# CHAPTER - I

# INTRODUCTION

## 1.1 Background of the Study

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

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

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

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

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

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

In recent years, the international business environment has been marked by far-reaching changes, in the last few years; the business environment of Nepal too has been changed drastically. An implementation of "one window" system for both domestic and foreign investors and adoption of free and liberal trade policy have increased the business activities to a great extent through the country. Consequently, business has become more complex and competitive. To survive in such a changing and competitive business environment, all activities of the business must be focused on the consumer. In reality, the consumer the one who decides whether to accept or reject a product on the basis of whether or not it meets perceived needs and desires. To meet perceived needs and desires of consumers, the marketer should understand the buying behaviour of consumers. Understanding of consumer buying behaviour is a complex and difficult task as it is influenced by many factors, especially persons-specific, psychological and socio-cultural. In addition, consumer behaviour is changing phenomenon. Consumers' needs and desires undergo changes from time to time, in order to adapt business with changing pace of consumers' needs and desires, it is essential for marketers to conduct research continuously on consumers, realizing this fact, business enterprises of advanced countries have carried out a series of researches on consumer behaviour. Such practices of studying consumer buying behaviour are rare in or country. Here the attempt has been made to study the buying behaviour of Kathmandu Valley in winter wears. Being Kathmandu as capital large number of people are still been migrating from rural area and small cities due to different circumstances. Here the study is done on the basis of product choice, price, and color choice, size choice, brand choice, store choice and product choice by the different age of consumer. Besides this, the report provides the information about the changing seasonality pattern in the winter wears, identifying the peak seasons are taken into consideration. Winter wear consists of different items like sweaters, jackets, shocks, glove and woolen caps etc... Here study is basically focused on jackets and sweaters.

## 1.2 Statement of Problem

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

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

a. What are the most preferred brands, size, style of sweaters and jackets in the market and their market share?
b. How many of the potential buyers that visit stores actually purchases the product and the attributes used to choose the product?
c. What is consumption pattern of jackets and sweaters by the different aged consumer?

## 1.3 Objectives of Study

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

a. To review & analyze the most preferred brands, size, style of sweaters and jackets in the market and their market share.
b. To examine the potential buyers that actually purchase the product and the attributes used to choose the product.
c. To assess the consumption pattern of jackets and sweaters by the different aged consumer.

## 1.4Significance of the Study

The Nepalese market has been gradually turned into the cutthroat competition. Different types of products with large number of alternatives brand are available in the market. In this context, it is essential for the manufactures or marketers of the product to know the buying behaviour of target consumers to turn the success in their flavor. As the focus of he study is on buying behaviour of consumer in winter wears the producers and marketers of the product will be highly benefited by this study. They may use the finding of this study as the guideline for making strategies for successful marketing of their products. As one of our objective is to find the peak month of purchasing the marketers can target on that specific time and make more specific strategies so that consumer can get maximum value from the money they have.

By the help of this study marketers will be able serve the different segmented market more effectively. This study not only helps producers and marketers to design effective marketing strategies but also provide valuable guidelines and reference to the scholars and researchers who are interested in conducting further researches on consumer buying behaviour.

**1.5Limitations of the Study**

Following are some of limitations of this study. This is due to resource and time costraints on the part of the researcher.

1. This study covers only buying behaviour of female to winter wears.
2. Primary data have been collected only from Kathmandu Metropolitan City (Kalanki, Kalimati, Ashan and Newroad area.)
3. This study is basically focused on jackets and sweaters.

**1.6 Organization of the Study**

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

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

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

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

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

# CHAPTER - II

# REVIEW OF LITERATURE

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

## 2.1 Consumer Behaviour Models

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

### 2.1.1 Nicosia Model

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

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

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

Field 2: Search and evaluation

Field 3: The act of purchase

Field 4: Feedback

### 2.1.2 Howard Seth Model

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

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

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

I. Input variables:

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

II. Perceptual and learning constructs.
III. Outputs, either maybe purchase behaviour or anything like attention, intention, attitude, brand comprehension.
IV. Exogenous variables, e.g. importance of the purchase, consumer personality traits, time pressure and financial status.

### 2.1.3 Engel-Kollat-Blackwell Model

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

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

### 2.1.4 Seth-family Decision Model

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

### 2.1.5 Bettman's Information-Processing Model of Consumer Choice

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

According to this model of consumer rarely (if ever) undertakes very complex analysis of available alternatives, and employs simple decision strategies, when faced with a choice. Bettman's information processing model has seven basic components: (Ibid: 583-585)

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

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

### 2.1.6 Seth-Newman-Gross Model

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

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

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

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

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

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

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

## 2.2 Review of Past Studies

### 2.2.1 Product Choice

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

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

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

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

Most studies show that six or fewer criteria generally are used by most consumers, although Feishbein suggests that the number may go as high as nine. (Ibid: 418) The extent of involvement present is a determining consideration. Present evidence indicates the relationship: the higher the involvement, the greater the number of evaluative criteria, which enters into the decision. (Rothshild and Huston, 1979: 418)

**Reputation of Brand**

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

**Price**

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

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

Apart from price-quality question, the use of price as an evaluative criterion varies from product to product. (Garber and Granger, 1982: 420) One study found that concern with price was high for detergents but low for cereals. (Wells and Lozeinto, 1966: 421) In some cases, price is of greater significance when the product is felt to be socially visible. (Lambert,) Consumers are not always looking for the lowest possible price even the best quality ratio; other factors often assume greater importance. (Monroe, 1974: 47) The greater the number of available options, the less importance price trends to become. (Anderson, Taylor and Holloway, 1966: 26)

### Other Criteria

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

### 2.2.2 Brand Choice

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

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

### a. Consumer Decision Rules or Heuristics

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

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

**i. Compensatory Decision Rule**

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

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

**The Expectancy Value Model**

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

**The Attribute Adequacy Model**

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

### ii. Non-Compensatory Decision Model

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

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

### The Conjunctive Model

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

### The Dis-conjunctive Model

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

### The Lexicographic Model

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

**Sequential Elimination**

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

## 2.3 Store Choice

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

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

**Department Store**

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

**Super Market**

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

**Discount Store**

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

## 2.4 Literature Review on Consumer Decision Process

Although the number and complexity of operation carried out by a consumer varies with the type of purchase involved, the consumer buying in general has been regarded as a problem solving activity i.e. extensive problem solving, limited problem solving and routinised response behaviour. Despite the discernible difference in intensity of problem solving and reutilized response behaviour, the consumer decision process involves myriad (numerous) of decision made with respect to the choice of product brand, vendor buying quality, delivery time model of payment etc... (Kotler, 1974)

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

### Problem Recognition

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

**Information Search**

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

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

**Evaluation of Alternative**

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

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

**Purchase Decision and Outcomes**

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

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

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

**2.5 Research on Consumer Behaviour in Nepal**

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

Dev Raj Mishra on topic “An Examination of the Role of Purchase Pals in Consumer Buying Decisions for Saree and Suite” (Mishra, 1992:25) in 1992 with the basic objective to identify the role of purchase pals in consumer decision making for saree and suit. For this purpose primary data were collected from 96 buyers and 49 purchase pals with the help of structured questionnaire. Besides, 6 saree and suit shop were also observed for study. From analysis and interpretation of data, he concluded that 83.33% of buyers used purchase pals, and the role of purchase pals is quite important in the choice of store, bargaining, purchase talk, final choice and reduction of post purchase dissonance as to price. Their role in choice of style and colour is found comparatively less important.

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

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

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

c. The consumers belonging to 26 to 40 years of age are more brands loyal than those belonging to any other age group.

d. The consumers belonging to the nuclear family system are comparatively more brands loyal than those belonging to the joint family.

e. Brand loyalty is strongly associated with consumer's income and not store loyalty.

f. Brand loyal consumers are least influenced by special deals like samples, discount, coupons etc and price activity and advertisement.

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

a. The majority of British-Gorkhas and the large number of the local people use clothing of foreign, Indian and Chinese brand.

b. As regards the purchase frequency of clothing, the majority of the British-Gorkha and the local people purchase clothing on half-yearly basis except jacket.

c. So far as the criteria used to choose a product is concerned, quality, price and brand reputation seem to be the most determining criteria for choosing the clothing.

d. As regard the criteria used to choose a brand, quality, price, producer's goodwill, advertisement and other's impression seem to be the decisive criteria for the choice of a brand. Beside this, prize scheme and packaging of the product also play an important role especially in the choice of grocery product.

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

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

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

non of the above studies has done research entitled " Female Buying Behaviour of winter ware Jacket and Sweater  in Kathmandu", so this study could be helpful for further study to students,planners and researcher in future.

# CHAPTER - III

# RESEARCH METHODOLOGY

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

## 3.1 Research Design

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

## 3.2 Nature and Sources of Data

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

## 3.3 Sampling Plan

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

### 3.3.1 Target Population

The target population of the study consists of consumers as well as the sales boy or owner of the store of different part of Kathmandu Valley. The consumers taken into consideration are from Kathmandu Metropolitan City (Kalanki, Kalimati, Ashan and Newroad area).And the seller from different shop present in Kathmandu Valley.

### 3.3.2 Sampling Unit

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

### 3.3.3 Sampling Size

The target population of this study is large. From the whole population only 150 samples are taken. Out of which, 100 from consumers and 50 from the sales boy / owners of the shop are surveyed.

### 3.3.4 Sampling Method

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

### 3.3.5 Data Collection Procedure

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

### 3.3.6 Method of Analysis

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

# CHAPTER - IV

## DATA PRESENTATION AND ANALYSIS

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

### 4.1 Respondent's Profile

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

#### 4.1.1 Age Group Profile

**Table 4.1: Age Group Profile**

| Age Group | Consumer's | |
|---|---|---|
| | No | Percentage |
| 20-25 | 30 | 30% |
| 25-35 | 25 | 25% |
| 35-45 | 25 | 25% |
| 45+ | 20 | 20% |
| Total | 100 | 100% |

*Source: Field Survey, 2018*

The above table 4.1 depicts the age group of the respondent. As shown in table out of total 30% fall into the age group of 20-25. in age group 25-35, 25% in 35-45 25%, and 20% on 45+ age group.

### 4.1.2 Table of Outlet Visited

Similarly 50 shops of different part of Valley including Newroad, Kalanki, Kalimati, Ashan areas were visited and asked to give information to fill up the seller's questionnaire. fifty responsible people from that might be sales person or owner from each shop were considered. Out of total outlet visited 2% was wholesale only, 92% were retail only and 6 % were retail com wholesale also.

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

| Sales Type | Percentage |
|---|---|
| Wholesale only | 2% |
| Retail Only | 92% |
| Retail Cum Wholesale | 6% |
| | 100.0% |

*Source: Field Survey, 2018*

### Objective Wise Interpretation

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

### Objective One

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

## 4.2 Largest Preferred Brand, colour and Size of sweaters and jackets.

The most preferred Brand, colour and size of Chinese sweater is explained below.

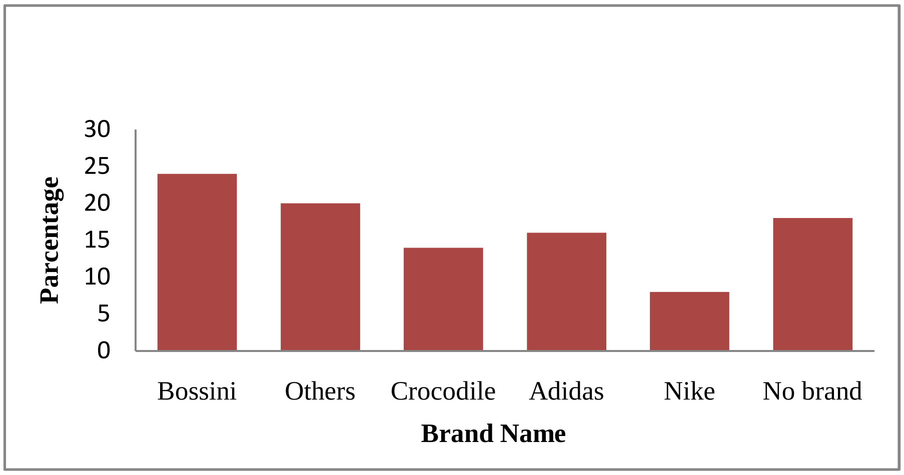
### 4.2 .1 Largest Preferred Brand, Colour, and Size of Chinese Sweaters

**a. Largest Consumed Chinese Brand**

The largest selling Chinese brand as per market share is explained through the help of following figure. Among the Chinese brand Bossini holds most consumed brand by the consumer which holds 24% of market share which is followed by ,Adidas , Crocodile and Nike 20% 16% ,14% 8% respectively and others 18 %.

**Figure 4.1**

**Largest Consumed Chinese Brand**



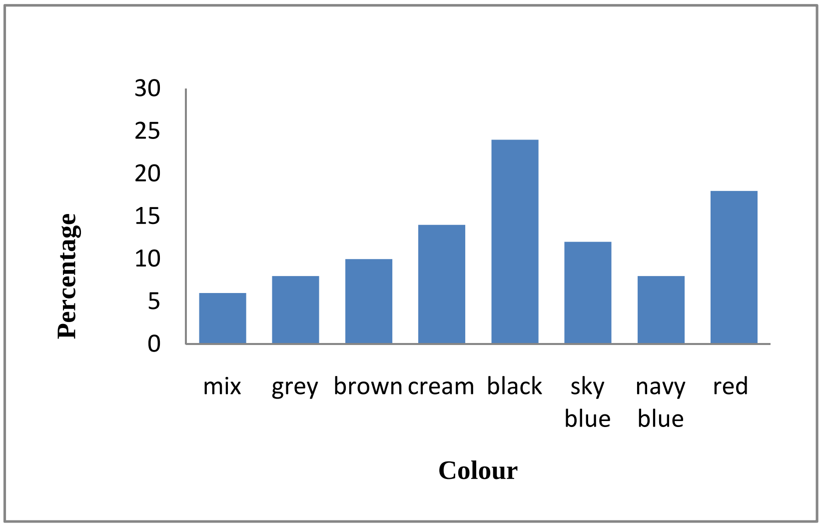

*Source: Field Survey, 2018*

**b. Largest Consumed Colors**

The largest selling colour is explained by the following figure. The largest selling colour of sweater is Black holding 24% followed by Red 18%,Cream 14%,sky blue12 %, Brown 10%Navy Blue 8%, Grey 8% and ,Mix 6 %.

**Figure 4.2**

**Largest Preferred Colours**

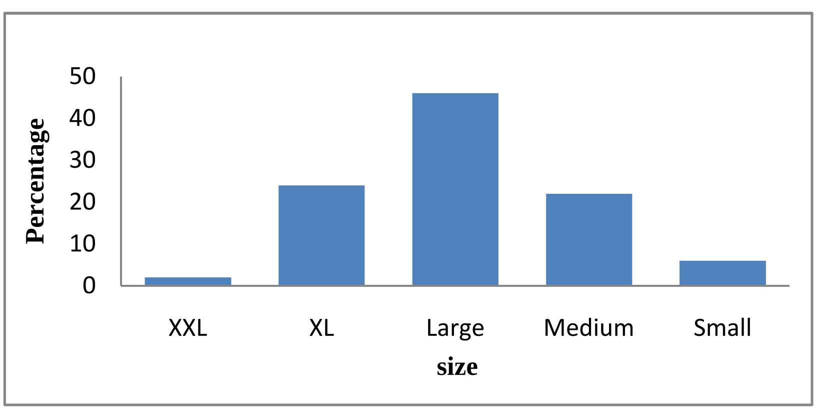



*Source: Field Survey, 2018*

**c. Preferred Size of Sweater by Consumer**

The following figure explains the most size of sweater consumed by the consumer. The largest selling size is Large 46%, followed by XL with 24%, Medium 22 % small 6% and XXL.2%.

