

CHAPTER-I

INTRODUCTION

1.1 Background

Nepal is one of the very few countries in the world in terms of rich and unique cultural heritage, manifested in its architecture, temples, sculptures, monuments etc. Beside this, it is also richly gifted with natural resources like vast forests, many perennial rivers and minerals.

Due to geographical difficulties & lack of infrastructure development of Nepal, the growths of financial sector are badly affected. Liberalization, globalization as well as privatization are most common and essential part of investment and other activities in financial sector of Nepal. The open market concept creates several opportunities & threats. Rapid development in information-technology sector is also milestone for increasing investment activities. Thus, competitive environment was formed in national market as well as international market. The liberalization policy attracts foreign investor as well as national investor to invest financial sector & commercial sector, which helps to raise the life standard of people.

Despite of the above natural resources and attributes, Nepal is still a developing country characterized by high population growth rate, low per capita income and low rate of capital formation. Nepal remained in self-imposed isolation for more than a century until it saw the dawn of democracy in 1951. It is an underdeveloped country with per capita income of US\$427. Based on national calorie/GNP criteria, an estimated 55% of the population is below the poverty line of \$1.25 per day. There are many reasons for the slow pace of development such as landlocked position, misuse of resources, absence of economic infrastructure, political instability, poor economic policy and institutional weaknesses. For this, to overcome the process of capital accumulation among other prerequisites should be enhanced.

Capital accumulation plays an important role in accelerating the economic growth of a nation which in turn is determined among other, by saving and investment propensities. However, the capacity to save in developing countries is quite low with a relatively higher marginal propensity of consumption. As a result, such countries are badly entrapped into the vicious circle of poverty. Therefore, the basic problem for the developing countries is raising the level of saving and thus investments.

The Nepali manufacturing sector will thrive only if the government is able to bring new industrial policy that can end the unfavorable business environment by establishing peace in the country. Only then constructive work can take place smoothly which will help to modernize Nepali manufacturing industries.

Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and businesses. Marketing is a primarily related with creating value for customer and a return for the company. The marketers seek to understand which factor motivates customers to buy more or pay more. The marketers should know why the customers might prefer the particular brands to those of competitor's brands.

According to Philip Kotler: "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others."

According to American Marketing Management association: "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals."

1.2 Nepalese Advertising Environment

One can hardly dispute the fact that the present day, world belongs to the communication age. From the world's economy to politics and diplomacy, one can hardly imagine things

happening without a proper communications system. A similar statement can be made about mass communications as well. No one can think of present modern days without Satellites, TV, Radios, Telephone and our daily dose of Newspapers. So, one can say without any hesitation that it has become everyone's business to know what is going on where. Further more, the communications has become an integral part of the business world for their expansions and development.

Information technology has brought the revolutionary change in the field of information and communication. Due to revolution in it, more and more people are aware in every part of life. Now a day, we can see E-commerce, E-Marketing, E-advertising etc. and can also advertise through internet.

In a developing marketing strategy for individual product, the marketer has to confront the branding decision. Branding is the major issue in product strategy. A brand is essential because a seller promise to consistently deliver a specific set of features, benefits and service to the buyers. The best brand conveys a warranty of quality. Almost all the product today have got brand name, each and every marketer now a days focuses his product/service to the customers based on the preference of the customers towards the specific brand. So, it is important to trace out the preference level of customer on specific brands in the market. This research work focuses on analyzing the brand preference attitude of television buyers of Nepal.

Entertainment industries have been emerging as important industries in Nepal from the restoration of democracy in 1990. There are more than 100 satellite and terrestrial television channels serving their program in open air for Nepalese viewer. Cable networks are the link between viewers and television channels. The Nepalese channels such as Kantipur TV, Image Channel, Sagarmatha TV, ABC News, News 24, National TV, Avenues TV, Terai TV, Mountain TV, Himalaya Television, Nepal 1 and NTV Plus are struggling for their existence and Nepal Television is a national pioneer among these. Nepal Television (NTV) is perhaps one of the youngest television stations in Asia. It started as a project in January 1985 under the Sixth Development Plan (1980-1985) in

which a provision was made to undertake feasibility study of the establishment of television in the country and to begin TV transmission service at selected places if found feasible from economic and technical standpoints. Despite doubts felt by many, it began its experimental transmission for Kathmandu Valley in a very modest manner with VHF equipment and in the UHF band. In those days there were only about 400 TV sets, the majority of which were used basically for video purposes. Some of these receivers were also used for receiving Doordarshan signals. The thirst for TV programmers was growing. When Nepal TV went on air with its thirty minutes transmission, the number of TV sets increased dramatically. A 100 watt transmitter was then set up to cover Kathmandu valley during this experimental transmission, Regular transmission of two hours commenced by the end of 1985. In February of 1986, it became a full-fledged corporation under the Communication Act of Government of Nepal.

Established as an electronic medium to enhance the country's socio-economic development, Nepal Television currently covers 42% of the country's population and-32% of the land area. Programs are thus mostly geared to inform and educate the general mass. With the extension of the network, transmission hours have also increased to 61 hours per week. (Source: www.explorenepal.com/ntv).

Basically Television Programs can be categorized into following categories:

- Adventures
- Entertainment
- News
- Religious
- Sports

Various TV stations influence viewers to select better program with better television sets. So, it affects TV market automatically. Marketers serve digital TV sets in comparison of analog TV sets. Dome screen are replaced by flat screen, and black & white TV sets are rarely found. Thus, changing market scenario influence TV manufacturer to change their strategy and production style. Rapidly changed technology effect quite easily to television industry and as a result customer easily can find cheaper brands with fully

digital and multifunctional system. So, TV is not luxurious goods these days. Customer has various options to choose specific brands of TV's in terms of their income, family size, convenience and for other factors.

TV is the science of transmitting rapidly changing picture from one place to another. In other word, television is telecommunication medium for transmitting and receiving moving images that can be monochromatic or multicolored. Images are usually accompanied by sound. Basically, radio waves are used for the transmission of TV picture but in some application close circuit TV (CCTV) wires or cables carry the signal from one place to another. TV is not only used in home entertainment but it is also used extensively in science, industry, education, military application and in medical field.

The etymology of the word 'TV' was derived from mixed Latin and Greek origin, meaning "Far Sight". Initially, the TV was black and white but after the development in Science and Technology, Hi-tech TV can be found in the market these days. The recent technology have invented LCD TV, Plasma TV, LED TV and 3D TV (3 Dimensional) which are also available in the market of Nepal.

No actual data can be found about the entry of TV in Nepal. When and who imported it for the first time is still unknown. However, Japanese brands of TV came first in Nepal. Japanese and Indian brands fulfill the total demand of the market before the introduction of Korean and assembled Chinese brands. At that time, higher society's customers can afford Japanese brands and other middle class customers having Indian brands. Still those Japanese brands have dominant position in Nepalese TV market. Main brands of TV found those days were Sony, Toshiba, Hitachi, Samsung, Philips, LG, Panasonic, T-Series, and Onida etc.

Then, after the decade of 90's, so many television brands were introduced. Korean technology influence Nepalese TV market in very short time period. Samsung, LG, KEC, Gold star were some renowned brands these days. Now a day, more than 50% of

available brands are assembled here. Assembled brand producer of Nepal basically uses Korean and Chinese technologies.

With the introduction of Chinese brand TV there has been dramatic change in the structure of Nepalese TV market. Xingbao, Changhong, Konka, Panda, Rowa, Die-star, Orsan, Mitsuma, Hi-sense, Samurai were introduced one by one. Now a day, there has been a flood of Chinese TV. Today, almost every brand of TV can be found in Nepalese Market. Various brands of TV are available in the market today. Haier (Germany), Conic (Hong Kong), TCL, Sharp and Philips are some examples of other brands of TV available in Nepalese market. There is keen competition among the dealers and producers of TV. This has provided wide ranges of choice and preference for Nepalese TV customers.

Some years back, TV was perceived as the means of luxury and prestige but today it has become the need for almost all people in Nepal. It has been proved that it is not only for luxury but also to meet the need of information and entertainment at home.

1.3 Introduction of Buying Decision.

Series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where to make the purchase, what brand, model, or size to purchase, when to make the purchase, how much to spend, and what method of payment will be used. The marketer attempts to influence each of these decisions by supplying information that may shape the consumer's evaluation process.

The overall conclusion that can be drawn from the above discussed issues is the general suitability for measuring individual preferences within product recommender systems. To overcome the amount of data to be processed the presented method has to be implemented in a software. Furthermore, the creation of fractional factorial designs as well as the estimation of part-worth requires a lot of time if it is not done by efficient computer based algorithms. Another issue militating in favor of a software implementation is the high amount of available product descriptions on the internet. To

implement such a product recommender system some further issues have to be considered:

- Product recommender systems based on conjoint analysis are particularly suitable for search goods but not for experience and credence goods.
- Products have to be described in a unique structure. On each producer web site the products are described in another structure which complicates an automatic data collection.
- Conjoint analysis provides part-worth's enabling the calculation of each products utility. But there is no possibility to calculate a threshold which divides relevant from irrelevant products.
- It is wise to calculate the internal validity for each search process. This is due to review the quality of the systems estimation. In case of low quality the consumer can be warned by the system. A prototype which is based on conjoint analysis and contains the suggestions of
- this paper can be reviewed at <http://132.231.35.113/ipse>. Before using the prototype in real buying processes the preparation of product descriptions has to be automated.

1.4 Statement of Problems

Nothing is perfect, there are always some problems and challenges to be faced by every sector. Nepalese TV market is also facing some problems. Globalization, liberalization and other economic policies can affect every type of business and market, so does the Nepalese TV market. Large numbers of TV brands are found in the metropolitan cities as well as in other developing areas. Nepalese TV market does not have so much competition. Some international brands of TV were found in the capital & other major cities. Earlier, the imported brands of TV have little market share then Indian brands but now situation is totally changed. There is tough competition among the various TV brands. Assembled and Chinese TV has also created their presence very strongly in the market. Large number of Chinese and assembled brands are available easily in the Nepalese market.

Today, buyers of TV have more alternative choice to select the preferred brand as there are more than fifty brands are available in the market. Authorized dealer and other agents are engaged to improve value and extra features to sustain in the market.

Basically, TV available in the Nepalese market can be categorized into three groups. They are,

- Economy brands (Branded Chinese).
- Assembled brands (Korean & Chinese).
- Japanese and other imported brands.

What type of customer prefers which type of TV brand is the main issue of concentration for the marketer these days. In this regard main problem of the present study is:

- Who are the customers and what are their buying behaviors for specific brand?
- Which brand is mostly preferred? How do customers rank the brand?
- Is the brand preferences differ according to income level of people? Is there any relationship between occupation and brand preference?
- What attributes play significant role to prefer a specific brand?
- What is customer's attitude and perception regarding different brands?

1.5 Objectives of Study

Brand preference is a definite expression of positive attitude. Knowing the consumers gives important insights to the marketer to develop marketing strategy. The manager of the company can get valuable information regarding the brand attributes, likes & dislikes of brands, perception & feelings of consumers towards brands. Analysis of consumer behavior through preference pattern is very much essential for today's competitive and changing market. This study aims to assess the Nepalese TV consumers in terms of brand preference. However, the specific objectives of this research are:

- To analyze the brand preference based on the profiles of consumers.
- To examine the product attributes sought in selecting the TV brand.

- To suggest and recommend to increase TV market in Nepal in future.

1.6 Importance of the Study

Successful marketing of product demands a thorough understanding of consumers taste, choices, preference etc. This study is focused on assessing the buyers in terms of “brand preference” that have been the first and foremost study on TV. This study will be important due to following.

- Finding of the study will help to understand brand preference on TV market. It will give information as to the extent of consumer involvement in brand searching,
- Analyzing its attributes, preference attitude and brand choice on high involvement product TV. In addition to this, it will be helpful to develop the profile of specific consumer.
- It will be useful in creating most favorable brand by knowing the consumers perception and response. The marketer can trace out the important reasons for brand preference and can focus according to choice, perception and preference of consumer.
- A deeper understanding of choice and preference of consumer can help manager to design marketing programs that concentrate on consumer preference. Such knowledge also helps managers to evaluate the value of consumer.
- Similarly, it will be valuable reference to the scholar or researcher to conduct further similar work.

1.7 Limitations of the Study

The study has been limited in the following manner.

- The product selected is only TV therefore, the results is specifically limited to this product only.
- Mainly, four categories of color TV are selected for the study. The study is confined to Kathmandu valley therefore; it cannot be generalized in all areas and in all TV.

- The sample (112) is in small size, may not fully represent the total TV consumer of the country.
- This study is entirely based on the opinions, views & responses of the respondents.
- Opinions of the respondents have been taken as a sense of truth, which may not be correct at all time due to changing behavior of consumers.

In spite of these limitations, lots of efforts have been made to make this study more accurate.

1.8 Organization of the Study

Present research study is divided into five main chapters.

Chapter one specifies the introductory part of the brand preferences which includes general background, statement of the problem, objectives, significance and limitation of the study. This chapter is the basic chapter that provides fundamental aspects of the study.

Chapter two basically provides the theoretical framework of brand preference. It is further devoted to highlight the brief review of pertinent literature. In another words, it deals with the conceptual background and review of related literature.

Chapter three describes the research methodology employed in the study and deals with the nature and sources of data, process and techniques of data collection and research design as well as entire framework of the study.

Chapter four deals with the presentation and analysis of data using different techniques as specified in third chapter.

Chapter five states three elements namely summary, conclusion and recommendations of the study. It presents the major findings and compares them with other empirical

evidence to the extent possible and provides suitable suggestions to concern person and parties.

At the end of these five chapters, bibliography shows the books, journals, periodicals, articles, previous research studies etc. which were used in this research work. Finally, appendices shows the questionnaire used in the study. And that is end of the thesis.

