outputs, either maybe purchase behaviour or anything like attention, intention, attitude, brand comprehension.

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

### 2.2.3 Engel-Kollat-Blackwell Model

It is also known as the Engel-Blackwell-Miniard model of consumer behaviour. This model was originally designed to serve as a framework for organizing the fast growing body of knowledge concerning consumer behaviour. **(Engel, Blackwell & Miniard, 1990: 40-41)** Like the Howard-Seth model, it has gone through number of revisions and its latest version consists of four sections. (Ibid, p. 43.)

- a. Decision process stages-problem recognition, search, alternative evaluation, purchase and outcomes.
- b. Information inputs.
- c. Information processing; and
- d. Variables influencing the decision process.

#### **2.2.4 Seth-family Decision Model**

The Seth family decision making model considered the family as the appropriate consumer decision making unit and it suggest that joint decision making tends to prevail in families that are middle class, newly married and close-knit, with few prescribed family roles. In terms of product specific factors, it suggests that joint decision is considered to be situation of high-perceived risk or uncertainty, when the purchase decision is considered to be important, and when there is ample time to make decision. **(Schiffman and Kanuk, 1993: 571-583)**

#### **2.2.5 Bettman's Information-Processing Model of Consumer Choice**

Bettman's model of consumer choice portrays the consumer as possessing limited capacity information. **(Bettman, 1979:583)**

According to this model of consumer rarely (if ever) undertakes very complex analysis of available alternatives, and employs simple decision strategies, when faced with a choice.

Bettman's information processing model has seven basic components: (Ibid: 583-585)

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

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

#### **2.2.6 Seth-Newman-Gross Model**

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

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

The Seth-Newman-Gross model is rooted in three central propositions. (Ibid pp. 583-585)

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

This model of consumer choice behaviour identifies the five consumption values, namely. (Ibid: 586-587)

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

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

## **2.3 Related Past Studies on Product Choice, Brand Choice, Store Choice, Store Choice and Attitude toward Bargaining**

### **2.3.1 Product Choice**

Recent research in the consumer buying behaviour supports the hypothesis that consumer choice may be predicted from knowledge of the position occupied by the various offering in relation to some set of relevant product attributes after the attributes have been weighted by the consumer according to relative importance. **(Feishbein, 1967:36)** Whether the set of product attributes is derived or pro-specified, the process has generated successful prediction of consumer purchase. **(Green and Carmone, Journal of Marketing Research, Vol. 9)**

Consumers generally purchase products with incomplete information about the alternatives. Information may be imperfect because of the proliferation of competing brands, the difficulties of exhaustive search or sampling, biases in product evaluation, constant product innovation or consumer mobility **(Newman, Thorelli & Thorelli 1977: 61)**. Though price and quality are the most general attributes on which products are chosen, information about quality is more difficult to access before and even after purchase. **(Tellis & Gaeth, 1990: 4)**

In the buying decision process, many product attributes are weighted and evaluated in a complex manner. Thus evaluative criteria are expressed in terms of desired product attribute. Evaluative criteria find their specific representation in the form of those physical products attributes as well as strictly subjective factors the consumer considers to be important in the purchase decision. **(Engel & Blackwell, 1982: 416)**

The two most important characteristics of evaluative criteria include the numbers used in searching a decision and the relative importance (saliency) of each. (Ibid: 417)

Most studies show that six or fewer criteria generally are used by most consumers, although Feishbein suggests that the number may go as high as nine. (Ibid: 418) The extent of involvement present is a determining consideration. Present evidence indicates the relationship: the higher the involvement, the greater the number of

evaluative criteria, which enters into the decision. **(Rothschild and Huston, 1979: 418)**

### **Reputation of Brand**

Brand reputation frequently emerges as determinant criterion as it did in a study of purchase of dress, shirts and suits. **(Gardner, 1971: 35)** The brand name appears to serve as a surrogate indicator of product quality and its importance as a criterion seems to vary with the ease by which quality can be judged objectively. If ease of evaluation is low, the consumer sometimes will perceive a high level of risk in the purchase. **(Bauer, 1960: 420)** Reliance on a well-known brand name with a reputation of long standing quality thus can be effective way to reduce risk.

### **Price**

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

- a. When the consumer has confidence in price as a predictor of quality. **(Lambert, 1970: 43)**
- b. When there are real and perceived quality variations between brands. (Ibid: 44)
- c. When quality is difficult to judge in other ways, especially when there are no qualities connecting criteria such as brand name or store location. **(Monroe, 1973: 55)**

Apart from price-quality question, the use of price as an evaluative criterion varies from product to product. (Garber and Granger, 1982: 420) One study found that concern with price was high for detergents but low for cereals. (Wells and Lozeinto, 1966: 421) In some cases, price is of greater significance when the product is felt to be socially visible. (Lambert,) Consumers are not always looking for the lowest possible price even the best quality ratio; other factors often assume greater

importance. (Monroe, 1974: 47) The greater the number of available options, the less importance price trends to become. (**Anderson, Taylor and Holloway, 1966: 26**)

### **Other Criteria**

The literature on other criteria used is quite meager, with the exception of isolated studies documenting the influence in a specific decision. For example it was found that the selection of a bank is based primarily on five criteria: (i) friend's recommendation (ii) reputation (iii) availability of credit (iv) friendliness and (v) service charge on checking accounts. (Anderson, Cox III and Fulchur, 1976: 40-45) Obviously, there is substantial variation between products and between consumers. It is worth emphasizing once again that consumers do not always use physical or objective criteria alternatives; indeed subjective factors easily can be the dominant consideration. (**White, 1960: 421**)

### **2.3.2 Brand Choice**

In the consumer goods market there are many product categories that are represented by numerous brands. To cope with this multiplicity of relatively similar brands, consumers do attempt to simplify their decision making by categorizing the available brands in evoked set, inert set and inept set. Evoked set is defined as the set of brands of a product, which the buyer actually considers when making a specific brand choice. All the brands in evoked set are evaluated positively and the consumer makes a purchase choice from his/her evoked set. (**Chem & Markin, 1975: 7-15**)

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

#### **a. Consumer Decision Rules or Heuristics**

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

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

### **i. Compensatory Decision Rule**

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

A unique feature of a compensatory decision rule is that it allows a positive evaluation of a brand one attribute to balance out a negative evaluation on some other attributes. Here are the approaches that been discussed most in the literature. **(Bettman, 1976: 132-137)**

#### **The Expectancy Value Model**

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

#### **The Attribute Adequacy Model**

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

## **ii. Non-Compensatory Decision Model**

In following non-compensatory decision rules consumers are not allowed to balance positive evaluation of a brand on one attribute against a negative evaluation on some other attribute. The non-compensatory model has received less attention in the literature, but four variations have been isolated. **(Engel & Blackwell, 1982: 422)**

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

### **The Conjunctive Model**

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

### **The Dis-conjunctive Model**

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

### **The Lexicographic Model**

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

### **Sequential Elimination**

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

## **2.4 Store Choice**

In general, the determinants of store choice are location, depth and breadth of assortments, price, advertising and word-of-mouth communications, sales promotion, store personnel services, physical attributes and store clientele. (**Engel and Blackwell, 1982: 536**)

Don L. James. Richard M. Darand and Rober A. Dreves's researched on men's clothing store in a college town showed six attributes perceived as having the most salience were assortment, personnel, atmosphere, service, quality and price (James, Durand and Dreves, 1976). The determinants of this store choice decision obviously vary by product class. The criteria used for store choice varies with types of store.

### **Department Store**

The choice of department store seems to be influenced by quality of merchandise and ease of the shopping process, post sales service (Hauson and Deutsher) and store location (Leon G. Schiffman, Dash and Dillon ).

### **Super Market**

The choice of super market is based on the attribute: (Hanson and Dentscher). (i) Cleanliness (ii) Low prices (iii) All price clearly labeled (iv) Good produce department (v) Accurate and pleasant checkout clerks and well stocked shelves.

### **Discount Store**

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

## **2.5 Literature Review on Consumer Decision Process**

Although the number and complexity of operation carried out by a consumer varies with the type of purchase involved, the consumer buying in general has been regarded as a problem solving activity i.e. extensive problem solving, limited problem solving and routinised response behaviour. Despite the discernible difference in intensity of problem solving and reutilized response behaviour, the consumer decision process

involves myriad (numerous) of decision made with respect to the choice of product brand, vendor buying quality, delivery time model of payment etc... (**Kotler, 1974**)

A normative consumer decision process model as postulate by Howard and Seth (1969), Nicosia (1966), Engel, Kollat and Blackwell (1968), Andreasen (1966) involves five steps of problem recognition information search, alternative evaluation, choice and outcomes. As argued by Bettmen (1978), these steps however need to be sequential. According to him, it is too simplistic a view to say that decision is made after all necessary information regarded has been gathered because choice and information acquisition occur simultaneously. Moreover, the stages of decision process are also affected by decision inputs (Marketing mix offered by the firms) and socio-culture background of the decision maker (Schiffman and Kanuk 1990). The main assumption of such flow chart model of consumer decision-making is that alternatives exists for a buyer and he/she is rational enough to judge the consequences of each action on him/her by evaluating them on the basis of information available either in their memory or from external sources of information. A brief description of different components of consumer decision process follows which might be able provide an understanding of entire complete scale o consumer decision and the specific aspects there of review in this chapter.

### **Problem Recognition**

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

### **Information Search**

Unlike in reutilized response behaviour in which problem recognition automatically leads to choice behaviour due to previous learning in the purchase of low involvement items like groceries in a unique purchase situation devoid of pervious learning and experience problem recognition leads to search for information either internal sources

(memory) or from external sources such as friends, relatives, colleagues, reference groups, advertisement, dealers, product testing organization etc...

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

### **Evaluation of Alternative**

Having come up with a set of buying alternatives, consumers tend to evaluate each of them on their attributes and their relative worth to them to arrive at the final choice. Consumers may use various compensatory and non-compensatory models while evaluating alternatives on different dimensions. No matter how they are evaluated consumers at this stage are able to come up with the decision as to the brand they would buy.

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

### **Purchase Decision and Outcomes**

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

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

To the best of our knowledge, no attempt has been made so far to empirically test the validity of flow chart process of consumer decision making as theorize by Howard Seth and others. Some of its components have been empirically examined. In

particular, search and choice behaviour are the aspects that have revived research attention.

## **2.5 Research on Consumer Behaviour in Nepal**

Only few researches have been conducted on consumer behaviour in Nepal. The resources have tried to highlight a single aspect consumer behaviour only.

**Dev Raj Mishra** on topic “An Examination of the Role of Purchase Pals in Consumer Buying Decisions for Saree and Suite” (Mishra, 1992:25) in 1992 with the basic objective 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 structured questionnaire. Besides, 6 saree and suit shop were also observed for study. From analysis and interpretation of data, he concluded that 83.33% of buyers used purchase pals, and the role of purchase pals is quite important in the choice of store, bargaining, purchase talk, final choice and reduction of post purchase dissonance as to price. Their role in choice of style and colour is found comparatively less important.

**Yogesh Pant** had carried out a research entitled “A Study on Brand Loyalty” (Pant, 1992: 86) in 1992 with the major objective of study to examine brand awareness of the Nepalese consumer and to identify the correlates of brand loyalty especially on low-involvement product. For this purpose, primary data were collected from 100 consumers with the help of well-structured questionnaire. The major findings were:

- a. Most of the Nepalese consumers are brand loyal. However, the percent of the consumers showing strong or entrenched loyalty is very low.
- b. Brand loyalty varies across consumers as well as products. Brand loyalty is relatively higher in the products that are frequently needed than those, which are needed or use less frequently.
- c. The consumers belonging to 26 to 40 years of age are more brands loyal than those belonging to any other age group.
- d. The consumers belonging to the nuclear family system are comparatively more brands loyal than those belonging to the joint family.

- e. Brand loyalty is strongly associated with consumer's income and not store loyalty.
- f. Brand loyal consumers are least influenced by special deals like samples, discount, coupons etc and price activity and advertisement.

**Mr. Lal Bdr Baniya** had carried out research entitled "A Study on Buyers' Behaviour in Pokhara" (Baniya, 1994: 77) in 1994 with the major objective to reveal the buying pattern and purchase frequency of clothing and grocery, purchase location types of store used by buyers and to determine the criteria used by the buyers to choose particular product, brand, store and find their attitude towards bargaining. To serve above objective 100 questionnaires were filled up by British-Gurkha and local people. The major finding was:

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

**Gopal Man Gurung** had carried out research in the topic "A Study on Buyer's Behaviour of Indian Gorkhas and Local People: With special reference to Besishahar, Lamjung" (Gurung, 2003: 23) in 2003. The major objective of the study were to reveal the brand pattern and purchase frequency of clothing apparel, purchase location and types of shop used by buyers, to examine the criteria used by the buyers to choose a

particular product, brand and shop and their preferences of importance and to find out their attitude towards bargaining and to compare the buying behaviour of Indian Gorkhas and local people. To serve these objective 170 questionnaires were collected from Indian Gorkhas and local people. The major finding was:

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

As none of the above studies were conducted on the topic " A Study On Consumption Pattern Of Winter Wears In Kathmandu Valley". So the present study would be fruitful for the researcher and planers.

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

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

#### **3.1 Research Design**

The present study is exploratory in nature. The main aim of this study is to reveal the buying behaviour of male to winter wears in Kathmandu Valley. Therefore a survey research design is applied for this study.

#### **3.2 Nature and Sources of Data**

The data used in this study are primary in nature. The only and ultimate source of the primary data is the respondent and the respondents for this study are the buyers or the product (jackets and sweaters) selected for the study. Thus, all the data required for the study are collected directly from the buyers of the products as well as the sales boy / owner of the ready-made garment shop.

#### **3.3 Sampling Plan**

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

##### **3.3.1 Target Population**

The target population of the study consists of consumers as well as the sales boy or owner of the store of different part of Kathmandu Valley. The consumers taken into consideration are from the Lalitpur-15 municipality and the seller from different shop present in Kathmandu Valley. The total population of Lalitpur ward 15 according to voting data is 4145. Out of total population male population is 2487.

##### **3.3.2 Sampling Unit**

The research is only done taking consideration of male consumers of Kathmandu Valley.

### 3.3.3 Sampling Size

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

	Respondent	% of Res
Male	1658	40
Female	2487	60
Total	4145	100

Out of which, 200 from consumers and 74 from the sales boy / owners of the shop are surveyed. The total population of voting data is 4145. Out of total population male population is 2487.

### 3.3.4 Sampling Method

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

### 3.3.5 Data Collection Procedure

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

### 3.3.6 Method of Analysis

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

## CHAPTER - IV

### DATA PRESENTATION AND ANALYSIS

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

#### 4.1 Respondent's Profile

The questionnaire was prepared to attain some demographic information relating to age. The responses of this questionnaire are presented in the following table.

##### 4.1.1 Age Group Profile

**Table 4.1: Age Group Profile**

Age Group	Consumer's	
	No	Percentage
20-25	69	34.5%
25-35	73	36.5%
35-45	28	14%
45+	30	15%
Total	200	100%

*Source: Field Survey, 2010*

The above table 4.1.1 depicts the age group of the respondent. As shown in the table, out of total 34.5% fall into the age group of 20-25, 36.5% in age group 25-35, 14% in 35-45, and 15% on 45+ age group.

##### 4.1.2 Table of Outlet Visited

Similarly, 74 shops of different parts of the Valley including Newroad, Durbarmargh, Kumaripati, Mangal Bazaar and Putali Sadak other shops of the Valley were visited and asked to give information to fill up the seller's questionnaire. Seventy-four responsible people from either sales person or owner from each shop were considered. Out of total outlets visited, 1.4% were wholesale only, 94.6% were retail only, and 4.1% were retail cum wholesale also.

**Table 4.2: Table by Nature of Outlet**

<b>Particular</b>	<b>Sales Type</b>	<b>Percentage</b>
Nature of Outlet	Wholesale only	1.4%
	Retail Only	94.6%
	Retail Cum Wholesale	4.1%
Total		100.0%

*Source: Field Survey, 2010*

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

### **Objective Wise Interpretation**

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

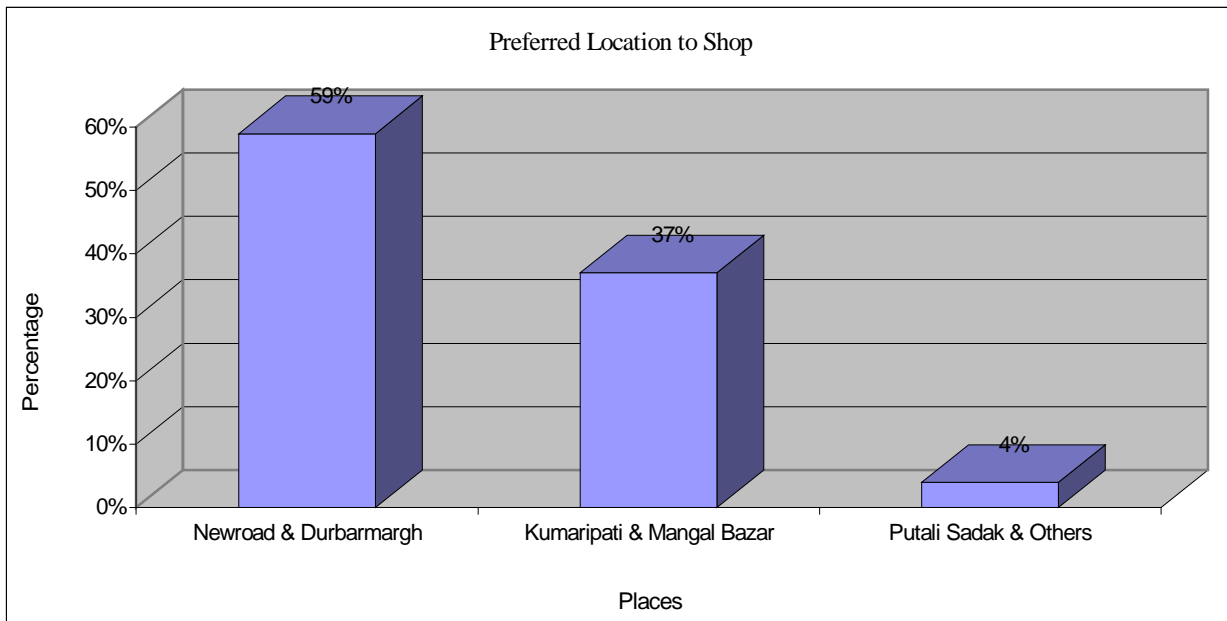
#### **Objective One**

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

### **4.2 Location of the Outlets**

The analysis of outlets where consumer generally prefers to shop for Sweaters and Jackets is depicted in the figure 4.1. Out of surveyed respondent, 118 consumers i.e. (59%) prefer to shop at New Road and Durbar Margh, followed by 74(37%) consumers preferring Kumaripati and Mangal Bazaar and finally 4% consumer preferring Putali Sadak and Other places.