**Figure 4.3**
**Preferred Size of Sweater by Consumer**



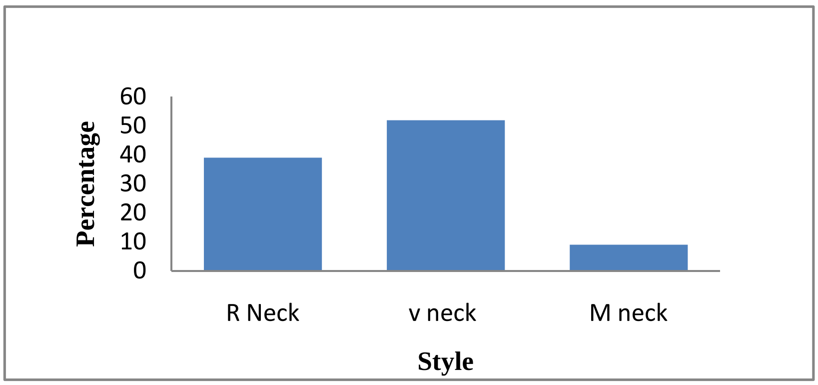

*Source: Field Survey, 2018*

### d. Most Preferred Style

The Largest selling style for sweater is VN (V Neck) with 52%, followed by RN (Round neck) 40%., Mock neck 8 %. It could be further clear from the following figure.

**Figure 4.4**

**Most Preferred Style**



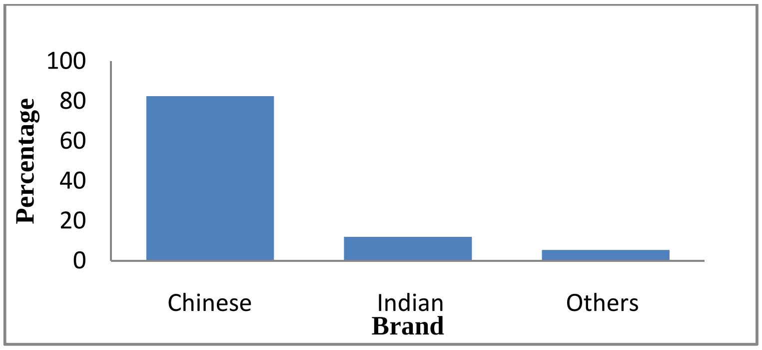

*Source: Field Survey, 2018*

### e. Market Share of Sweaters

The following figure explains the market figure of the sweaters. The market is dominated by the Chinese sweater with 82 % followed by Indian 12% and Others 6%. Since the market share is dominated by the Chinese product the market share of Chinese brand is explained with the figure 4.5

**Figure 4.5**

**Market Share of Sweaters**




*Source: Field Survey, 2018*

### 4.2.2 Most Preferred Brand, Colour and Size of Chinese Jacket

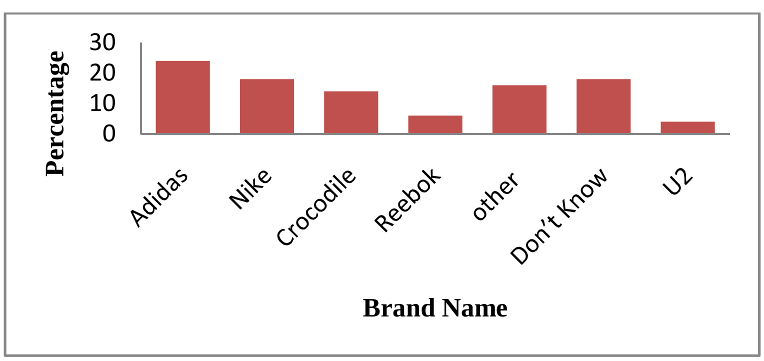
The most preferred Brand, colour and size of Chinese jacket is explained below.

**a. Most Preferred Brand**

The following figure shows the most preferred Brand of the Chinese jacket by the consumer. As per market share the highest market share for the Chinese brands are as follows. Adidas leads the market share in jacket with 24, % followed by Nike 18%, Other 14% ,Crocodile 14% Reebok 6%,U2 4 % and Don't Know 12%.

**Figure 4.6**

**Preferred Brand of Jackets**

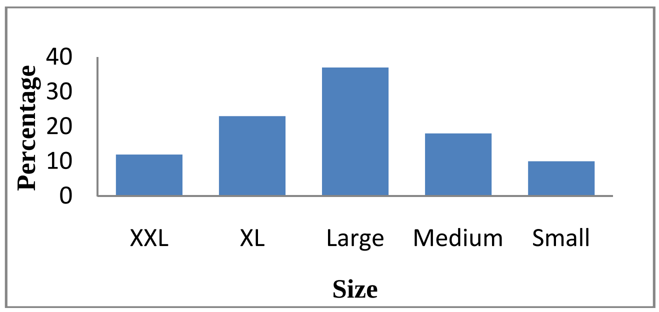



*Source: Field Survey, 2018*

**b. Most Preferred Size of Jacket**

The following figur shows describes the most preferred size of jacket by the consumers. As per the data received Large holds the largest number of consumption with 40% followed by medium 26%, XL 22%, XXL (double XL) 8%.and Small 4%.

**Figure 4.7**
**Preferred Size of Jacket**



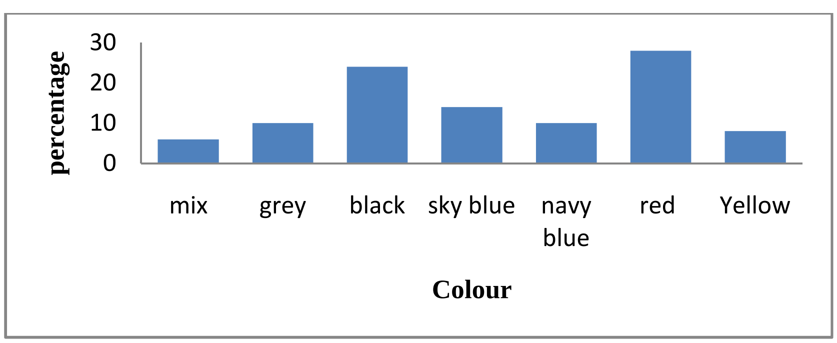

*Source: Field Survey, 2018*

**c. Most Preferred Colour of Jackets**

The following Figure shows the most preferred colour of jacket. Red is the most preferred colour in the jacket with 28% followed by Black 24%,Sky blue 14%,Gray 10%, Navy Blue 10%, yellow 8% and Mix 6%.

**Figure 4.8**

**Preferred Colour of Jacket**




*Source: Field Survey, 2018*

**Objective two**

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

### 4.3 Potential Buyers who actually Purchases the Product and attributes

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

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

**Table 4.3: Number of Potential Consumer who actually Purchases the Product**

| Particular | N | Minimum | Maximum | Mean |
|---|---|---|---|---|
| Potential consumers walking in per day | 50 | 45 | 100 | 68.98 |
| Total walking converted into sales | 50 | 10 | 65 | 35.98 |
| Valid N (list wise) | 50 | - | - | - |

*Source: Field Survey, 2018*

On an average maximum 100 consumers walks in a shop per day, as we can figure out in the table the average potential consumers walking in per day in a store is 68.98 and total consumer converted to actual consumer is 35.98. That means the conversion ratio of the consumer into actual buyers is 52.16%.

#### 4.3.2 Attributes used to choose the Product

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

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

**Table 4.4: Attributes used to choose the Product**

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

*Source: Field Survey, 2018*

**Hypothesis No. 1-** The given factors are equally important for purchasing the cloth for consumer.

$H_0$: The given factor is equally importantly taken into consideration for purchasing the clothing for consumer.

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

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

Since the tabulated value of $\chi^2$ at 5% level of significance for 5 d.f. is 11.07 which is less than the calculated value of $\chi^2$ (i.e. 44.9608, see Appendix III). Ho is rejected and H1 is accepted. Hence the emphasis to price is higher than any other factor regarding the purchase decision of the clothing by the consumer.

**Hypothesis No. 2-** The given factors are equally important for purchasing the cloth for consumer according to seller.

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

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

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

As the calculated value of $\chi^2$ (i.e. 11.75, see Appendix III) is greater than the tabulated value i.e. 11.07, Ho is rejected and H1 is accepted. i.e. emphasis given to price is higher than any other factor regarding the purchase of clothing according to seller.

**Hypothesis No. 3** –There is no significance in consideration of factor affecting the buyer,s decision among consumer and seller.

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

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

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

Since the calculated value of $\chi^2$ (ie.11.1636, see Appendix III) is higher than the tabulated value (i.e. 11.1636> 11.07) $H_0$ is rejected and $H_1$ is accepted i.e. there is significant difference in considering the factor affecting buyer decision among the consumer and seller.

**Objective Three**

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

### 4.4 Consumption Pattern of the Sweater and Jackets

#### 4.4.1 Consumption Pattern of the Sweater

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

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

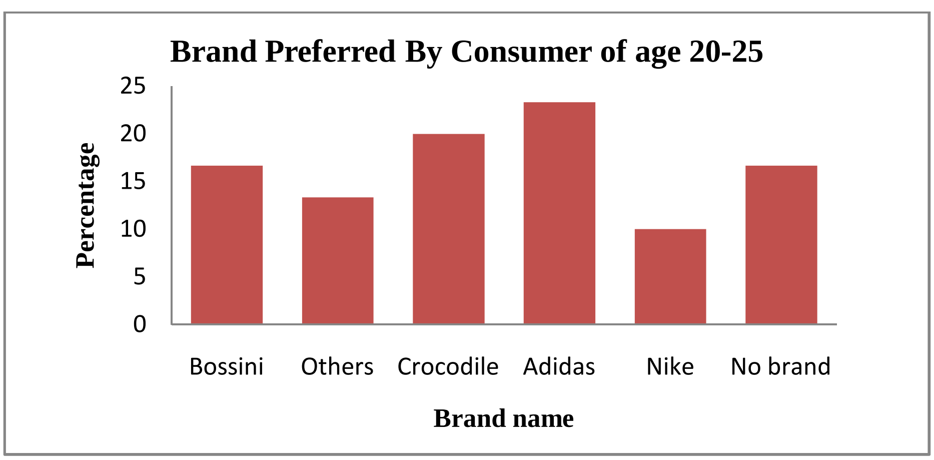
Consumption pattern of the age group consists of brand, size, style, and colour and price preference by the consumer of the age group 20-25 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately

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

Brand preference by the age group of 20-25 is explained the following figure 4.9.

**Figure 4.9**

**Brand Preferred by Consumer of Age 20-25**




*Source: Field Survey, 2018*

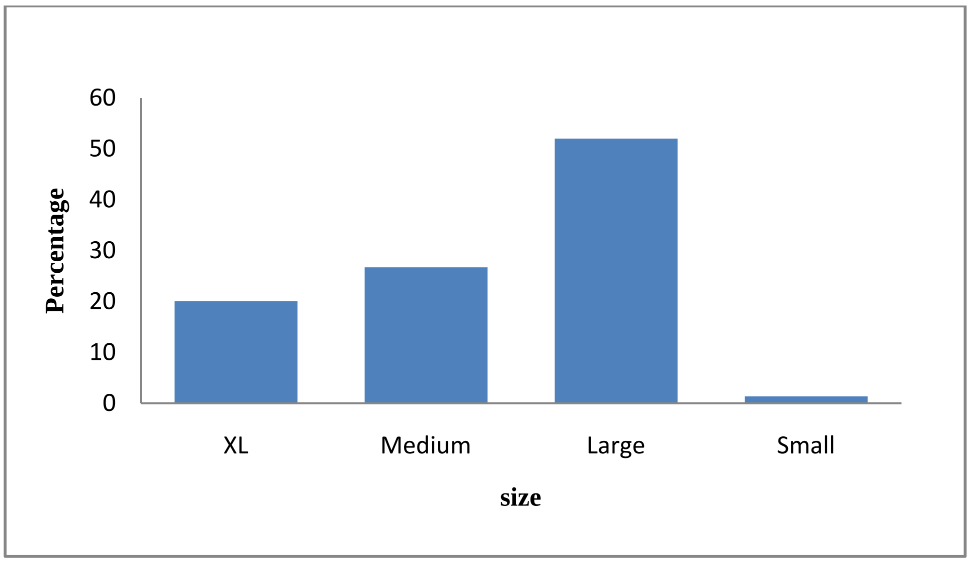
Out of total respondents 23.33% respondents prefer Adidas brand that been followed by Bossini and No Brand both are 16.67% , Crocogile 20%,Nike 10% and other Chinese brand 13.33%.

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

The size most of the consumer of age of twenty to twenty five prefers are explained following figure 4.10.

**Figure 4.10**

**Size Preferred By Consumer Age Group 20-25**




*Source: Field Survey, 2018*

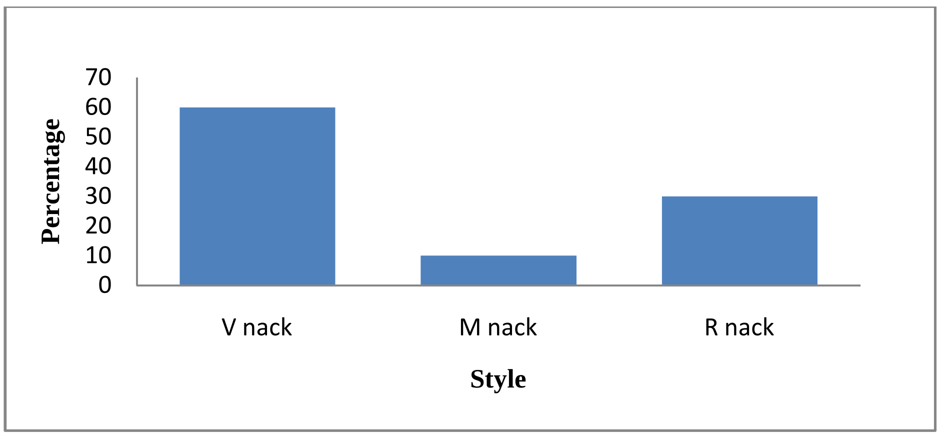
Above figure 4.10 shows the highest preferred sweater size of age group 20-25 is large 52% that followed 26.67% with medium , 20 % with XL (extra large)and 1.33 % small from total respondents.