CHAPER -II

LITERATURE REVIEW

2.1 Introduction

In this chapter, an attempt has been made to review the various relevant literatures in relation to support the study to receive some ideas for developing a research design. Literature review is basically stocktaking of available literature in one's field of research. The literature survey provides the students with the knowledge of the status of their field of research. Library is a rich storage base for all kinds of published and unpublished material including: thesis, dissertation, business reports, government reports and publication and other newspapers.

The purpose of literature review is to find out what research studies have been conducted in one's chosen field of survey and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing.

Though, there are some books and literature available to review in global prospect but minimum literature is available in Nepalese perspective. But, whatever is available are studied and analyzed during this research. Review of the literature includes two parts: one is conceptual review of the related subjects and other is review of the previous empirical study.

2.2 Conceptual Frame Work

2.2.1 Marketing and Today's Customer

Modern marketing is very complex, elaborated, sophisticated, dynamic and vast. Marketing has been evolving with the progress of human civilization and economic development of nation. Marketing of previous time was unsystematic and unplanned. No tools and techniques of marketing were used. Today, the philosophy of marketing has changed. Evolution of marketing has gone through different stages. Previously,

marketing decision largely depend upon mass selling, production and company profit. Later, they began to recognize the long run importance of satisfying the consumer wants and needs. More recently the societal marketing concept has been proposed as a philosophy by which a company can satisfy its consumers and at the same time fulfill its social responsibilities. Philip Kotler rightly defines, marketing is a societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging product and service of value with others (Kotler, P; 2003:522).

Today's consumer buying behavior is changing. The consumer buying behavior according to Kotler is defined as “ The buying behavior consumers- individuals and households who buy goods and services for personal consumption”. The term consumer can be described as a person who acquires goods and services for self satisfaction. (Kotler, 2004).

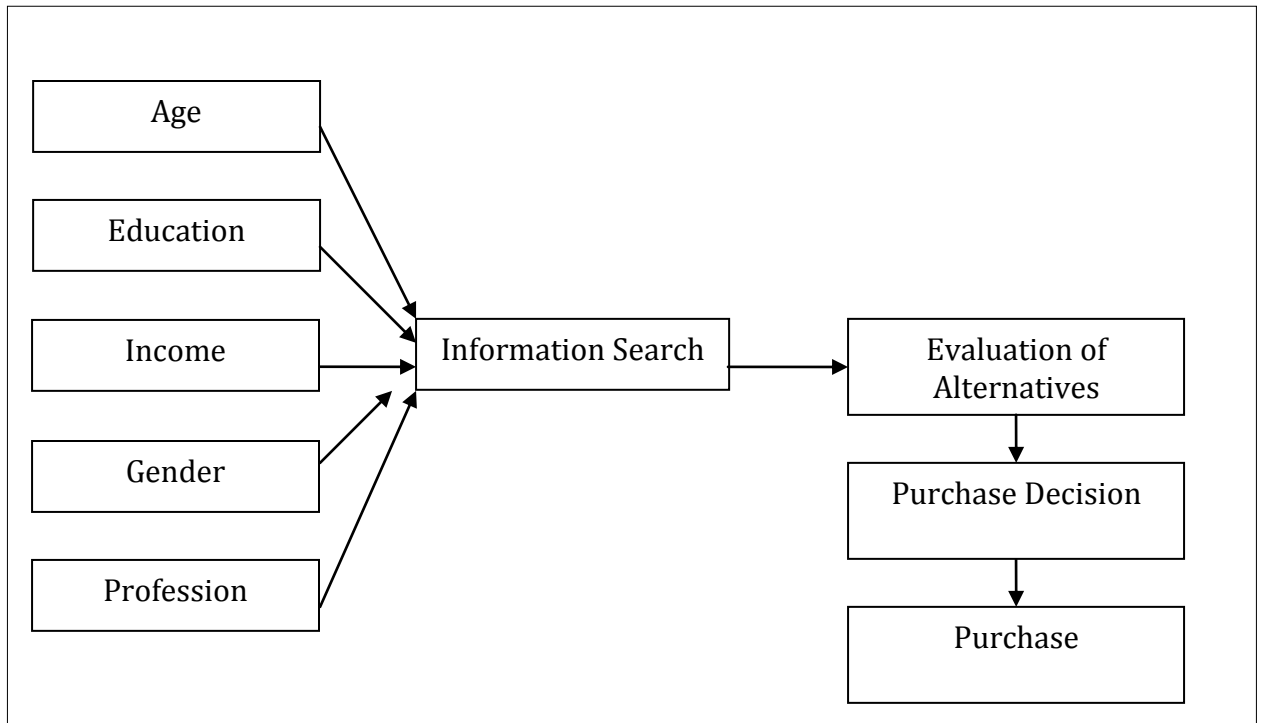
Their attitude of consumer toward a product may change over the passage of time. The preferred product of yesterday may not be preferred today and tomorrow. A customer preference and perception doesn't remain constant but changes. Consumer always looks for new and improved product from which he can take maximum utilization with minimum effort. Competitors are often coming up with lower priced product and they try to differentiate their brands in terms of quality, aesthetic looks, price and environmental friendly product with the other competitor's brand.

Different authors have given different information about the customer behavior that how customer buys products. It involves four steps they are: need recognition, information search, evaluation of alternatives and purchase decision (Kanuk, 1990). The buying decision starts with the need recognition. The buyer's decision depends on his/her internal and external stimuli behavior. The internal and external stimuli of consumer behavior mean that which product should purchase, how much to purchase and externally which product are more reliable and useable. According to this, internal and external stimuli's the buyer will take the decision (Hawkins, Coney, 1998). The consumers buying

preference also differs with their attributes of age, education, profession, gender, income etc. The conceptual view of consumers buying behavior is showed in Figure 2.1.

Figure: 2.1

Conceptual View of Consumers Buying Decision



The marketers can't change the value, belief and wants of consumer. What they mainly can do is to supply products that always satisfy the values that people have. No force on the earth would compel the consumer to buy a particular brand. Consumer has full freedom to buy according to their choice. They are gaining wide range of information regarding the product and service through different advertising media in the dynamic market. So, managing today's consumer is difficult task. Existing marketing mix variable: product, price, place, and promotion do still play role but perhaps a secondary in nature. It takes more than the four P'S to manage today's consumer. Knowing the complex behavior of the modern consumer, marketer should concentration to achieve their objective.

2.2.2 What is a Brand?

American Marketing Association defines a brand as “A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. (Source: <http://www.marketingpower.com/>)

The brand is not just the heritage of the organization. It is the heritage of the employee as well. It is a part of their identification and background. At least happy employee provides an opportunity to create happy customer. But happy customer doesn't survive in the face of unhappy employees. Brands for employees signify organizational culture, what they stand for, and what they have built. It is becoming obvious that brands start inside the organization with the employees, culture and corporate beliefs, and move out to customer. They don't start with customer and move back in.

2.2.3 History of Branding

The word "brand" is derived from the Old Norse *brandr* meaning "to burn." It refers to the practice of producers burning their mark (or brand) onto their products. The Italians were among the first to use brands, in the form of watermarks on paper in the 1200s. Although connected with the history of trademarks and including earlier examples which could be deemed "protobrands" brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used, extending the meaning of "brand" to that of trademark.

Bass & Company, the British brewery, claims their red triangle brand was the world's first trademark. Lyle's Golden Syrup makes a similar claim, having been named as Britain's oldest brand, with its green and gold packaging having remained almost unchanged since 1885. Another example comes from Antiche Fornaci Giorgi in Italy, whose bricks are stamped or carved with the same proto-logo since 1731, as found in

Saint Peter's Basilica in Vatican City. Cattle were branded long before this. The term "maverick," originally meaning an unbranded calf, comes from Texas rancher Samuel Augustus Maverick who, following the American Civil War, decided that since all other cattle were branded, his would be identified by having no markings at all. Even the signatures on paintings of famous artists like Leonardo Da Vinci can be viewed as an early branding tool.

Factories established during the Industrial Revolution introduced mass-produced goods and needed to sell their products to a wider market, to customers previously familiar only with locally-produced goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. Campbell soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first products to be 'branded', in an effort to increase the consumer's familiarity with their products. Many brands of that era, such as Uncle Ben's rice and Kellogg's breakfast cereal furnish illustrations of the problem.

Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was an early commercial explanation of what we now know as branding. Companies soon adopted slogans, mascots, and jingles that began to appear on radio and early television. By the 1940s, manufacturers began to recognize the way in which consumers were developing relationships with their brands in a social/psychological/anthropological sense.

From there, manufacturers quickly learned to build their brand's identity and personality, such as youthfulness, fun or luxury. This began the practice we now know as "branding" today, where the consumers buy "the brand" instead of the product. This trend continued to the 1980s, and is now quantified in concepts such as brand value and brand equity. Naomi Klein has described this development as "brand equity mania". In 1988, for example, Philip Morris purchased Kraft for six times what the company was worth on paper; it was felt that what they really purchased was its brand name.

Marlboro Friday: April 2, 1993 - marked by some as the death of the brand - the day Philip Morris declared that they were cutting the price of Marlboro cigarettes by 20% in order to compete with bargain cigarettes. Marlboro cigarettes were noted at the time for their heavy advertising campaigns and well-nuanced brand image. In response to the announcement Wall street stocks nose-dived for a large number of branded companies: Heinz, Coca Cola, Quaker Oats, PepsiCo. Many thought the event signaled the beginning of a trend towards "brand blindness", questioning the power of "brand value." (Source: <http://en.wikipedia.org/wiki/Brand#History>)

2.2.4 The Function of Brand

A brand provides not only sources of information but performs certain other functions as well which justify its attractiveness and its monetary return when buyers value it. Kapferer addressed several brand functions which justify the attractiveness and value of the brand from a customer perspective (Kapferer, 2007:22-23)

Table: 2.1
Functions of Brands

Function	Consumer Benefit.
Identification	Identification concerns the essence of the brand and facilitates the purchaser in his/her decision process and consideration set; swift choice and gain time.
Practicality	Practicality concerns the essence of the brand and facilitates the purchaser in his/her purchase process for rebuy and straight rebuy; swift choice and gain time.
Guarantee	Guarantee function is to reduce the perceived risk irrespective of the place and time of purchase and consumption.
Optimization	Optimization function is to reduce the perceived risk by offering the best product against the lowest total cost of ownership, the best solution in its category.
Badge	Badge function is to reduce the perceived risk by confirmation of self image and/or brand image.
Continuity	Continuity is an emotional satisfaction function created by brand intimacy over a long period of time due to loyalty.
Hedonistic	Hedonistic is an emotional satisfaction function; pleasure created by brand attractiveness, its logo, its communication and experiential remuneration.
Ethical	Ethical is an emotional satisfaction function towards the brand responsibility related to its stakeholders and environment.

2.2.5 Brand Preference

Modern marketing has been complex, and challenging. Companies are facing toughest competition. Consumer's attitude and behavior are changing. The brand preferred today may not be preferred tomorrow. So understanding of consumer desired thoughts, feelings, images, choices, perception, attitudes, purchase intention, marketer should assess preference etc. Consumer behavior gives important insights to become successful marketer in this globalize and competitive market. Continuing challenges of marketer is to build a strong brand to satisfy consumer needs and wants very effectively then other competitors.

A brand, which does not change with the time, fossilizes and losses it's relevance. Time is merely the indicator of changes in lifestyles, customer expectations, technology, and competitive position. Values, customs and behavior patterns are constantly changing with time. Leaders today thus must plot the future of their companies where they are challenged to find a path that makes sense. The path should be formed by analyzing the complex behavior of modern and improved consumers. The development of effective marketing plan and strategy for any market rests on a proper knowledge of how consumer feels about brand, how they perceive and go to actual preference drove purchase. Every successful product in the modern marketing world is an embodiment of customer's needs, wants, prestige, preference, satisfaction, aspiration and mental horizon.

Brands vary in the amount of power and value they have in the market place. The consumer in the market place does not know some brands. Some are having high degree of loyalty and preference level. Today's businessmen are devoting to present their products in the market for the sake of increasing the sales. Every marketer focuses their product to the consumer based preference towards brands. Brand preference is the choice by the consumer of a particular brand over its competitors, usually resulting from a favorable experience with the items. However, if the product proves to be unavailable, the consumer willingly shifts to a substitute.

Knowledge of brand preference helps to know consumers attitudes towards the brand (i.e. product) and this understanding in turn sheds light on different aspect such as: effectiveness of branding policy, advertising policy, consumer response to the price and availability of the products, consumers' perception of the total image of the manufacturer. Brand preference can be defined as the priority that the buyer or consumer gives to a brand. It is revealed in the purchase and use of one brand and not of competitive brands.

Brand preference is based on consumer choice, their priorities toward brands, awareness level and actual brand loyalty exists there. Brand preference leads to brand loyalty. When preference of brand is expressed, then the consumer may be hard core loyal.

Brand preference is carried out to increase the market share of a specific brand. Without this preference, the product will not survive in the market. The product would be of no use, if there exist of no brand preference. Brand preference is a broad meaning adopting a variety of marketing techniques. The major purpose of brand preference is to maximize its image and sales.

Brand preference is a definite expression of positive attitude. One would normally expect people to buy a preferred brand or brands, assuming that they are in the market. However, there are occasions when the product may not be needed or the consumer cannot afford the preferred brand or the preferred brand may not be available.

For the purpose of our study, brand preference is defined as those activities, which help to maximize the image of brand and help to make the consumer's desires more effective. It consists of establishing good understanding between the manufacturer and the consumer. It tries to help them in purchasing more honestly and to maintain satisfaction with the products. Thus, the word "Brand Preference" is necessary for existence in entire market.