**Figure 4.1: Preferred Location to Shop**

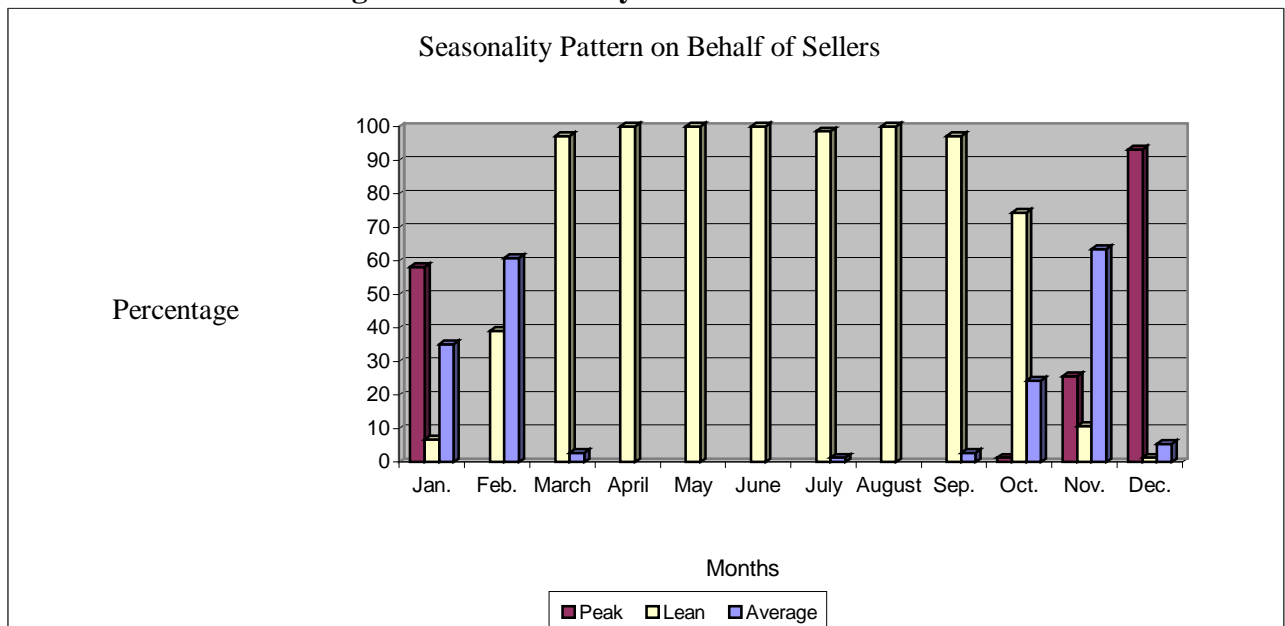


**4.2.1 Month wise Consumer Preference to Purchase i.e. Seasonality Pattern**

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

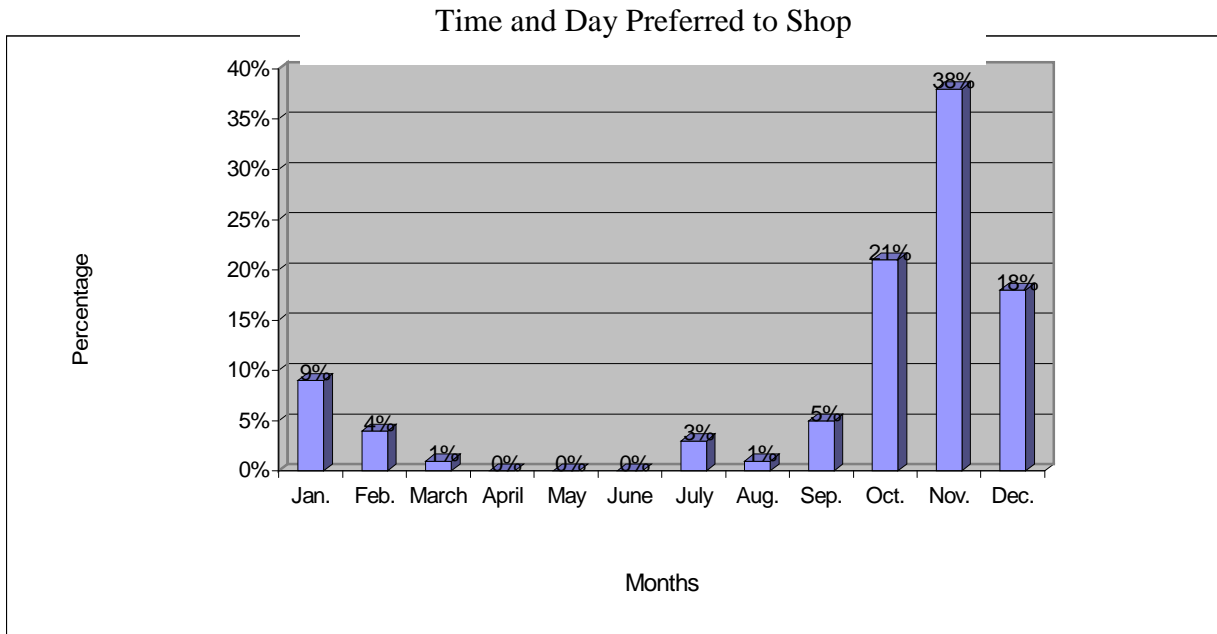
The following figure 4.1 shows the seasonality pattern of the consumers buying the sweaters and jackets in the view point of the sales person. From the analysis the Peak seasons are December (93.8%) and January (58.1%). Likewise the average seasons are November (63.5%) and February (60.8%).

**Figure 4.2: Seasonality Pattern on Behalf of Sellers**



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

**Figure 4.3: Time and Day Preferred to Shop**

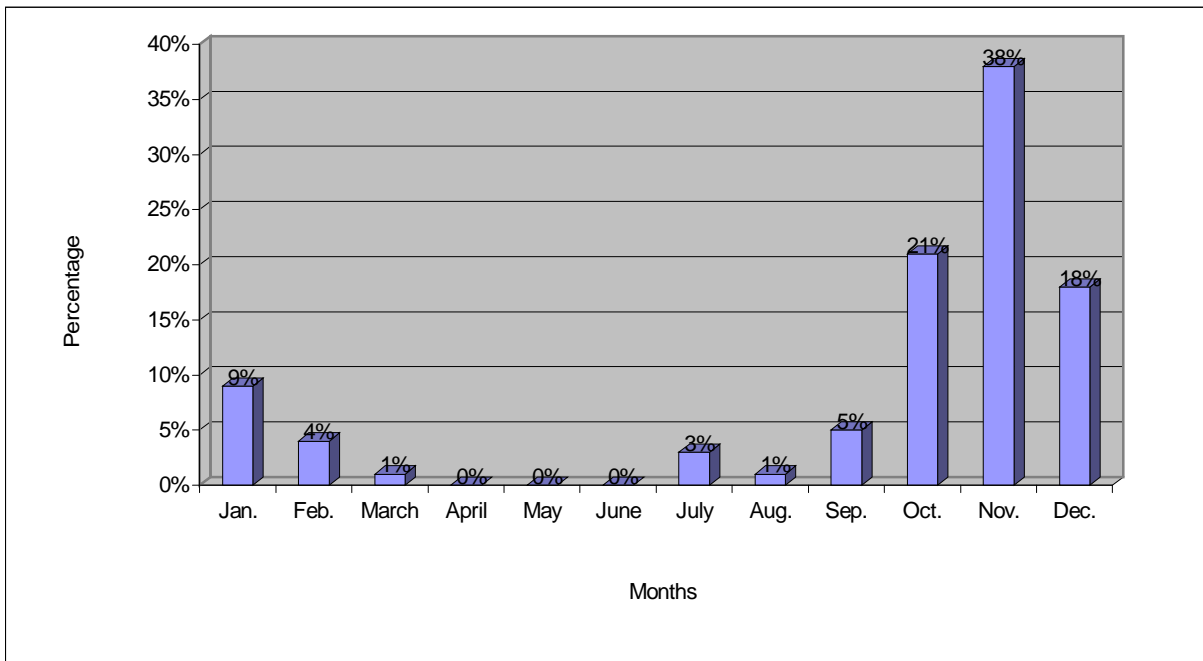


For analysis of time and day preferred to shop, questions were asked for sellers as well as with the consumers also. For the sellers we asked for peak sales day and time where as for consumers we asked preferred time and day for shopping. The following 4.4, 4.5, 4.6 and 4.7 figure explains the analysis.

#### **4.2.2 Preferred Day for Purchase**

The following figure 4.4 explains the peak sales day. According to sellers point the peak sales day is Friday (44.6%) followed by Saturday (16.2%). The figure 4.5 shows the analysis done for the preferred day for shopping form consumer prospective. From the analysis 43% of the consumer prefers to shop on Friday that followed by Saturday 24% and Thursday 18%.

**Figure 4.4: Peak Sales Day**



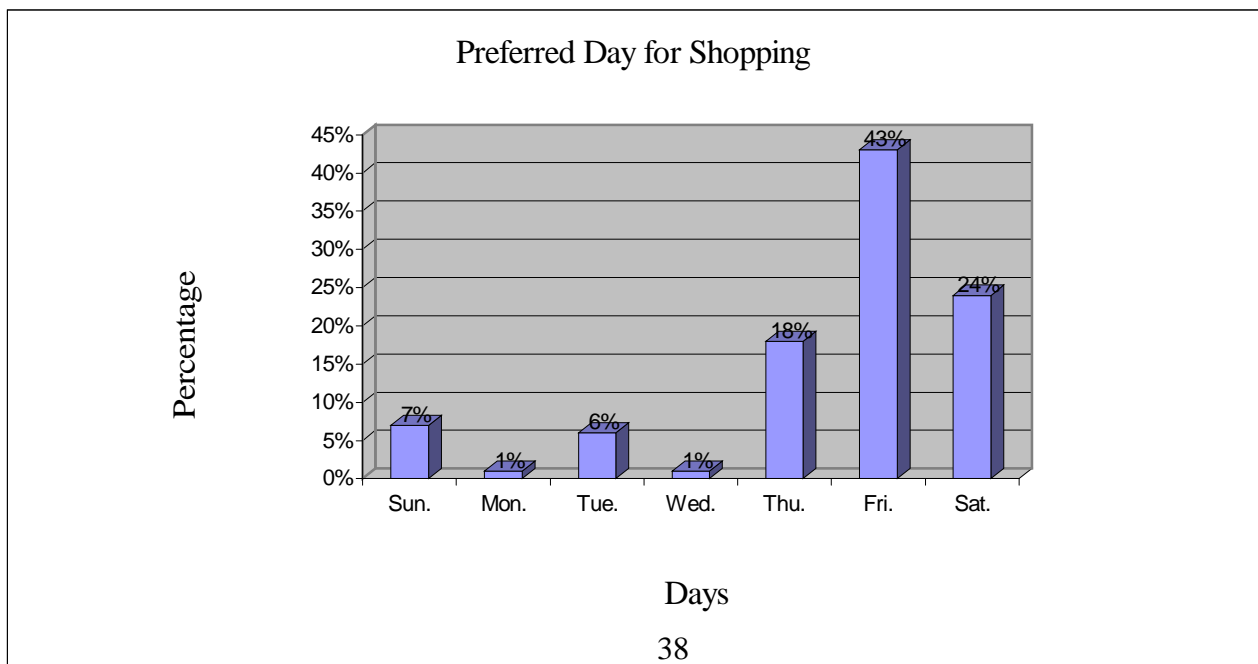
**Hypothesis No. 1**

H<sub>0</sub>: The peak sale day assumed by the buyer and seller is same.

H<sub>1</sub>: There is difference in peak sale day assumed by the buyer and seller.

The tabulated value of  $\chi^2$  at 5% level of significance for 2 d.f. is 5.99. Since the calculated value of  $\chi^2$  is (i.e. 0.0133918, see Appendix I) is less than the tabulated value (i.e. 5.99). H<sub>0</sub> is accepted i.e. the peak sale day assumed by the buyer and seller is same.

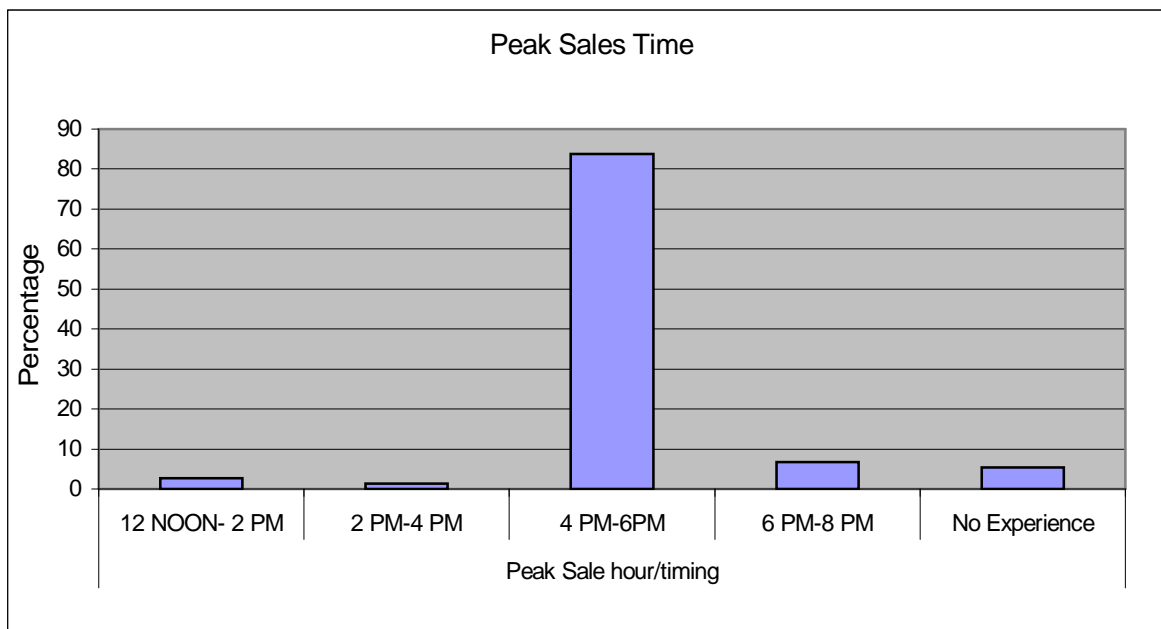
**Figure 4.5: Preferred Days for Shopping**



### 4.2.3 Preferred Time for Purchase

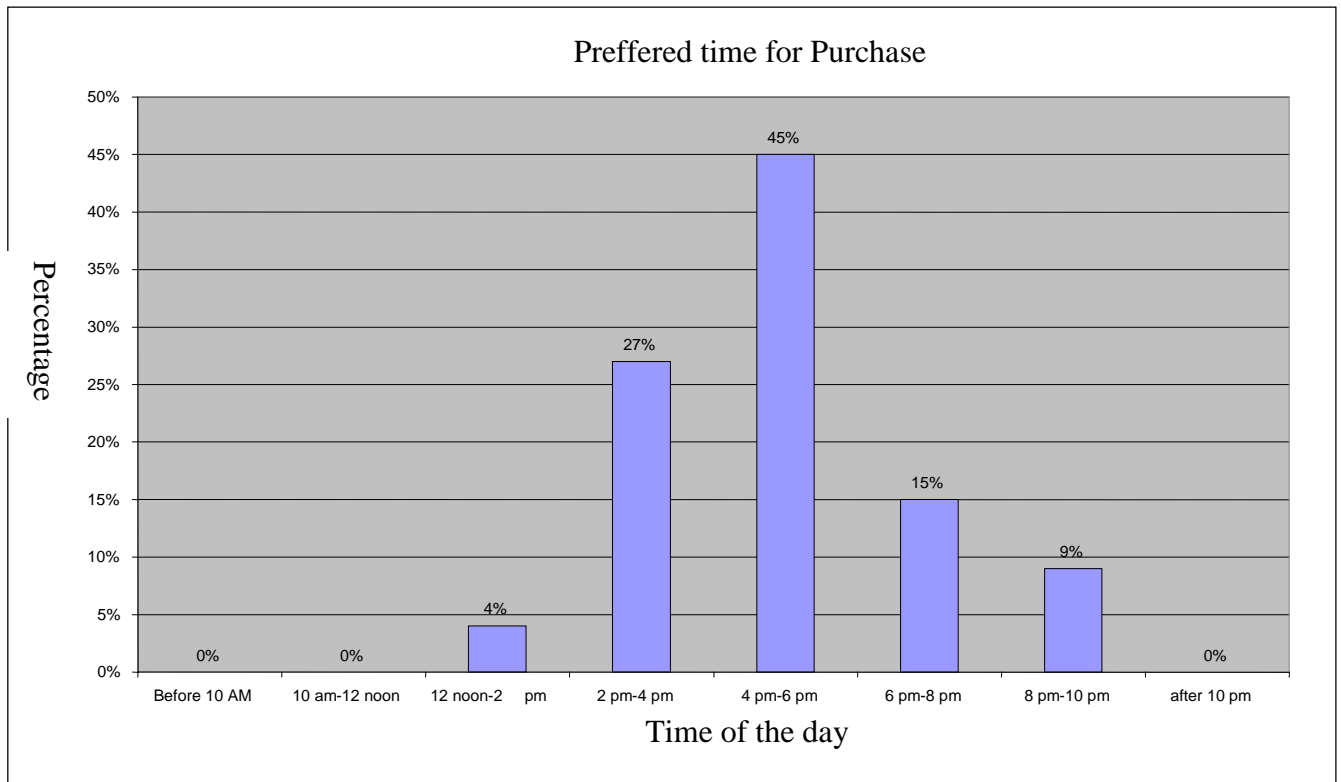
The following figure 4.6 and 4.7 shows the analysis done to find the preferred time for purchase. As to get the data for preferred time different sales boys were asked for the peak sales time of the day. The following figure 4.6 shows the analysis. The figure shows that the peak sales time is between 4PM-6PM. 83.8% of the sales occur at this period of time. It is followed by 6PM- 8PM, which contributes to 6.8% of total sales of the outlet. Thus, we can conclude that majority of the outlets are busy during the evening.

**Figure 4.6: Peak Sales Time**



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

**Figure 4.7: Preferred Time for Purchase**



### **Hypothesis No. 2**

H<sub>0</sub>: There is no significant difference in assumption of the preferred shopping time by the consumers and the sellers.

H<sub>1</sub>: There is significant difference in assumption of the preferred shopping time by the consumers' and sellers.

The tabulated value of  $\chi^2$  at 5% level of significance for 2 d.f. is 5.99

Since the calculated value of  $\chi^2$  (i.e 24.6797, see Appendix I) is greater than tabulated value i.e.  $24.6797 > 5.99$  H<sub>1</sub> is accepted. Therefore there is significant difference in assumption of the preferred shopping time by the consumers and sellers.

### **Objective Two**

The second objective of the study is to determine the frequency of order placement, delivery made to shop, to whom the order is placed and volume of order placement.

Different respondents from the shops were asked to attain the information about frequency of order placed by the shop, time taken from them to make delivery to the shop, to whom the order is placed and volume of order placement.

### a. Frequency of Order Placement

**Table 4.3: Frequency of Order Placement**

<b>Order Placing</b>	<b>Percentage</b>
More than Once Week	5.4
Weekly	13.5
Fortnightly	10.8
Monthly	41.9
Less Often	28.0
Total	100.0

*Source: Field Survey, 2010*

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

### b. Frequency of Order Delivery

The following table 4.4 explains the frequency of the order delivery. Seeing the trend of order delivery it's found that the orders are delivered within or less than four days (43%). Followed by the goods are delivered within a week comes to 20.3%.

Therefore it can be expected that distribution channel plays a major role in the branded apparel industry in Nepal.

**Table 4.4: Frequency of Order Delivery**

<b>Order Receiving</b>	<b>Percentage</b>
Less than 4 days	43.2
Within a week	20.3
Within 15 days	18.9
Within 1 month	8.1
More than 1 moths	9.5
Total	100

*Source: Field Survey,2010*

### c. To Whom the Order is placed

**Table 4.5: Whom the Order is placed**

<b>Whom to Place Order</b>	<b>Percentage</b>
Company	18.90
Distributor	14.90
Wholesale	66.20
Total	100.0

*Source: Field Survey, 2010*

The above table 4.5 illustrates to whom the order are placed. From the response of respondents, 66.20% respondents place the order with wholesaler that followed by 18.90% with company and 14.90% with distributor.