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

Styles generally consist in market are round neck, v-neck, and mock neck. The most preferred style by the consumer group of 20-25 is explained below with the help of figure 4.11

**Figure 4.11**

**Style Preferred by Age Group 20-25**




*Source: Field Survey, 2018*

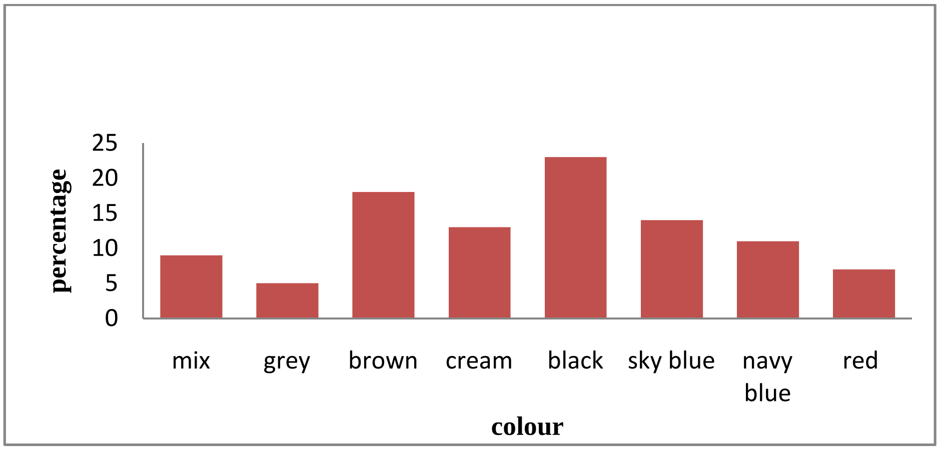
From the figure 4.11 shows the V -shape Neck is most preferred style of sweater among the consumer of age group 20-25. V shape neck is preferred by 60% of respondents from age group 20-25 that been followed by Round neck 30% and mock neck 10%.

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

Market is generally dominated with the normal colour like black, blue, brown etc ..the preferred colour by the age group of 20-25 is explained following figure 4.12.

**Figure 4.12**

**Colour Preferred by Age Group 20-25**




*Source: Field Survey, 2018*

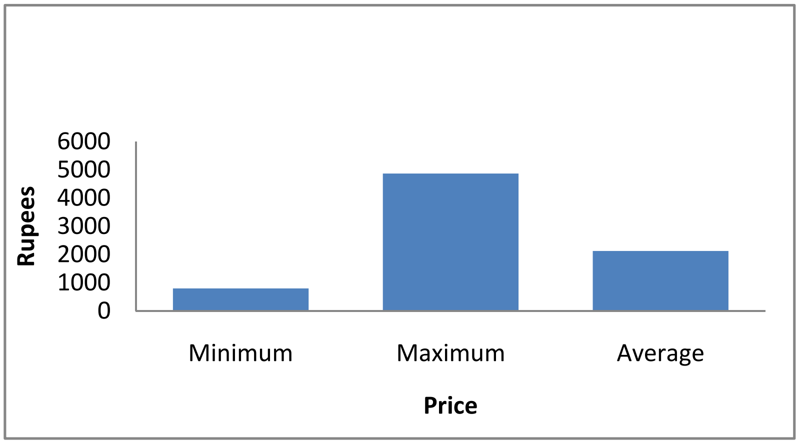
It seems the age group of 20-25 prefers black colour of the total respondents of age group 20-25 black colour is preferred by 23.33 % that been followed by brown 20 %,sky blue 13.33 % cream 13.33 %Navy blue 10% mix 10 %and Red 6.67%.

**e.Preferred price of Age group 20-25**

Price is one of the most important factors while purchasing products. Most of the consumer is price sensitive. The preferred prices of sweater of age group 20-25 are explained by following figure 4.13.

**Figure 4.13**

**Price Preferred by Age Group 20-25**




*Source: Field Survey, 2018*

From total respondents of age group 20-25 find out the minimum price of sweater preferred is Rs. 800 and Maximum price is Rs. 4875 and then mean price preferred by the consumer is Rs. 2135.83. So therefore the preferred price of sweater by the consumer seems to be Rs 2135.83.

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

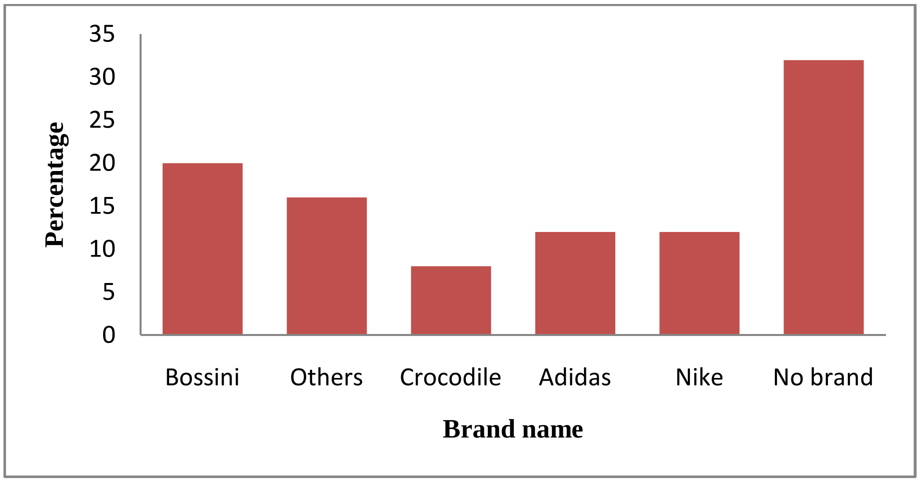
Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group 25-35 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separatel

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

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

**Figure 4.14**

**Brand Preference of Age 25-35**




*Source: Field Survey, 2018*

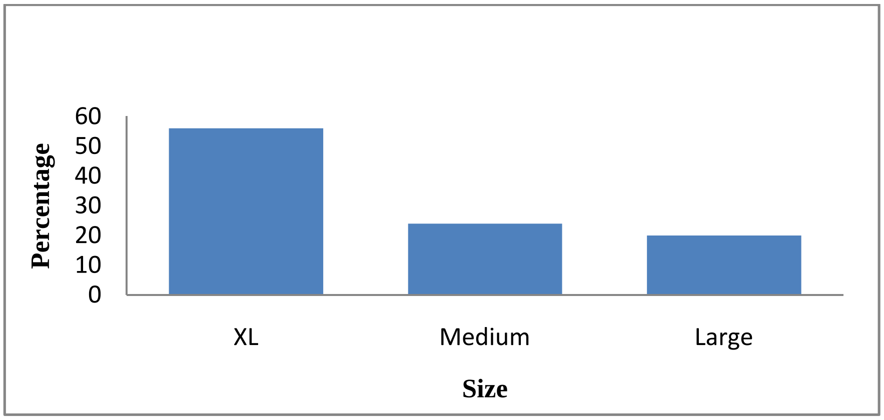
Out of total respondents of age group 25-35, 32% don't seem to be brand loyal. 20% prefer Bossini brand of sweater that been followed by Adidas and Nike both are 12%,Crocodile 8% and other Chinese brands 16% of total respondents of age group 25-35.

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

Size preferred by the age group of 25-35 is explained by following figure 4.20

**Figure 4.15**

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




*Source: Field Survey, 2018*

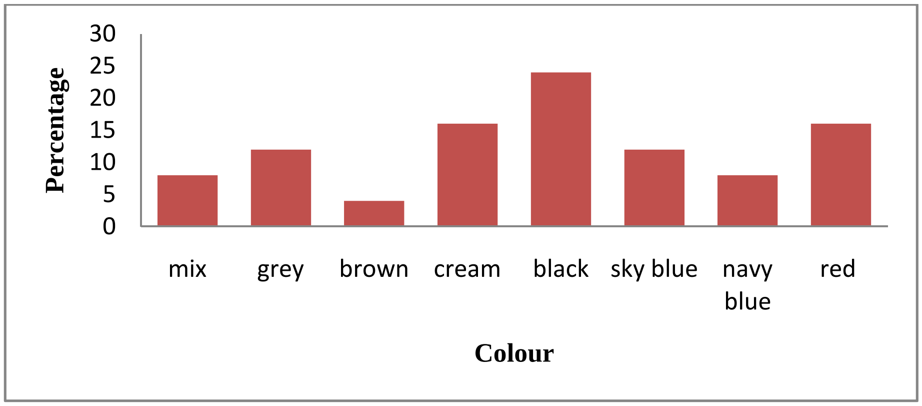
from the above figure 4.15 shows that the largest preferred sweater size by the age group of 25-35 is XL (extra large) with 56% followed by medium 24% and Large size 20%.

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

Preferred colour by age group 25-35 is explained below by the help of figure 4.16

**Figure 4.16**

**Preferred Colour by Age Group 25-35**




*Source: Field Survey, 2018*

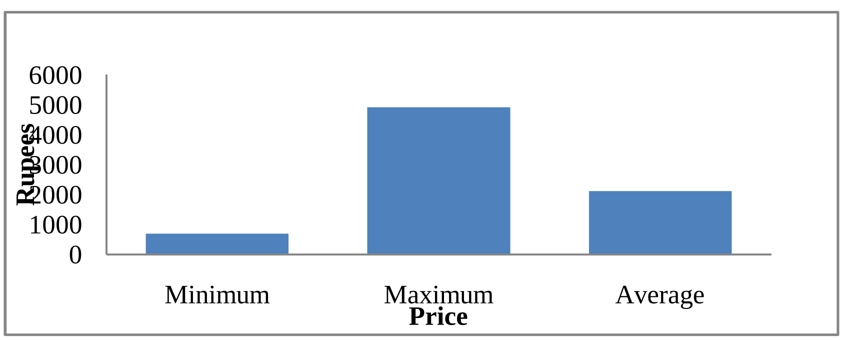
Out of total respondents of age group 25-35 , 24 % prefers Black colour sweaters that been followed by red 16%,cream 16% sky blue 12%,grey 12%Navy blue colour 8% and Mix 8 %.

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

Most reasonable price among the consumer of 25-35 are explained below by the help of figure 4.17

**Figure 4.17**

**Price Preferred by Age Group 25-35**




*Source: Field Survey, 2018*

As per respondents the maximum price preferred is Rs. 4925 and minimum is Rs. 700. The mean price of sweater of this age group is Rs. 2115.2. So most preferred price of sweater of this age group is Rs.2115.2.

### 4.4.1.3Consumption Pattern by the Age of 35-45

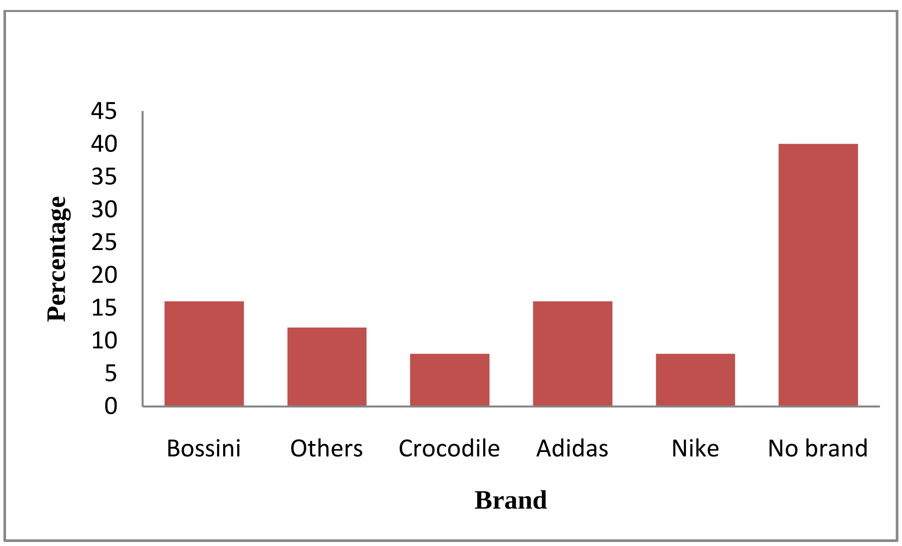
Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group 35-45 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately.

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

There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group 35-45 is explained through figure 4.18

**Figure 4.18**

**Brand Preference by Age Group 35-45**




Source; Field Survey, 2018

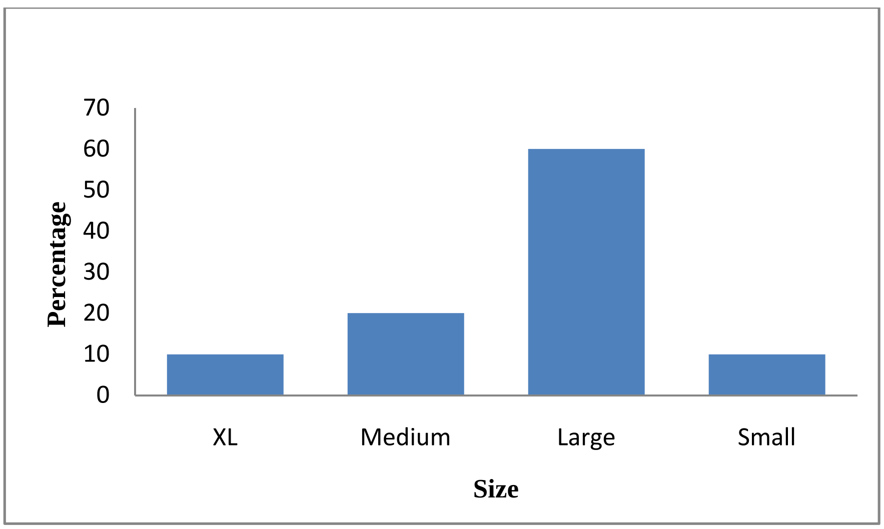
Out of total respondents of age group 35-45, 40% respondents don’t prefer any kind of brand that been followed by preferred brand bossini 16%,Adidas 16%,Nike 8%, Crocodile 8%. and other chinese brand 12%.

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

There are different size are present in the market which are commonly small, large, medium, large, extra large and double extra large. The size preferred is explained below by the help of figure 4.19

**Figure 4.19**

**Preferred Size for Age Group 35-45**



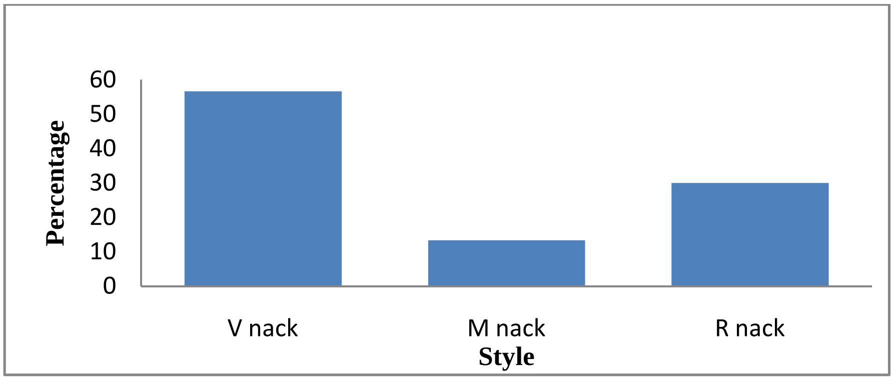

Out of total respondents of age group 35-45, 60% respondents preferred large size of sweater that been followed by preferred Medium size 20 %,XL 12% and small size 8%.

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

Preferred style of sweater by the age group of 35-45 is explained with the help of figure 4.20.

**Figure 4.20**

**Preferred Style for Age Group 35-45**




*Source: Field Survey, 2018*

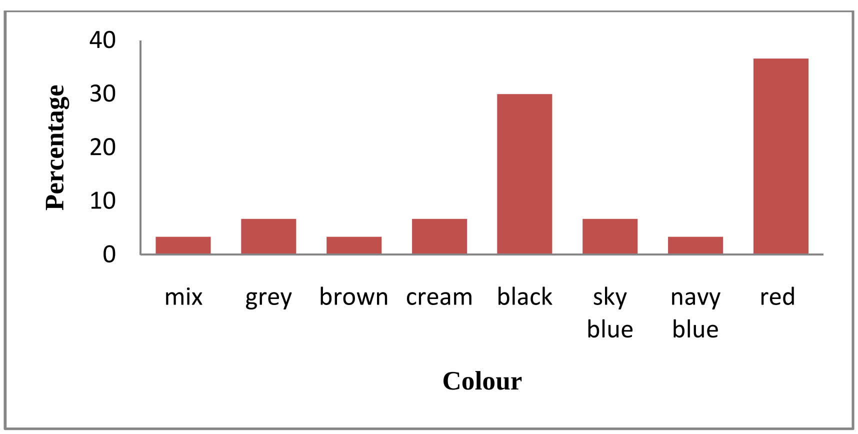
Among various styles present in the market, for age group 35-45 V-neck style dominates. Out of total respondents of age group 35-45, 56 % respondents preferred large size of sweater that been followed by R neck(Round neck) 32 % M neck (mock neck)12%.