Brand preference is one way of segmenting a market. On the basis of brand preference, market can be segmented as loyal or not loyal. If the consumer prefers the brand they can

be identified as loyal consumer and if they don't prefer the brand they can be identified as non loyal consumers. Brand preference gives seller or marketer protection from competition and greater control in planning the marketing mix.

2.2.6 Classification of Brand Preference Segment

Brand preference is very important to attract the consumers towards the product in a highly competitive market. Different patterns of preference segment present by Philip Kotler are:

1. Homogeneous preference

A market is where the consumer having roughly the same preference. The market shows no natural segments. We would predict that existing brands would be similar and cluster around the middle of the scale in both sweetness and creaminess.

2. Diffused preference

Consumer preference may be scattered throughout the space indicating that consumer varies greatly in their preference. The first brand to enter the market is likely to position in the center to appeal to the most people. A second competitor could locate next to the first brand and fight for market share, or it could locate in a corner to attract a consumer group that wasn't satisfied with the center brand. If several brands in the market, they are likely to position throughout the space and show real difference to match consumer preference differences.

3. Clustered preference

The market might reveal distinct preference clusters called natural market segments. The first firm in this market has three options, it might position in the center, hoping to appeal all the groups, it might position in the largest market segment (concentrated marketing). It might develop several brands, each positioned in a different segment. If the two first firms developed only one brand, competitors would enter and introduce brands in the other segment.

2.2.7 Brand Loyalty and Brand Preference

The American Marketing Association defines brand loyalty as "The situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category".(Source: <http://www.answers.com/topic/brand-loyalty>). Brand loyalty consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy (Dick, Alan S: 1994). Brand preference and brand loyalty may exist in relation to manufacturers brand and loyalty may prevail with respect to stores.

In place of brand choice sequence, Leaster Guest used preference statement over time as a measure of brand loyalty. In 1941, he collected data concerning the brand awareness and preference of student. In follow up studies of these same person 12 and 20 years later he found suggestive evidence of high degree of loyalty towards brand name. From study of Leaster Guest brand loyalty exist even when it is defined as preference statement over time. According to preference statement approach brand loyalty is measured on the basis of preference expressed by the consumer to a particular or brand over a certain time.

Bill (1986), offers a two dimensional concept of brand loyalty bringing together attitude and behaviors. He asks," Can behavior pattern be equated with preference to infer loyalty? And distinguishes between spurious and intentional loyalty. Spurious loyalty may just be habit or consistent purchase of one brand due to non-availability of others, continuous price deals, better shelf space etc. Intentional loyalty occurs when customers buys a preferred brands, as would be evidence by some attitude measurement. When customer is intentionally loyal and insists on a particular brand s/he will be prepared to shop around for this brand or differ purchase if the brand is unavailable rather than accept a substitute. (Bill, M. L. 1986).

Consumer has varying degree of loyalty of specific brands stores and other entities. Buyers can be divided into four groups according to brand loyalty status (Philip Kotler: 1991).

- **Hard core loyal:** Consumer who buys one brand all the time.
- **Split loyal:** Consumer who is loyal to two or three brands.
- **Shifting loyal:** Consumer who shifts from one brand to another.
- **Switchers:** Consumer who shows no loyalty to any brand.

Brand preference and brand loyalty have positive relationship. When the preference level to specific brand increased, then the stronger be the loyalty of the product. There is no loyalty if there is no preference on brand.

2.2.8 Brand Switching and Brand Preference

Brand switching means consumer's habit of constantly shifting from one brand to other. In this sense, brand switching is opposite to brand loyalty. Consumer switch brand for reasons of curiosity with respect to new different brands, disappoint with present brands, reassurance with respect to a favored brand, chance inducement and availability. Additionally, consumer may be multi brand buyers for reasons of indifference, perception that brands are perfect substitutes, for varieties sake, several preferences within a household, and as a response to availability and promotions.

Brand switching occurs when present brand is not satisfactory or available at right time. The customer preference on brand is no longer exist if the customer would not favor such brand. Brand preference and brand switching are negatively correlated. When the preference level increase, then the brand switching tendencies would decrease and the loyalty level of customer may prevail.

2.2.9 Brand Preference and Purchase Intention

How does consumer process competitive brand information and make a final value judgment? The customer arrived at attitude (judgment, preference) toward the various

brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand in the choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitude of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things:

- The intensity of the other person's negative attitude towards the consumer's preferred alternative and,
- The consumer motivation to comply with the other person's wishes.

The more intense the other person's negativism and the closer the other persons are to the consumer, the more the consumer will adjust his/her purchase intention. The converse is also true. A buyer's preference for a brand will increase if someone he/she respect favors the same brand strongly. The second factor is unanticipated situational factors that may erupt to change the purchase intension. The stages of consumer decision-making for the purchase is shown in the hierarchy of effect model. They are awareness, knowledge, liking, preference, conviction and purchase.

Awareness: The ability of the consumer to recall a brand name either with or without prompting.

Knowledge: The ability of consumer to describe the important attributes of Product or service.

Liking: The attitude of the consumer toward a product or services.

Preference: The degree to which a consumer feels more positive about product or service to other offering.

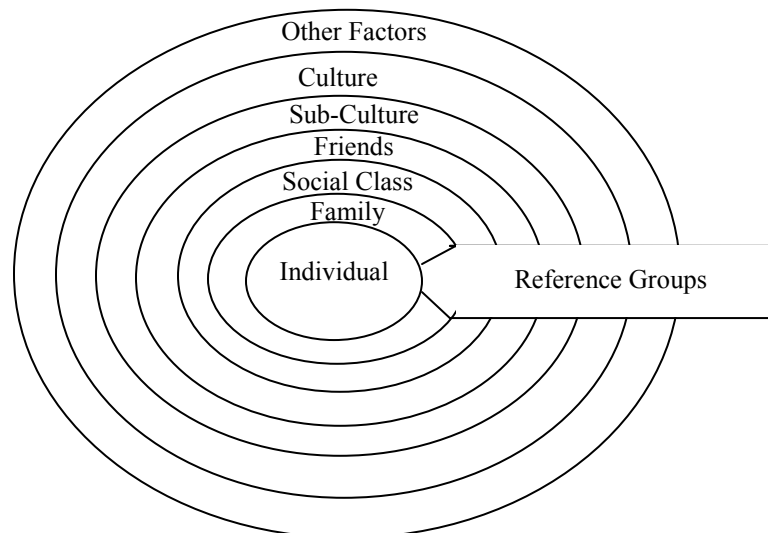
Conviction: The likelihood that the consumer will purchase the product or service.

Purchase: The acquisition of a product or service. Preference and purchase Intention is not completely reliable prediction of purchase behaviors.

2.2.10 Factors Influencing Buying Decision:

Buying decision is not easy task. It is the complex task in the sense that different factors affect on it. Among them, we take only some those factors which involve in high involvement products. Out of different factors, some of them are culture, sub-culture, social class, family, individual etc. These factors are shown in Figure2.2 (Schiffman and Kanuk: 2003).

Figure: 2.2
Factors Influence in Buying Decision



As shown in the Figure 2.2 there are major seven selected factors which can be included in reference groups. Reference groups can be simply defined as any person or group that serves as a point of comparison or reference for an individual in forming either general or specific values, attitudes or a specific guide for behavior. Elements involved in this group may affect in family buying process either individually or collectively. From a marketing perspective, reference groups are groups that serve as frames of references for individuals in their purchase and consumption decisions. In another words, almost all consumers interact with other people or groups who directly or indirectly influence their purchase decisions. Their reference groups significantly influence buyers. More preciously, buyers may be influenced at least two ways: firstly, reference groups expose an individual to new behaviors and life styles. Secondly, they also influence the person's attitudes, self-

concepts and beliefs. Possible factors involved in this reference group are described below.

I) Individual: - An individual may be the sole consumer or buyer or independent unit of product users. S/he may be a single-family member walking down far search of the products s/he likes. S/he plays influencing role in family buying process.

II) Friends: - Almost people have their own friends during they work and live together. Friends may be either from formal organizations or from informal groups. Similarly, they may be from different societies, cultural groups, religious groups, and regional areas etc. that directly or indirectly influence in family buying decision. Friends can influence buyer in family buying from different ways. As far example, they can influence by sharing their ideas and experiences each other, providing suggestion about the products etc. More preciously, friends are those who give information, suggestion and feedback to the buyer which ultimately influence the family buying to decide either to buy or not to buy the particular products.

III) Culture: - Accepting the culture as the most influencing factor of family buying, we can define it as the sum total of learned beliefs, values and customs that serve to direct the consumer behavior of members of particular society culture mostly influence in buying behavior of the family. We can take culture as the behavioral patterns of family members of a given society. In another words, it is a unique lifestyle of a particular groups of people. Cultural factors are importance not only for family buying process but they also affect the institutional purchase but they also affect the institutional purchase decision. Some of the cultural factors may be attitudes, beliefs, religion, and education etc. of the family members which largely influence the family buying. For example, family member's attitudes and beliefs about consumption related issues like taste, habit, and interest have significant importance, which ultimately affect the family buying. The more decider or buyer of the family understand about the member attention, reaction and attitude towards the products the better satisfaction will create in the family using the products. (Stanton W.J & Charls F : 1987)

IV) Sub-culture:- The members of a specific subculture possess beliefs, values and customs that set them apart from other members of the same society. In addition, they adhere to most of the dominant cultural beliefs, values and behavioral patterns of the larger society. We define subculture, then, as a distinct cultural group that exist an identifiable segment within a larger more complex society. (Schiffman and Kanuk: 2003). Sub cultural factors include location factors which have their own separate norms and values. Within these norms and values, buyers may have different interest and choice which consequently affect the family buying decision.

V) Social Class: - Social class may be formed from different perspectives. The different social classes have different values, attitudes and behavior. Persons within similar social class tend to behave more alike than persons from two different social classes. Here, we are viewing the social class with respect to economic condition. People having higher disposable income as well as fixed property include in upper class. Here, the question is how the social classes influence the family buying decision. The possible answer is that the upper class people want to prove themselves to a superior position in behavior to the lower class people. Consequently, a member from the upper social class can force to his/her family to buy the products. In this way, we can say that family buying decision is often influenced by the class in which they belong or to which they aspire. Therefore, marketers should consider these factors while involving in the buying decision (Koirala, K.D: 2005).

VI) Family: - Family is the group of two or more persons related by marriage, blood or adoption who reside together. In another words, it is a form of social organization and an institution, which is based on kinship. The nature, size and comparison of families differ from society to society. In some societies, a family means the parents and other children whereas in others family includes all relatives, both by blood and marriage. Although families sometimes are referred to households, not all households are families. For example, a household might include individuals who are not related by blood, marriage or adoption, such as family friends, paying guests, households or roommates. However, within the context of marketing and business, households and families usually are treated

as synonymous. In Nepal, family ties are very strong. It also a recognized institution in the Nepalese social set up. The total number of families in Nepal is about 4.3 million. Most of the Nepalese area has covered by village and particularly, there is the joint family system whereas the remaining portion is town where there is mostly nuclear family system (Pant, P.R: 2003).

VII) Other Factors: - There is no single factor to influence the family buying but a set of factors, lead to affect it. Producers produce the products globally and users use them globally. Now, the world has become global village where wide range of production and consumption can possible. Therefore, so many factors can affect family buying. Some of them may be expansion of advanced technology such as excess of information and communication to the people, availability of e-commerce and business globally etc. Which have added advancement of life style to the people? Consequently, it has created the multidimensional influences in family buying decisions. Nepalese families and buyers cannot be an exception from these factors, however, disposable income, buying motives and purpose, ethnicity, culture etc may be the most influencing factors in family buying. (Pant, P.R: 2003).

2.3 Consumer Buying Decision

One “official” definition of consumer behavior is “those activities directly involved in obtaining, consuming, and disposing of products and service, including the decision processes that precede and follow these actions”. Moreover, the consumer behavior display in searching for purchasing, using, evaluating, experiences, and idea which they expect will satisfy their needs. Therefore, knowing the factors which influence the buying behavior could increase the sales volume.

The consumer behavior is an important factor to indicate the decision making process in buying a car. The buying behavior would influenced by the marketers. The job of the marketers is to “think what customer want” and to guide the company into developing offers, which are meaningful and attractive to target customers and creating solutions that

deliver satisfaction to the customers, make profits to customer and benefits to the stakeholders.

In the role of consumer, they constantly face choices like how much to spend, what product to acquire, and where to purchase the product. Marketer need to understanding of how these decisions are in order to develop appropriate marketing strategies. The consumer buying decision process comprises five stages: problem recognition, information search/ search for alternatives, evaluation of alternatives, purchase decision, and post-purchase evaluation. The buying decision process is influenced by psychological factors, situational factors, and also social factors. This consumer buying decision process mentions about whether to purchases, what to purchases, when to purchase, from whom to purchase, and how to pay for it. For example, a consumer names Ali decided whether to buy a car, what model to buy, when to buy, from whom to buy, which dealer, and how to pay for it. In the life reality, the actual act of purchasing is only one stage in the process, and it usually not the 1st stage.

2.4 Brief Profiles Television Brands

There are more than 100 brands of television available in the Nepalese market. So far, as contemporary brands of color television in Nepalese market is concerned, Aiwa, Sony, Hitachi, JVC, Fusi, Panasonic, Toshiba, Onida, Videocon, T-Series, KCL, Xingbao, Changhong, Konka, Panda, Die-Star, Diastar, LG, Samsung, Daewoo, KEC, Gold star, Mitsuma, Orsan, samurai, Akai, TCL, Sharp, Philips, Haier, Conic and so on, are struggling to exist in the competitive market. Among these, Sony, Konka, Samsung, LG, Philips and few numbers of Chinese brands have secured prominent status and strong presence in the market. So that these brands are selected for the purpose of examine the brand preference attitude on television. Here, it is effective to give brief profile of these brands.