### d. Volume of Order Placement

**Table 4.6: Volume of Order Placement**

<b>How Order is Placed</b>	<b>Percentage</b>
Order/Buy in 2 months & replenish stock in weeks/15day	12.2
Order/Buy in 6 months & replenish stock in months/15day	20.3
Order/Buy in once a year & replenish stocks in month	10.8
Order/Buy equal quantity throughout each month	28.4
Order/Buy in 7/15 days equal quantity throughout	28.4
Total	100.0

*Source: Field Survey, 2010*

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

### Objective Three

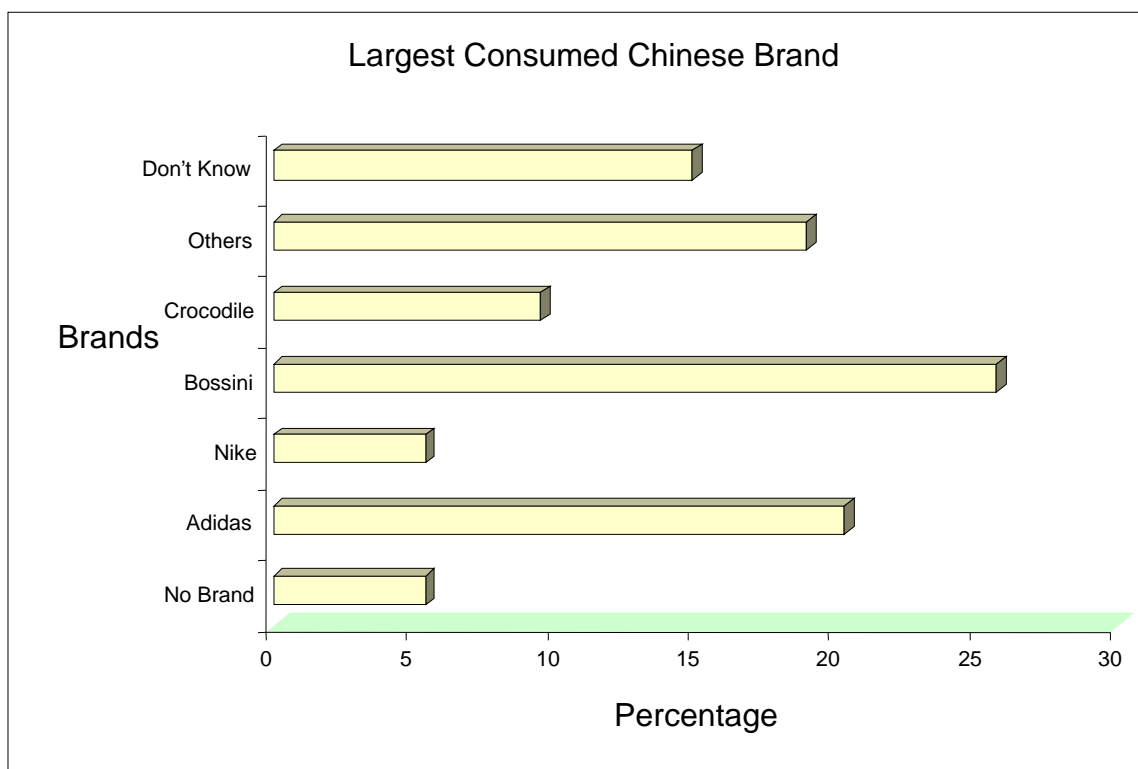
The third objective of this study is to find out the most preferred brand, size, style of sweaters and jackets in the market and their market share. Respondents from sellers are asked about the different brands, available in the market, size, colour, style that different consumers prefers to purchase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

#### 4.2.4 Largest Preferred Brand, Colour, and Size of Chinese Sweaters.

##### 4.2.4.1 Largest Consumed Chinese Brand

The largest selling Chinese brand as per market share is explained through the help of following figure. Among the Chinese brand Bossini holds most consumed brand by the consumer which holds 25.7% of market share which is followed by Adidas 20.3% and others 18.9%

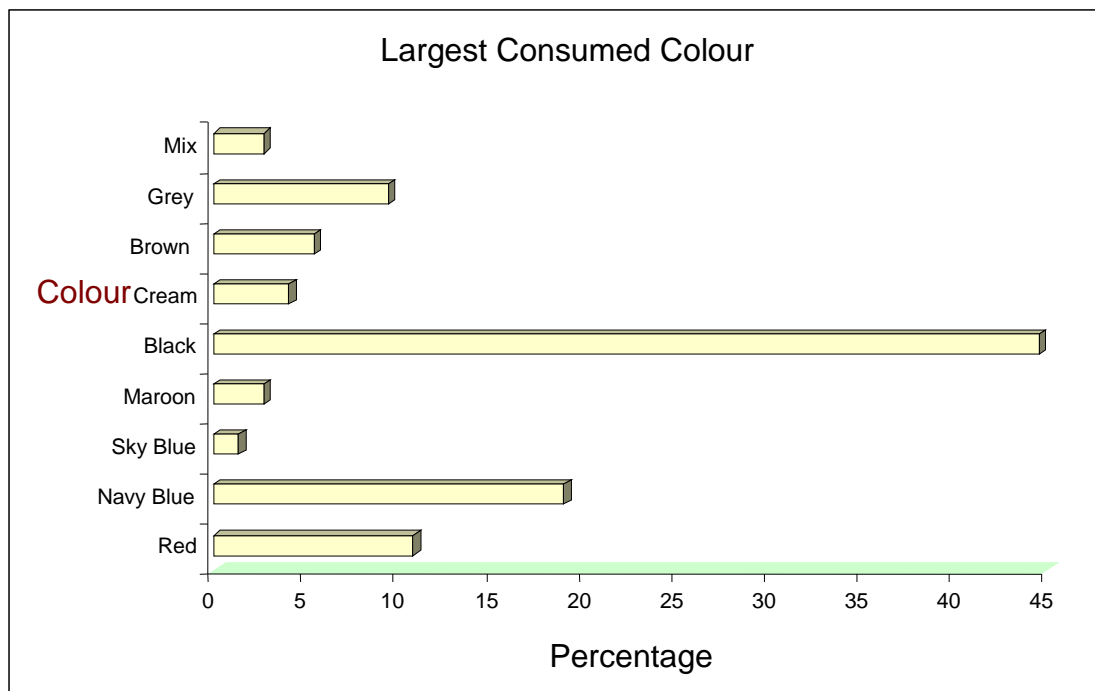
**Figure 4.8: Largest Consumed Chinese Brand**



#### 4.2.4.2 Largest Consumed Colours

The largest selling colour is explained by the following figure. The largest selling colour of sweater is black holding 44.6% followed by Navy Blue 18.9%, Red 10.8% and Grey 10.7%.

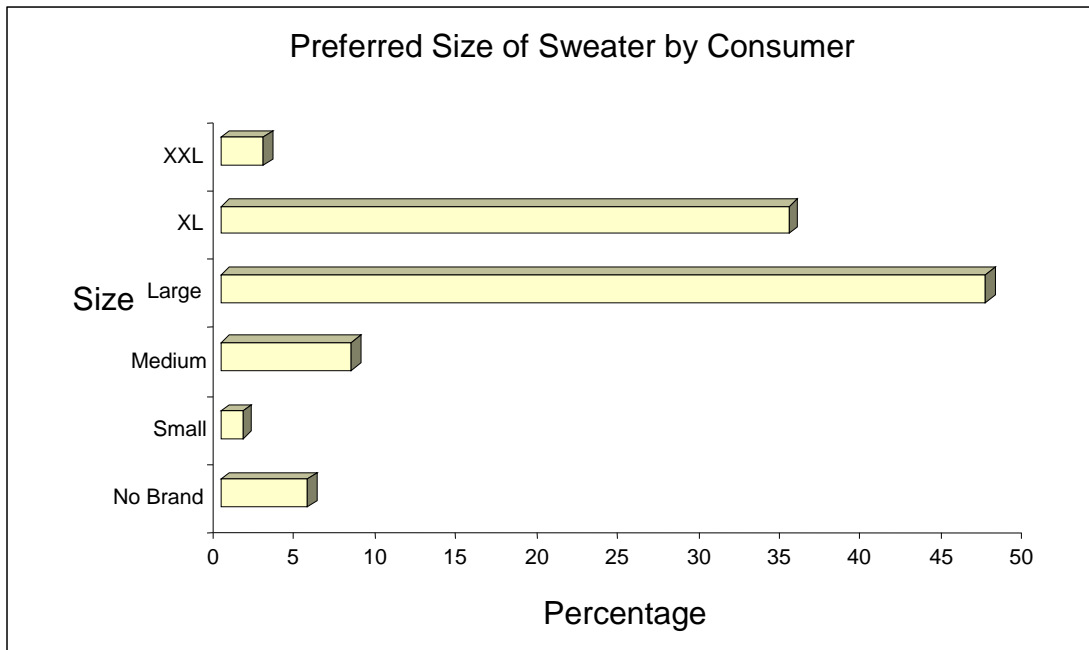
**Figure 4.9: Largest Consumed Colours**



#### 4.2.4.3 Preferred Size of Sweater by Consumer

The following figure explains the most size of sweater consumed by the consumer. The largest selling size is Large with 47.3% followed by XL.35.1%, Medium.8.1%, XXL 2.7% and small 1.4%.

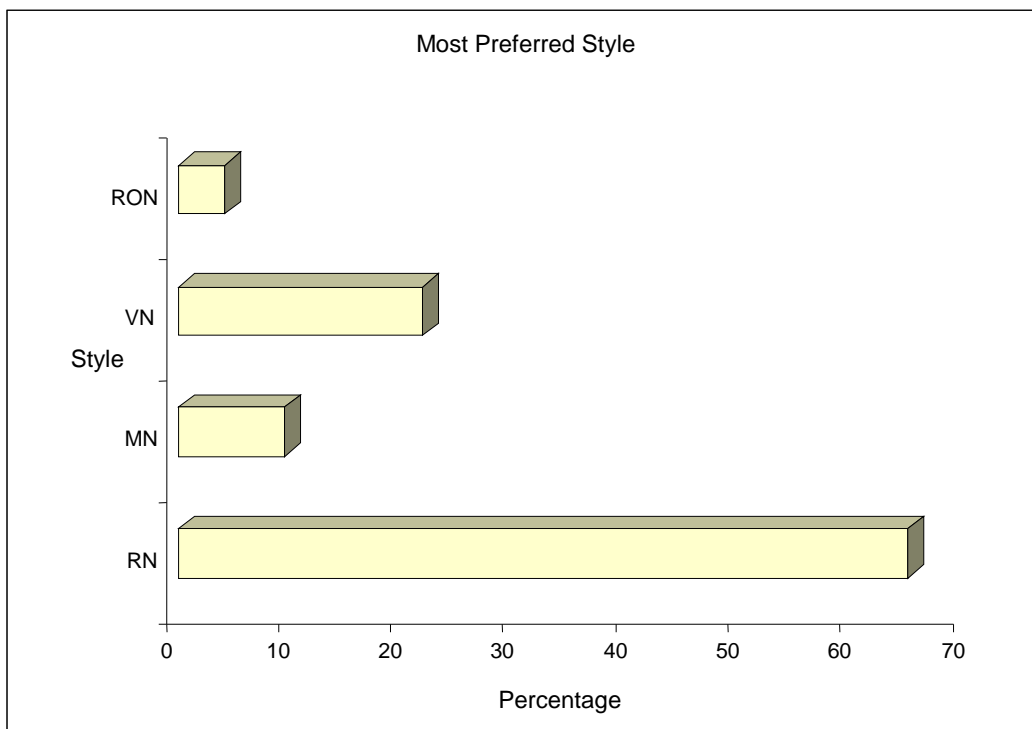
**Figure 4.10: Preferred Size of Sweater by Consumer**



#### 4.2.4.4 Most Preferred Style

The Largest selling style for sweater is RN (Round Neck) with 64.9%, followed by VN (V neck) 21.6%. It could be further clear from the following figure.

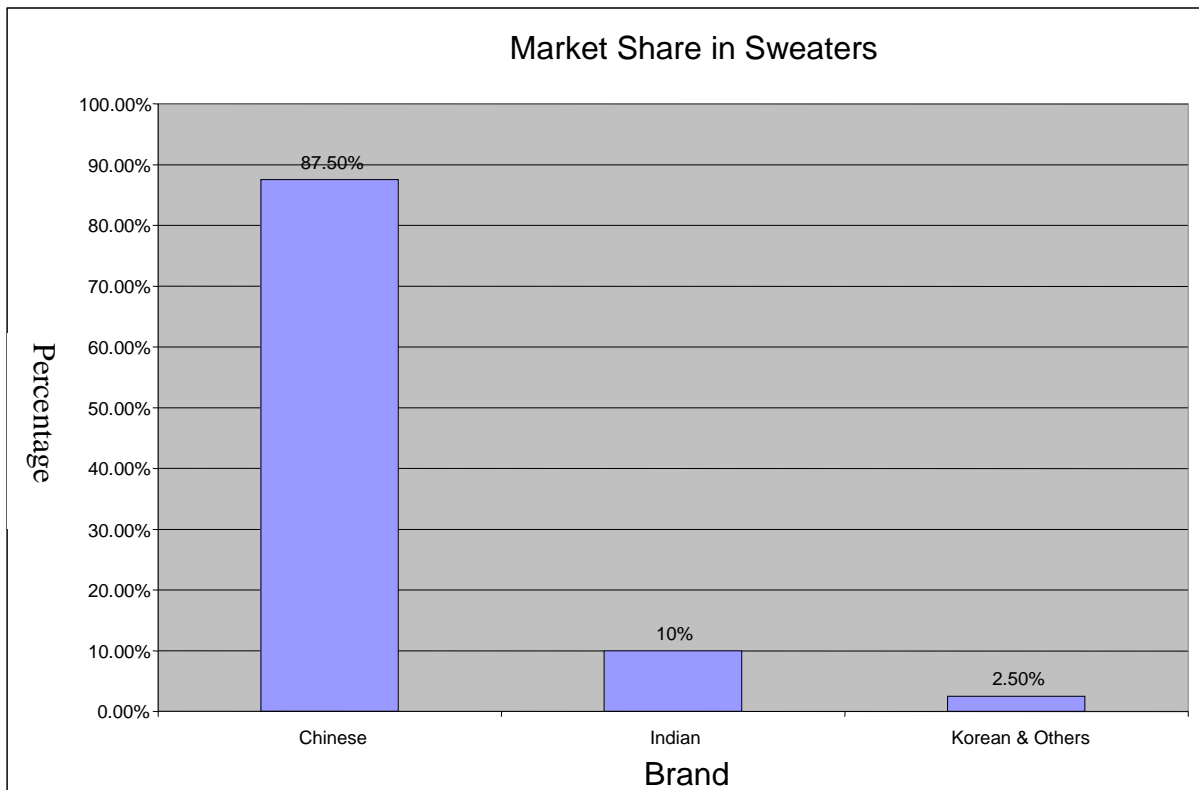
**Figure 4.11: Most Preferred Style**



#### 4.2.4.5 Market Share of Sweaters

The following figure explains the market figure of the sweaters. The market is dominated by the Chinese sweater with 87.50% followed by Indian 10% and Korean and others 2.50%. Since the market share is dominated by the Chinese product the market share of Chinese brand is explained with the figure 4.12.

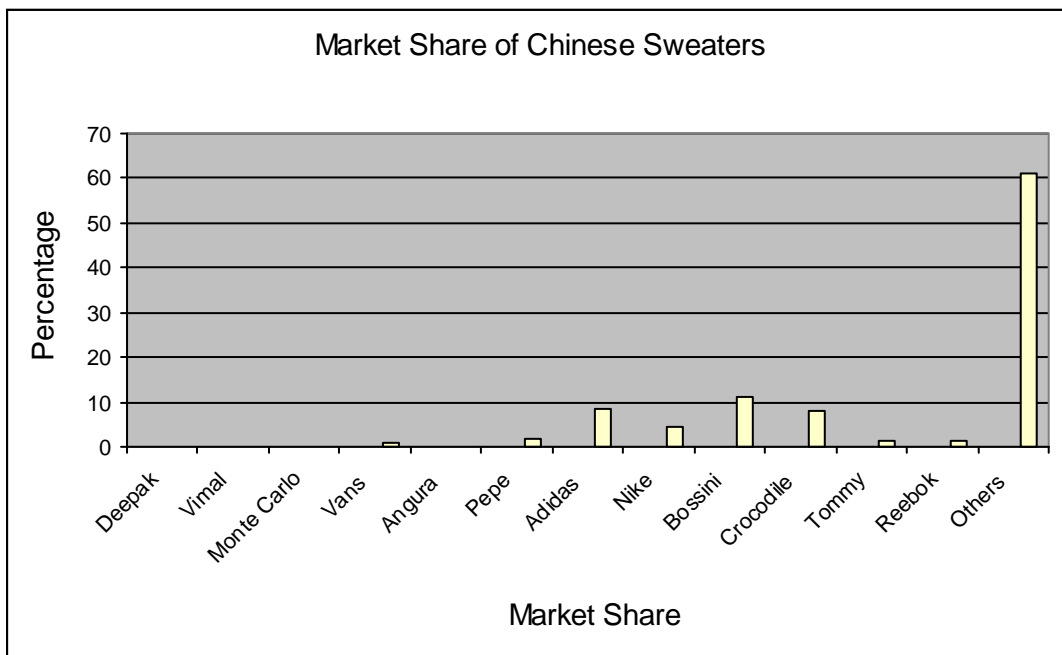
**Figure 4.12: Market Share of Sweaters**



#### 4.2.4.6 Market Share of Chinese Sweaters

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

**Figure 4.13: Market Share of Chinese Sweaters**



#### **4.2.4.7 Most Preferred Style, Colour and Size of Chinese Jacket**

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

##### **a. Most Preferred Brand**

The following table illustrates the most preferred Brand of the Chinese jacket by the consumer.

As per market share the highest market share for the Chinese brands are as follows. Adidas leads the market share in jacket with 25.67% followed by Nike 25.56%, Crocodile 16.21% and Reebok 14.86%.

**Table 4.7: Preferred Brand of Jackets**

<b>Chinese Brand</b>	<b>Number</b>
No Any	2
Lotto	2
Adidas	19
Nike	13
U2	1
Crocodile	12
Reebok	11
Others	1
Don't Know	13

*Source: Field Survey, 2010*

**b. Most Preferred Size of Jacket**

The following table describes the most preferred size of jacket by the consumers. As per the data received XL (extra large) holds the largest number of consumption with 60.81% followed by Large 29.72% and XXL (double XL) 6.75%.

**Table 4.8: Preferred Size of Jacket**

<b>Chinese Size</b>	<b>Number</b>
Large	22
XL	45
XXL	5

*Source: Field Survey, 2010*

**c. Most Preferred Colour of Jackets**

The following table illustrates the most preferred colour of jacket. Black is the most preferred colour in the jacket with 41.89% followed by Navy Blue 17.56%, Red 13.51% and Grey with 9.45%.

**Table 4.9: Preferred Colour in Locket**

<b>Chinese Color</b>	<b>Number</b>
Red	10
Navy Blue	13
Sky Blue	2
Black	31
Cream	1
Green	1
Brown	5
Grey	7
Mix	4

*Source: Field Survey, 2010*

#### **Objective Four**

Objective Four is to find the potential buyer that actually purchases the product and the attributes used to choose the product.

#### **Potential Buyers who actually Purchases the Product**

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

**Table 4.10: Number of Potential Consumer who actually Purchases the Product**

<b>Particular</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Potential consumers waling in per day	74	4	100	44.64
Total walkins converted into sales	74	2	90	23.19
Valid N (list wise)	74	-	-	-

*Source: Field Survey,2010*

On an average maximum 100 consumers walks in a shop per day, as we can figure out in the table the average potential consumers walking in per day in a store is 44.64 and

total consumer converted to actual consumer is 23.14. That means the conversion ratio of the consumer into actual buyers is 51.83%.

### **Attributes used to choose the Product**

The following table shows the criteria used and their rank order importance in product choice according to consumer and the sellers. The consumer gave first priority to price then second priority to the quality, third priority to durability, fourth to Brand, fifth to Style and sixth priority to other attributes they think beside the above five.

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

**Table 4.11: Attributes used to choose the Product**

<b>Attributes</b>	<b>Consumers</b>	<b>Sellers</b>
Quality	2	2
Price	1	1
Brand	4	5
Durability	3	4
Style	5	3
Others	6	6

*Source: Field Survey,2010*

### **Hypothesis No. 3**

H<sub>0</sub>: The given factor is equally importantly taken into consideration for purchasing the clothing for consumer.

H<sub>1</sub>: The emphasis to price is higher than any other factor regarding the purchase decision of clothing by the consumer.

The tabulated value of  $\chi^2$  at 5% level of significance at 5 d.f. is 11.07.

Since the tabulated value of  $\chi^2$  at 5% level of significance for 5 d.f. is 11.07 which is less than the calculated value of  $\chi^2$  (i.e. 90.8, see Appendix D).  $H_0$  is rejected and  $H_1$  is accepted. Hence the emphasis to price is higher than any other factor regarding the purchase decision of the clothing by the consumer.

#### **Hypothesis No. 4**

$H_0$ : The given factors are equally important for purchasing of clothing by the consumer according to seller.

$H_1$ : The emphasis given to price is higher than any other factor regarding the purchase of clothing by the consumer according to sellers.

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

As the calculated value of  $\chi^2$  (i.e. 12.49, see Appendix I) is greater than the tabulated value i.e. 11.07,  $H_0$  is rejected and  $H_1$  is accepted. i.e. emphasis given to price is higher than any other factor regarding the purchase of clothing according to seller.

#### **Hypothesis No. 5**

$H_0$ : There is no significant difference in the consideration of factor offering the buyer decision among consumer and seller.

$H_1$ : There is significant difference in consideration of factor offering the buyer decision among consumer and seller.

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

Since the calculated value of  $\chi^2$  (ie.15.87, see Appendix I) is higher than the tabulated value (i.e. 15.89 > 11.07)  $H_0$  is rejected and  $H_1$  is accepted i.e. there is significant difference in considering the factor affecting buyer decision among the consumer and seller.

#### **4.2.5 Age Group Consumption Pattern**

The fifth objective is to find the consumption pattern of jackets and sweaters by the different aged consumer. To serve this objective respondent were asked to specify the brand name, size, style, colour and price of the product. On the basis of data specified by respondents following components have been presented. First consumption pattern

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

#### 4.2.5.1 Consumption Pattern of the Sweater

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

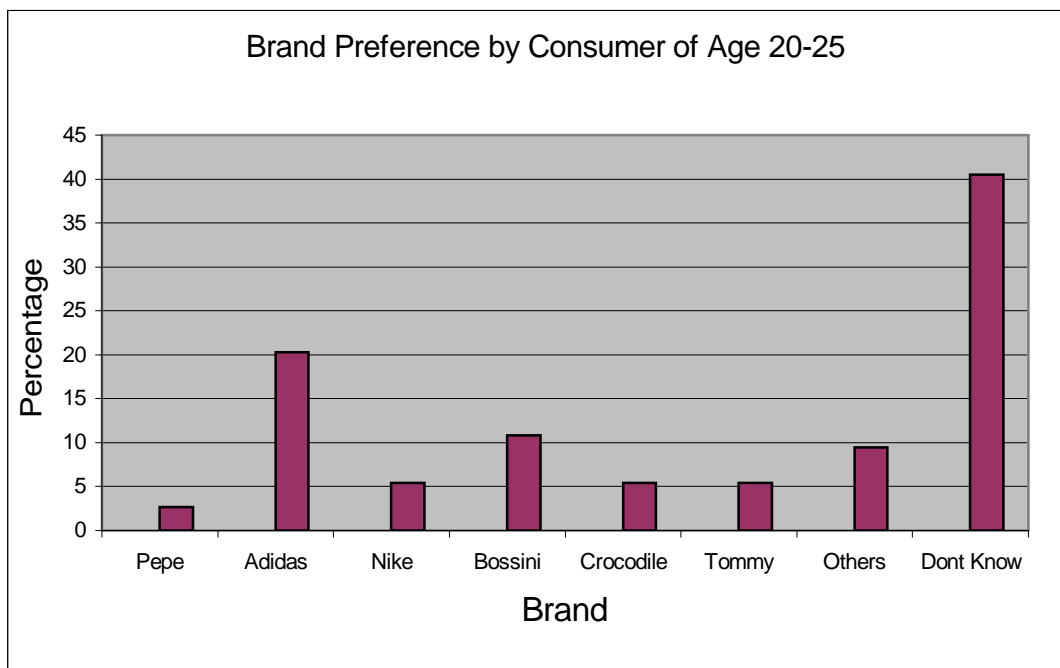
#### 4.2.5.2 Consumption Pattern of the Age Group 20-25

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

##### a. Brand Preference of Sweater by the Age of 20-25

Brand preference by the age group of 20-25 is explained below by the help of figure 4.14.