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

As the sweater market is dominated by dark colour the preferred colour by the age group 35-45 is explained by the help of figure 4.21

**Figure 4.21**

**Preferred Colour for Age Group 35-45**




*Source: Field Survey, 2018*

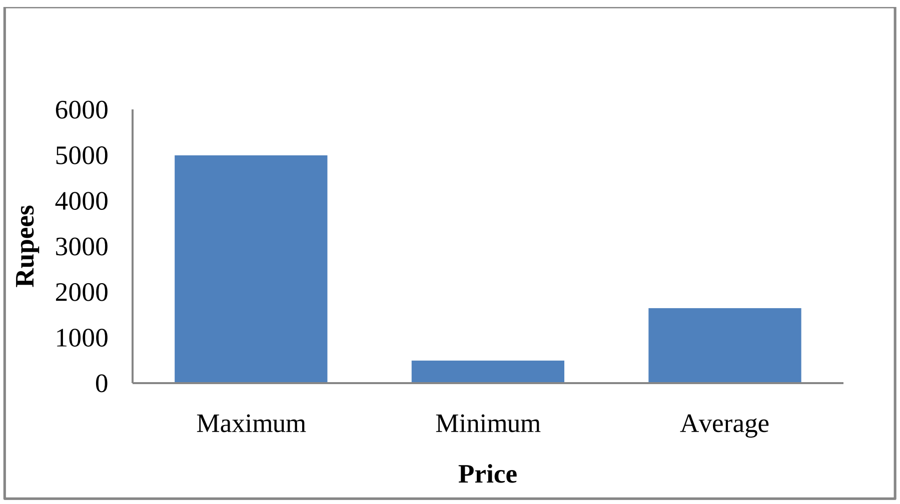
Out of total respondents of age group 35-45, 36% of the respondents prefer Red colour sweater that been followed by Black colour28%, sky blue,cream 8% , Grey 8% mix 4%,brown 4%and Navy blue 4% .

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

The following figure 4.22 explains the preferred price of sweater by the age group of 35-45. The preferred price varies accordingly with the respondents so the mean price is calculated.

**Figure 4.22**

**Preferred Price of Sweater for Age Group 35-45**




*Source: Field Survey, 2018*

As per the respondents minimum preferred price is Rs. 500 and maximum of Rs 5000. Therefore the mean price i.e. preferred price is R.s.1646.4. So most preferred price of sweater of this age group is Rs. 1646.4.

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

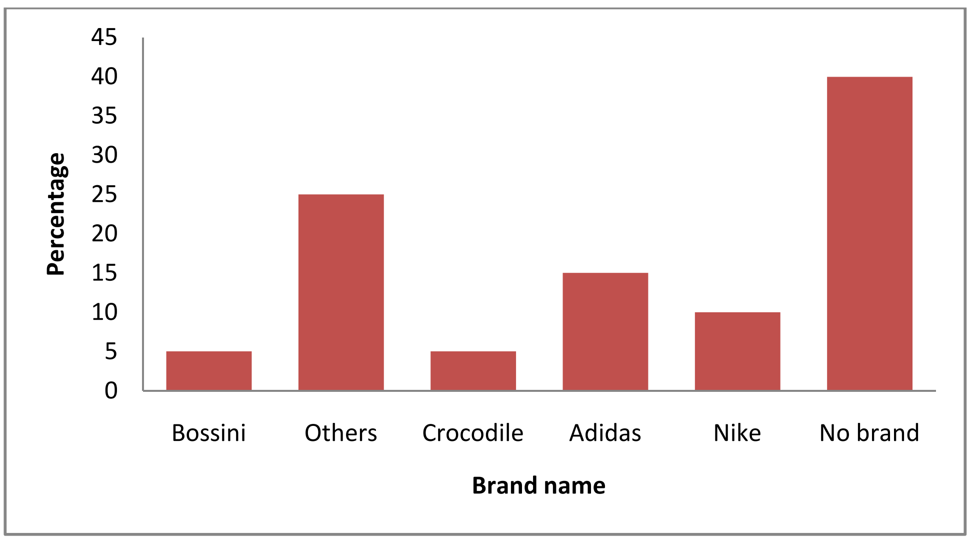
Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group of above 45 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately.

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

There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group above 45 is explained through figure 5.23

**Figure 4.23**

**Brand Preference by above 45**




*Source: Field Survey, 2018*

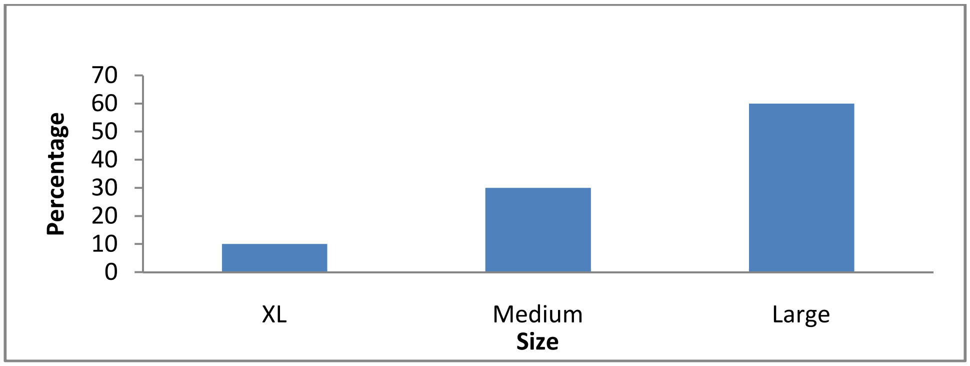
As far as brand preference is concerned, for age group of above 45, they seem to prefer which ever is present in market. Out of total respondents, 40% don’t seem to have any brand loyalty. They seem to prefer those sweaters which ever is present in market. That has been followed by Adidas 15%, Nike 10% Crocodile brand and Bossini 5%. and other chinese brand 25%.

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

The size preference by the age group of above 45 is been explained with figure 4.24

**Figure 4.24**

**Size Preference by the Age Group of above 45**




*Source: Field Survey, 2018*

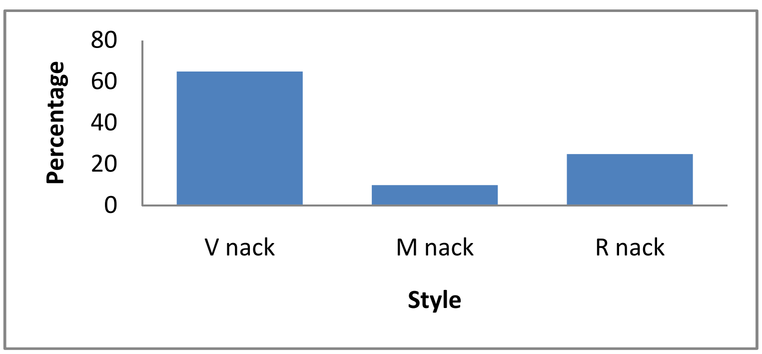
Out of total respondents of above 45, 60% prefers Large size that's been followed by medium size30% and XL(extra Large) 10% .

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

Preferred style of sweater by the age group of Above 45 is explained with the help of following figure 4.25

**Figure 4.25**

**Style Preferred by Age Group above 45**



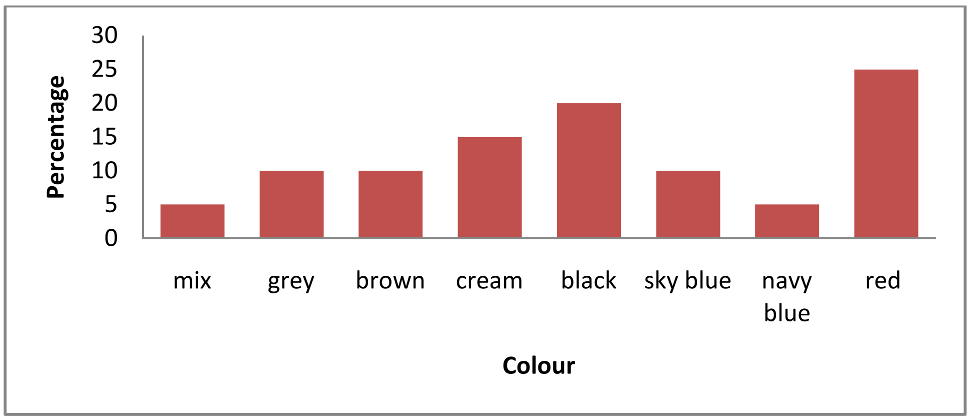

*Source: Field Survey, 2018*

V-neck style is preferred by 65% of respondents of age group above 45 that been followed by Round neck style with 25% and Mock Neck with 10%.

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

**Figure 4.26**

**Colour Preferred by Age Group above 45**



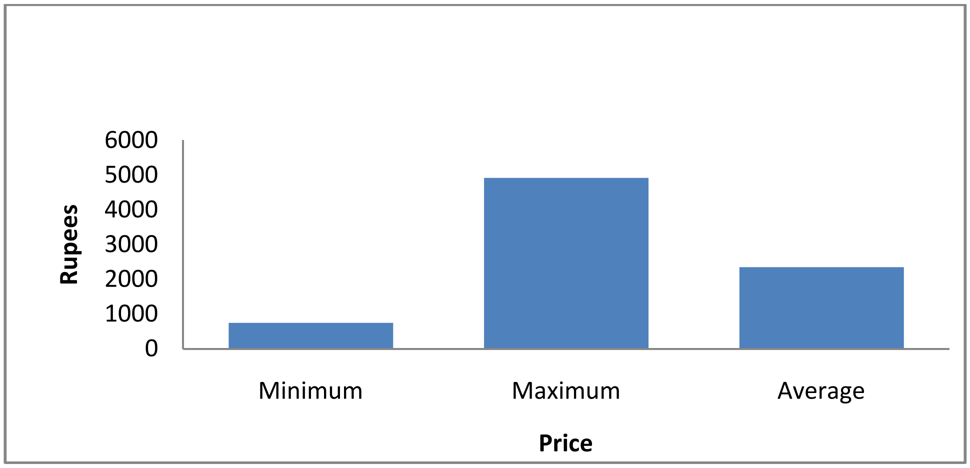

As far as colour preference is concerned, for age group of above 45, Out of total respondents, 25% respondents Preferred red colour. That has been followed by Black 20% Cream 15%

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

From the following figure 4.27 shows the preferred price of the age group Above 45.

**Figure 4.27**

**Preferred Price of the Sweater by Age Group above 46**




*Source: Field Survey, 2018*

As per this age group maximum and minimum price preferred by this age group consumer is Rs 4910 and Rs 750. So the mean price of sweater for this age group is Rs. 2345.5.The most preferred price of sweater is Rs 2345.5.age group of above 45.

### 4.4.2 Consumption Pattern of Jacket

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

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

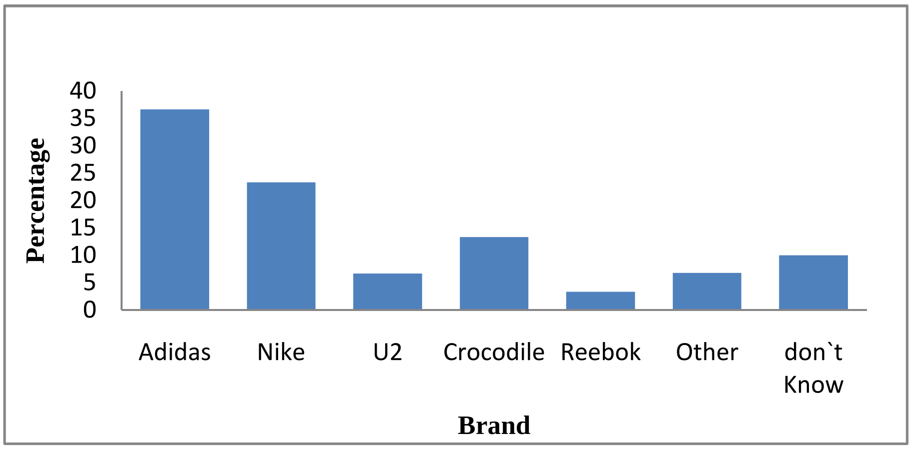
Consumption pattern of age group 20-25 is explained below. Components like Brand preference, size, colour preference and price preference have been explained below.

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

Out of total 100 respondents 30 of them fall into the category of age group 20-25. There are many brands present in market and mostly Chinese manufactured. Brand preference of jacket by age group 20-25 is explained below .

**Figure 4.28**

**Brand Preference of Jacket by Age Group 20-25**




*Source: Field Survey, 2018*

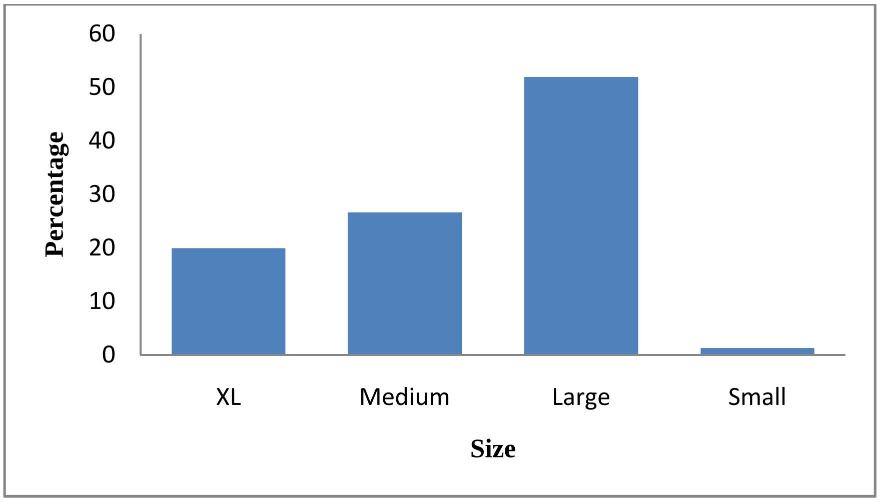
As far as brand preference of age group 20-25, 36.67% respondents prefers Adidas brand that been followed by Nike 23.33% don,t know 10%, Crocodile 13.33%, U2 6.67%, Reebok33 %.and other chinese 6.67%.

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

Preferred size of jacket is been explained with the help of Figure 4.29

**Figure 4.29**

**Preferred Size of Jacket of Age 20-25**



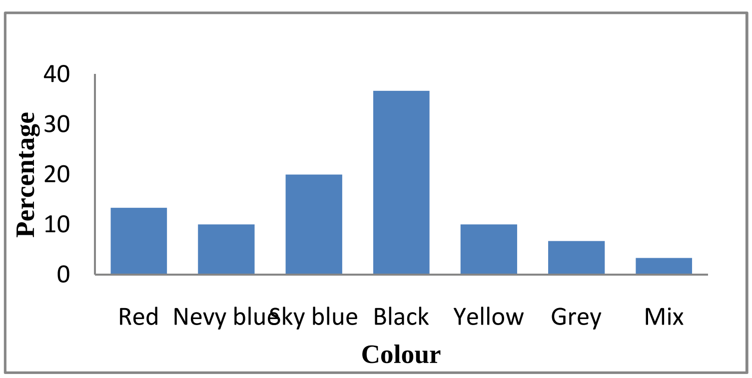

*Source: Field Survey, 2018*

As far as most preferred size for age group 20-25, 52% of total respondent of age 20-25 prefer Large Size,26.67% Medium size jacket that been followed by, XL (Extra Large), 20% and Small 1.33%, .