Japanese Brands

Sony, Sanyo, JVC, Fusi, Toshiba, Aiwa, Panasonic, Hitachi are the brands for the Nepalese customers. These all-Japanese brands are largest selling all over the world.

These brands are found up to fifteen models and price range of Rs.15, 000.00 to Rs.450, 000.00 in Nepalese market. Higher society customer, star hotels, academic institutes prefer these brands as these shows the symbol of prestige.

Assembled Brands

In this category, mainly assembled Korean brands are counted. Samsung, LG, Daewoo, K.E.C., GoldStar are familiar in Nepalese market. In these days, these brands are assembled in Nepal. These brands focused for middle class customer.

Chinese Brands

Xing-boo, Changhong, Rowa, Konka, Panda, Samurai, Diastar are imported Chinese brands, available here. Digital technology, world class quality and good aesthetic looks, really impressed today's customers, who actually want good quality at a lower cost.

Out of the above, Haier (Germany), Conic (Hong Kong), TCL, Hyundai (Korea), Sharp and Philips (multinational) and Indian TV brands are comfortably found in the market. BPL, Videon, T-Series, Onida, XL and so on are well known Indian brands, which are cheaper than other imported brands.

Table: 2.2
Brief profile of TV brand

Brands	Technology	Assembled/ Made	Distributors	Available Size (in inch)	Model	Price Range “000”
Akai	Japanese	India	K.V. Overseas	14 -29	4	10-60
Atari	Chinese	China	Various retailers	14 -21	2	9-16.5
B.P.L.	Indian	India	No authorized dealer	14-29		
Chang Hong	Chinese	China	Heritage Int'l	14 -34	5	8.5-52
Conic	Hong Kong	Hong Kong	Chandra Surya Int'l	14 -34	4	8.8-35
Daewoo	Korean	Nepal	Golchha Org.	14 -29	4	10-28.5
Di-star	Japanese	China	Home Appliance	14 -29	7	10-35
Haier	German	Nepal	Kedia Org.	14 -34	15	8.6-71
Hitachi	Japanese	Malaysia	Cosmopolitan Trading	14 -43	15	16-183
Hyundai	Korean	S. Korea	Hyundai Electronics Concern	15 -29	4	14.5-45
KEC	Korean	Nepal	Kedia Org.	14 -29	15	10-45
Konka	Chinese	Nepal	Saurav Photo Int'l	14 -34	19	9-55
L.G.	Korean	Nepal	Chaudhary Group	14 -62	12	12.5-28
Mitsuma	Chinese	Nepal	Kedia Org.	14 -21	10	8.5-16
Orsan	Japanese	China	B&B Mfg. Industries	14 -21	2	8.5- 13.5
Panasonic	Japanese	Malaysia	Paramount Electronics			
Panda	Chinese	China	B.M. Int'l	14 -21	11	8-20
Philips	Holland	Singapore	Syakar Company	14 -55		13-800
Samsung	Korean	Nepal/Korea	Golchha Org.	14 -29 -63	10	12.5- 22.5
Sharp	Chinese	China	Various retailers	14 -21		7-19
Sony	Japanese	Malaysia	Nepa Hima Trade Link	14 -42	6	16-440
TCL	Japanese	China	Asiatic Int'l Trading	14 -29	5	8.5-30
Video-con	Indian	India/Nepal	K.V. Overseas	14 -63	6	10-120

Source: Survey Nepal Government 2010

2.5 Review of Previous Study:

2.5.1 Journals and Articles

There are some similar studies which had been conducted previously about advertising research. Professionalism and highly advanced marketing and advertising practices have not institutionalized here in Nepal. However, the Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. For this, some research studies are conducted on Advertising and Sales promotion.

Upadhaya, R. (2006) conducted a study entitled *"Radio advertising and impact on purchasing and in consumer goods"*. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact on purchasing decision. The objective of his study were to study the availability and cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to study the influence of radio advertising on sales of the advertised product. Thus, his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

Adhikari, A. (2007) conducted a study entitled *"Impact of television advertisement in Sales"* to find out the role of advertising on brand choice of low involvement consumer goods. It is the study trying to show the importance of advertising on brand choice of low involvement products. The objective of this study was to find out if advertising plays any supportive role in brand choice decision; if the consumers brand choices for low involvement goods are completely, partially or not impressed through advertisement; if there other promotional tool exist which has more weight in brand choice decision than advertising.

Baral, R. (2007) conducted a study entitled *"Advertising and brand preferences of instant noodles"* for evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable goods. The objective of the study

was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basic product. Thus, his study specifically dealt with communicative aspect of advertising.

Shrestha, C (2010) conducted a study entitled "*An analysis on market position of Beer*" to find out if the sales promotion does impact on sales of beer; to find out which mode of sales promotion is more wisely used by the manufacturers as sales promotion tools; to find out the most suitable media to advertise about the sales of beers in Nepal and to predict the sales of coming year if every factor remains same. This study specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

2.5.2 Review of Unpublished Masters Degree Thesis

Several thesis works have been conducted by various students regarding the various aspect of brand such as: Brand Loyalty, Advertising Effect On Brand Preference, Comparative Brand Preference Analysis, Branding Policy of Durable Goods, Patterns of Consumer Decision Making Process while Purchasing High Involvement Goods etc. some of them are relevant for the study.

Pant, Y (1993) has conducted a study entitled "*A study on brand loyalty*" with the objective of:-

- To examine brand awareness of the Nepalese consumer.
- To find out whether Nepalese consumer are brand loyal, i.e. what percentage of Nepalese consumer are brand loyal?
- To identify the correlates of brand loyalty.
- To recommend measures helpful or important for developing marketing strategies and their conducting future research on brand loyalty.

The research was mainly based on primary data. 100 samples were selected and questionnaire was served to them (respondents) to obtain the responses.

Findings of the study are:

- It is found that the Nepalese consumers give high importance to brand in both consumer durable goods and the consumer non durable goods.
- Majority of the Nepalese consumer is found brand loyal.
- In each of the products selected for this study, at least 65% consumers are found to have knowledge of almost all-alternative brands available in the market. Brand awareness of Nepalese consumer is found to be high.
- It is found that, consumers belonging to 26 to 40 age groups are more loyal than those of belonging to any other age group in all types of product selected for this study.
- The family system of the consumers correlates with brand loyalty. ‘Nuclear family’ consumer is found more brand loyal.
- It is found that brand loyalty is independent of the consumer’s education.
- Brand loyalty is positively associated with consumer’s income. Brand loyalty is positively associated with loyalty.

Dahal, M. P (1994) conducted a research study on “*Pattern of consumer decision making process while purchasing high involvement goods in Nepal*” with the objective of:

- Patterns of decision making strategies consumers utilize while making purchase of durable goods.
- The level of repurchases consumer seeking information and their correlates.
- Decision making criteria and rules employed in evaluation of alternatives.

Motorcycle and scooter was chosen as the sample product of his study. 300 recent two wheeler buyer of Kathmandu city was selected and comprehensive questionnaire was distributed. The study was mainly based on primary data. He has utilized different analysis techniques as:

- Factor analysis
- Cluster Analysis
- Discriminate Analysis

Findings of the study are:

- Sources of information available to Nepalese buyer have five dimension namely: - Brochures, Test drive, Advertisement, Interpersonal sources, and Dealer visits.
- Though not very extensive, the Nepalese Television buyers undertake information search with greater emphasis upon dealers and interpersonal sources of information.
- In terms of choice behavior of the motorcycle buyers of Nepal are classified into groups. Those who choose Indian motorcycles constitute one groups, another group comprise the buyers who choose the motorcycle of Japanese make.
- Advertise segment has inverse relationship with the correlates like Japanese makes and better than others, prior preference for Japanese makes went alone or with someone, gas mileage and sporty as the criteria, but this segment is positively related with age of respondents, price and warranty as the criteria and prior preference for Indian makes.

Baral, L.P (1996) conducted a research study on “*A Comparative Study on the Communication Effects of Advertising and Brand Preference.*” A case study of instant noodles (Yum Yum and RaRa)

Objectives of the study are:

- To examine the effectiveness of advertising of the RaRa and Yum Yum noodles.
- To bring into focus, the relation between the brand preference and advertising.
- To examine the popular media of advertisement in case of instant noodles.
- To know the strengths and weakness of advertisement of instant noodles.

50 respondents were selected from different school student and 15 were selected from different advertising agencies. A questionnaire set was distributed to obtain the data. Interview cum questionnaire administered to advertising agencies. The study is based on primary data.

Findings of the study are:

- Consumers give more preference to the quality and less preference to the brand.
- There is high degree of association between brand preference and advertisement.
- There is no difference between the advertisement of Yum Yum and RaRa in terms of attractiveness.
- Instant noodles are popular in the Kathmandu valley. Most of the customers consume Wai Wai noodles.
- A large number of consumers are not by advertisement.
- Buyers go after the good quality after getting more information from the advertisement.
- The number of buyers who are indifferent towards advertisement is significant.
- Nepal T.V. is the most popular media in Kathmandu valley. Radio Nepal holds second position and the newspaper are the third.

Adhikari, S. (2002) has conducted a research study entitled “*A Brand Preference Study Between Sanmiguel and Tuborg Beer in Kathmandu Metropolitan city.*”

Objectives of the study are:

- To examine the buying habits of consumers regarding the beer.
- To find out the effective advertising media of beer and their impact on the consumer.
- To find out the sales volume of beer in Kathmandu metropolitan city.
- To suggest measures for promotional marketing of Sanmiguel and Tuborg beer.
- To find out the product attributes and pricing factor of beer.

The research study was based on primary as well as secondary data. For the primary data collection, 100 respondents were selected on the basis of stratified random sampling and questionnaire was served to respondents.

Findings of the study are:

- 42% are occasional drinkers with 25% preferred Sanmiguel and 17% preferred Tuborg out of 100 beer drinkers.
- The advertisement of Tuborg has the highest recall value among the beer drinkers.

- 55.93% of beer drinkers preferred to drink beer with friends. Sanmiguel stand for 22.58% and Tuborg by 33.35%
- Brand preference among the two brands Tuborg and Sanmiguel were found to be 56% and 44% respectively.
- The major attributes for an “Idle Brand” were found to be:-Taste-77.33%, Price-12.67%, Packing-5%, Promotional campaign-5%
- Taste and pricing (factors) attributes were found different to two brands but other factors found similar.
- Tuborg has found to be more popular in terms of different periphery.

Khanal, D. (2003) has conducted a research study on “*A Study of Brand Preference in Noodles.*”

Objectives of the study are:

- To examine, the buying habit regarding the noodles and behavior of the consumer.
- To find out the effective advertising media of noodles and their impact on the consumer.
- To suggest measure for promotional marketing of the noodles.
- To find out the products attributes and pricing factor of noodles.

The research study was based on primary data. For the data collection questionnaire was set and administered to 120 respondent of Kathmandu metropolitan city.

Findings of the study are:

- The most preferred brand is Wai Wai, Mayos as second, JoJo is least preferred, Rumpum and RaRa are moderately preferred.
- Most of the noodles consumers are found in the group of 15-30 years and most of them preferred the brand Mayos. Respondents below 15 years and above 30 years preferred Wai Wai.

- It has been found that the highly familiar media is T.V. and Radio with the age group of below 30 years and consumer who are above 30 years are familiar with hoarding board and newspapers.
- 40% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
- It has been found that if their favorite brand is not available in the market 55.33% of consumer will buy the second preferred brand.
- It is clearly found that the RaRa is cheaper, Rumpum is reasonable, and Wai Wai is expensive with respect to price.
- Large numbers of respondents shows the brand switching tendency with attractive gift, prize, and other promotional programs which is offered by the others brands.

2.6 Research Gap

I have found so many previous research reports on marketing field with related subject matter. But the choice of this subject is due to the fact that, there is no previous research found on making studies on buying behavior of television purchase by the consumer. Previous researches focused only buyer's behavior not in television purchase. The study tried to show that how various buying decision help to create awareness to the consumer. Research has attempted to prepare and present this report with full enthusiasm and all possible primary as well as secondary data source are collected analyzed and presented herein respective manner.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a collective term for structured process of conducting research. Research methodology refers to the various sequential steps to be adopted by researcher in studying a problem with certain objectives in view. Therefore, this chapter deals with the method and techniques that were used in this study. Generally, research methodology focuses on the nature and sources of data, the model sample, selection and classification of variable, use of analytical and statistical tools etc. Therefore, research methodology means to an end but not end itself. Researcher approaches to certain conclusion using research methodology.

3.2 Research Design

Research design is the plan of structure and strategy of investigations conceived to obtain answers to research questions and to control variance (Kerlinger, 1983:67). It provides the framework to conduct the research. It shows the entire activities that are to be done in the research work. It explains the methods, procedure and entire process to complete a research work.

Current research applies analytical and descriptive techniques to evaluate and analyze the brand preference on television of consumers from selected areas. Therefore, current research is both analytical and descriptive in design. It is analytical in the sense that it uses different analytical tools to show the consumers preferences on television; it is descriptive in the sense that it clarifies different aspects of brand preferences. It is important to be noticed that it is a complex task to understand the preferences and may not be able to explain fully because of human unclear motives and purpose. This reality leads the researcher to apply both observation and questionnaire methods.

3.3 Source of Data & Collection Procedure

The researcher used the data that are collected from primary sources through structured questionnaire and takes advantages of some journals, articles, books etc. those are concerned with brand and brand preferences. Some of the information has also been taken from the newspapers magazines and some are taken from the internet sites. Therefore, both primary and secondary data source have been utilized.

Mainly needed data and information were gathered through questionnaire. Direct interview with the family members was also conducted. A list of questionnaire was distributed for gathering needful information.

3.4 Population & Sample

The consumers of Kathmandu Valley are considered as population of this study. Since, enumerating all the units of the population is very difficult therefore, sampling has been implemented for this study. Method of sampling applied in this study is convenient sampling. In this study, respondents from selected area (particularly relatives, friends and office colleagues) have been chosen for research work. The sampling units in this study is mainly focused on employed personnel like businessman, job holders etc.