**Figure 4.14: Brand Preference by Consumer of Age 20-25**

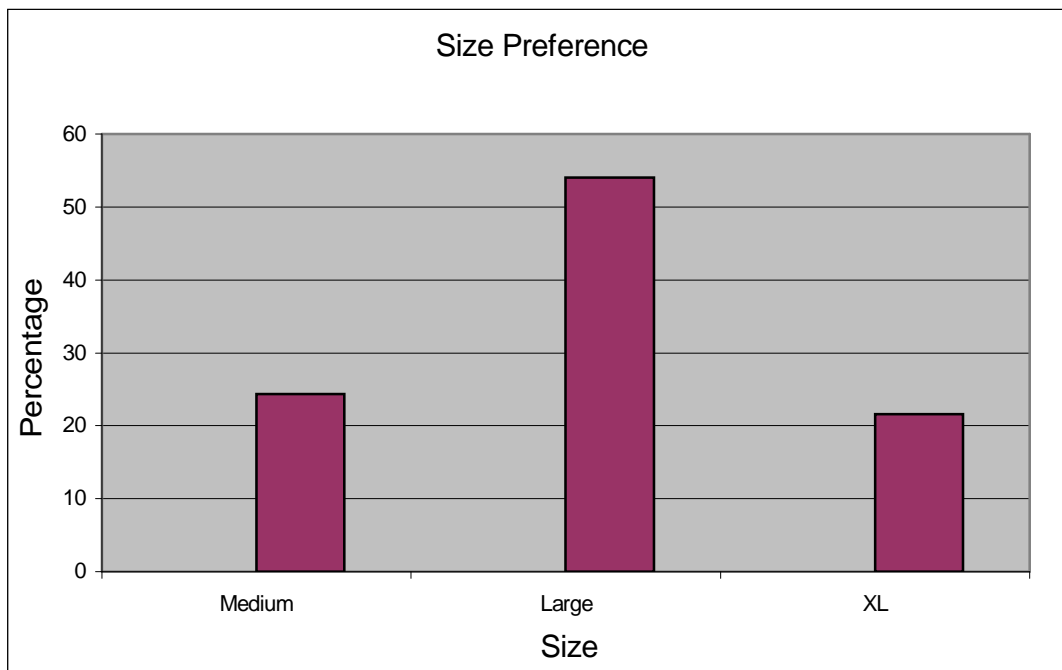


The brand preference as per group age 20-25, 40% i.e. twenty eight respondents felt that they don't go for any brand while purchasing which is followed by 20.3% i.e. fourteen respondents prefers Adidas brand that been followed by Bossini 10.8% and other Chinese brand 9.5%.

### **b. Size Preference for the Age Group of 20-25**

The size most of the consumer of age of twenty to twenty five prefers is explained below.

**Figure 4.15: Size Preference**

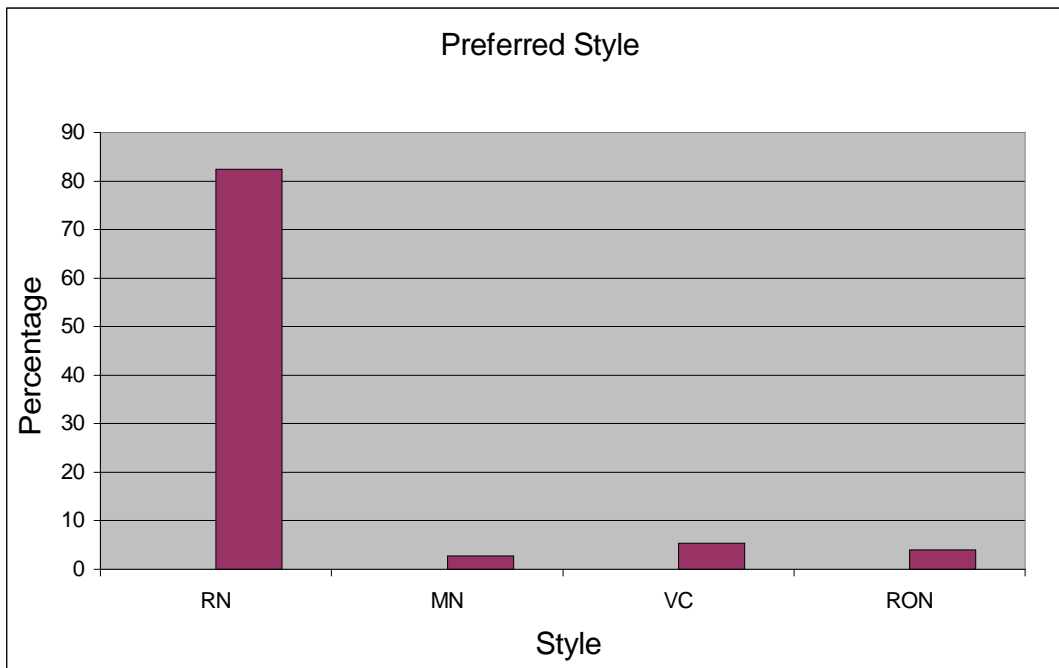


The highest preferred sweater size of age group 20-25 is large with thirty seven respondents (54.1%) that followed by sixteen respondents (24.3%) with medium and 21.6% with XL (extra large). The highest selling sweater size:

### **c. Style Preferred by Age Group 20-25**

Styles generally consist in market are round neck, v-neck, and mock neck. The most preferred style by the consumer group of 20-25 is explained below with the help of figure 4.16.

**Figure 4.16: Preferred Style**

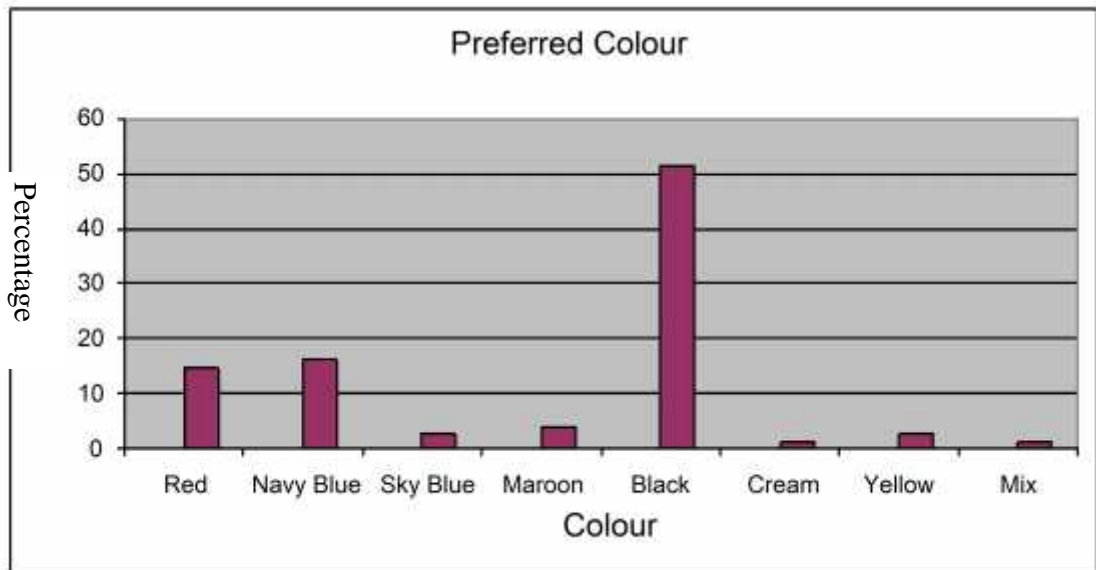


Round neck is most preferred style of sweater among the consumer of age group 20-25. Round neck is preferred by 87.8% of respondents from age group 20-25 that been followed by V-neck 5.4% and mock neck 2.7%

**d. Preferred Colour by the Age Group of 20-25**

Market is generally dominated with the normal colour like black, blue, brown etc. The preferred colour by the age group of 20-25 is explained below by the help of figure 4.17.

**Figure 4.17: Preferred Colour**

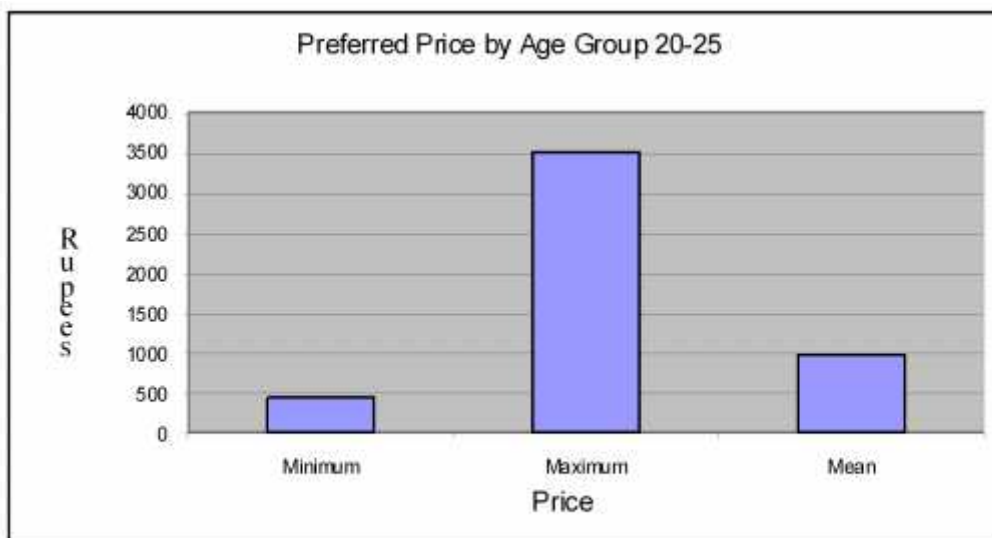


It seems the age group of 20-25 prefers dark colour of the total respondents of age group 20-25 black colour is preferred by 51.4% that been followed by blue 17% and Red 15%.

**e. Price Preferred by the Consumer of age 20-25**

Price is one of the most important factors while purchasing products. Most of the consumer is price sensitive. The preferred prices of sweater of age group 20-25 are explained below by the help of figure 4.18.

**Figure 4.18: Preferred Price by Age Group 20-25**



Among sixty nine respondents of age group I found that the minimum price of sweater preferred is Rs. 440 and maximum price is Rs. 3500 and then mean price preferred by the consumer is Rs. 990. So therefore the preferred price of sweater by the consumer seems to be nine hundred and ninety.

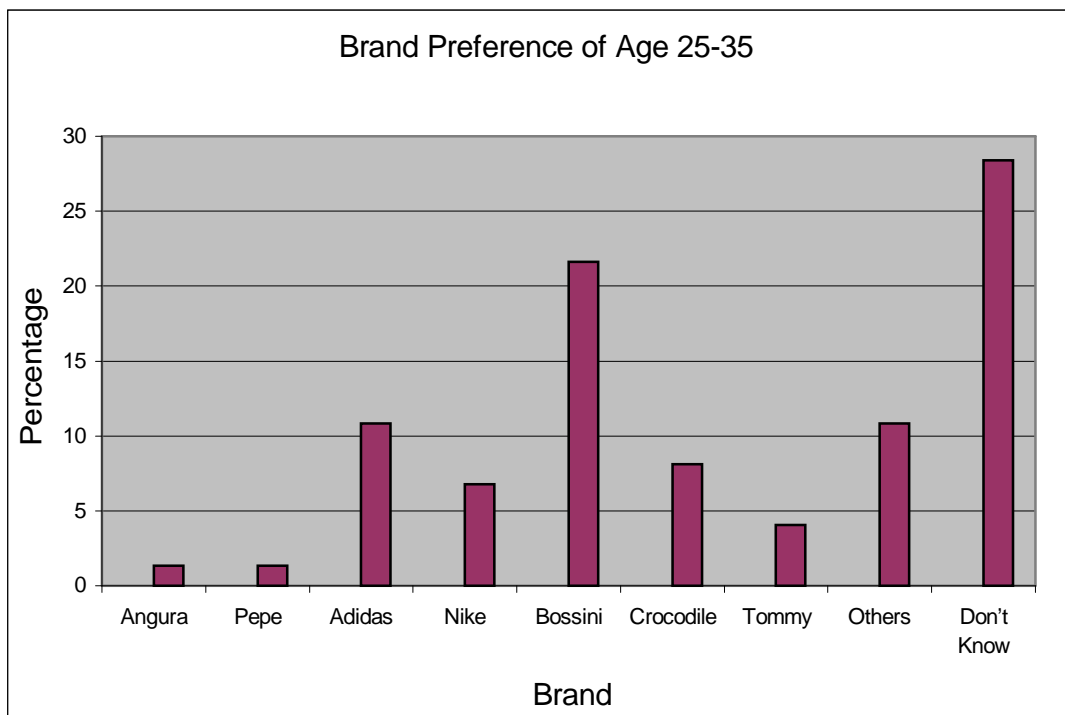
#### 4.2.5.3 Consumption Pattern of Age Group 25-35

Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group 25-35 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately.

##### a. Brand Preference by the Age of 25-35

Brand preference by the age group 20-25 is explained below by the help of figure 4.19.

**Figure 4.19: Brand Preference of Age 25-35**

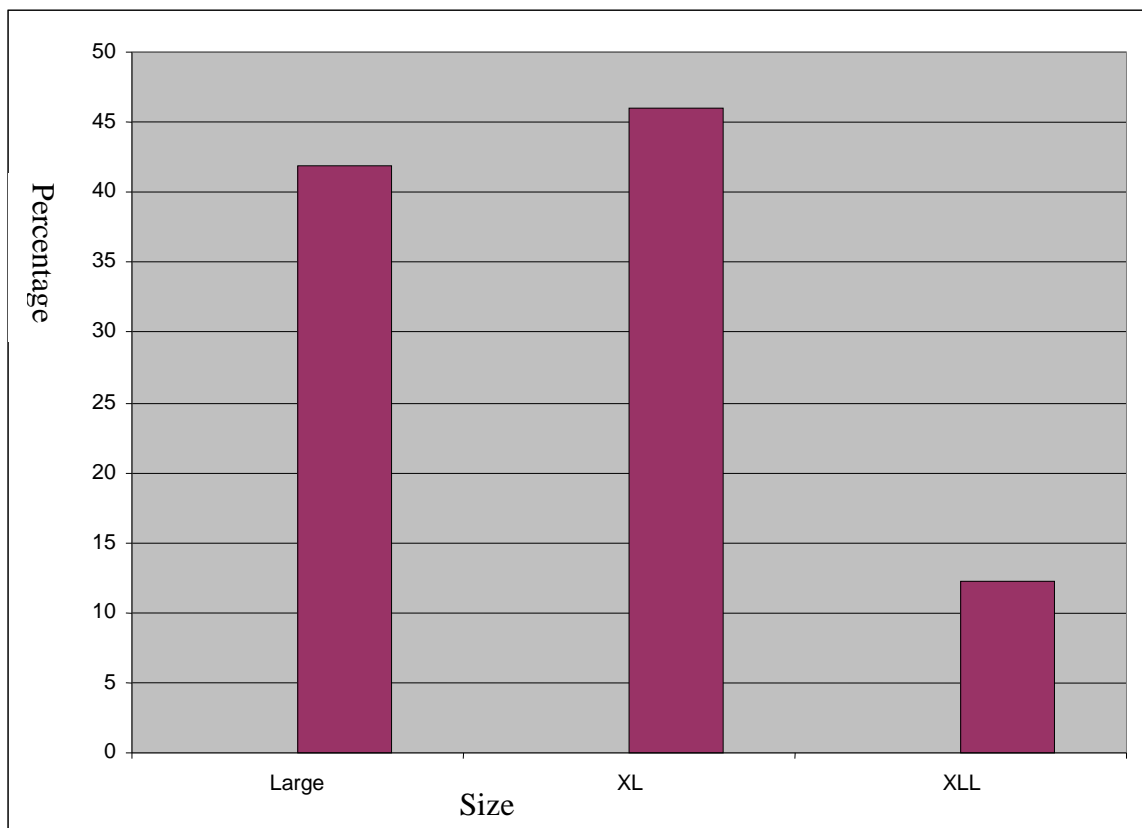


Out of total respondents of age group 25-35, twenty-nine respondents i.e. (40%) don't seem to be brand loyal. Other fifteen respondents i.e. (20.3%) prefer Bossini brand of sweater that been followed by Adidas 10.8% and other Chinese brands 9.5% of total respondents of age group 25-35.

**b. Preferred Size by Age Group 25-35**

Size preferred by the age group of 25-35 is explained below with help of figure 4.20

**Figure 4.20: Preferred Size by Age Group 25-35**

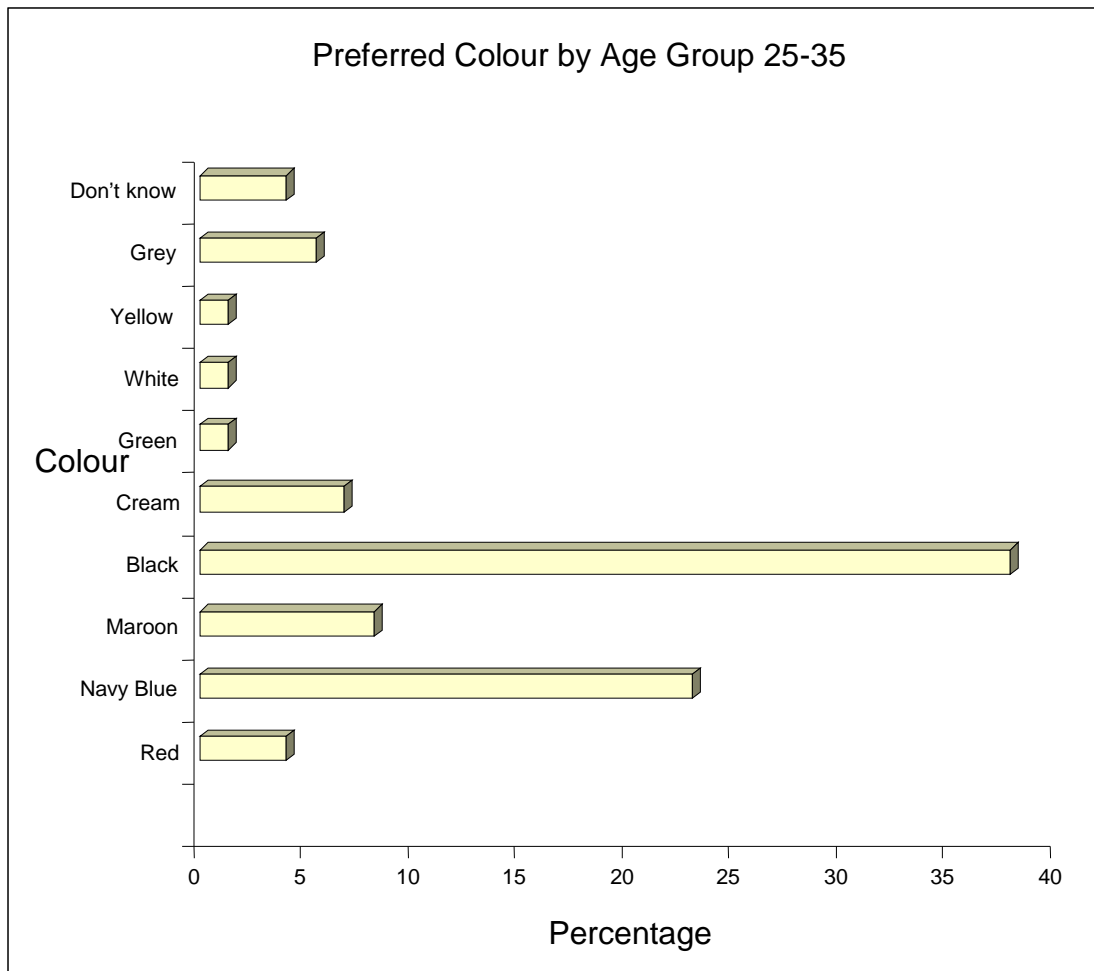


The largest preferred sweater size by the age group of 25-35 is XL (extra large) with 45.9% followed by Large size 41.95 and XXL (double XXL) with 4.1%.