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

**Figure 4.30**

**Preferred Colour by Age Group 20-25**



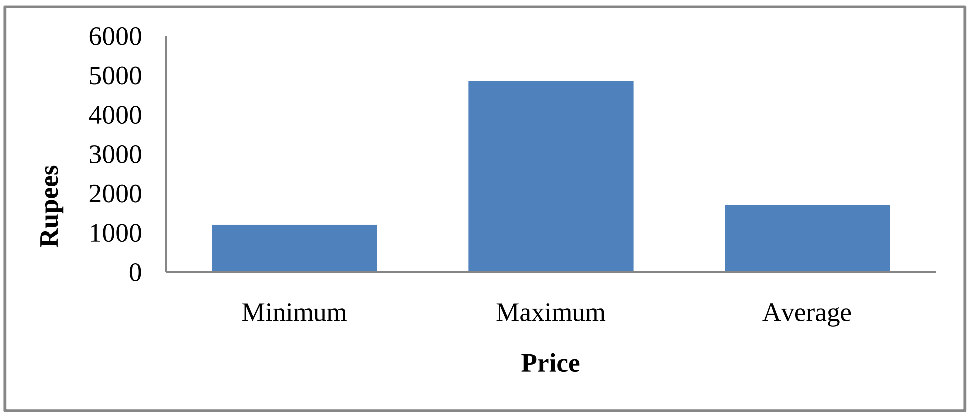

*Source: Field Survey, 2018*

Out of Thirty respondents in this group Ten prefers Black colour jacket i.e. 36.67% which is followed by Sky blue with 20%,  Red 13.33%, & Grey 6.67%Navy Blue and Yellow  10%and mix 3.33%..

**d. Preferred Price By Age Group 20-25**

**Figure 4.31**

**Preferred Price by Age Group 20-25**




*Source:  Field Survey, 2018*

From the above figure 4.31 shows  maximum and minimum price preferred by age group 20-25 consumer is Rs 4850 and Rs 1200. the mean price of Jacket for this age group is Rs. 1697. So the most preferred price of jacket is Rs 1697.

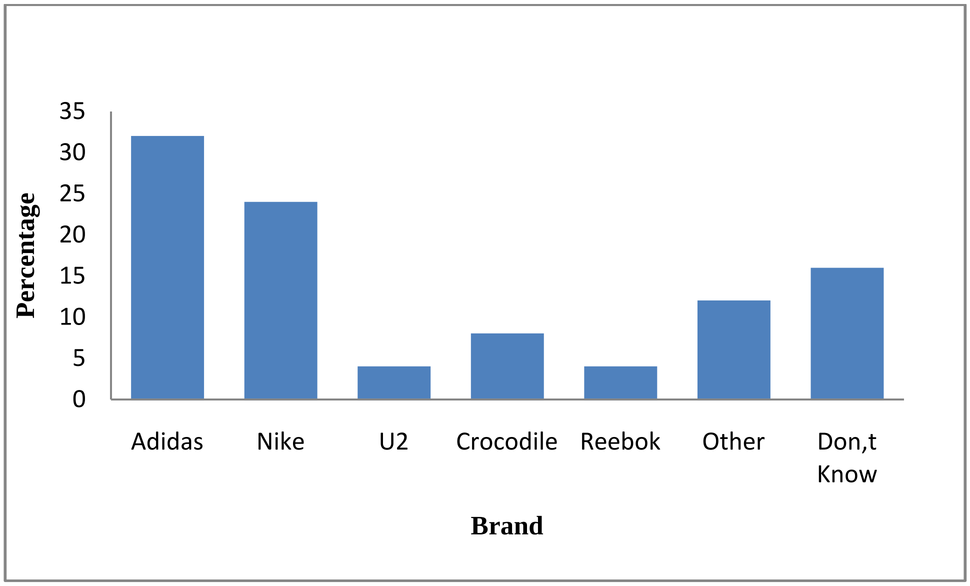
**4.4.2.2 Consumption Pattern of Age Group 25-35**

This group consists most of the employed youth personnel. Out of 100 respondents 25 fall in this group. Consumption pattern of age group 25-35 is explained below in which components like brand preference, size, colour preference and price are explained individually.

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

**Figure 4.32**

**Brand Preference of Age Group 25-35**




*Source: Field Survey, 2018*

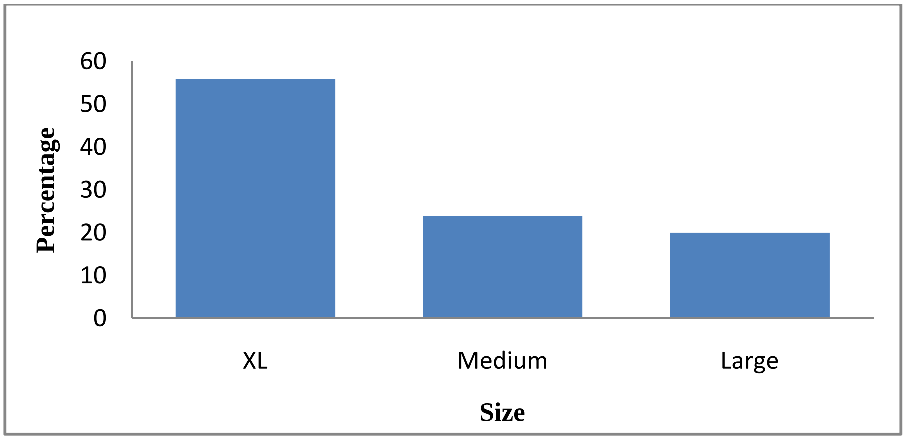
As far as brand preference of age group 25-35, 32% respondents prefers Adidas Nike 24% that been followed by Nike 24% , don’t know 16%, Crocodile 8%, U2 8%, Reebok &U2 are 4%.and other chinese brand 12%.

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

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

**Figure 4.33**

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



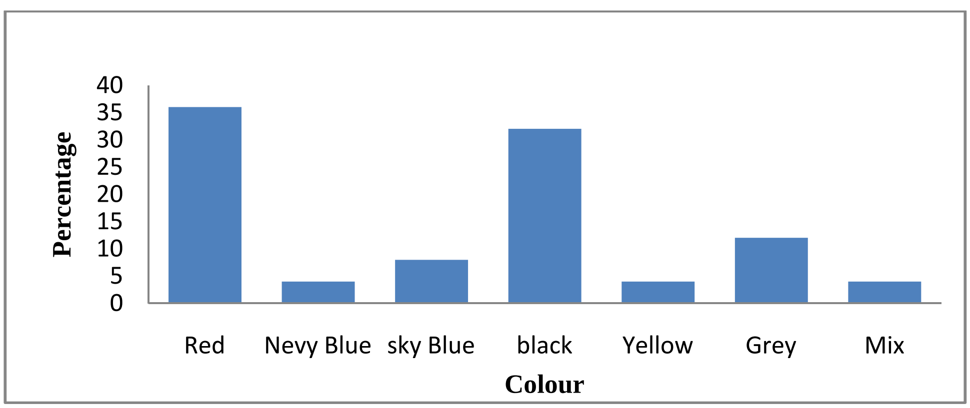

*Source: Field Survey, 2018*

The most preferred size of the jacket at this age group isXL(extra large) which is been preferred by 56 % of respondents that been followed by Medium 24% and Large size 20%.

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

**Figure 4.34**

**Preferred Colour by the Age Group 25-35**



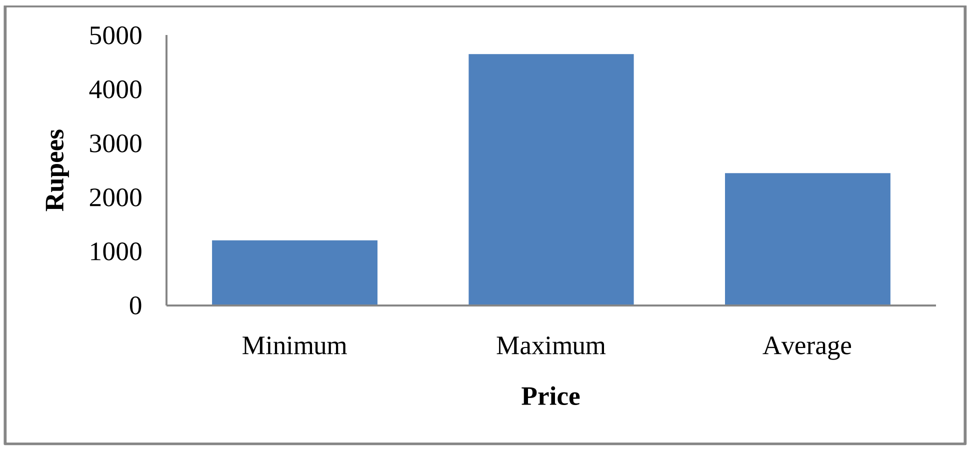

Out of twenty five respondents in these group 36% believes that Red is the most preferred colour to them followed by black 32% Grey 12%,sky blue8% Navy Blue & Yellow 4%, Mix colour also 4%,.

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

The price preferences for a jacket of age group 25-35 have been varying to each individual. The preferred price is explained with the help of table 4.35.

**Table 4.35**

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




*Source: Field Survey, 2018*

As per this age group maximum and minimum price preferred by this age group 25 -35 consumer is Rs 4650 and Rs 1200. So the mean price of Jacket for this age group is Rs. 2448.The most preferred price of jacket is Rs 2448.

**4.4.2.3 Consumption Pattern of Age Group Ranging 35-45**

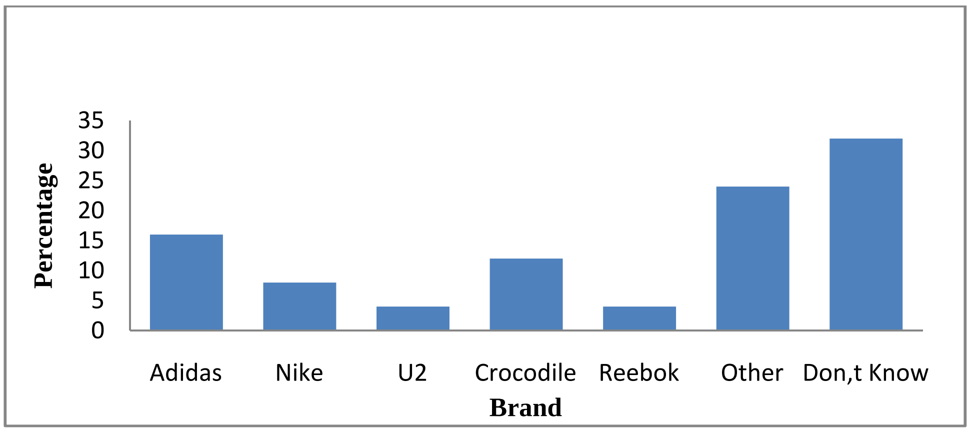
There are ultimately twenty five respondents in this group. As done above the consumption pattern is individually explained below.

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

As far as brand loyalty is concerned the youth consumer now seems to be loyal to one land. The brand preference by the age group 35-45 is illustrated in the figure 4.36

**Figure 4.36:**

**Brand Preference by Age Group 35-45**



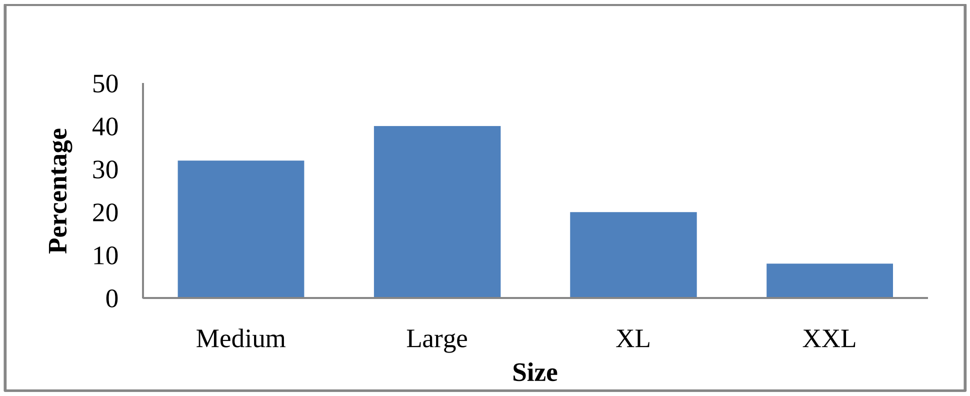

*Source: Field Survey, 2018*

It seem that most of the consumer of age 35-45 don't seem to be interested on branded product. So this can be seen as 32% of respondent in this group don't prefer any brand for purchasing jacket which is been followed by Adidas with 16%,crocodile 12%,Nike 8% ,Reebok &U2 both are 4% and other brand has 24%.

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

**Figure 4.37**

**Preferred Size of Jacket for Age 35-45**




*Source: Field Survey, 2018*

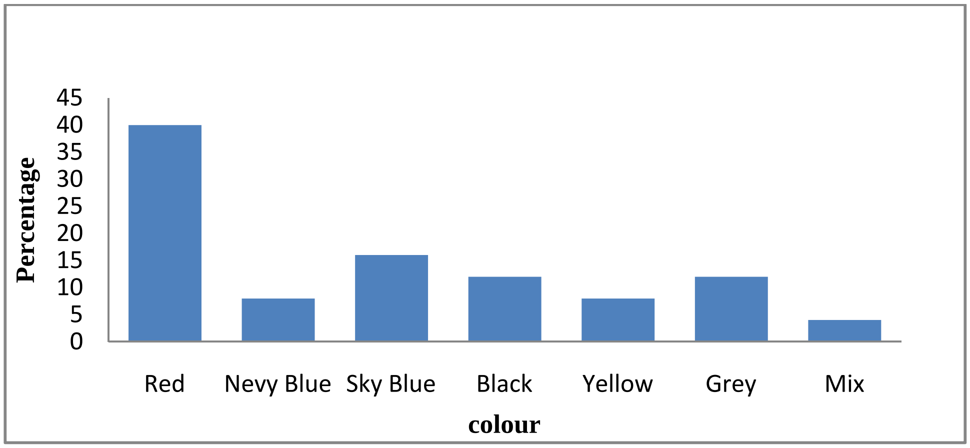
The size preferred by the age group ranging 35-45 is Large most with 60% of respondents which is been followed by Medium20%,XL(extra large)12% and XXL(double large) size with 8%.

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

As the age changes so does the colour of jacket purchasing changes, this could be further clear from figure 4.38.