For collecting primary data, 112 respondents have been surveyed. These 112 respondents were categorized with respect to their Age, Gender, Education, Income level and their Profession. Further these attributes are classified as follows:

Age:

- (i) Below 25 Years
- (ii) 26-40 Years
- (iii) Above 40 Years

Gender:

- (i) Male
- (ii) Female

Education:

- (i) Upto intermediate
- (ii) Graduation
- (iii) Above Graduation

Income Level:

(i)Less than 15000.00 (ii)Above 15000

Profession:

(i)Service

(ii)Business

(iii)Others

3.5 Data Analysis Procedures:

At first each and every aspect of possible buying related data were presented in tabular form. Clear interpretations were made by using different statistical tool like Chi Square test, Arithmetic Mean and Weighted Mean. The simple listing method is also used for the tabulation of data and different response made by the respondent on percentage basis as well.

In order to accomplish the objectives of the study, various graphs, diagrams, charts were also used for the analysis purpose. The result of analysis has been properly tabulated, compared and interpreted. The various tools used in the research are as under.

3.5.1 Testing of Hypothesis

Quite often a research hypothesis is a predictive statement, capable of being tested by specific method which relates an independents variable to some dependents variable (Kothari, 2006: 185). In order to know the significance difference between selected variable, chi- square test has been implied in this research.

The square of the standard natural variable is called chi-square distribution with one degree of freedom. It is also called non-parametric test. Chi-square analysis determines whether the outcome of some experiment is one of chance or an outcome of an actual relationship. The formula for Chi Square is:

$$\chi^2 = \sum (f_o - f_e)^2 / f_e$$

Where,

f_o = observed frequency and

f_e is the expected frequency.

In this research, a set of hypothesis have been tested. A set is the combination of two things viz. Null hypothesis and alternatives hypothesis denoted by H0 and H1 respectively. These are given below:

Set: In this set, the differences between brand preferences (like/dislike) and income level are tested. More specifically:

H0: There is no significant relationship between brand preferences and the Income level.

H1: There are significant relationship between brand preferences and the Income level.

3.5.2 Arithmetic Mean

The arithmetic mean is the sum of total values to the number of observations in the sample. It represents the entire data which lies almost between the two extremes (Gupta; 1997:75). For this reason, an average is frequently referred to as measure of central tendency. It is calculated as:

$$\text{Mean} = \frac{\text{Sum of Total Values}}{\text{No of Values (N)}}$$

$$\bar{X} = \frac{\sum X}{N}$$

3.5.3 Weighted Mean

The weighted mean is a mean where there is some variation in the relative contribution of individual data values to the mean. Each data value has a weight assigned to it. Data values with larger weights contribute more to the weighted mean and data values with smaller weights contribute less to the weighted mean. The formula for Weighted Mean is:

$$\bar{X}_w = \frac{\sum WX}{\sum W}$$

Where, X_w stands for Weighted Mean

X Stands for Values of the Item

W Stands for Weight for the Item

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

This chapter deals with the analysis and interpretation of data following the research methodology to find out various dimension of brand preference of Television. Data gathered in the various source have been showed in tabular format along with various diagrams and charts. A convenient sampling of 112 respondents from Kathmandu Valley have been selected and studied. Preferences over particular brand, reason for such preferences, factors affecting choice of TV and other different issues have been addressed here in this chapter.

4.1 Brand Preference - Age Group Wise

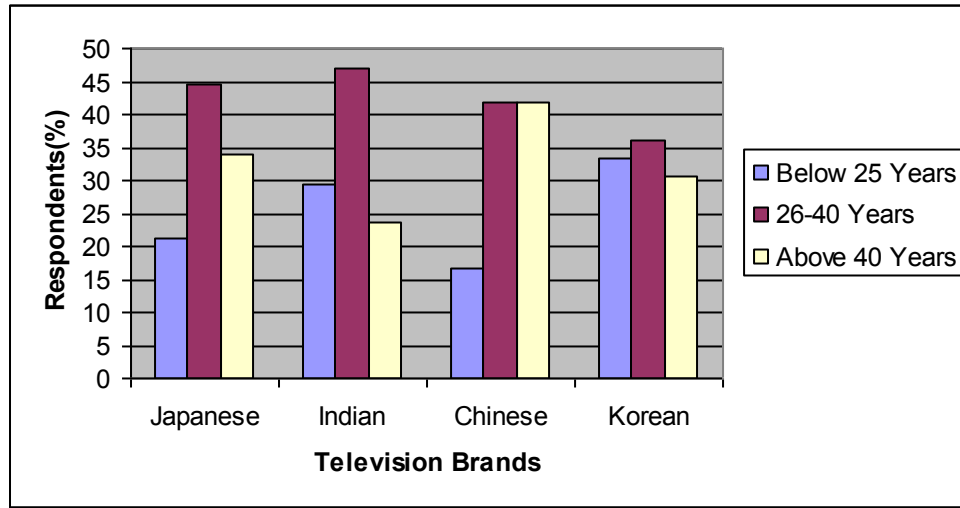
All 112 respondents were classified into three age groups: - below 25 years, 26-40 years and above 40 years. Among them age below 25 years were 29 respondents, between 26-40 years were 47 and above 40 years were 36 respondents. The brand preference according to their age wise is showed in Table 4.1.

Table: 4.1
Brand Preferences Age Group Wise

Brand	Below 25 Years		26-40 Years		Above 40 Years		Total
	No.	Percent	No.	Percent	No.	Percent	
Japanese	10	21.28	21	44.68	16	34.04	47
Indian	5	29.41	8	47.06	4	23.53	17
Chinese	2	16.67	5	41.67	5	41.67	12
Korean	12	33.33	13	36.11	11	30.56	36
Total	29	25.89	47	41.97	36	32.14	112

Source: Field Survey, 2011

Figure: 4.1
Brand Preference - Age Group wise



Out of 112 respondents, 47 respondents preferred Japanese brand, 17 respondents preferred Indian brand, 12 preferred Chinese brand and 36 preferred Korean brand. Out of 47 respondents selecting Japanese brand, 21.28% was below 25 years, 44.68% was 26-40 years and 34.04% was of above 40 years. This shows that the majority of respondents preferring Japanese brand was at the age of 26-40. Out of 17 respondents selecting Indian brand, 29.41% was of below 25 years, 47.06% was 26-40 years and 23.53% was of above 40 years. This indicates that the majority of respondents preferring Indian brand of TV was also between 26-40 years. In the same way, out of 12 respondents selecting Chinese brand, 16.67% was below 25 years, 41.67% each was between 26-40 and above 40 years. This indicates that the maximum no. of respondents selecting Chinese brand was at the age of 26-40 and above 40 years. Similarly, among 36 respondents selecting Korean brand, 33.33% was below 25 years, 36.11% was between 26-40 years and 30.56% was above 40 years in age.

On analyzing Table 4.1, it shows that the maximum number of respondents selecting Japanese brand was higher having the age group from 26-40 years followed by Korean brand having same age group. This reveals that most of the respondent preferring Japanese and Korean brands of television were youth having age group between 26-40 years.

4.2 Brand Preference - Gender Wise

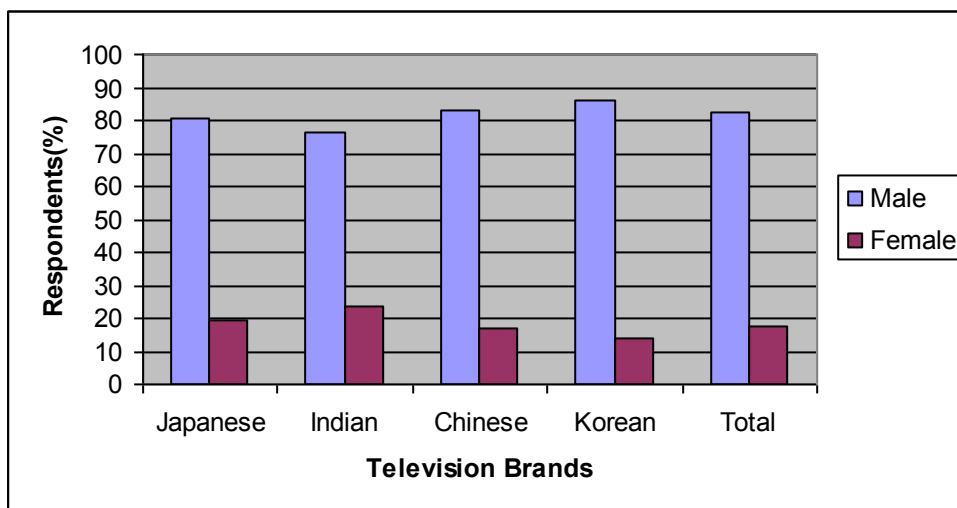
Out of 112 respondents, 92 no. of respondents were male and 20 no. of respondents were female. The brand preference of those respondents according to gender wise is showed in Table 4.2.

Table: 4.2
Brand Preference - Gender Wise

Brand	Male		Female		Total
	No.	Percent	No.	Percent	
Japanese	38	80.85	9	19.15	47
Indian	13	76.47	4	23.53	17
Chinese	10	83.33	2	16.67	12
Korean	31	86.11	5	13.89	36
Total	92	82.14	20	17.86	112

Source: Field Survey, 2011

Figure: 4.2
Brand Preference – Gender Wise



The Table 4.2 shows male and female respondents selecting the brand of their preference. Out of 47 respondents selecting Japanese brand, 80.85% was male and 19.15% was

female. Out of 17 respondents selecting Indian brand, 76.47% was male and 23.53% was female. Similarly, out of 12 respondents selecting Chinese brand, 83.33% was male and 16.67% was female. Likewise, out of 36 respondents selecting Korean brand, 86.11% was male and 13.89% was female. On analyzing data presented in Table 4.2 shows that maximum number of respondents responding to their particular brand was male. Over all 82.14% was male and 17.86% was female respondent. The majority of respondents responding to Japanese brand was higher in both the gender i.e. male and female followed by Korean brand. Indian and Chinese brand are in third and fourth rank as per the gender wise brand preference.

Therefore, out of 112 male and female respondents, most of respondents preferred Japanese as well as Korean brand. The other two brands Indian and Chinese could not able to make their presence in the market in front these two brands. This analysis also shows that most of the respondents were aware about the Japanese and Korean brand than that of Indian and Chinese brand.

4.3 Brand Preference - Education Wise

All 112 respondents have been classified into 3 educational categories i.e. Upto Intermediate Level (+2), Upto Graduation Level and Above Graduation Level. Table 4.3 shows the detail of brand preference on the basis of education.

Table: 4.3
Brand Preference - Education Wise

Education Brand	Upto Intermediate(+2)		Upto Graduation		Above Graduation		Total
	No.	Percent	No.	Percent	No.	Percent	
Japanese	12	25.53	17	36.17	18	38.30	47
Indian	2	11.76	4	23.53	11	64.71	17
Chinese	5	41.67	4	33.33	3	25.00	12
Korean	4	11.11	23	63.89	9	25.00	36
Total	23	20.54	48	42.86	41	36.61	112

Source: Field Survey, 2011

Figure: 4.3
Brand Preference – Education Wise

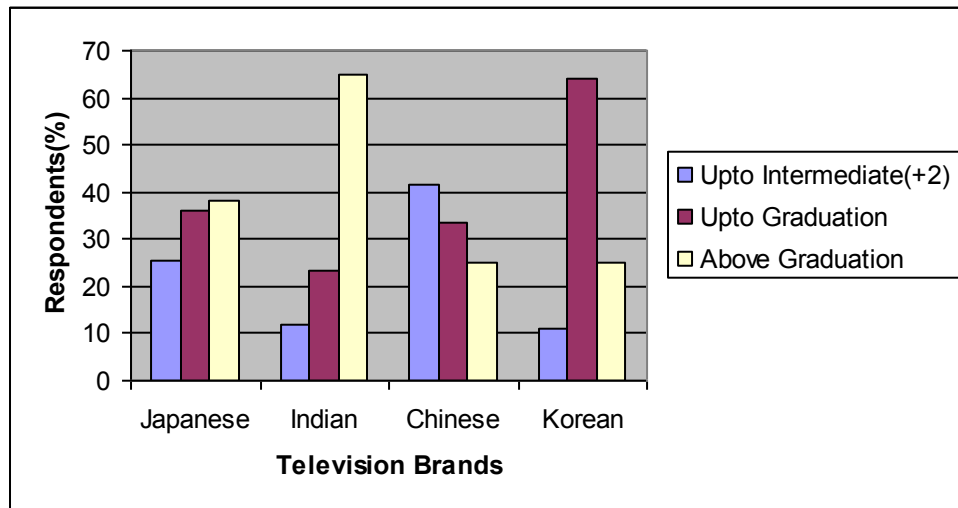


Table 4.3 represents three education groups of respondents with four different television brands. Out of 47 respondents selecting Japanese brand, 38.30% was above graduation level, 36.17% was up to graduation level and 25.53% up to intermediate level. This shows that the higher percentage of respondents preferring Japanese brand was above graduation level. In the same way, out of 17 respondents selecting Indian brand of television, 11.76% was up to intermediate level, 23.53% was up to graduation level and 64.71% above graduation level. This result indicates that the maximum numbers of respondents preferring Indian brand was also above graduation level. Similarly, out of 12

respondents selecting Chinese brand, 41.67% was up to intermediate level, 33.33% was up to graduation level and 25% above graduation level. The result indicates that the maximum no. of respondents preferring Chinese brand was up to Intermediate Level. Similarly, for Korean brand, out of 36 respondents, 11.11% of respondents was up to intermediate level. 63.89% was up to graduation level and 25% above graduation level. This result shows that, maximum no. of respondents preferring Korean brand was up to graduation level.