### c. Preferred Colour by Age Group 25-35

Preferred colour by age group 25-35 is explained below by the help of figure 4.21.

**Figure 4.21: Preferred Colour by Age Group 25-35**

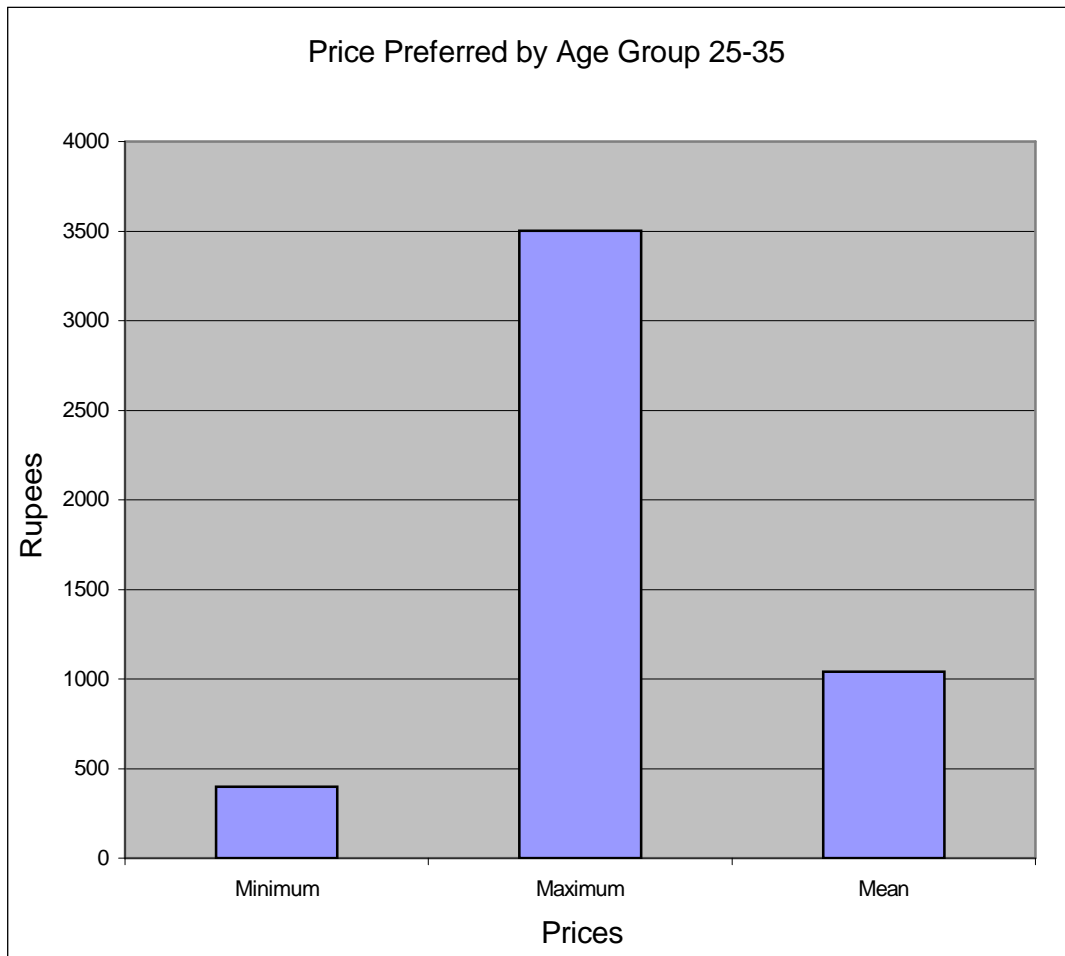


Out of total 25-35 age respondents 37.8% prefers Black colour sweaters that been followed by Navy blue colour 23% and Maroon 8.1%.

### d. Price Preferred by Age Group 25-35

Most reasonable price among the consumer of 25-35 are explained below by the help of figure 4.22.

**Figure 4.22: Price Preferred by Age Group 25-35**



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

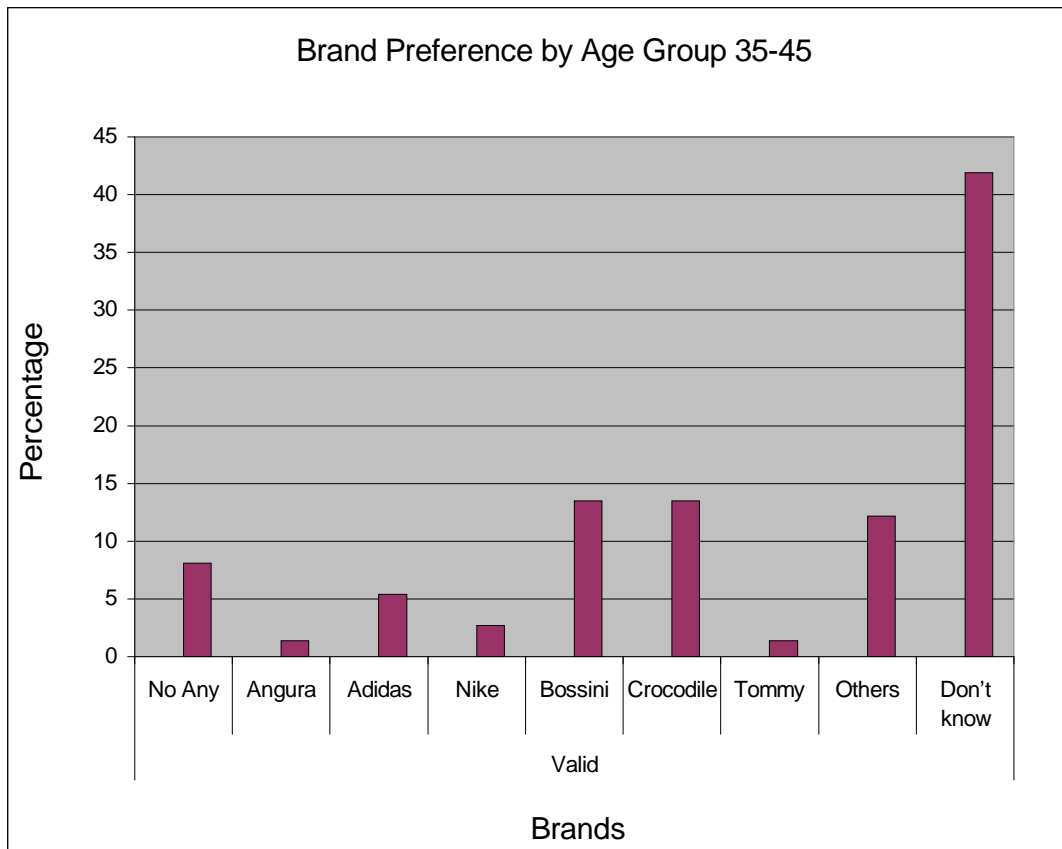
#### **4.2.5.4 Consumption Pattern by the Age of 35-45**

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

### a. Brand Preference by the Age 35-45

There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group 35-45 is explained through figure 4.23.

**Figure 4.23: Brand Preference by Age Group 35-45**

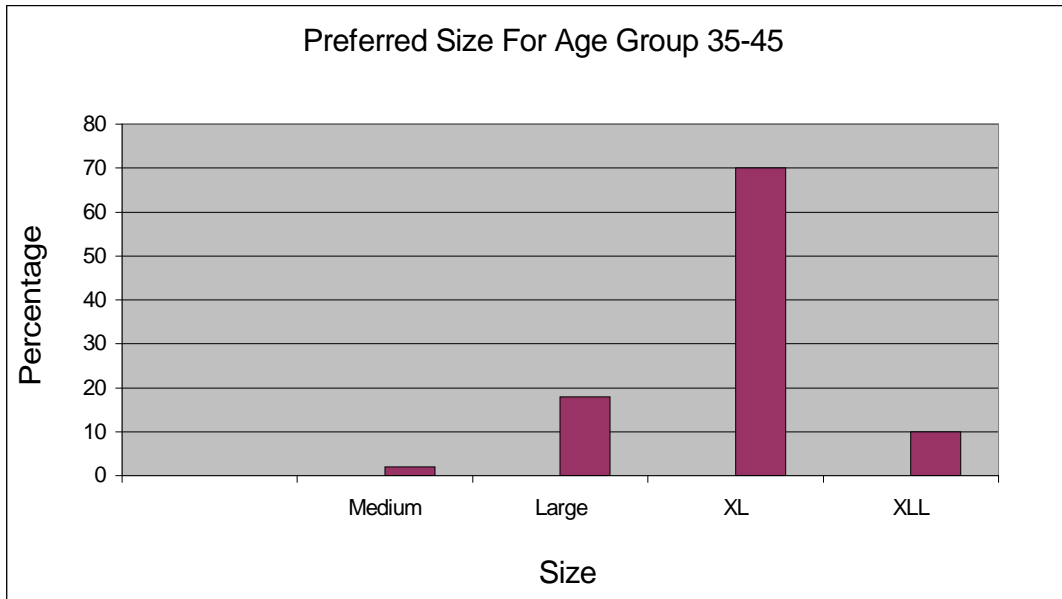


Out of total respondents of age group 35-45, 41.9% respondents don't prefer any kind of brand that been followed by preferred brand bossini 13.5% respondents and Crocodile 13.5%. This age group prefers other brand also which are in nominal number.

### b. Size Preference by Age Group 35-45

There are different size are present in the market which are commonly small, large, medium, large, extra large and double extra large. The size preferred is explained below by the help of figure 4.24.

**Figure 4.24: Preferred Size for Age Group 35-45**

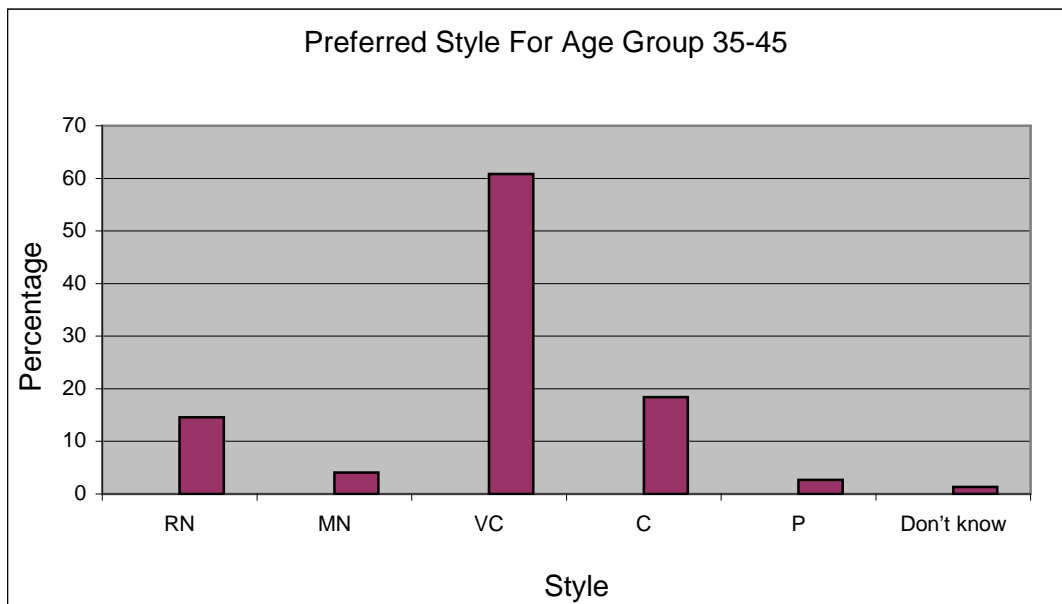


The largest preferred sweater by age group 35-45 is XL (extra large) with twenty respondents i.e. 70% followed by 19.4% preferring Large size and 10% with XXL (double XL).

**c. Preferred Style by Age Group 35-45**

Preferred style of sweater by the age group of 35-45 is explained with the help of figure 4.25.

**Figure 4.25: Preferred Style for Age Group 35-45**

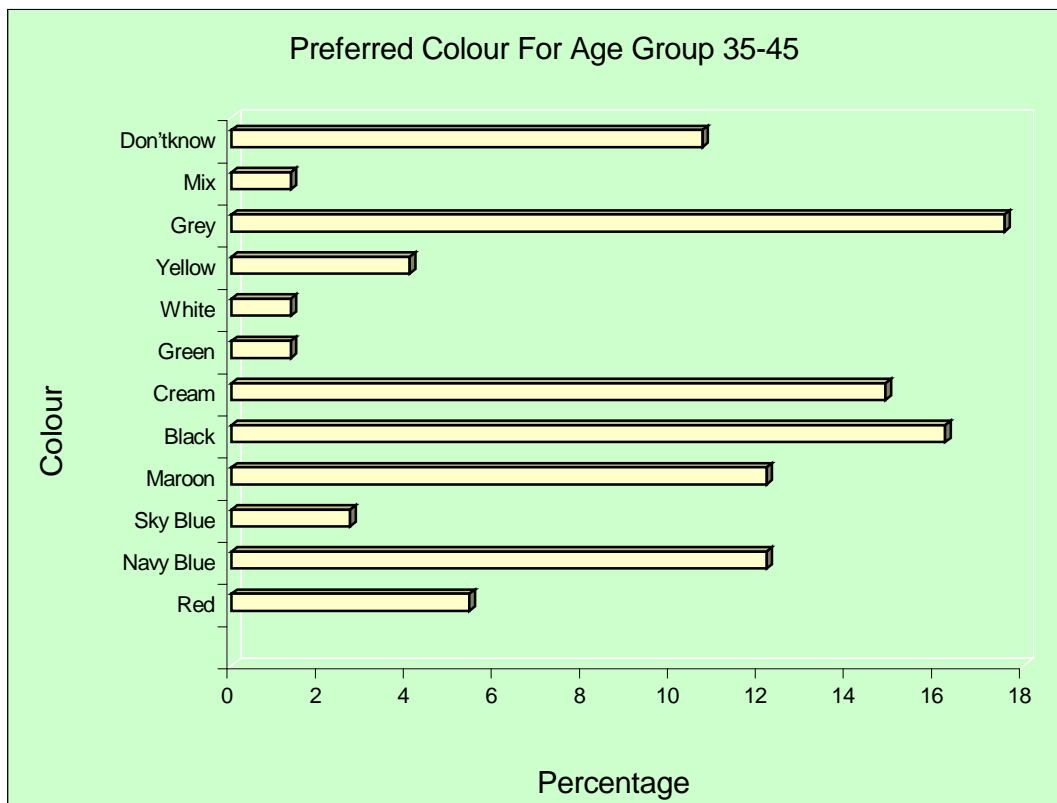


Among various styles present in the market, for age group 35-45 V-neck style dominates. Out of twenty-eight respondents seventeen respondents i.e. 61% prefers V-neck that been followed by collar neck 19% and round neck 13.6%.

#### d. Preferred Colour by the Age Group 35-45

As the sweater market is dominated by dark colour the preferred colour by the age group 35-45 is explained by the help of figure 4.26.

**Figure 4.26: Preferred Colour for Age Group 35-45**

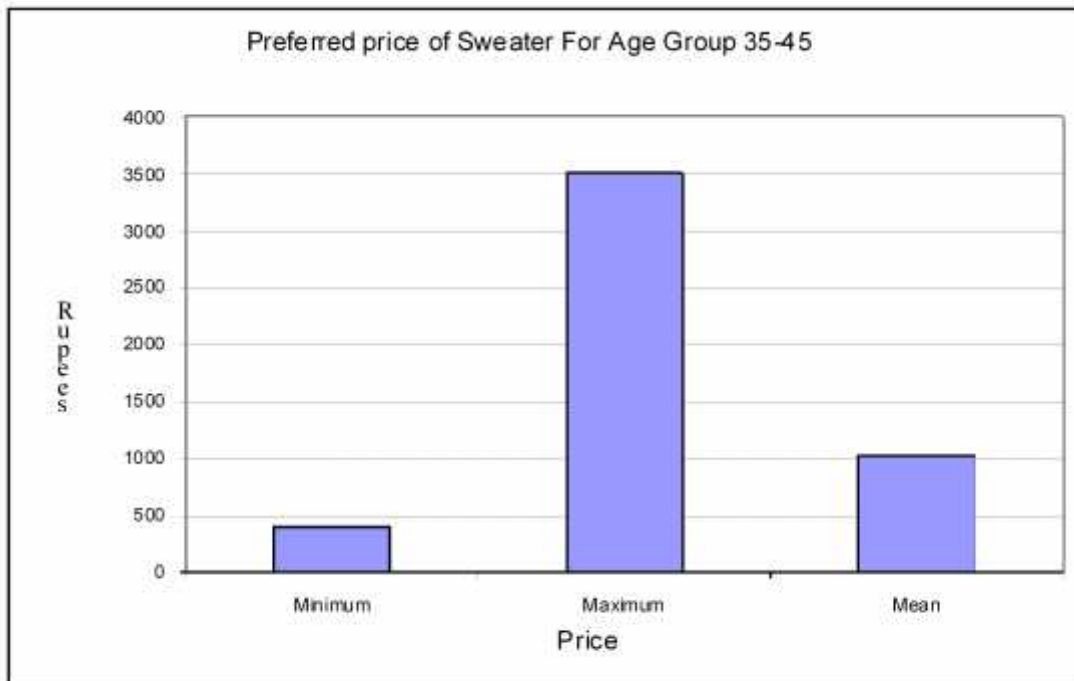


Out of total respondents of age group 35-45, 17.6% of the respondents prefer Grey colour sweater that been followed by Black colour 16%, Cream 14.9% and Navy blue and Maroon 12% each.

#### e. Preferred Price of Sweater for Age Group 35-45

The following figure 4.27 explains the preferred price of sweater by the age group of 35-45. The preferred price varies accordingly with the respondents so the mean price is calculated.

**Figure 4.27: Preferred Price of Sweater for Age Group 35-45**



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

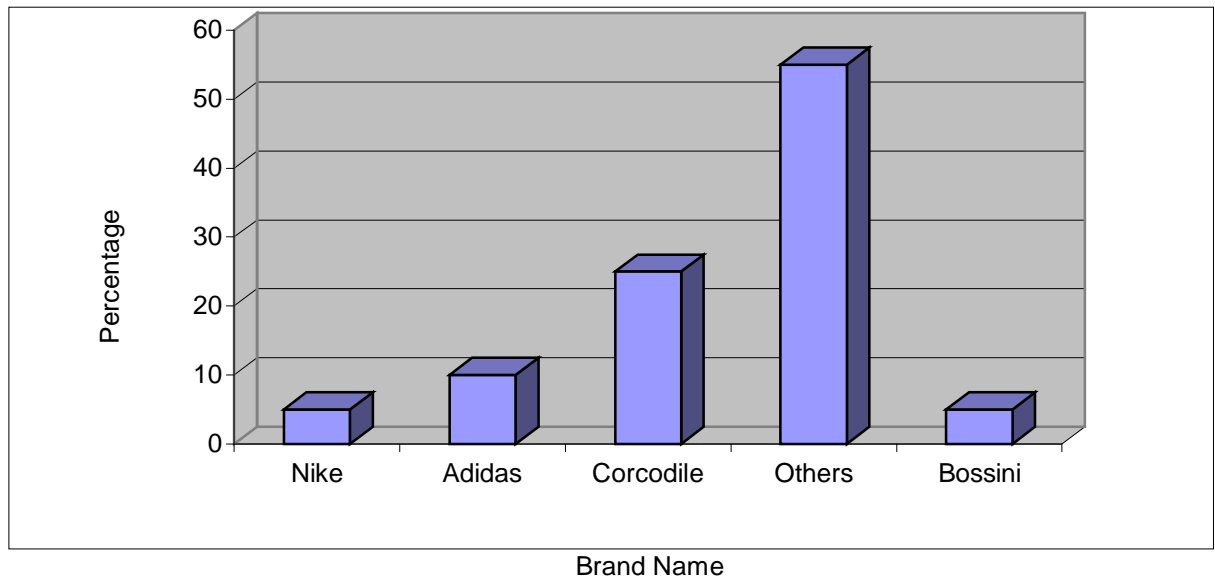
#### 4.2.5.5 Consumption Pattern of Sweater by Age Group of above 45

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

### a. Preferred Brand by the Age Group of above 45

There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group above 45 is explained through figure 4.28.

**Figure 4.28: Brand Preference by above 45**



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

### b. Preference Size for Age Group of above 45

The size preference by the age group of above 45 is been explained with figure 4.29.