**Figure 4.38**

**Preferred Colour by the Age Group 35-45**



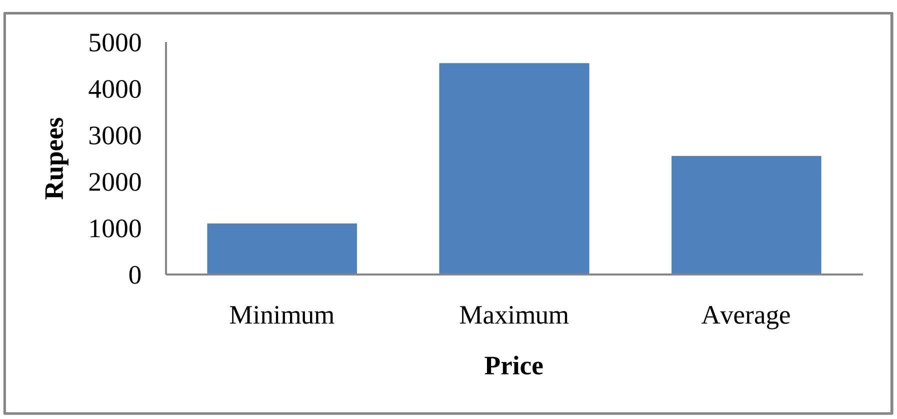

*Source: Field Survey, 2018*

As per colour preferred for age group ranging 35-45, Red colour jacket is most preferred as 40% of the respondents say so. This is followed by sky blue16%,black& Grey colour with 12%, Navy Blue & yellowwith 8% and mix with 4%.

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

**Table 4.39**

**Preferred Price of Jacket for Age Group 35-45**




*Source: Field Survey, 2018*

Consumer of age ranging 35-45 prefers jackets from R.S. 1100 to R.S. 4555. The average price of jacket for the consumer ranging 35-45 is R.S. 2556.

### 4.4.2.4 Consumption Pattern for the Age Group Ranging above 45

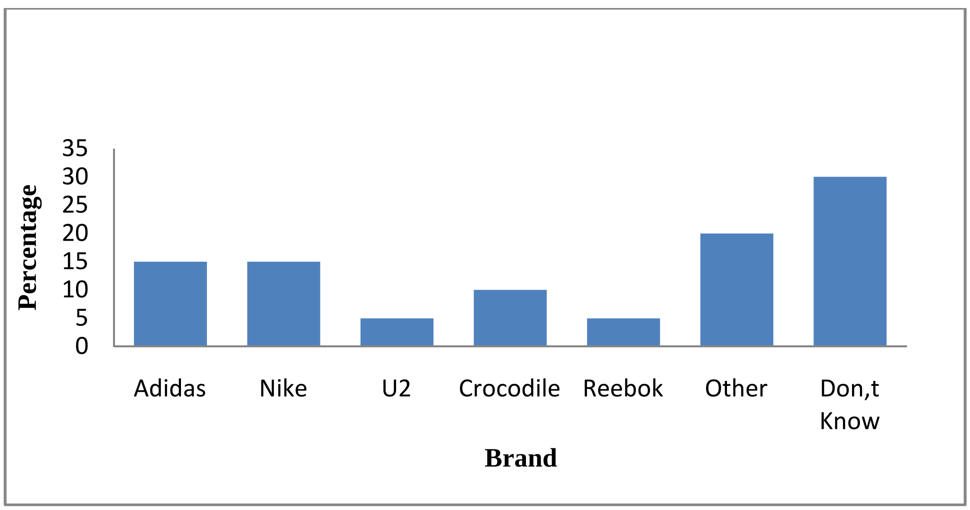
Total twenty respondents opinion were been able to collected in this group out of total 100 respondents including all age groups. As done above consumption pattern of jacket for age ranging above 45 each component is explained individually.

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

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

**Figure 4.40**

**Brand Preference by the Age Group above 45**



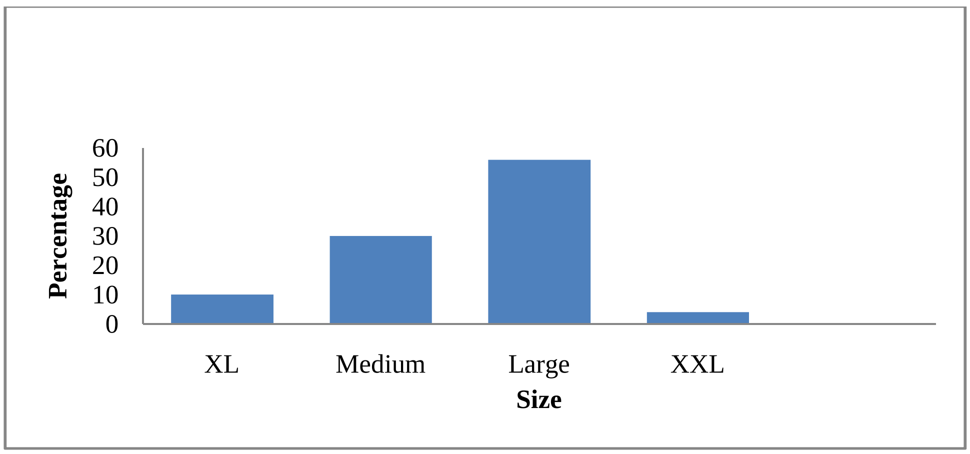

*Source: Field Survey, 2018*

As for age group above 45 consumers they don’t seem interested on any brand of jackets. So majority of consumer of above 45, i.e. 30% respondent don’t seem to remember any brand name of jacket. This is been followed by 20% of consumer who prefers other Chinese jacket which don’t have any popular brand,  Adidas15% ,Nike15%,Crocodile 10% Reebok and u2 both 5%.

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

**Figure 4.41**

**Preferred Size of Jacket by Age above 45**




*Source:  Field Survey, 2018*

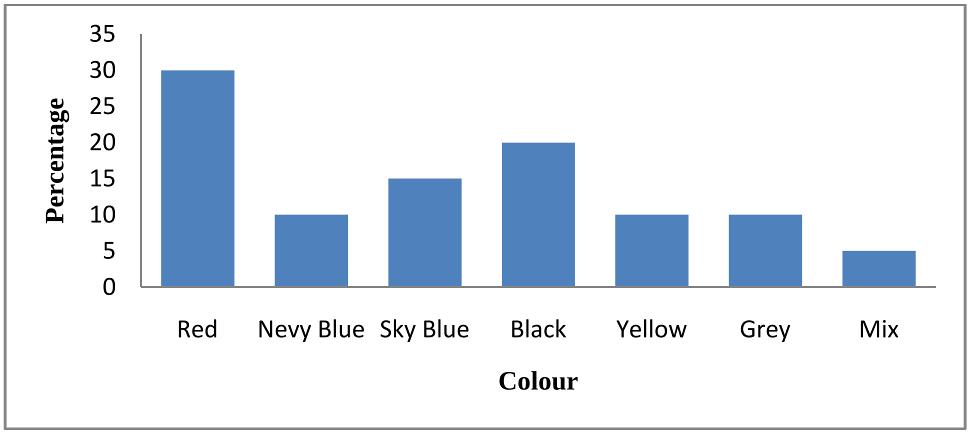
Figure 4.41 explains the preferred size of jacket by the consumer ranging forty five plus. From the analysis 56% of the respondent believed that they prefer Large size, of jacket which is been followed by Medium 30%,XL 10% and XXL size by 4%.

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

In fact taste of colour varies with the change in age. This is illustrated below in figure 4.42

**Figure 4.42**

**Preferred Colour by Age Group above 45**

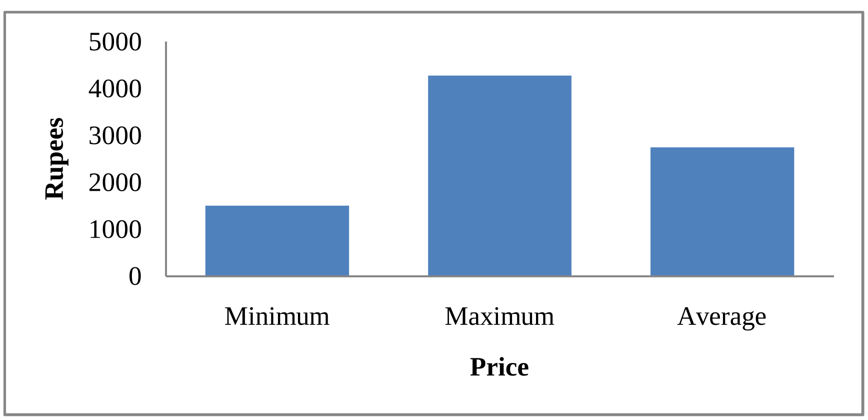



*Source: Field Survey, 2018*

Red is the most preferred colour by above 45 age group consumer as its been believed by 30% of respondents which is been followed by Black colour jacket 20%,Grey,Yellow,Nevy blue are 10%,sky blue 15% mix 5%.

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

**Table 4.43**
**Preferred Price for Age Group above 45**




*Source: Field Survey, 2018*

Many respondents have different opinion about the most desirable price of a jacket. The price ranged minimum from R.S. 1500 to R.S. 4275. So the average price of jacket for age group 45+ is RS 2448.

**4.3 Major Findings**

a. The largest selling Chinese branded sweater is Bossini. The largest consumed colour is black. V-shape neck style and Large size of the sweater is mostly preferred.
b. The majority of the market consists of Chinese sweaters that also with the sweater without any specific renowned brand name.
c. Adidas is the most preferred brand name of jacket in market. Large size of sweaters is mostly consumed by the consumer. Red colour jacket is mostly preferred in the market.
d. On an average 45 consumer walks in the shop and the conversion ratio of the consumer into actual buyer is 51.83%.
e. From the consumer point of view price is the most important factor that they consider while purchasing jacket or sweater and that attribute is followed by quality, durability, brand and other attributes. Similarly form the seller's aspects price is the most important element followed by quality, style, durability, brand and other.
f. As for age group of 20-25 most of the consumers don't go for any kind of brand or sweater and among the branded sweater they go for Adidas brand. Large is the most preferred style of sweater.s by this age group and V neck & Round neck is the most preferred style of sweater. Among this age group black colour sweater is mostly preferred that also been dominated by brown colour and the mean price of sweater they go for is Rs 2135.83.
g. For age group of 25-35 they also don't seems to be brand conscious. Among this group those who prefer brand likes to go for Bossini brand sweaters. Extra large and large size sweater is mostly preferred by this age group consumer. Their colour choice is also been dominated by the black coloured sweaters and the mean price they think for the sweater is Rs 2115.

h. The age group of 35-45 aged consumers, they don’t seem to be interested on any branded sweater and among those who prefer the branded one seem to be interested on Bossini and Adidas brands. large is the most preferred size of sweater and the V-neck style sweater is mostly preferred. Due to change on age they seem to have different taste on preferred colour from previous two-aged group they preferred red colour most and the mean price they think to go for sweater is Rs 1647.

i. As for the age group 45+ consumer they don’t seem to have any particular preference for brand so they go for any kind of brand they like and for the brand preferred consumer of this age they seem interested on Crocodile, Bossini, Adidas and Nike. Large is most preferred size followed byMedium. V-neck and Round neck sweater is the most preferred size and red and black is preferred colour. This age groups ideal price for sweater is Rs 2345.5.

j. As for the jacket attributes preference among the age group 20-25 Adidas is the most preferred brand of jacket. Large and medium is the most preferred style of jacket. blackcolour jacket seems the favourite among this group so sky blue, red seems to be most preferred. For this age group Rs 1697 is the adequate price for a jacket.

k. For age group 25-35 the brand like Adidas, Nike, and Crocodile seems to be most favorable. Among this group Adidas is the most preferred brand. Extra large is the most preferred size and Red is the most preferred colour for the jacket. For this age group Rs 2448 is the ideal price for a jacket.

l. Though it seems that in age group 35-45, most of the consumer of this brand don’t seem to be interested on any particular brand. Among the branded jacket they seem to be interested on Adidas, Nike, and Crocodile .large is the most preferred size of jacket and the colour preference is red Black and Sky blue seem to be most preferred colour. The ideal price for the jacket for this age group seems to be Rs 2524.

m. As for the age group 45+ they don’t seem to be interested on any particular brand. Among the branded jacket they seem to be interested on Adidas, Nike, Reebok, Crocodile. Large and Medium are the most preferred size of jacket for them.

Lighter colour like Cred and dark colour like Black, and sky colour seems interesting to them. The ideal price of jacket for this age group is Rs2448

# CHAPTER - V

# SUMMARY, CONCLUSION AND RECOMMENDATOINS

## 5.1 Summary

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

In such a circumstance, an attempt has been made in this work to study the buying behaviour of female to winter wears in Kathmandu Valley special reference to the consumer and seller of kalanki, Kalimati, Ashan and Newroad area in Kathmandu Valley. The underlying objectives of the study are:  to find out the most preferred brand, size, style of sweaters and jackets in the market and their market share; to find the potential buyers that actually purchases the product and the attributes used to choose the product; to find the consumption pattern of jackets and sweaters by the different aged consumer. To serve this objective 150 questionnaires were filled on which 100 were filled by the consumer and the 50 by the sellers or the person representative in the shop who are responsible for selling the products. The collected data were completely analyzed and interpreted on objective wise and the major findings are given.

## 5.2 Conclusion

Majority of the sweater market is dominated by Chinese brand and among them Bossini is the leading one. Due to pollution and dust consumer seem to prefer dark colour especially black colour with round neck and Large in size.Similarly the Chinese jacket dominates the Nepalese jacket market and the most preferred brand is addidas with size extra large and red colour.From both consumer and seller point of view the price of the product is the most important factor considered while purchasing the clothing by the rational consumers.Age group 20-25 consumer's mostly prefers black colour sweaters without any particular brand name on it. Among the branded ones Adidas is the most preferred brand. They go for V- Neck and Round Neck style in for sweaters. Jacket size preferred is large size and Medium and Black colour is preferred. There is some respondents in this age group who seems to like the true branded product like Adidas, Crocodile, Nike.

As like earlier group age group 25-35 also doesn't seem to be brand loyal. They seem to be interested on Chinese jacket and most preferred brand by this group is Bossini. The colour choice of this age group is dominated with dark colour like black and the size preferred is Large and Extra Large and V-nack style is mostly preferred.. Where as for jackets they seem to prefer the brand Nike, Crocodile and the most favorite Addidas.Extra Large is the most preferred size nad red is the most preferred colour.For age group 35-45, they don't seem to be interested on any particular brand in sweater. Due to change in age they seem to prefer red colour sweater and jacket. Large is the most preferred size of sweater and jacket. V-neck style of sweater is mostly preferred by this age consumers. Among the most preferred brand: Bossini as sweater and Adidas among the jacket.V-neck style of sweater is mostly preferred by this age group 45+ consumers and the most famous brand name among this age group is Crocodile, Bossini, Addidas and Nike. Large and medium is the most preferred size of sweater and jacket.