Therefore, among overall 112 respondents, maximum no. of respondents selecting the brand was up to graduation level (42.86%) followed by above graduation level (36.61%) and intermediate level (20.54%).

Thus, analyzing the data above reveals that, out of 112 respondents, education level of maximum no. of respondents preferring Korean brand (23 no.) was up to graduation level. Similarly, 18 respondents above graduation level have preferred Japanese brand as their best brand. This analysis shows that, most of the respondents were focused in Korean and Japanese brand. Indian and Chinese brand was able to attract very few numbers of respondents.

4.4 Brand Preference on Basis of Profession

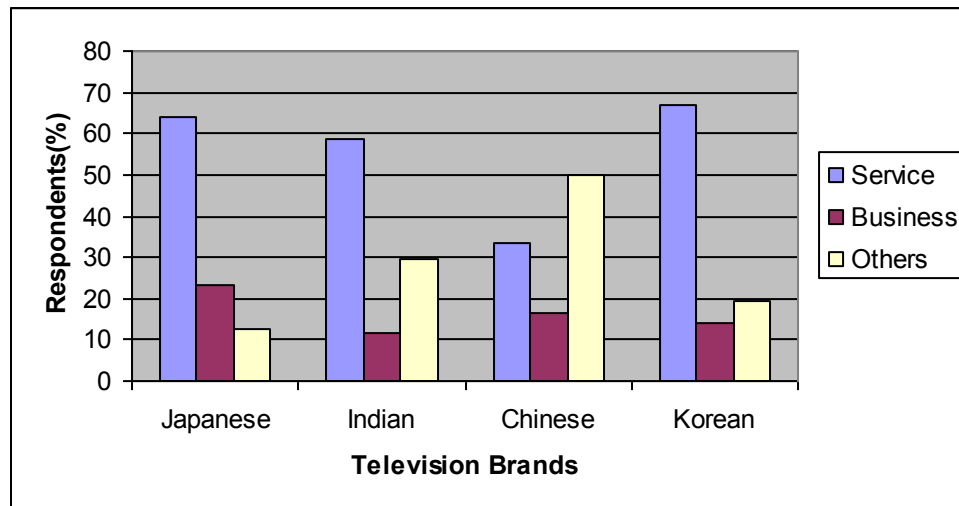
On the basis of profession, all the respondents have been divided into three occupational categories i.e. Service, Business and Others. The Table 4.4 shows the details of brand preference on the basis of profession.

Table: 4.4
Brand Preference on Basis of Profession

Brand	Service		Business		Others		Total
	No.	%	No.	%	No.	%	
Japanese	30	63.83	11	23.40	6	12.77	47
Indian	10	58.82	2	11.76	5	29.41	17
Chinese	4	33.33	2	16.67	6	50.00	12
Korean	24	66.67	5	13.89	7	19.44	36
Total	68	60.71	20	17.86	24	21.43	112

Source: Field Survey, 2011

Figure: 4.4
Brand Preference on Basis of Profession



As showed in the Table 4.4, 68.71% of respondents was found under Service profession, 17.86% was in business profession and 21.43% in other profession. This show that maximum no. of respondents are in service profession. Out of 47 respondents selecting Japanese brand, 63.83% was in service profession, 23.40% was in business and 12.77% was in other profession. This indicates that the higher no. of respondents preferring Japanese brand was in Service profession. In the same way, out of 17 respondents selecting Indian brand, 58.82% was in service profession, 11.76 in business and 29.41 in other profession. This indicates that the maximum no. of respondents preferring Indian

brand was also in service profession. Similarly, for Chinese brand out of 12 respondents, 33.33% was in service profession, 16.67 in business and 50% in other profession. This result shows that the maximum no. of respondents preferring Chinese brand was in other profession. Likewise, out of 36 respondents selecting Korean brand, 66.67% was in Service profession, 13.89% was in business and 19.44% in other profession. This shows that the maximum no. of respondents preferring Korean brand was also in Service profession.

Therefore, analyzing overall data presented in above Table 4.4 shows that most preferred brand among the respondents working in service profession are Japanese and Korean brand. Respondents under business profession also prefers Japanese brand and the respondents under other profession may prefers almost all brands of television as there was not much difference in respondent choosing all the four brands.

4.5 Brand Preference(Liking/Disliking) by Income Level

Table 4.5 shows the respondents result according to their income level and their responses to different types of brands they would like or dislike to purchase. All the 112 respondents were asked to choose all the brands of television that they like/dislike to purchase. The total responses according to their income level and their preference are showed in the Table 4.5.

Table: 4.5

Brand Preference by Income Level

TV Brands	Responses	Income level		Calculated χ^2	Result
		>15000	<15000		
Japanese	a. Like	61	30	0.745	Ho is accepted
	b. Dislike	12	9		
Korean	a. Like	40	35	0.785	Ho is accepted
	b. Dislike	23	14		
Chinese	a. Like	28	26	7.022	Ho is rejected
	b. Dislike	44	14		
Indian	a. Like	48	42	2.036	Ho is accepted
	b. Dislike	8	14		

Source: Field Survey, 2011. Note: Tabulated value of $\chi^2_{0.05}$ at 1 d.f. is 3.841

Above table shows that the calculated value of Chi Square of Japanese, Korean, Indian and Chinese brand are 0.745, 0.785, 7.022 and 2.036 respectively. The tabulated value of chi-square at 5% level of significance and at 1 degree of freedom is 3.841.

For Japanese brand, the tabulated value of chi square was higher than calculated value of χ^2 which shows that the preferences of two types of respondents do not differ and are similar as regards to the attitude of preferring brand among them. Likewise, calculated value of χ^2 for Korean and Indian brand are also less than tabulated values of χ^2 so, null hypothesis was accepted and this implies that the brand preferences of customers according to their income level do not differ. However, in case of Chinese brand the calculated value of χ^2 was much greater than the tabulated value hence the null hypothesis was rejected.

Hence, it can be concluded that the preference of consumer according to their income level and brand toward Japanese, Korean and Indian brand do not differ but in the case of Chinese brand it differs significantly. This show that the income level and brand preference of consumer towards Chinese brand differ each other which indicates that, to like or dislike Chinese brand will be the matter of income level.

4.6 Consumers Loyalty towards Brand

Consumer attitude toward product brand is reflected in their brand loyalty. There may be hard core and no loyal consumers in terms of their loyalty toward certain brand.

Table: 4.6

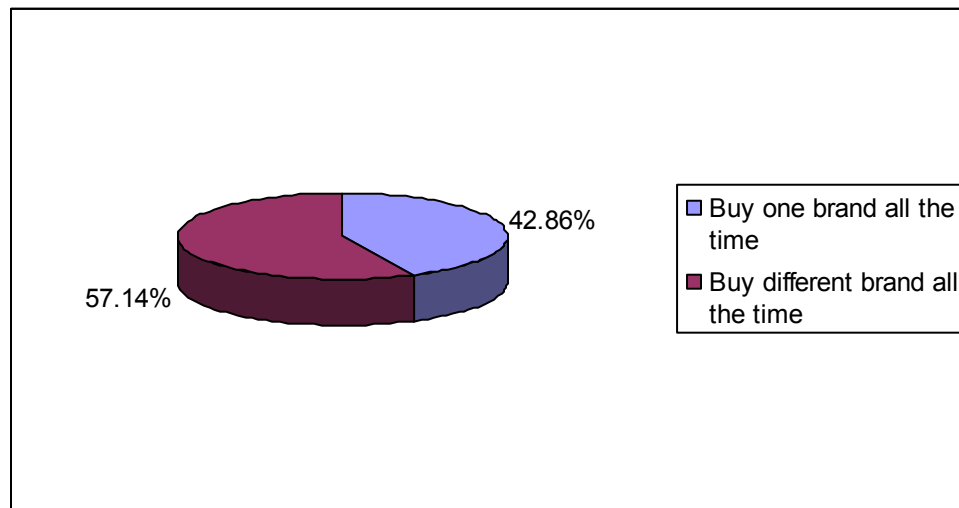
Consumers Loyalty towards Brand

Loyalty status	No of respondents	Percentage
Buy one brand all the time	48	42.86
Buy different brand all the time	64	57.14
Total	112	100.00

Source: Field Survey, 2011

Most of the selected respondents are no loyal in the brand of television. From Table 4.6, it appears that 57.14% of respondents show no any brand loyalty for the TV. 42.86% of the respondents tend to be loyal toward their own brand that they are recently using. The reason for showing no brand loyalty could be that, the consumers are unsatisfied with their current brand or they are eager to try out new and latest product from different brand.

Figure: 4.5
Customers Loyalty towards Brand



The data representation of above Table 4.6 is presented in graphical format in Figure 4.6 showing maximum percentage of respondents choosing different brand all the time.

4.7 Information Collection Sources

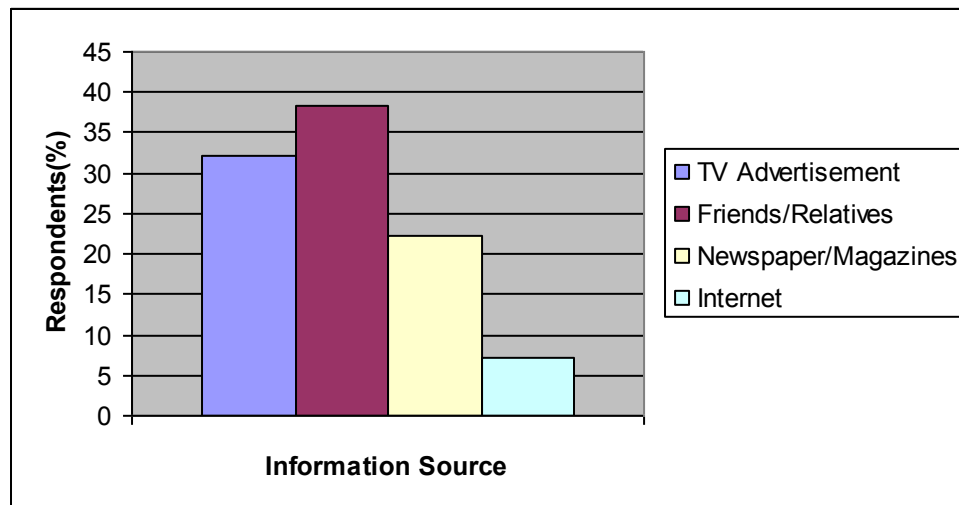
The consumer basically acquires information about the television by various media sources. Television advertisement, friends/relatives, newspaper and magazines, internet may be the sources of information collection of various brands of television that they want to buy. The various respondents showing their response about collection of information about television are showed in Table 4.7.

Table: 4.7
Information Collection Sources

Information Collection Source	No of respondents	Percentage
TV Advertisement	36	32.14
Friends/Relatives	43	38.39
Newspaper/Magazines	25	22.32
Internet	8	7.14
Total	112	100.00

Source: Field Survey, 2011

Figure: 4.6
Information Collection Sources



Above Table 4.7 shows that, out of 112 respondents 38.39% has chosen friends and relatives for knowing about the brands of television. Similarly, 32.14% respondents has chosen TV advertisement, 22.32% has chosen Newspaper & Magazines and 7.14% has chosen internet as their main source of information collection about television brands. This shows that the maximum no. of respondents uses friends and relatives information for knowing about the television brand. Television advertisement and use of Newspaper and Magazines are also rising by a side. The use of Internet searching for television brands was found to be very rare.

Therefore, this indicates that, most of the consumers still like to acquire information from traditional method of information processing..

4.8 Brands of TV and Consumers Preferences

Review of related literature shows that there are different brand of television in the market. Consumer preferences in buying TV mostly depend on the brand they prefer. In order to know the brand preferences of consumer, a convenient sampling has been conducted and the results are shown in Table 4.8. Four brands i.e. Japanese, Korean, Chinese and Indian are presented along with the respondents response in Table 4.8. Respondents are provided with the following brands and were asked to rate them as per their preferences.

Table: 4.8
Brands of TV and Consumer Preference

Types of Brand	No. of respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Japanese	45	43	21	2	1	112	22.4	31.00	1
Indian	5	19	40	20	28	112	22.4	19.27	4
Chinese	12	25	20	46	9	112	22.4	21.40	3
Korean	42	25	5	30	10	112	22.4	26.33	2

Source: Field Survey 2011.

Note: 1,2,3,4 and 5 indicates rating scale of most preferred (1) to least preferred (5).

From the Table 4.8, it was observe that the most attractive brand for Nepalese consumer was Japanese brand as the Weighted Mean for this brand appears to be 31.00. The highest Weighted Mean for Japanese brand keeps the brand on the first rank. The Weighted Mean of Korean and Chinese brand are 26.33 & 21.40 respectively indicating Korean and Chinese brand to be in the second and third rank in brand preference of the consumer. Indian brand remains in the last rank having Weighted Mean as 19.27 respectively. This shows that mostly preferred brand by the consumers was Japanese and least preferred brand was Indian.

4.9 Purpose of Using Television

Today, it has been essential to identify for what purpose Nepalese customers are buying a TV. Identifying this will help Television Company to maintain the best policy in producing and distributing this type of product. As per the analysis in part 4.8, consumers are more inclined towards Japanese brand and Korean rather than other brand. In course of identifying the reason for buying TV following analysis have been performed and presented. As an attempt, following alternative purposes are presented and asked to rate these alternatives as per their importance giving 1 to most important and 5 to least important.

Table: 4.9
Purpose of Using Television

Purposes	No. of Respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Information	49	38	15	6	4	112	22.4	30.53	2
Prestige & Social Status	12	30	34	21	15	112	22.4	22.60	4
Entertainment	58	28	17	4	5	112	22.4	31.07	1
Refreshment/Time pass	14	43	12	24	19	112	22.4	23.00	3

Source: Field Survey, 2011.