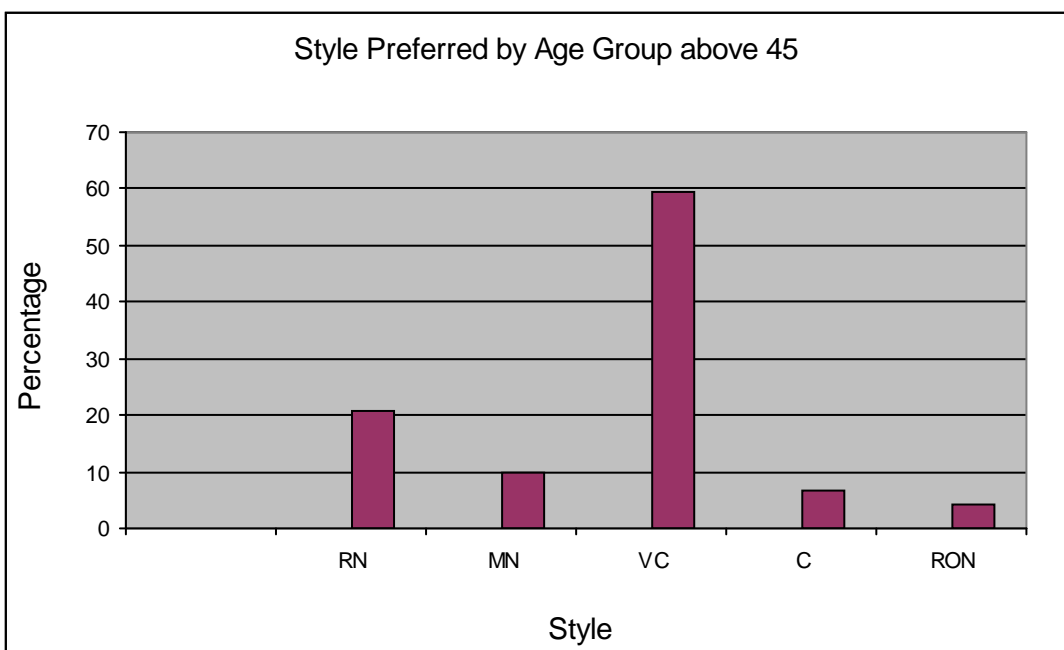
**Figure 4.29: Size Preference by the Age Group of above 45**



Out of total above 45 respondents 66.2% prefers XL (extra large) that's been followed by XXL (double XL) with 29.2% and Large with 4.6%.

**c. Preferred Style by the Age Group of above 45**

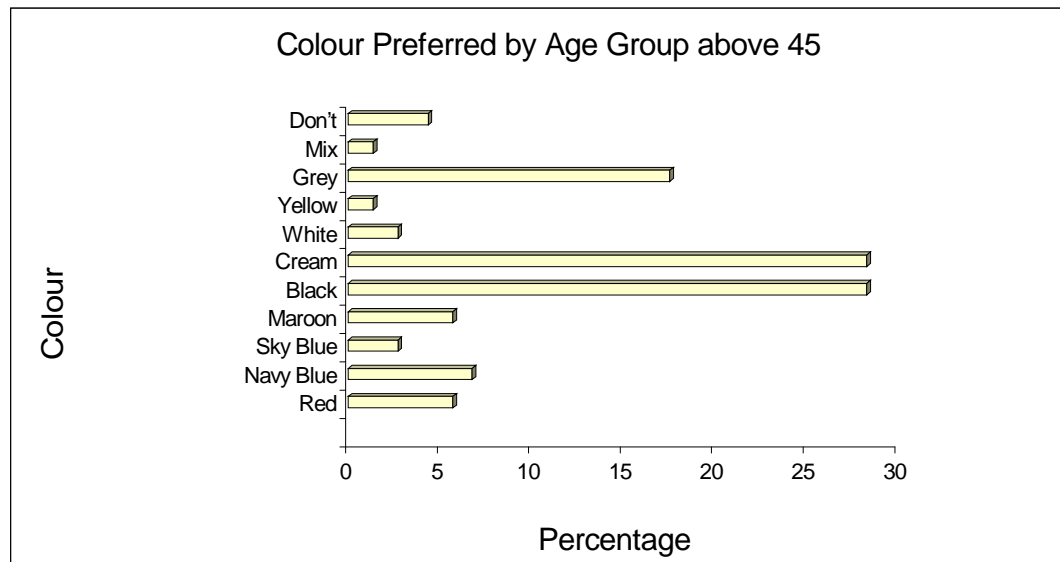
**Figure 4.30: Style Preferred by Age Group above 45**



V-neck style is preferred by 59.5% of respondents of age group above 45 that been followed by Round neck style with 21% and Mock Neck with 10%.

**d. Preferred Colour by Age of above 45**

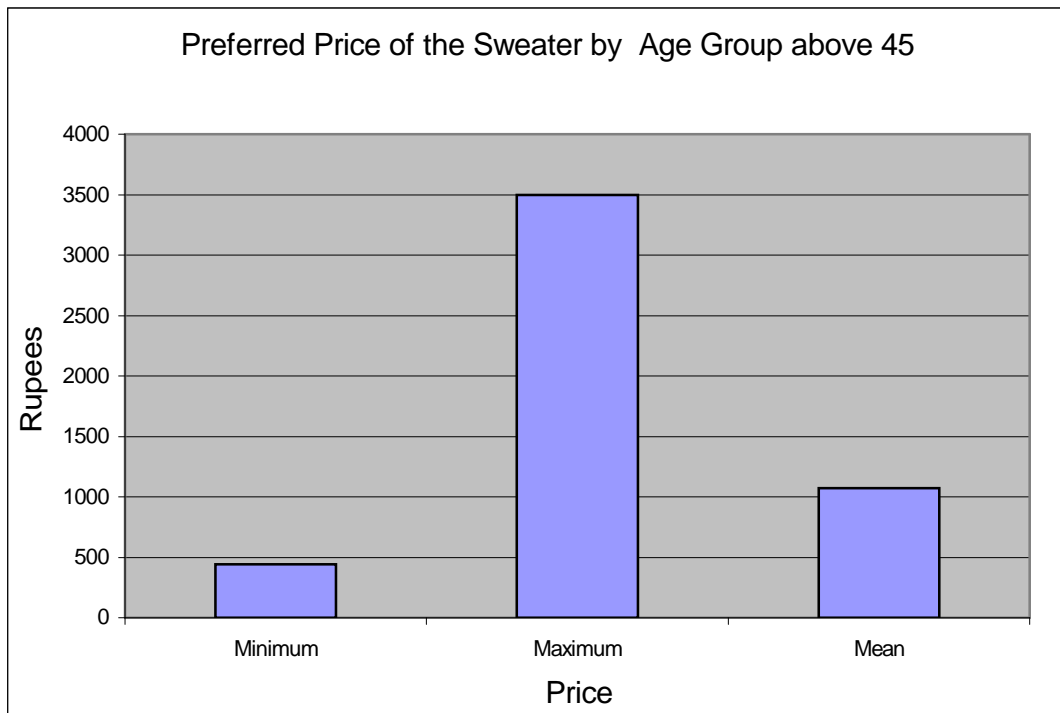
**Figure 4.31: Colour Preferred by Age Group above 45**



About the preferred colour, Black is the most preferred colour with 24.3% of respondent and Cream colour sweater is also been preferred by 24.3% respondents that been followed by Grey with 17.6%.

#### e. Preferred Price of the Sweater by Age Group above 45

**Figure 4.32: Preferred Price of the Sweater by Age Group above 45**



As per this age group maximum and minimum price preferred by this age group consumer is Rs 3500 and Rs 440. So the mean price of sweater for this age group is Rs. 1073.61.

#### 4.2.6 Consumption Pattern of Jacket

Consumption pattern of jacket by different age group of consumer is explained below. Jacket market is full of Chinese jacket and very small number of other brand and other countries jacket is seen in market. There seems to be some different brand name jackets present in the market but most of them are manufactured in china. There are few exclusive outlets of wears in Kathmandu but very few people seems to be brand loyal. As far as style is concern, Nepalese market is fully dominated by the ordinary style jacket what we call T-Neck jacket. So the style of jacket is not been analyzed below.

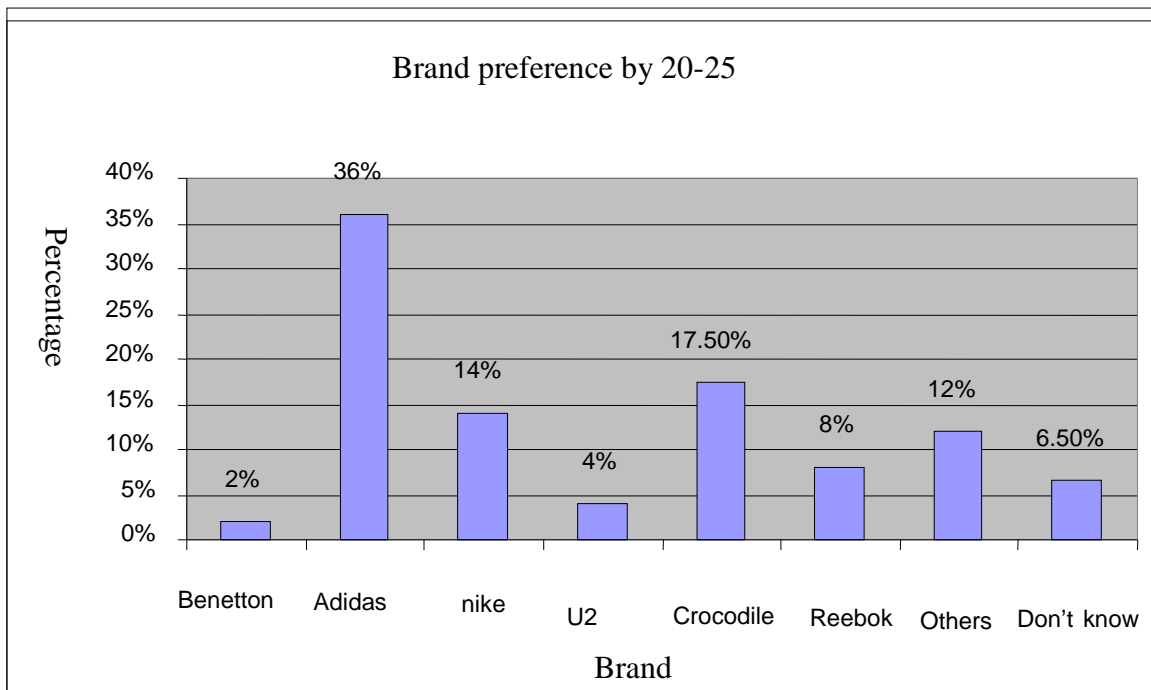
#### 4.2.6.1 Consumption Pattern of Age Group Ranging 20-25

Consumption pattern of age group 20-25 is explained below. Components like Brand preference, size, colour preference and price preference have been explained below.

##### a. Brand Preference of Jacket by Age Group 20-25

Out of total 200 respondents 69 of them fall into the category of age group 20-25. There are many brands present in market and mostly Chinese manufactured. Brand preference of jacket by age group 20-25 is explained below.

**Figure 4.33: Brand Preference of Jacket by Age Group 20-25**

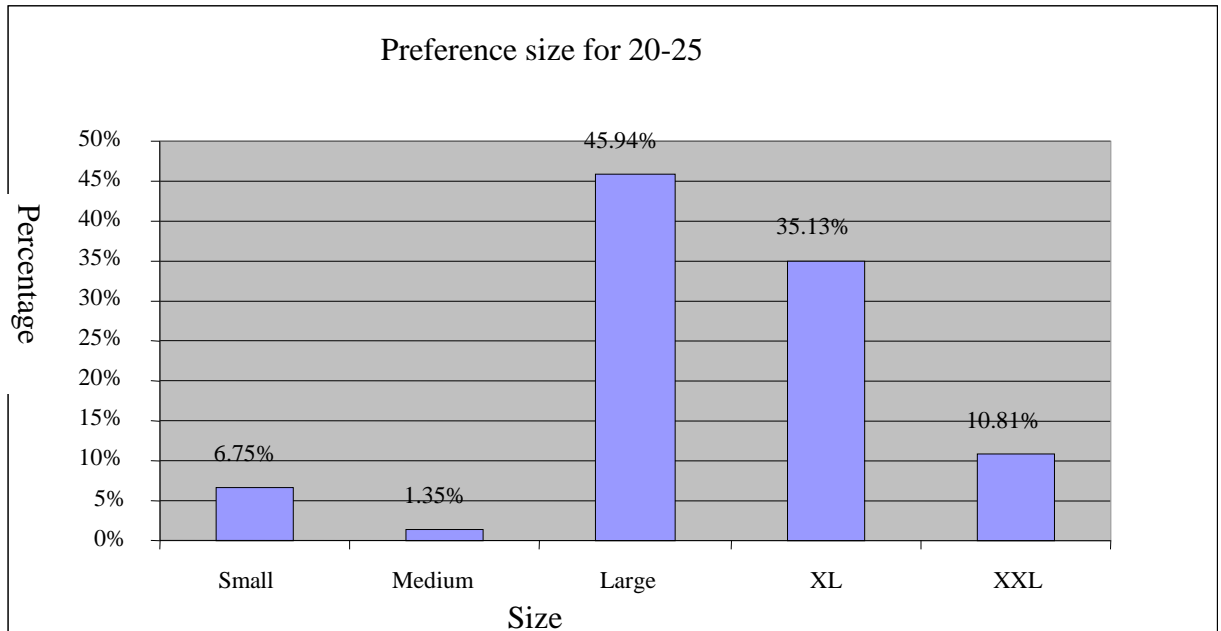


As far as brand preference of age group 20-25, twenty-four respondents prefer Adidas brand that is followed by Crocodile brand with 17.50%, Nike with 14% and Reebok with 8%.

### b. Preferred Size of Jacket by the Consumer Age 20-25

Preferred size of jacket is been explained with the help of Figure 4.34.

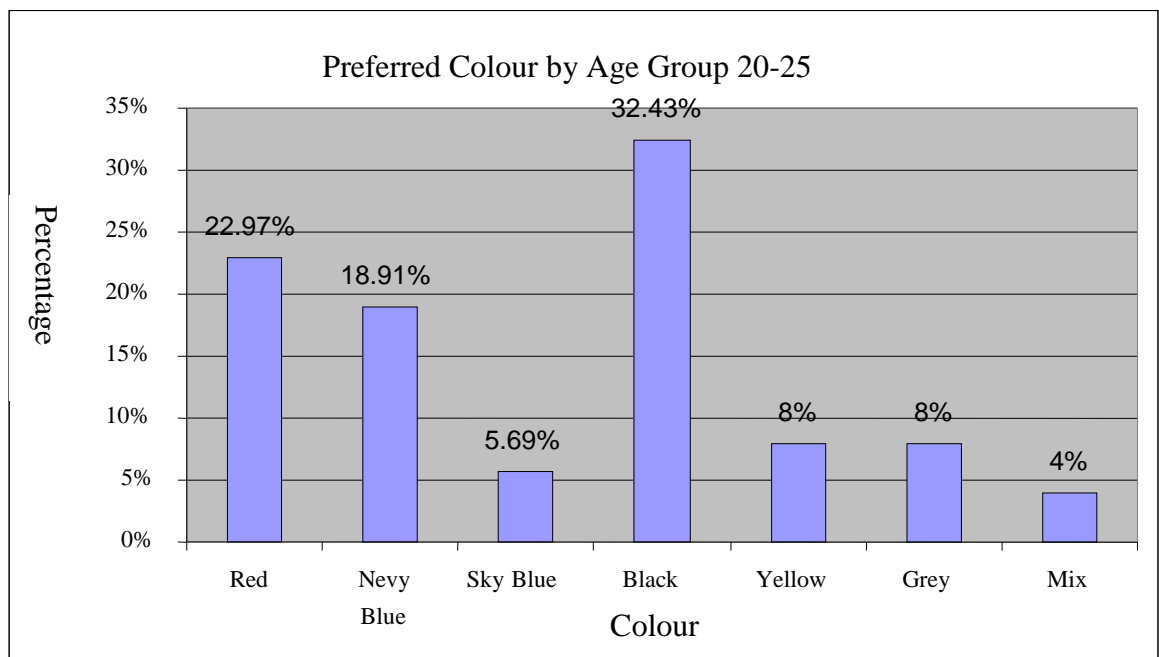
**Figure 4.34: Preferred Size of Jacket of Age 20-25**



As far as most preferred size for age group 20-25, 45.94% of total respondent of age 20-25 prefer Large size jacket that been followed by, 35.13% XL (Extra Large), 10.01% XXL (Double XL), Small 6.75%, and Medium 1.35%.

### c. Preferred Colour by Age Group 20-25

**Figure 4.35: Preferred Colour by Age Group 20-25**



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

**d. Preferred Price of Jacket by the Age Group 20-25**

**Table 4.12: Minimum Price Preferred**

Price	Quantity	Price×Quantity
500	6	3000
525	6	3150
600	6	3600
800	3	2400
1000	11	11000
1100	3	3300
1500	3	4500
1700	6	10200
1800	3	5400
2000	6	12000
2200	5	11000
3000	6	18000
4000	5	20000
Total	69	107550
Average		1558.696

*Source: Field Survey,2010*

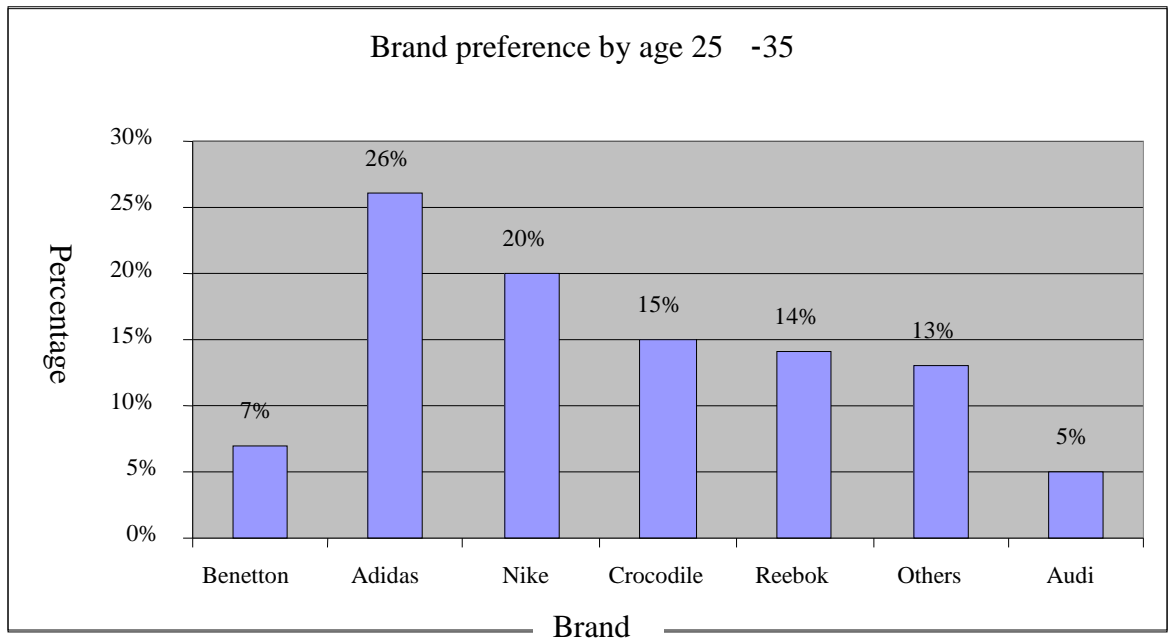
Table 4.12 illustrates the average preference price of jacket by the consumer of age group 20-25. Among the respondents most prefer price from Rs.500 to Rs. 4000 per jacket and the mean price of jacket for age 20-25 is R.S. 1558.696.

**4.2.6.2 Consumption Pattern of Age Group 25-35**

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

### a. Brand Preference of Age Group 25-35

**Figure 4.36: Brand Preference of Age Group 25-35**

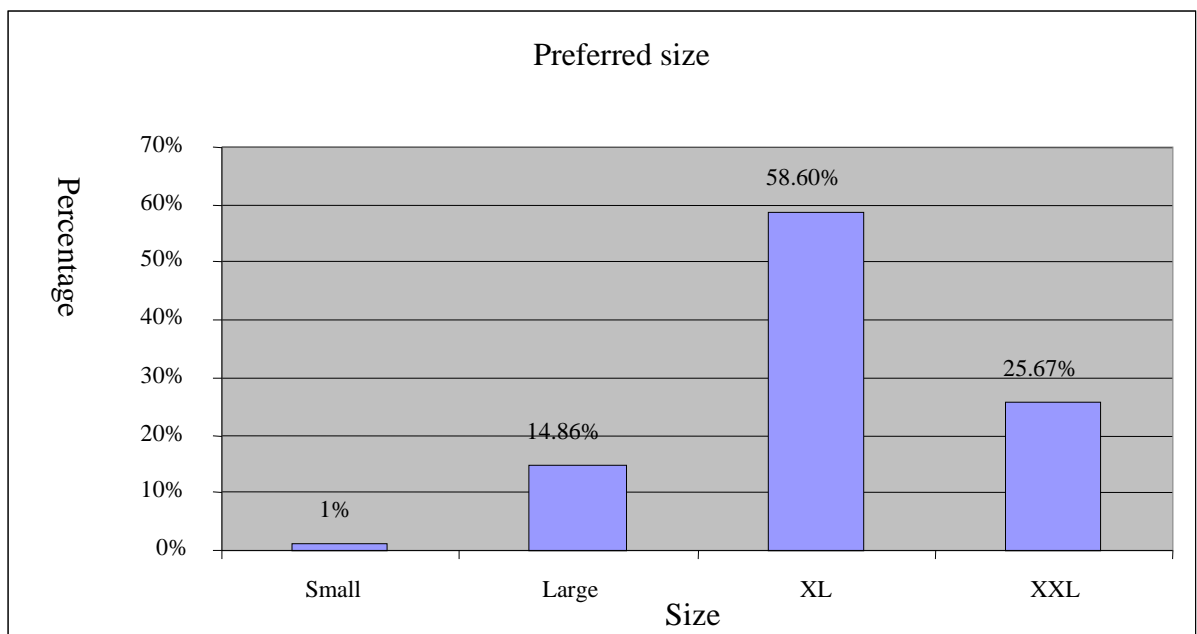


Adidas is the most preferred jacket brand by age group 25-35 with 26% of respondents followed by Nike brand 20.27%, Crocodile with 15%, Reebok with 14%, other Chinese brand 13% and Benetton brand with 7% respondents.