### 5.3 Recommendations

On the basis of conclusion following recommendations have been made:

a. The potential consumers should be communicated about new upcoming products:
b. The shoppers should keep in mind the following things: consumers are the brand ambassadors of the product but they are not much brand conscious. Though the consumers have the concrete plan for shopping, yet most of the shopping is done on impulse. Rare consumers are branding conscious and therefore most of them buy on the basis of the colour, design, and fabric or the material of the dress.
c. The shoppers of Kalanki and Kalimati are suggested to lunch certain scheme and increase more exposure, which will be beneficial to both consumer and shoppers.
d. Store loyalty plays important role in the long-run success of the shop so measures like coupon, special discount for regular consumer, prize scheme etc…should be build store loyalty and would be beneficial to consumer also.
e. The shops are suggested to follow up the competitive price to attract consumer as consumers were found price sensitive, which shows that the consumer is rational.
f. It is suggested to shops that target the market segment and deliver according to it. The shop targeting the young and energetic consumer up to 35 year can provide variety sweater and jacket that is in dark in colour and shop targeting above age consumer with lighter ones.
g. Most of the consumer are aware and prefers the brand name Adidas, Nike, Reebok, Bossini and Crocodile so the shops are suggested to provide variety brand product including the brands mentioned above.
h. Since most of the consumer use foreign brand it is essential to increase the market share of Nepalese brand of clothing. For this purpose our local and national entrepreneurs are suggested to produce the high quality and well designed clothing in a wide range of verities and market them with effective

promotion and sales promotion schemes. This consequently can help to save foreign currency and generating employment opportunity.

i. Focus on the size of the apparel: The biggest failure for branded apparel in Nepal is because it is not made for the Nepalese consumers. Those Entrepreneur's who are thinking on producing national appeals as well as those shop owners who orders to whole seller outside nation boundary has to focus more towards the Nepalese size so as to satisfy its consumers to the best possible extent. The exact size and the color with the design are one of the biggest factors for brand acceptance.

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# CHAPTER - IV

# DATA PRESENTATION AND ANALYSIS

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

## 4.1 Respondent's Profile

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

### 4.1.1 Age Group Profile

**Table 4.1: Age Group Profile**

| Age Group | Consumer's | |
|---|---|---|
| | No | Percentage |
| 20-25 | 30 | 30% |
| 25-35 | 25 | 25% |
| 35-45 | 25 | 25% |
| 45+ | 20 | 20% |
| Total | 100 | 100% |

*Source: Field Survey, 2014*

The above table 4.1 depicts the age group of the respondent. As shown in table out of total 30% fall into the age group of 20-25. in age group 25-35, 25% in 35-45 25%, and 20% on 45+ age group.

### 4.1.2 Table of Outlet Visited

Similarly 50 shops of different part of Valley including Newroad, Kalanki, Kalimati, Ashan areas were visited and asked to give information to fill up the seller's questionnaire. fifty responsible people from that might be sales person or owner from each shop were considered. Out of total outlet visited 2% was wholesale only, 92% were retail only and 6 % were retail com wholesale also.

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

| Sales Type | Percentage |
|---|---|
| Wholesale only | 2% |
| Retail Only | 92% |
| Retail Cum Wholesale | 6% |
| | 100.0% |

*Source: Field Survey, 2014*

**Objective Wise Interpretation**

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

**Objective One**

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

## 4.2 Largest Preferred Brand, colour and Size of sweaters and jackets.

The most preferred Brand, colour and size of Chinese sweater is explained below.

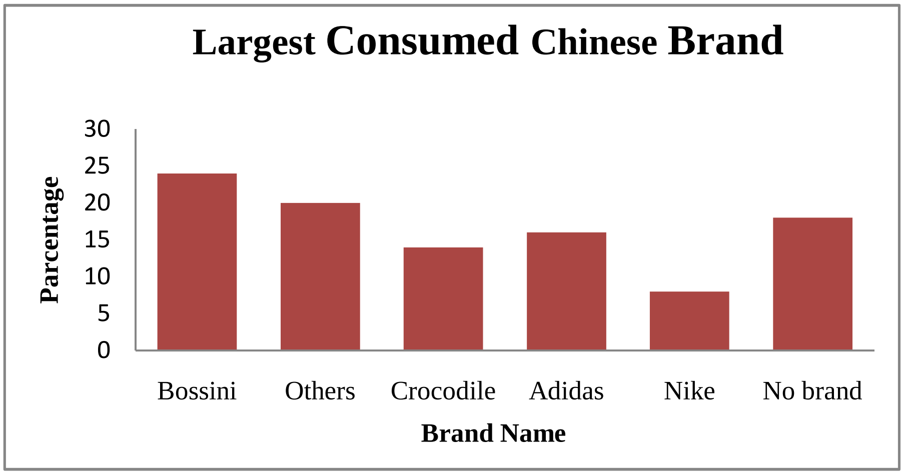
### 4.2 .1 Largest Preferred Brand, Colour, and Size of Chinese Sweaters

**a. Largest Consumed Chinese Brand**

The largest selling Chinese brand as per market share is explained through the help of following figure. Among the Chinese brand Bossini holds most consumed brand by the consumer which holds 24% of market share which is followed by ,Adidas , Crocodile and Nike 20% 16% ,14% 8% respectively and others 18 %.

**Figure 4.1**

Largest Consumed Chinese Brand



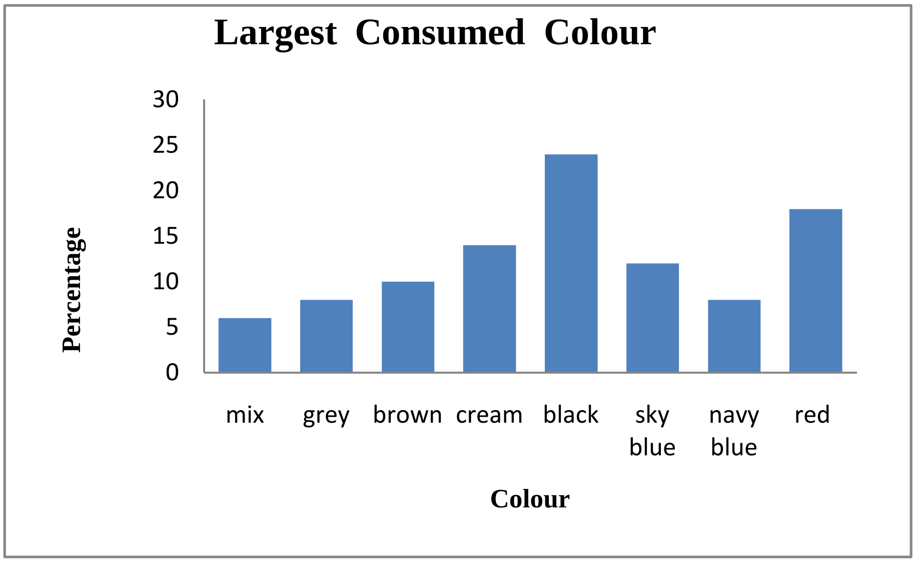

*Source: Field Survey, 2014*

**b. Largest Consumed Colors**

The largest selling colour is explained by the following figure. The largest selling colour of sweater is Black holding 24% followed by Red 18%,Cream 14%,sky blue12 %, Brown 10%Navy Blue 8%, Grey 8% and ,Mix 6 %.

**Figure 4.2**

**Largest Consumed Colours**



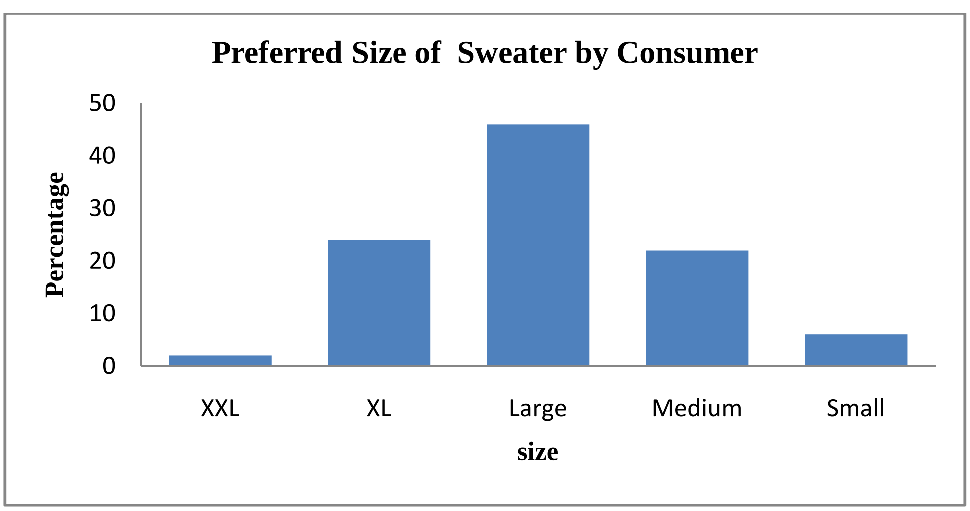

*Source: Field Survey, 2014*

**c. Preferred Size of Sweater by Consumer**

The following figure explains the most size of sweater consumed by the consumer. The largest selling size is Large 46%, followed by XL with 24%, Medium 22 % small 6% and XXL.2%.

**Figure 4.3**

**Preferred Size of Sweater by Consumer**



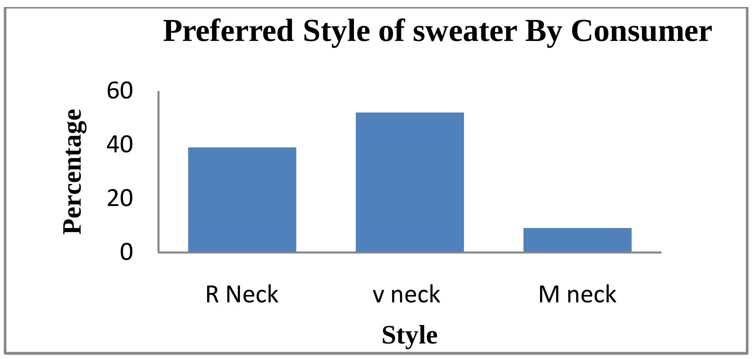
*Source: Field Survey, 2014*

**d. Most Preferred Style**

The Largest selling style for sweater is VN (V Neck) with 52%, followed by RN (Round neck) 40%., Mock neck 8 %. It could be further clear from the following figure.

**Figure 4.4**

**Most Preferred Style**



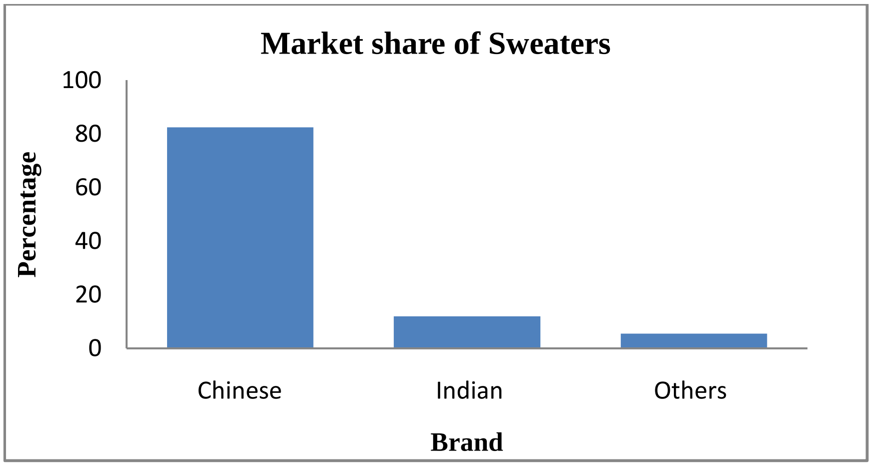

*Source: Field Survey, 2014*

**e. Market Share of Sweaters**

The following figure explains the market figure of the sweaters. The market is dominated by the Chinese sweater with 82 % followed by Indian 12% and Others 6%. Since the market share is dominated by the Chinese product the market share of Chinese brand is explained with the figure 4.5

**Figure 4.5**

**Market Share of Sweaters**




*Source: Field Survey, 2014*

### 4.2.2 Most Preferred Brand, Colour and Size of Chinese Jacket

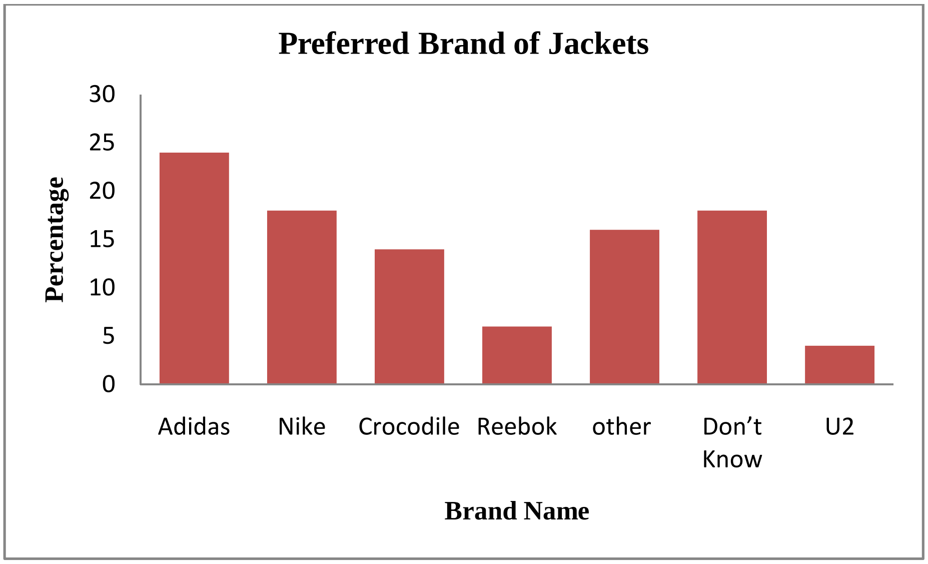
The most preferred Brand, colour and size of Chinese jacket is explained below.

**a. Most Preferred Brand**

The following figure shows the most preferred Brand of the Chinese jacket by the consumer. As per market share the highest market share for the Chinese brands are as follows. Adidas leads the market share in jacket with 24, % followed by Nike 18%, Other 14% ,Crocodile 14% Reebok 6%,U2 4 % and Don't Know 12%.

**Figure 4.6**

**Preferred Brand of Jackets**



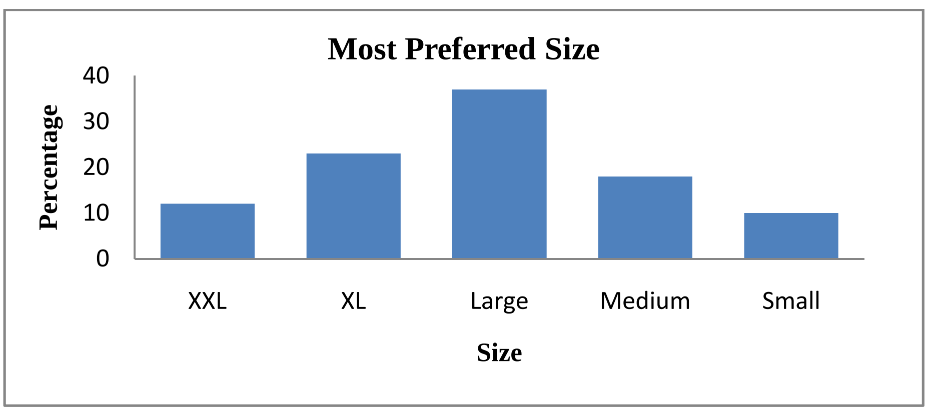

*Source: Field Survey, 2014*

**b. Most Preferred Size of Jacket**

The following figur shows describes the most preferred size of jacket by the consumers. As per the data received Large holds the largest number of consumption with 40% followed by medium 26%, XL 22%, XXL (double XL) 8%.and Small 4%.