Note: 1,2,3,4 and 5 indicates Rating scale of most important (1) too least important (5).

Table 4.9 shows that, maximum number of respondents rating 'Entertainment' was highest of all the purposes. 58 numbers of respondents have chosen most important purpose as 'Entertainment' for buying TV. The Weighted Mean of Entertainment was 31.07 keeping this purpose in first rank. This indicates that most of the respondents are centered to this purpose that propels consumer in buying TV. Out of the given four purposes 'Information' was in the second rank having Weighted Mean as 30.53. Refreshment/Timepass and Prestige & Social Status are on third and fourth rank showing

less important purpose in buying television. The Weighted Mean of these two purposes was 23.00 and 22.60 respectively.

4.10 Attributes Influencing Brand Preferences

The factors that affect or determine the choice of brand may not be only one but may be many and in some case it may be innumerable depending upon the buying behavior and consumer psychology. As a matter of fact nothing can fully explain the determining factors that affect the choice of the brands. Here an attempt has been made to identify some of the important factors that may affect the choices of the consumer. Given the following important five factors influencing the choices of brand, consumers were asked to rate these choices by giving 1 for most influencing and 5 for least influencing factor. The results of their rating are appeared in Table 4.10

Table: 4.10
Attributes Influencing Brand Preference

Attributes	No. of Respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Technology	28	41	14	14	15	112	22.4	25.93	3
Durability & Reliability	55	18	19	9	11	112	22.4	28.87	1
Warranty & Guaranty	34	36	21	13	8	112	22.4	27.40	2
Aesthetic Looks	18	24	30	25	15	112	22.4	22.73	5
Price	31	35	13	15	18	112	22.4	25.47	4

Source: Field Survey, 2011

Note: 1, 2, 3, 4 and 5 indicates rating scale of most important (1) to least important (5).

The most important features that consumer perceives in their most preferred brand was Durability and Reliability followed by Warranty & Guaranty and Technological factor. Analyzing Table 4.10, Weighted Mean of Durability and Reliability factor appeared to be 28.87 making most preferred attribute in all the brands of television. Similarly, Weighted

Mean of Warranty & Guarantee and Technological factors appeared to be 27.40 and 25.93 making these features to be second and third preferred factors. Price and Aesthetic looks attributes are in fourth and fifth rank.

Therefore, this indicates that, most preferred attributes that consumers prefer in their television brand was Durability & Reliability. This also shows that the most of the consumers seeks for this feature in the television brand that they prefer to buy. This means that the perception of consumer about this brand totally depends upon the Durability & Reliability attribute of the product.

4.11 Consumers Perception on Brand Attributes of TV

Consumers perceive information about various brands of TV through various modes. Due to this individual difference in terms of their attitude, feeling and behavior about purchasing different brands of TV customers seem to seek opinions from friends, relatives, neighbors and dealers before purchasing a TV. Some television brands are able to leave strong perception towards the consumer because of its various attributes. On the basis of different attributes of TV, perception of consumers can be drawn.

Here in this study, profile analysis has been used to assess the strong and weak attributes of different four TV. Respondents were asked to rate one brand at a time from 1 to 5 point rating scale. After getting the overall rating of the respondents Weighted Mean of every attribute has been computed. On the basis Weighted Mean value perception line has been drawn in the figure.

4.11.1 Perception of Consumer on Japanese Brand

Here respondents are asked to rate the following attributes of Japanese brand of TV in a rating scale of 1 to 5. The result of their rating is appeared in Table 4.11.

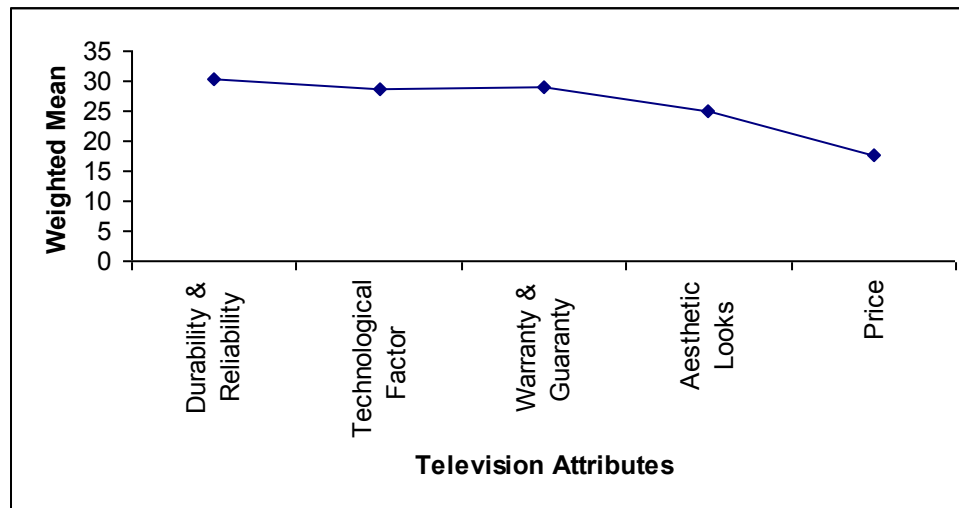
Table: 4.11
Perception of Consumer on Japanese Brand

Product Attributes	No. of Respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Durability & Reliability	59	27	10	7	9	112	22.4	30.40	1
Technological Factor	48	26	21	4	13	112	22.4	28.53	3
Warranty & Guaranty	41	28	35	6	2	112	22.4	29.07	2
Aesthetic Looks	17	40	30	14	11	112	22.4	24.93	4
Price	14	13	13	33	39	112	22.4	17.73	5

Source: Field Survey, 2011

Note: 1, 2, 3, 4 and 5 indicates Rating scale of most important (1) to least important (5).

Figure: 4.7
Perception of Consumer on Japanese Brand



The most important thing consumer perceives in Japanese brand was its feature of Durability and Reliability followed Warranty & Guaranty and Technological factor. The Weighted Mean appeared to be 30.40 which was highest among the rest of the attributes of the brand. Attributes like Price and Aesthetic Looks of this brand are not much

concern to the consumer as their Weighed Mean are less than other attributes of the brand.

Therefore, this shows that the perception of consumer about the Japanese brand totally depends upon the Durability and Reliability attribute of the product.

4.11.2 Perception of Consumer on Indian Brand

The perceptions of the consumer about the preference of Indian Brand of television are showed in the Table 4.12. The consumers are requested to rate the attributes of the Indian brand of television from 1 to 5 where 1 being most important and 5 being least important. This analysis reveals the weak and strong attributes of this television brand as perceived by respondents.

Table: 4.12
Perception of Consumer on Indian Brand

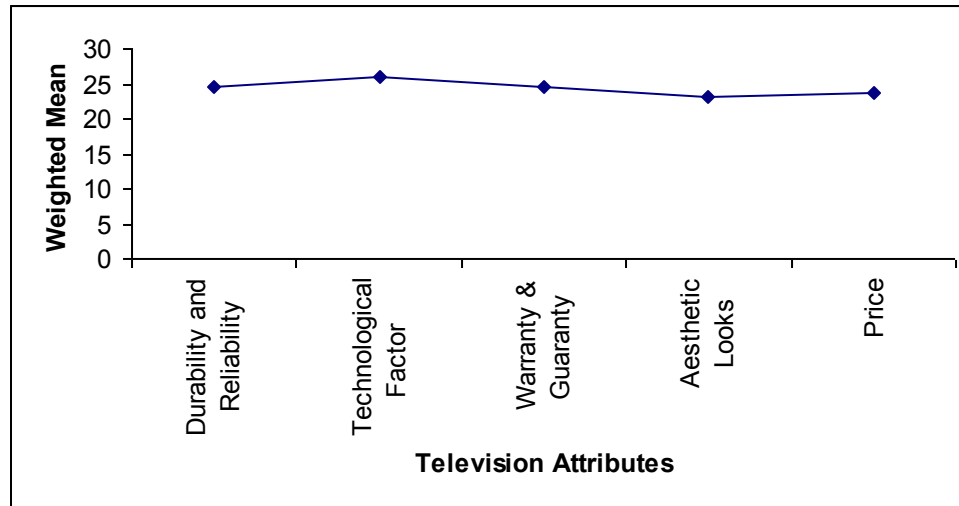
Product Attributes	No. Of Respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Durability and Reliability	28	32	17	15	20	112	22.4	24.60	2
Technological Factor	30	23	35	19	5	112	22.4	26.00	1
Warranty & Guaranty	28	25	21	26	12	112	22.4	24.47	3
Aesthetic Looks	25	26	16	26	19	112	22.4	23.20	5
Price	25	28	18	23	18	112	22.4	23.67	4

Source: Field Survey, Kathmandu, 2011

Note: 1, 2, 3, 4 and 5 indicates Rating scale of most important (1) to least important (5).

Figure: 4.8

Perception of Consumer on Indian Brand



On the basis of Weighted Mean, the value computed for the excellent factor in this brand as perceived by the consumers was Technological Factor followed by Durability & Reliability. The Weighted Mean of attribute Technological Factor appeared to be 26.00 showing the highest and most preferred attribute than other attribute for this brand. Similarly, Weighted Mean of Durability and Reliability was 24.60 occurring in second rank after Technological Factor. This two attributes are able to attract consumers of this brand. Other attributes like Warranty & Guaranty, Aesthetic Looks and Price are in third, fourth and fifth rank valued by the consumers for this television brand.

This shows that the consumers perception towards Indian brand of TV mostly attracted by the attributes like Technological Factor and Durability & Reliability. This two attributes seems to be most excellent factor of Indian brand as perceived by the consumers.

4.11.3 Perception of Consumer on Chinese Brand

Chinese brand also have significant coverage and influence in Nepalese market. Each of the attributes of Chinese brand was identified in the dimension of how consumer rate this brand. The tendency of consumer to rate its different attributes are presented in the Table 4.13.

Table: 4.13

Perception of Consumer on Chinese Brand

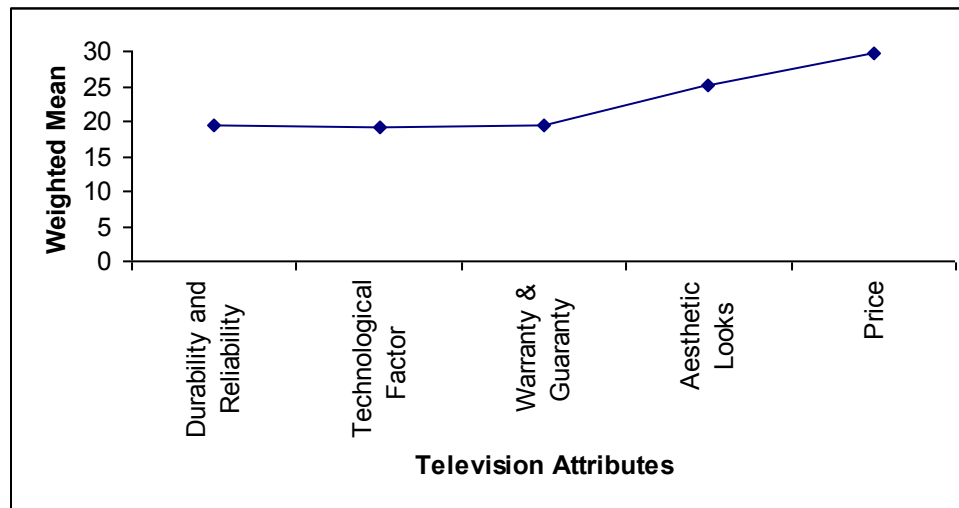
Product Attributes	No. Of Respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Durability & Reliability	7	24	27	26	28	112	22.4	19.47	3
Technology Factor	13	17	21	29	32	112	22.4	19.07	5
Warranty & Guaranty	9	23	24	25	31	112	22.4	19.33	4
Aesthetic Looks	38	14	28	16	16	112	22.4	25.20	2
Price	59	22	11	11	9	112	22.4	29.80	1

Source: Field Survey, Kathmandu, 2011

Note: 1, 2, 3, 4 and 5 indicates Rating scale of most important (1) to least important (5).

Figure: 4.9

Perception of Consumer on Chinese Brand



The most important attribute that consumer perceives in Chinese brand was Price having Weighted Mean as 29.80 followed by Aesthetic Looks having Weighted Mean as 25.20. This shows that consumers prefer this brand because of being affordable with least price and a good look. The attributes like Durability & Reliability, Warranty & Guarantee and Technological Factor are in third, fourth and fifth rank indicating these attribute not able to attract consumers perception for this brand.

Therefore, above analysis shows that the brand was positioned on consumers mind only because of low Price and its Aesthetic Looks. However, the consumer think Durability & Reliability, Warranty & Guarantee and Technological Factor associated to this brand are not as they wanted it to be. Nepalese market are highly price sensitive and therefore Chinese low priced brand has its significant influence in Nepalese market.

4.11.4 Perception of Consumer on Korean Brand

Korean brand has also its remarkable presence in Nepalese market and its attributes are presented in the Table 4.14.