### b. Preferred Size by Age Group 25-35

There seems not to be much different among the size preferred by age group 25-35 and age group 20-25. Preferred size of age group 25-35 is explained below with the help of figure 4.37.

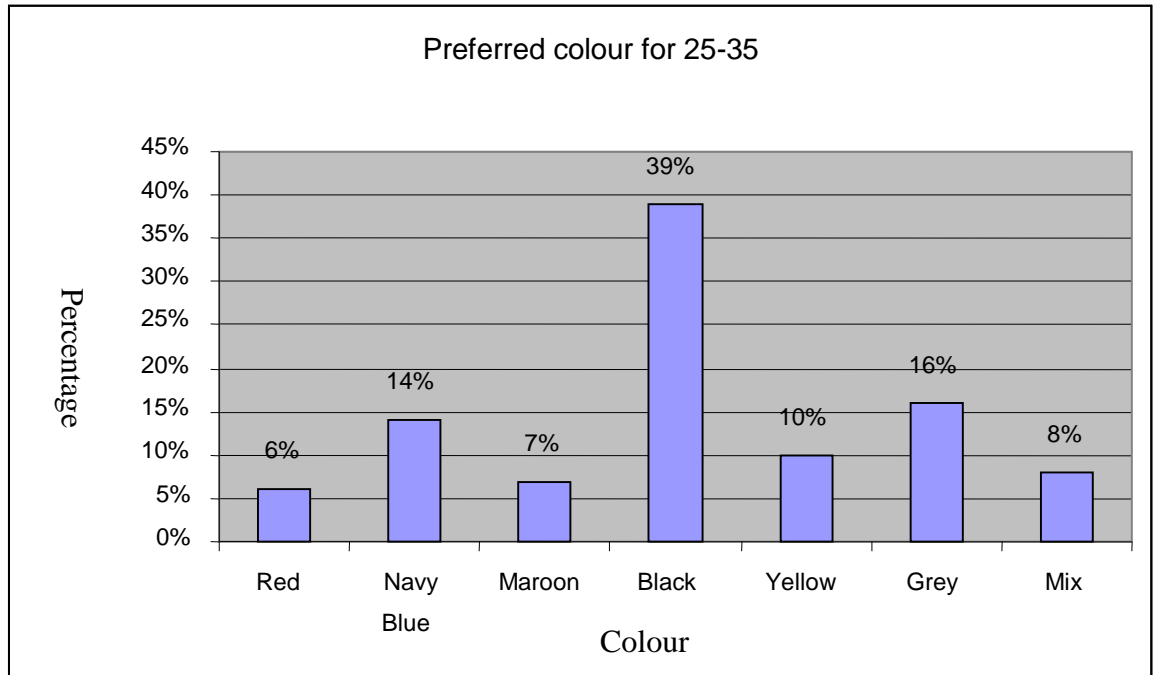
**Figure 4.37: Preferred Size of Jacket by the Age Group 25-35**



The most preferred size of the jacket at this age group is XL which is been preferred by 58.10% of respondents that been followed by XXL 25.67% and large with 14.86%.

**c. Preferred Colour by the Age of 25-35**

**Figure 4.38: Preferred Colour by the Age Group 25-35**



Out of seventy three respondents in these group twenty eight respondents i.e. 39% believes that Black is the most preferred colour to them followed by Grey 16%, Navy Blue 14%, Yellow 10%, Mix colour 8%, Maroon 7% and Red 6%.

**d. Preferred Price the Age Group 25-35**

The price preferences for a jacket of age group 25-35 have been varying to each individual. The preferred price is explained with the help of table 4.13.

**Table 4.13: Preferred Price of Jacket by the Age Group 25-35**

Price	Quantity	Price × Quantity
800	19	15200
1500	17	25500
2000	21	42000

2500	16	40000
Total	73	122700
Average		1680.822

Source: Field Survey, 2010

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

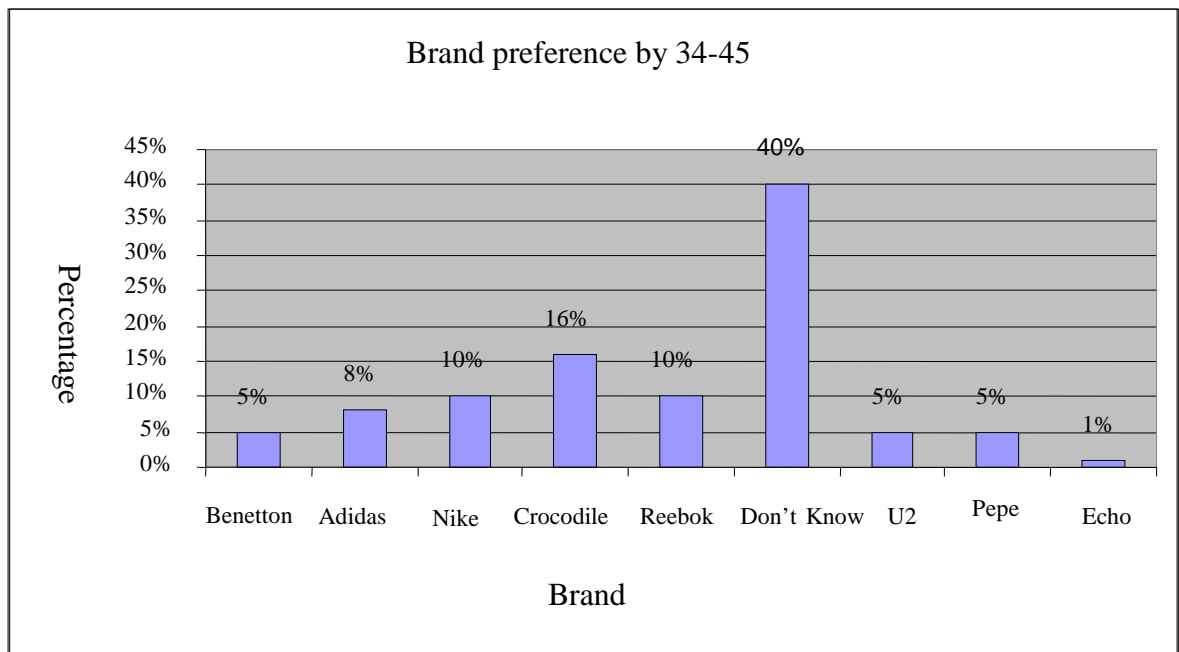
#### 4.2.6.3 Consumption Pattern of Age Group Ranging 35-45

There are ultimately twenty eight respondents in this group. As done above the consumption pattern is individually explained below.

##### a. Brand Preference by the Age Group 35-45

As far as brand loyalty is concerned the mid-aged consumer seems not to be loyal to any one brand. The brand preference by the age group 35-45 is illustrated in the figure 4.39.

**Figure 4.39: Brand Preference by Age Group 35-45**

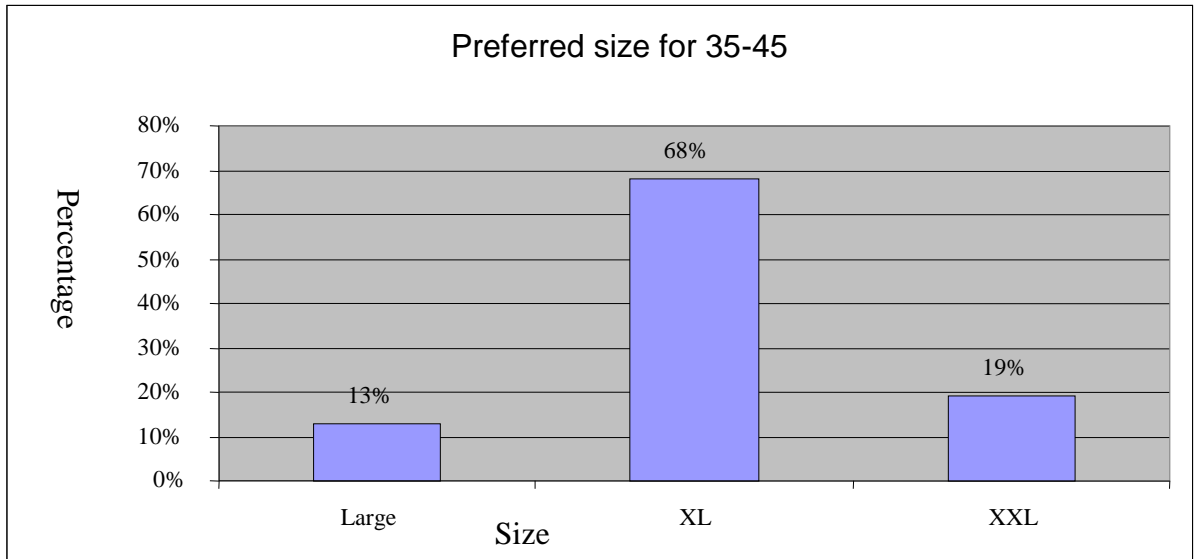


It seem that most of the consumer of age 35-45 don't seem to be interested on branded product. So this can be seen as 40% of respondent in this group don't prefer any brand for purchasing jacket which is been followed by Crocodile with 16% and Reebok with 10%. Here we can also see some brand concerned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

### b. Preferred Size of Jacket for the Age 35-45

As size is concerned most of the consumer at this age is quite bigger in size than of age of 20-25, and 25-35. It's been illustrated with the help of figure 4.40.

**Figure 4.40: Preferred Size of Jacket for Age 35-45**

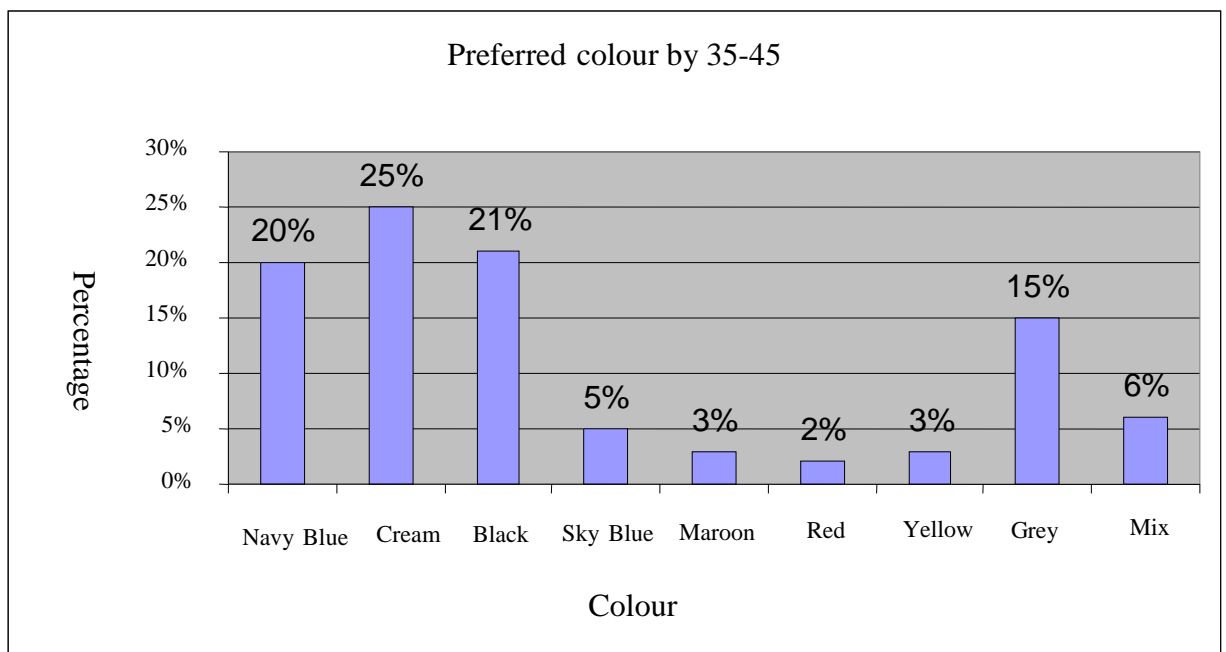


The size preferred by the age group ranging 35-45 is XL most with 68% of respondents which is been followed by XXL 19% and Large size with 13%.

### c. Preferred Colour by the Age Group of 35-45

As the age changes so does the colour of jacket purchasing changes, this could be further clear from figure 4.41.

**Figure 4.41: Preferred Colour by the Age Group 35-45**



As per colour preferred for age group ranging 35-45, Cream colour jacket is most preferred as 25% of the respondents say so. This is followed by black colour with 21%, Navy Blue with 20% and Grey with 15%.

**d. Preferred Price by the Age Group 35-45**

**Table 4.14: Preferred Price of Jacket for Age Group 35-45**

Price	Quantity	Price × Quantity
1450	5	7250
1500	10	15000
1600	3	4800
2000	5	10000
2500	3	7500
3000	2	6000
Total	28	50550
Average		1805.357

Source: Field Survey, 2010

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

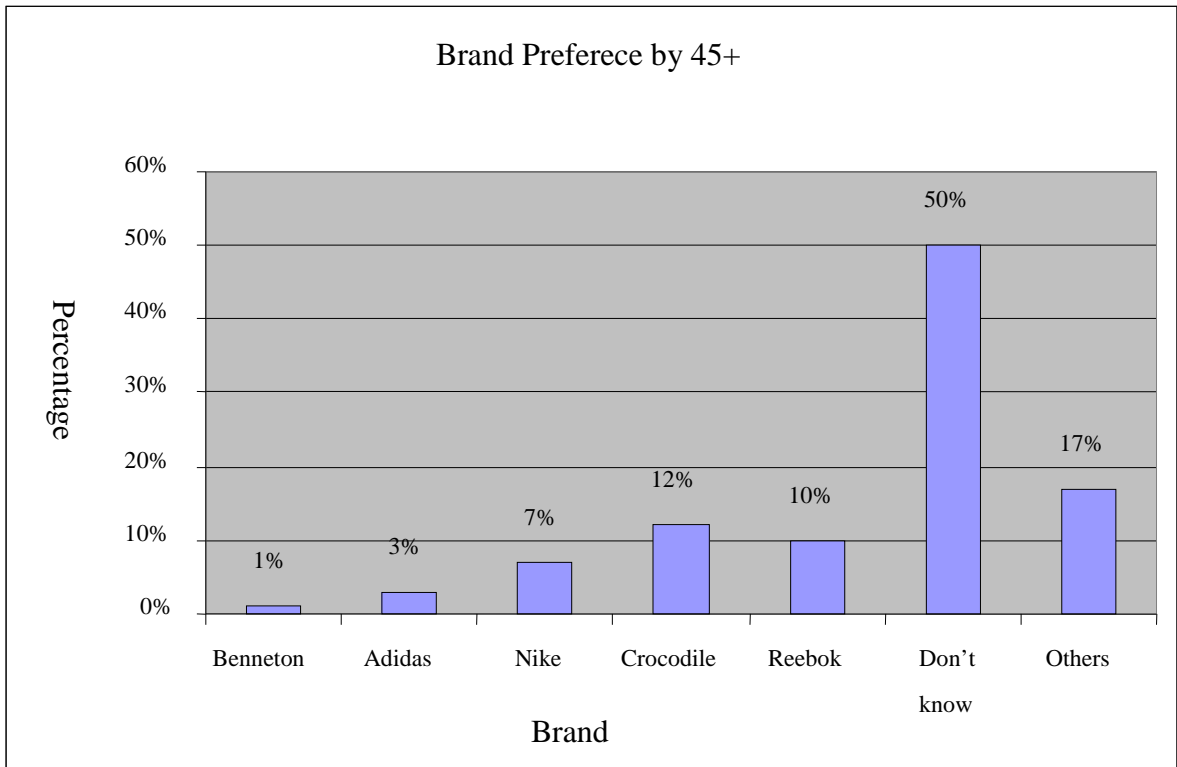
**4.2.6.4 Consumption Pattern for the Age Group Ranging above 45**

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

**a. Brand Preference by the Age Group Ranging above 45**

As far as Brand loyalty is concerned the consumer ageing over forty five don't seem too intense. One very few seem to be interested on branded products. This is further explained with the help of figure 4.42.

**Figure 4.42: Brand Preference by the Age Group above 45**



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

### b. Preferred Size of Jacket by Age Group above 45

**Figure 4.43: Preferred Size of Jacket by the Consumer Ranging above 45**

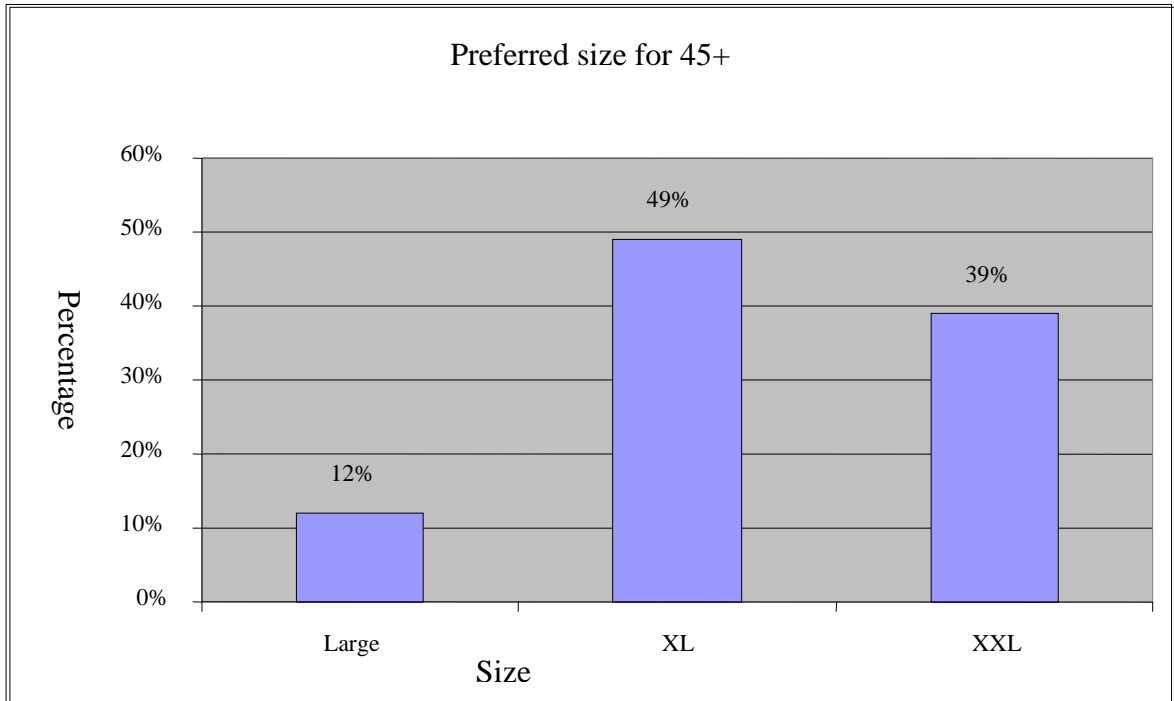
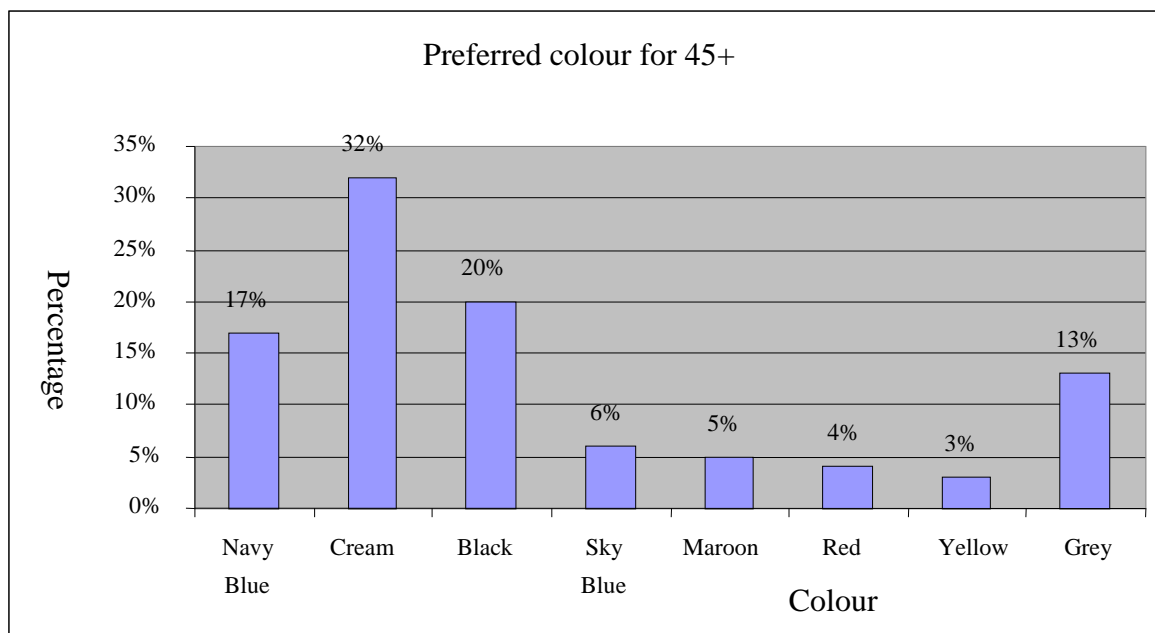


Figure 4.43 explains the preferred size of jacket by the consumer ranging forty five plus. From the analysis 49% of the respondent believed that they prefer XL size of jacket which is been followed by XXL size by 39% and large with 12% respondent.