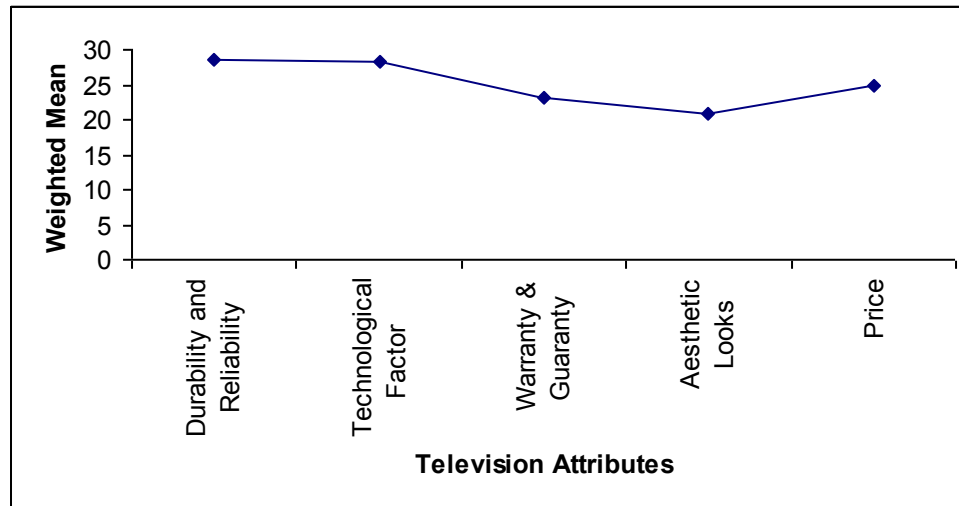
Table: 4.14
Perception of Consumer on Korean Brand

Product Attributes	No. Of Respondents					Total	Mean	Weighted Mean	Rank
	1	2	3	4	5				
Durability & Reliability	30	55	10	12	5	112	22.4	28.60	1
Technological Factor	53	24	9	10	16	112	22.4	28.27	2
Warranty & Guaranty	24	29	19	16	24	112	22.4	23.27	4
Aesthetic Looks	19	16	25	25	27	112	22.4	20.73	5
Price	22	33	25	23	9	112	22.4	24.80	3

Source: Field Survey, 2011

Note: 1, 2, 3, 4 and 5 indicates Rating scale of most important (1) to least important (5).

Figure: 4.10
Perception of Consumer on Korean Brand



The excellent factor in this brand as perceived by the consumer was Durability & Reliability, Technological Factor and Price as they appeared to be in first, second and in third rank in terms their Weighted Mean. The Weighted Mean of this attributes appeared to be 28.60, 28.27 and 24.80 respectively. These three attributes were able to attract consumers of this brand. Similarly, the attributes like Warranty & Guarantee and Aesthetic Looks are in fourth and fifth rank indicating low importance attributes of this brand.

This shows that the most important attribute perceived by the consumers was Durability & Reliability. Technological Factor also makes good perception about this brand in customers mind. Therefore, these two factors seem to be most excellent factor in Korean brand of television that was perceived by the consumers.

4.12 Superiority of Brand in Terms of Product Attributes

Table 4.15 represents the product attributes against their Weighted Average Score for each of the brands under consideration with a view to identify superior product in terms of the each selected attributes.

Table: 4.15

Weighted Mean of Each Brand on the Product Attributes Basis

Product attributes	Weighted Mean of the Brands			
	Japanese	Indian	Chinese	Korean
Durability & Reliability	30.40	24.60	19.47	28.60
Technological factors	28.53	26.00	19.07	28.27
Warranty and guarantee	29.07	24.47	19.33	23.27
Aesthetic looks	24.93	23.20	25.20	20.73
Price	17.73	23.67	29.80	24.80

Source: Field Survey, 2011.

On the basis of Weighted Mean the Table 4.15 indicates superiority of each of the brand in terms of the given attributes. This table further specifies which brand was superior in terms of each attributed selected.

Table: 4.16

Superiority of the Product In Terms of the Given Attribute

Product attributes	Sequence of Superiority			
	1st	2nd	3rd	4th
Durability and reliability	Japanese	Korean	Indian	Chinese
Technological factors	Japanese	Korean	Indian	Chinese
Warranty and guarantee	Japanese	Indian	Korean	Chinese
Aesthetic looks	Chinese	Japanese	Indian	Korean
Price	Chinese	Korean	Indian	Japanese

Source: Field Survey, 2011.

Analyzing Table 4.15 and Table 4.16, Japanese brand takes the first position in terms of the Durability and Reliability, Technological Factor and Warranty & Guaranty. It could be the matter of proud for this brand to occupy first position for its three product attributes. Similarly, Aesthetic Looks and Price take the second and fourth position. None of the attributes of this brand could be found in third position. In the same way, Chinese

brand takes the first position in terms of Aesthetic Looks and its Price. None of the attributes of this brand takes place in second and third position. Durability & Reliability, Technological Factor and Warranty & Guarantee was found to be in fourth position. Similarly, three attributes of Korean brand occupies second position. They are Durability & Reliability, Technological Factor and Price respectively. None of its attributes was able to take first position. The brand takes the third and fourth position for its attribute like Warranty & Guarantee and its Aesthetic Looks. Likewise, Korean brand, none of the attributes of Indian brand was able to take first and fourth position. Out of five attributes, only one attributes 'Warranty & Guarantee' was able to take second position rest four attributes like Durability & Reliability, Technological Factor, Aesthetic Looks and Price takes third position.

4.13 Views of TV Dealer regarding Television Brand

A TV dealer situated at Pepsicola, Kathmandu was asked (interviewed) for his views and opinion about the various brands of television that he was selling in his shop. His shop contains Japanese, Korean and Chinese brands of televisions. His frequent customers are local customer as well as customer residing away from his area. According to a dealer, most of the customers basically look for the Japanese brand of television especially. Though, the price of this TV is expensive but also customers are willing to take the same brand because of its Durability & Reliability feature and having long term Warranty. Secondly, customer looks for the Korean brand television which are little cheaper than the Japanese brand. As per him, none of the customers has asked for the Indian brand of Television as the recent market has been taken by Japanese and Korean brand therefore, he hasn't kept any of it. The customer who cannot afford Japanese and Korean brand they choose Chinese brand. According to him, people with low income mostly come to his shop to purchase a Chinese brand of television.

A television dealer has also participated in various promotional activities to promote various TV brand. Basically, on the festival seasons like 'Dashain' and 'Tihar' these brands are promoting their television by giving cash prizes and discount offer. As per him

though the customer's first preferences are Japanese brand of TV but in festival season, sales of Korean brand of TV are higher than Japanese brand.

4.14 Major Findings

The major findings of the research can be summarized in the following ways:

- Maximum number of consumers of age 26-40 years prefers Japanese brand of television as their favorite brand.
- In case of gender wise brand preference, maximum numbers of gender was male and most of them prefers Japanese brand as their favorite brand.
- Considering the educational level of consumers, most of the consumers up to graduation level prefers Korean brand of Television.
- In terms of profession, most of the service holder prefer Japanese and Korean brand of television.
- In terms of income level and preference(like/dislike) of television brand it was found that most of the consumers like Japanese, Korean and Indian brands of television as there is no significant difference between income level and brand preference showing calculated value of Chi-Square below than that of tabulated value of Chi-Square at 1 degree of freedom. But there is significant difference between income level and brand preference of Chinese brand, as calculated value of Chi-Square is greater than tabulated value of Chi-Square.
- Consumers were not loyal towards their brand. Most of the consumers buy different types of television brand all the time.
- The major source of collection of information about purchasing TV was taken from friends and relatives. This shows that the consumers take suggestions from their friends and relatives before buying a television set.
- Most of the consumers were found to be fond of Japanese brands of Television.
- The major reason for purchasing television was for Entertainment Purpose.
- Among five attributes of television: Durability & Reliability, Warranty & Guarantee, Technology, Aesthetic Looks and Price, most of the consumer has chosen Durability & Reliability attributes as the major reason for purchasing television.

- Durability & Reliability was the major attributes that makes consumer to buy Japanese and Korean brand of television. Technological Factor was the major attributes in Indian brands of television and Price attribute was the major attributes of Chinese brands of television that attracts consumer to buy these brands of television.
- Japanese brand was found to be superior brand of television among four the brand followed by Korean brand. These two television brands were superior because of their Durability & Reliability attributes.
- As per TV dealer, although Japanese brands of television was the first preference of the customers but during festival season sales of Korean brands of television are more than Japanese brand because of its lower price than that of Japanese brand of TV.

CHAPTER -V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This is the last chapter of the thesis. It presents the summary, conclusion and recommendations. Summary refers the short form of whole study regarding brand preference of consumer. Based on the basic findings presented at the end of chapter four, summary and conclusion have been made. Then after applicable suggestion has been presented as the form of recommendation that will certainly provide the guideline for concerned parties.

5.1 Summary

Modern marketing has been complex and challenging. Companies are facing toughest competition between the products. Customer attitude and behavior are changing. The brand preferred today may not be preferred tomorrow. So, understanding of customer desired thoughts, feelings, images, choices, perception, attitudes, purchase intention marketer should assess preference of the products from the market. Customer behavior gives important insights to become successful marketer in this globalize and competitive market. Continuing challenges of marketer is to build a strong brand to satisfy consumer needs and wants very effectively than other competitors.

The brand which does not change with the time, fossilizes and losses its relevance. Time is merely the indicator of changes in lifestyles, customer expectations, technology, and competitive position. Values, customs and behavior patterns are constantly changing with time. Leaders today thus must plot the future of their companies and they are challenged to find a path that makes sense. The path should be formed by analyzing the complex behavior of modern and improved customers. The development of effective marketing plan and strategy for any market depends on a proper knowledge of how consumer feels about brand, how they perceive and go to actual preference to purchase. Every successful product in the modern marketing world is an embodiment of customers needs, wants, prestige, preference, satisfaction, aspiration and mental horizon.

The main objective of the study is to analyze the brand preference and its attributes sought in selecting television brand based on the profiles of consumer. To meet the objective of the study, a suitable analytical tool and proper analysis has been maintained. The result of analysis has been properly tabulated, compared and interpreted.

From the study, it is observed that different people likes different brands of television as per the attributes of the brand. Japanese, Chinese, Korean and Indian brands of television was compared according to their attributes. The television attributes like Durability & Reliability, Technological Factor, Warranty & Guarantee, Aesthetic Looks and Price affects the purchasing behavior of the customer.

5.2 Conclusions

Based on the whole study, following conclusion can be drawn as follows:

The analysis of brand preference pave the way to conclude that most of the Nepalese television consumers prefer Japanese brands of television in comparison to others selected brands. Korean brands of television come in second place after Japanese brands of television. From this study, it is also observed that most consumer up to graduation level prefer Korean brands of television but in terms of Job, consumer in service profession prefers Japanese brand of television. Most of the consumers are not loyal towards the brand of television. This shows that the consumers tend to purchase different brands of television all the time. But there are also consumers who buy only one brand of television all the time. As per the brand preference and income level of consumer is concerned brand preference toward Japanese, Korean and Indian brand do not differ but in case of Chinese brand it differs significantly. This shows that the income level and brand preference of customer towards Chinese brand differs each other which signify that to like or dislike Chinese brand will be the matter of income level. Consumer seems to perceive information about television through their friends and relatives which helps them to purchase a new brand of television. The major reason for purchasing television is for Entertainment purpose.

There are basically five attributes that affects consumers perception while purchasing television. They are Durability & Reliability, Technology, Warranty & Guarantee, Aesthetic Looks and Price. The most important attributes that consumer perceives in Japanese brand is its feature of Durability & Reliability. The excellent attribute in Indian brands as perceived by the consumers is Technological Factors. Similarly, most important attribute consumer perceives in Chinese brand is Price. They prefer this brand for being affordable and with least price. On the other hand the excellent attribute in Korean brand is also Durability & Reliability. This attribute is also the preferred in Japanese brands of television. The Durability & Reliability attributes in Japanese and Korean brand keeps them in top than that of Indian and Chinese brand.

As per overall superiority is concerned, Japanese brand of television is at the top among the four television brands. Durability & Reliability, Technological Factor and Warranty & Guarantee attributes makes Japanese brand to be the superior than other brands. Chinese brand takes the first position in terms of Price and Aesthetic Looks. As per Durability & Reliability, Technological Factor, Price attributes Korean brand is also most preferred brand by the consumer. Indian brand of television could not able to make remarkable presence in terms of above mentioned five attributes. This indicates that the most superior brand in Nepalese market is Japanese brand followed by Korean brand, Chinese brand and Indian brand respectively.

Therefore, the overall superiority analysis helps to conclude that the Japanese brand is highly appreciated brand or this brand has been positioned positively into the mind of Nepalese consumer, thereafter the Korean brand, Chinese brand and Indian brand respectively.

5.3 Recommendations

Brand preference is the most widely accepted tools that provide competitive advantage for the business units. Positioning of positive and strong brand image among the consumer with diverse interest, income level, culture, education, and personality is a great challenge for the today's company.

- Japanese brand is the brand that is highly appreciated among Nepalese people. Even though the case is inspiring, some of the factors in this brand like Price, and Aesthetic Looks are not in line with the expectations of the consumers. In this context, these factors those are weak in relation to other brands must be improved to be competitive.
- Chinese brand is weak in terms of Durability & Reliability, Technological factor and Warranty & Guarantee. Indian brand is weak in terms of Price, Aesthetic Look and Warranty & Guarantee and Korean brand is weak in the aspect of Warranty & Guarantee and Aesthetic Look. So, these brands should be upgraded by improving their attribute quality.
- Analysis of brand loyalty shows that most of the consumers are no loyal in the selection of brand of television. This indicates the need of different types of market positioning strategy for this market. This is the most challenging issue for the TV industry to win the consumers brand loyalty.
- It is the point to note here is that consumers mostly like Durability feature in the TV. In this context, brands like Chinese and Indian need to add these features in their product to compete with Japanese and Korean brand.
- Consumers from the age group of 26 to 40 purchase and use TV more in comparison to other age groups. TV dealers must focus on this age group while formulating their promotional and other marketing strategies.
- Although the Japanese brand is in top in terms of the brand superiority, the life of this brand is not altogether easy. So, this requires constant vigilance upon the fast changing consumer behavior, technology and the competitors move.
- Nepalese market is price sensitive as consumers rates "Price" as the next important factor determining the brand choice. So, producers should keep this fact on their mind while making marketing strategy.
- Service centers in major cities must add home delivery facilities, in-home services are other facilities to be considered to make and implementing promotional activities for brand expansion.