### c. Preferred Colour by the Age Group Ranging above 45

In fact taste of colour varies with the change in age. This is illustrated below in figure 4.44.

**Figure 4.44: Preferred Colour by Age Group above 45**



Cream is the most preferred colour by above 45 age group consumer as its been believed by 32% of respondents which is been followed by Black colour jacket 20%, Navy Blue 17% and Grey 13%.

**d. Preferred Price for the Age Group Ranging above 45**

The preferred price for jacket differs from individual to individuals. The preferred price of jacket is determined by taking the mean of preferred price given by individuals to individuals.

**Table 4.15: Preferred Price for Age Group above 45**

Price	Quantity	Price × Quantity
1200	8	9600
1500	7	10500
2000	5	10000
2500	6	15000
3000	4	12000
Total	30	57100
Average		1903.333

Source: Field Survey,2010

Many respondents have different opinion about the most desirable price of a jacket. The price ranged minimum from Rs. 1200 to Rs. 3000. So the average price of jacket for age group 45+ is Rs. 1903.

#### **4.3 Major Findings of the Study**

- a. Most of the consumers prefer to shop at New Road and Durbar Margh. The peak month to purchase the jacket and sweater is November. The peak time and day for shopping is 4-6 pm Friday.
- b. Most of the shoppers place their order monthly and their order is delivered with in less than four days.
- c. Most of the sellers place their order to whole seller and order is placed in equal quantity through out each month or they also believe that they order or buy in seven to fifteen days in equal quantity throughout.
- d. The largest selling Chinese branded sweater is Bossini. The largest consumed colour is black. Round neck style and Large size of the sweater is mostly preferred.
- e. The majority of the market consists of Chinese sweaters that also with the sweater without any specific renowned brand name.
- f. Adidas is the most preferred brand name of jacket in market. XL i.e. extra large size of sweaters is mostly consumed by the consumer. Black colour jacket is mostly preferred in the market.
- g. On an average 45 consumer walks in the shop and the conversion ratio of the consumer into actual buyer is 51.83%.
- h. From the consumer point of view price is the most important factor that they consider while purchasing jacket or sweater and that attribute is followed by quality, durability, brand and other attributes. Similarly form the seller's aspects price is the most important element followed by quality, style, durability, brand and other.
- i. As for age group of 20-25 most of the consumers don't go for any kind of brand or sweater and among the branded sweater they go for Adidas brand. Large is the most preferred style of jacket by this age group and Mock & Round neck is the most preferred style of sweater. Among this age group dark colour sweater is mostly preferred that also been dominated by black colour and the mean price of sweater they go for is Rs 990.
- j. For age group of 25-35 they also don't seems to be brand conscious. Among this group those who prefer brand likes to go for Bossini brand sweaters. Extra large and large size sweater is mostly preferred by this age group consumers. Their colour choice

is also been dominated by the dark coloured sweaters and the mean price they think for the sweater is Rs 1040.

- k. The age group of 35-45 aged consumers, they don't seem to be interested on any branded sweater and among those who prefer the branded one seem to be interested on Bossini and Crocodile brands. X.L. i.e. extra large is the most preferred size of sweater and the V-neck style sweater is mostly preferred. Due to change on age they seem to have different taste on preferred colour from previous two-aged group they preferred grey colour most and the mean price they think to go for sweater is Rs 1020.
- l. As for the age group 45+ consumer they don't seem to have any particular preference for brand so they go for any kind of brand they like and for the brand preferred consumer of this age they seem interested on Crocodile, Bossini, Adidas and Nike. Extra large is most preferred size followed by double XL. V-neck and Round neck sweater is the most preferred size and cream and black is preferred colour. This age groups ideal price for sweater is Rs 1073.
- m. As for the jacket attributes preference among the age group 20-25 Adidas is the most preferred brand of jacket and consumer at this age group seems to like the foreign brand like Benetton. Large and extra large is the most preferred style of jacket. Dark colour jacket seems the favourite among this group so black; navy blue, red seems to be most preferred. For this age group Rs 1558 is the adequate price for a jacket.
- n. For age group 25-35 the brand like Benetton, Adidas, Nike, Reebok, Crocodile seems to be most favorable. Among this group Adidas is the most preferred brand. Extra large is the most preferred size and Black is the most preferred colour for the jacket. For this age group Rs 1680 is the ideal price for a jacket.
- o. Though it seems that in age group 35-45 there are consumer preferring the super foreign brand like Benetton, most of the consumer of this brand don't seem to be interested on any particular brand. X.L is the most preferred size of jacket and the colour preference is mix max of dark and light colour. Cream, Black and Navy blue seem to be most preferred colour. The ideal price for the jacket for this age group seems to be Rs 1805.

As for the age group 45+ they don't seem to be interested on any particular brand. Among the branded jacket they seem to be interested on Adidas, Nike, Reebok, Crocodile and Benetton. Extra Large and XXL are the most preferred size of jacket for them. Lighter colour like Cream and dark colour like Black, Maroon and Navy colour seems interesting to them. The ideal price of jacket for this age group is Rs1903.

## CHAPTER - V

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

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

In such a circumstance, an attempt has been made in this work to study the buying behaviour of male to winter wears in Kathmandu Valley, with special reference to the consumer of Lalitpur-15 municipality and the sellers of different places in Kathmandu Valley. The underlying objectives of the study are: time, day and location that is preferred by the consumer for purchasing jacket and sweater; to determine the frequency of order placement, delivery made to shop, to whom the order is placed and volume of order placement; find out the most preferred brand, size, style of sweaters and jackets in the market and their market share; to find the potential buyers that actually purchases the product and the attributes used to choose the product; to find the consumption pattern of jackets and sweaters by the different aged consumer. To serve this objective 274 questionnaires were filled on which 200 were filled by the consumer and the 74 by the sellers or the person representative in the shop who are responsible for selling the products. The collected data were completely analyzed and interpreted on objective wise and the major findings are given.

## 5.2 Conclusion

On the basis of major findings following conclusions have been drawn:

- a. Most of the consumer's prefers to shop at 4pm-6pm Friday at New Road and Durbarmargh.
- b. Most of the ready-made shop orders the clothing to whole seller. Those orders are ordered on monthly basis and the delivery is made with in four days.
- c. Majority of the sweater market is dominated by Chinese brand and among them Bossini is the leading one. Due to pollution and dust consumer seem to prefer dark colour especially black colour with round neck and Large in size.
- d. Similarly the Chinese jacket dominates the Nepalese jacket market and the most preferred brand is addidas with size extra large and black colour.
- e. From both consumer and seller point of view the price of the product is the most important factor considered while purchasing the clothing by the rational consumers.
- f. Age group 20-25 consumer's mostly prefers dark colour sweaters without any particular brand name on it. Among the branded ones Adidas is the most preferred brand. They go for Round Neck and Mock Neck style in for sweaters. Jacket size preferred is large size and Extra Large and dark colour is preferred. There is some respondents in this age group who seems to like the true branded product like Benetton and other brand name preferred are Adidas, Crocodile, Nike.
- g. As like earlier group age group 25-35 also doesn't seem to be brand loyal. They seem to be interested on Chinese jacket and most preferred brand by this group is Bossini. The colour choice of this age group is dominated with dark colour like black and the size preferred is Large and Extra Large. Where as for jackets they seem to prefer the brand like Benetton, Nike, Rebok, Crocodile and the most favorite Addidas.
- h. For age group 35-45, they don't seem to be interested on any particular brand in sweater. Due to change in age they seem to prefer light colour sweater and jacket. XL i.e. Extra Large and Large is the most preferred size of sweater and jacket. V-neck style of sweater is mostly preferred by this age consumers.

Among the most preferred brand: Bossini as sweater and Benetton among the jacket.

- i. V-neck style of sweater is mostly preferred by this age group 45+ consumers and the most famous brand name among this age group is Crocodile, Bossini, Addidas and Nike. Where as for jackets XXL i.e. double extra large jackets are mostly preferred with lighter colours.

### **5.3 Recommendations**

On the basis of conclusion following recommendations have been made:

- a. The potential consumers should be communicated about new upcoming products:
- b. The shoppers should keep in mind the following things: consumers are the brand ambassadors of the product but they are not much brand conscious. Though the consumers have the concrete plan for shopping, yet most of the shopping is done on impulse. Rare consumers are brand conscious and therefore most of them buy on the basis of the color, design, and fabric or the material of the dress
- c. The shoppers of Kumari Pati and Mangal Bazar are suggested to lunch certain scheme and increase more exposure, which will be beneficial to both consumer and shoppers.
- d. The consumer mostly purchases Jacket's and Sweater's on October to January. So, shops are suggested to provide as many varieties of Jacket and Sweaters as they could so, that maximum consumer and seller can be beneficial.
- e. Store loyalty plays important role in the long-run success of the shop so measures like coupon, special discount for regular consumer, prize scheme etc...should be introduced to build store loyalty and would be beneficial to consumer also.
- f. The shops are suggested to offer competitive pricing to attract consumer as consumers were found price sensitive, which shows that the consumer is rational.

- g. It is suggested to shops/retailers, that to target the market segment and deliver according to it. The shop targeting the young and energetic consumer up to 35 year can provide variety sweater and jacket that is in dark in colour and shops targeting above age consumer with lighter ones.
- h. Most of the consumer are aware and prefers the brand name Adidas, Nike, Benetton, Reebok, Bossini and Crocodile, so, the shops are suggested to provide variety brand product including the brands mentioned above.
- i. Since most of the consumer use foreign brand it is essential to increase the market share of Nepalese brand of clothing. For this purpose our local and national entrepreneurs are suggested to produce the high quality and well designed clothing in a wide range of varieties and market them with effective promotion and sales promotion schemes. This consequently can help to save foreign currency and generating employment opportunity.
- j. Focus on the size of the apparel: The biggest failure for branded apparel in Nepal is because it is not made for the Nepalese consumers. Those Entrepreneur's who are thinking on producing national appeals as well as those shop owners who orders to whole seller outside nation boundary has to focus more towards the Nepalese size so as to satisfy its consumers to the best possible extent. The exact size and the color with the design are one of the biggest factors for brand acceptance.

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

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## APPENDIX I

### Hypothesis I:

**The Peak Sales Day Assume by Buyer and Seller is Similar**

#### Peak Sales Day

Day	Buyers	Seller	Total
Friday	86	33	119
Saturday	48	12	60
Thursday	36	11	47
<b>Total</b>	<b>170</b>	<b>56</b>	<b>226</b>

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

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

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

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

Calculation  $\chi^2 = 0.0133918$

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

Tabulated value of  $\chi^2$  at 5% level of significance of 2 d.f. is 5.99.

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

**Hypothesis II:**

**The Significant Differences in Assuming the Preferred Time for Shopping by Buyer and Seller**

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

H<sub>0</sub>: There is no significant difference in choosing preferred time for shopping by buyers and sellers.

H<sub>1</sub>: There is significant difference in choosing preferred time for shopping by buyers and sellers.

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

Here,  $E = \frac{RT \times CT}{N} = \frac{152 \times 174}{247} = 107.076$

Calculation  $\chi^2 = 24.6797$

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

Tabulated value of  $\chi^2$  at 5% level of significance of 2 d.f. is 5.99.

Decision: Since calculated value i.e. 24.6797 > 5.99 H<sub>1</sub> is accepted. i.e. there is significant difference for preferring shopping by buyers and sellers.

### Brand Preferred of Sweater

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

### Jacket

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

### Brand Preferred of Sweater

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

### Jacket

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

## Rank Correlation

Calculation of Spearman's Rank Correlation Coefficient of Buyer and Sellers on Choose of Particular Products.

Rank	X	Y	D	d <sup>2</sup>
I	2	2	0	0
II	1	1	0	0
III	4	5	-1	1
IV	3	4	1	1
V	5	3	2	4
VI	6	6	0	0
d <sup>2</sup>				5

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

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

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

$$= 1 - 0.1428$$

$$r_k = 0.857$$

Hypothesis III.

The Given Factors are Equally Important for Purchasing the Cloth for Consumers

H<sub>0</sub>: The given factors are equally important for purchasing the cloth for consumer.

H<sub>1</sub>: Emphasis to the price is higher than any factor regarding the purchase decision of

Factors	O	E	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
1	48	33	15	225	6.81
2	76	33	43	1849	56.0
3	22	33	-11	121	3.67
4	26	33	-7	49	1.485
5	18	33	-15	225	6.81
6	10	33	-23	529	16.03
$\frac{(O-E)^2}{E}$					90.8

closing by consumers.

Calculated  $\chi^2 = 90.8$

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

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

The tabulated value of  $\chi^2$  at 5% level of significance for 5 d.f. is 11.07 which is less than the calculated value of  $\chi^2$  i.e. 90.8, so  $H_0$  is rejected and  $H_1$  is accepted i.e. emphasis on price is higher than any other factor regarding the purchase of clothing consumers.

**Hypothesis IV:**

**The Given Factors are Equally Important for Purchasing of Cloth by the Consumers According to Sellers**

$H_0$ : Seller the given factors are equally important for purchasing of cloth by consumer according to sellers.

$H_1$ : The emphasis given to price is higher than any other factor regarding the purchase of clothing by consumer according to sellers.

Factors	O	E	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
1	16	12	4	16	1.33
2	20	12	8	64	5.33
3	8	12	-4	16	1.33
4	9	12	-3	9	0.75
5	15	12	3	9	0.75
6	6	12	-6	36	3.00
$\frac{(O-E)^2}{E}$					12.49

Calculate  $\chi^2 = 12.49$

The tabulated value of  $\chi^2$  at 5% level of significant for 5 d.f. is 11.07.

The calculated value of  $\chi^2$  i.e. 12.49 is greater than the tabulated value i.e. 11.07  $H_0$  is rejected and  $H_1$  is accepted emphasis given to price is higher than any other factor regarding the purchase of clothing.

**Hypothesis V:**

**There is no Significant Difference in Consideration of Factors Affecting the Buyers Decision Among Consumers and Sellers**

Factors	Consumers	Sellers	Total
Quality	48	16	64
Price	76	20	96
Brand	22	8	30
Durability	26	9	35
Size	18	15	25
Others	10	6	24
Total	200	74	274

**Calculation of Factor Affecting the Buyers Decision among Consumers and Sellers**

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

$\frac{(O - E)^2}{E}$	15.87
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Degree of Freedom = (r-1) (c-1)

$$= (6-1) (2-1)$$

$$= 5 \times 1$$

$$= 5$$

Tabulated value of  $\chi^2$  at 5% level of significance of 5 d.f. is 11.07.

Since the calculated value of  $\chi^2$  15.89 which is higher than the tabulated value  $H_0$  is rejected and  $H_1$  is accepted. i.e. there is significant different in considering the factor affecting buyer decision among consumers and sellers.

## QUESTIONNAIRES

1) Questionnaire for the study of buying behavior on winter wears( Jacket & Sweater) for the consumers of Kathmandu valley.

1. Name: \_\_\_\_\_ Age: \_\_\_\_\_

2. Location of the outlets where you generally prefer to shop?

--

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

Product	Semi Annually	Annually
Sweater		
Jacket		

JAN	FEB	MAR	APR	MAY	JUNE
JULY	AUG	SEP	OCT	NOV	DEC

4. How much do you think is the reasonable price for Jackets and Sweaters?

MEN'S	MINIMUM PRICE	MAXIMUM PRICE
SWEATER'S		
JACKETS		

5a. Could you tell me the day and time you most prefer to shop?

DAY			
Sunday	1	Thursday	5
Monday	2	Friday	6
Tuesday	3	Saturday	7
Wednesday	4		

TIME			
Before 10 AM	1	4 PM-6 PM	5
10 AM-12 Noon	2	6 PM-8 PM	6
12 Noon-2PM	3	8 PM-10 PM	7
2Pm-4PM	4	AFTER 10 PM	8

5b. please consider the following factors, and rank their order of importance to you while purchasing the clothing's? 1, 2, 3,4,5,6

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

6a. Brand Name, Price, Size, Style, and Colour.

I. Indian

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

II. Korean

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

### III. European

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

### IV. Chinese

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

### 6b Consumption

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

### 6 c. Market Share

Brand Name	Market Share

### 6 d. Age Group Buying Pattern

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

### 1. Jackets

#### 7 a. Brand Name, Price, Size, Style, and Colour.

#### I. INDIAN

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

#### II. Korean

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

#### III. European

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

#### IV. Chinese

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

#### 7 b. Consumption

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

#### 7 c. Market Share

Brand Name	Market Share

#### 7 d. Age Group buying pattern

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

II) Questionnaire for the study of buying behavior on winter wears( Jacket & Sweater) for Sales Persons / Owner

1. NAME AND ADDRESS OF THE OUTLET

NAME OF THE OUTLET																			
PLOT NO/DOOR NO								FLOOR NO											
STREET NAME																			
BULDING NAME								TEL NO											

2. TYPE OF OUTLET

EXCLUSIVE BRANDED OUTLET (EBO)	1
MULTIPLE BRANDED OUTLET (MBO)	2
LARGE FORMAT OUTLET (LFO)	3

3. SEASONALITY

3. a. DO YOU OBSERVE ANY SEASONALITY PATTERN IN MEN’S SWEATER AND JACKETS.

YES	1	NO	2
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3. b. IF YES, PLEASE INDICATES PEAK, AVERAGE & LEAN AND SWEATERS.

SEASONS FOR MEN’S JACKETS					
JAN	FEB	MAR	APR	MAY	JUNE
JULY	AUG	SEP	OCT	NOV	DEC

4a. COULD YOU TELL ME THE TOTAL NUMBER OF POTENTIAL COSTUMERS WALKING IN PER DAY IN YOUR OUTLET?

No Of Potential Costumer Walking Per Day					
--	--	--	--	--	--

4b. COULD YOU TELL ME HOW MANY OF THE TOTAL WALK INS ARE CONVERTED INTO SALES?

Total No Walk Ins converted Into Sales				
--	--	--	--	--

5.

MEN'S	NO.S SOLD/PER MONTH	MINIMUM SALES PRICE	MAXIMUM SALES PRICE
SWEATER'S			
JACKETS			

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

PEAK SALE DAY			
Sunday	1	Thursday	5
Monday	2	Friday	6
Tuesday	3	Saturday	7
Wednesday	4		

PEAK SALE HOUR/TIMING			
Before 10 AM	1	4 PM-6 PM	5
10 AM-12 Noon	2	6 PM-8 PM	6
12 Noon-2PM	3	8 PM-10 PM	7
2Pm-4PM	4	AFTER 10 PM	8

6.b Please consider the following factors, and rank their order of importance to you while purchasing the clothing's? 1, 2, 3,4,5,6

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

## 7. SWEATERS

7 a. Availability

### I. Indian

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

## II. Korean

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

## III. European

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

## IV. Chinese

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

## 7 b. Sales

Largest Selling				
	Indian	Korean	European	Chinese
Brand Name				
Size				
Style				
Colour				
MRP				

7 c. Market Share

Brand Name	Market Share

7 d. Age Group Buying Pattern

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

8. JACKETS

8 a. Availability

I. INDIAN

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

II. Korean

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

### III. European

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

### IV. Chinese

Brand Name	Style	Size					MRP	Colours
		S	M	L	XL	XXL		

#### 8 b. Sales

Largest Selling				
	Indian	Korean	European	Chinese
Brand Name				
Size				
Style				
Colour				
MRP				

#### 8 c. Market Share

Brand Name	Market Share

#### 8 d. Age Group buying pattern

Age Group	Brand	Size	Style	Colour	MRP
20-25					
25-35					
35-45					