**Figure 4.7**

**Preferred Size of Jacket**

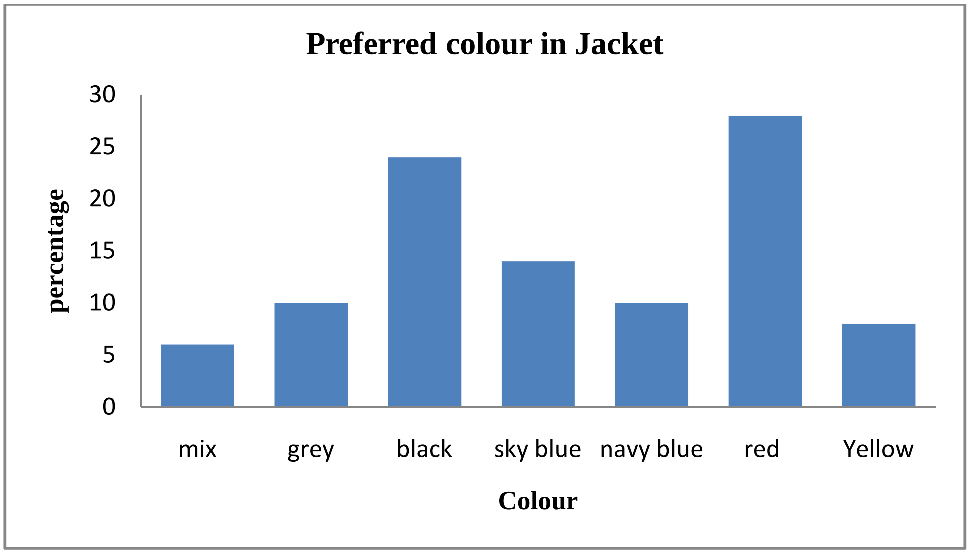



*Source: Field Survey, 2014*

**c. Most Preferred Colour of Jackets**

The following Figure shows the most preferred colour of jacket. Red is the most preferred colour in the jacket with 28% followed by Black 24%,Sky blue 14%,Gray 10%, Navy Blue 10%, yellow 8% and Mix 6 %. **Figure 4.8**

**Preferred Colour of Jacket**




*Source: Field Survey, 2014*

**Objective two**

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

### 4.3 Potential Buyers who actually Purchases the Product and attributes

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

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

**Table 4.3: Number of Potential Consumer who actually Purchases the Product**

| Particular | N | Minimum | Maximum | Mean |
|---|---|---|---|---|
| Potential consumers walking in per day | 50 | 45 | 100 | 68.98 |
| Total walking converted into sales | 50 | 10 | 65 | 35.98 |
| Valid N (list wise) | 50 | - | - | - |

*Source: Field Survey, 2014*

On an average maximum 100 consumers walks in a shop per day, as we can figure out in the table the average potential consumers walking in per day in a store is 68.98 and total consumer converted to actual consumer is 35.98. That means the conversion ratio of the consumer into actual buyers is 52.16%.

### 4.3.2 Attributes used to choose the Product

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

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

**Table 4.4: Attributes used to choose the Product**

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

*Source: Field Survey, 2014*

**Hypothesis No. 1-** The given factors are equally important for purchasing the cloth for consumer.

$H_0$: The given factor is equally importantly taken into consideration for purchasing the clothing for consumer.

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

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

Since the tabulated value of $\chi^2$ at 5% level of significance for 5 d.f. is 11.07 which is less than the calculated value of $\chi^2$ (i.e. 44.9608, see Appendix III). Ho is rejected and H1 is accepted. Hence the emphasis to price is higher than any other factor regarding the purchase decision of the clothing by the consumer.

**Hypothesis No. 2-** The given factors are equally important for purchasing the cloth for consumer according to seller.

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

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

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

As the calculated value of $\chi^2$ (i.e. 11.75, see Appendix III) is greater than the tabulated value i.e. 11.07, Ho is rejected and H1 is accepted. i.e. emphasis given to price is higher than any other factor regarding the purchase of clothing according to seller.

**Hypothesis No. 3** –There is no significance in consideration of factor affecting the buyer,s decision among consumer and seller.

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

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

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

Since the calculated value of $\chi^2$ (ie.11.1636, see Appendix III) is higher than the tabulated value (i.e. 11.1636> 11.07) $H_0$ is rejected and $H_1$ is accepted i.e. there is significant difference in considering the factor affecting buyer decision among the consumer and seller.

objective three

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

### 4.4 Consumption Pattern of the Sweater and Jackets

#### 4.4.1 Consumption Pattern of the Sweater

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

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

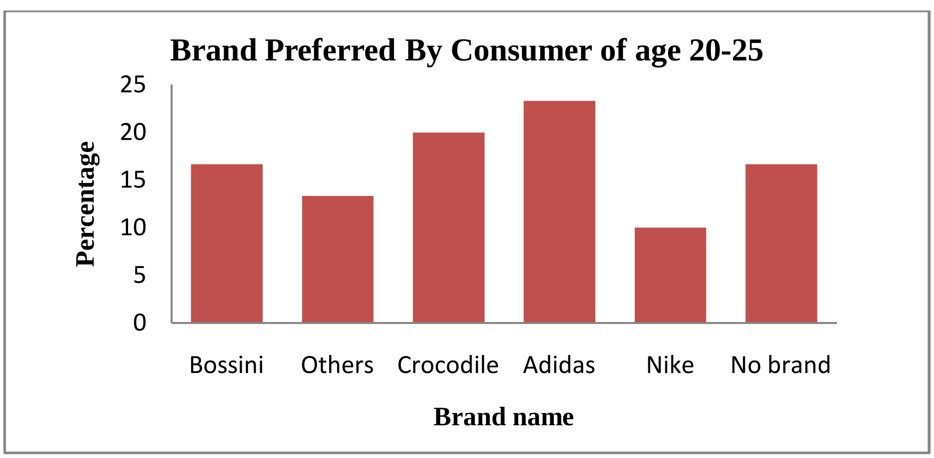
Consumption pattern of the age group consists of brand, size, style, and colour and price preference by the consumer of the age group 20-25 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately

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

Brand preference by the age group of 20-25 is explained the following figure 4.9.

**Figure 4.9**

**Brand Preferred by Consumer of Age 20-25**




*Source: Field Survey, 2014*

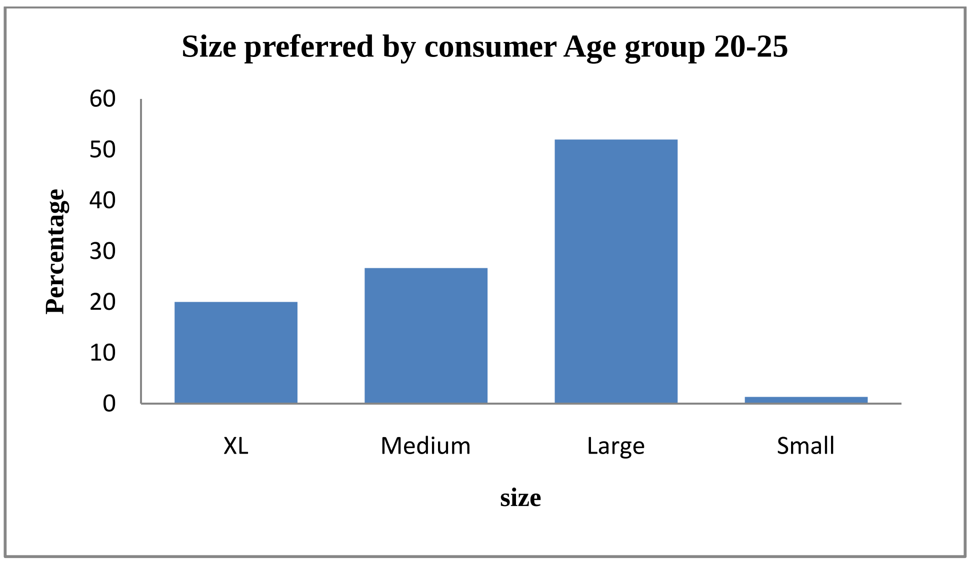
Out of total respondents 23.33% respondents prefer Adidas brand that been followed by Bossini and No Brand both are 16.67% , Crocogile 20%,Nike 10% and other Chinese brand 13.33%.

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

The size most of the consumer of age of twenty to twenty five prefers are explained following figure 4.10.

**Figure 4.10**

**Size Preferred By Consumer Age Group 20-25**




*Source: Field Survey, 2014*

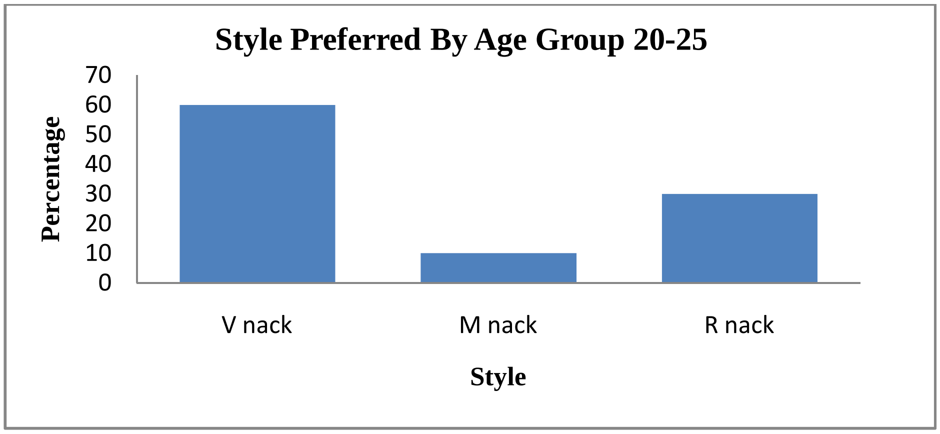
Above figure 4.10 shows the highest preferred sweater size of age group 20-25 is large 52% that followed 26.67% with medium , 20 % with XL (extra large)and 1.33 % small from total respondents.

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

Styles generally consist in market are round neck, v-neck, and mock neck. The most preferred style by the consumer group of 20-25 is explained below with the help of figure 4.11

**Figure 4.11**

**Style Preferred by Age Group 20-25**




*Source: Field Survey, 2014*

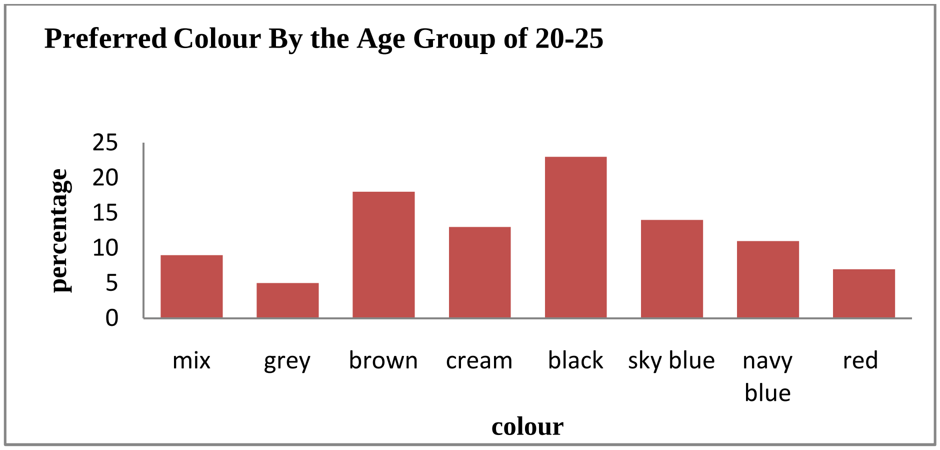
From the figure 4.11 shows the V -shape Neck is most preferred style of sweater among the consumer of age group 20-25. V shape neck is preferred by 60% of respondents from age group 20-25 that been followed by Round neck 30% and mock neck 10%.

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

Market is generally dominated with the normal colour like black, blue, brown etc .. the preferred colour by the age group of 20-25 is explained following figure 4.12.

**Figure 4.12**

**Colour Preferred by Age Group 20-25**



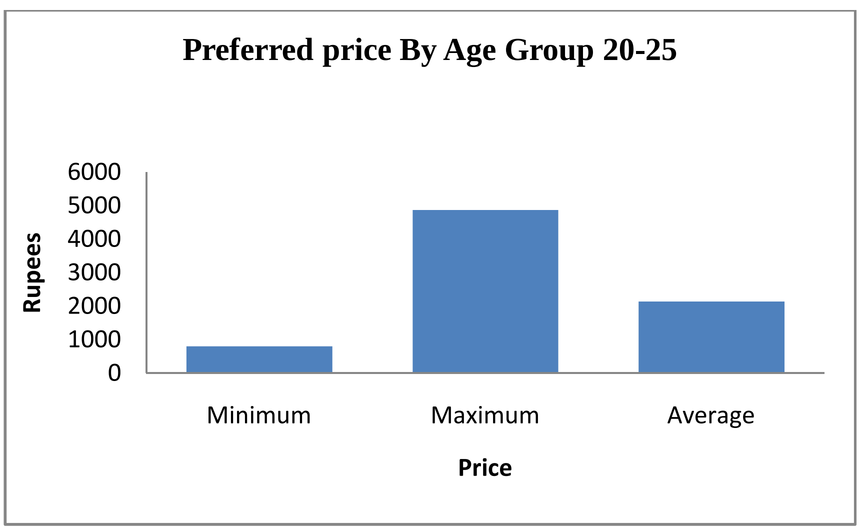

*Source: Field Survey, 2014*

It seems the age group of 20-25 prefers black colour of the total respondents of age group 20-25 black colour is preferred by 23.33 % that been followed by brown 20 %,sky blue 13.33 % cream 13.33 %Navy blue 10% mix 10 %and Red 6.67%.

**e.Preferred price of Age group 20-25**

Price is one of the most important factors while purchasing products. Most of the consumer is price sensitive. The preferred prices of sweater of age group 20-25 are explained by following figure 4.13. **Figure 4.13**

**Price Preferred by Age Group 20-25**



*Source: Field Survey, 2014*

From total respondents of age group 20-25 find out the minimum price of sweater preferred is Rs. 800 and Maximum price is Rs. 4875 and then mean price preferred by the consumer is Rs. 2135.83. So therefore the preferred price of sweater by the consumer seems to be Rs 2135.83.

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

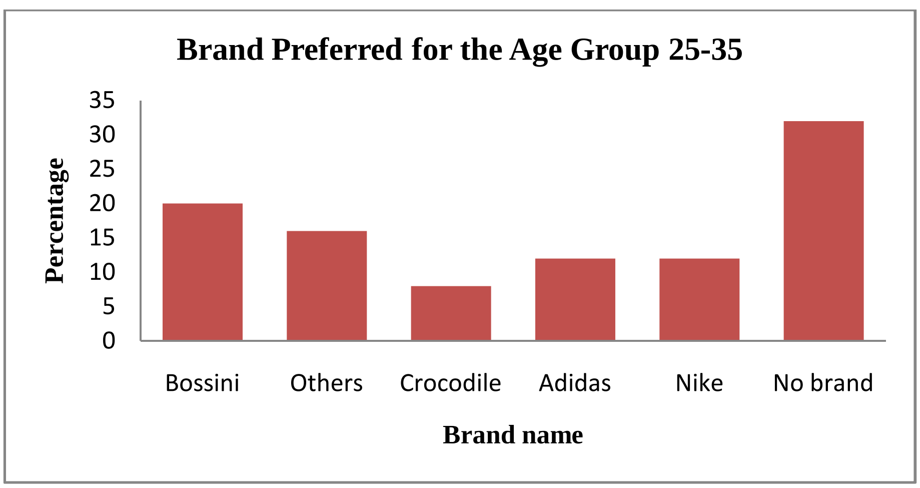
Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group 25-35 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separatel

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

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

**Figure 4.14**

**Brand Preference of Age 25-35**




*Source: Field Survey, 2014*

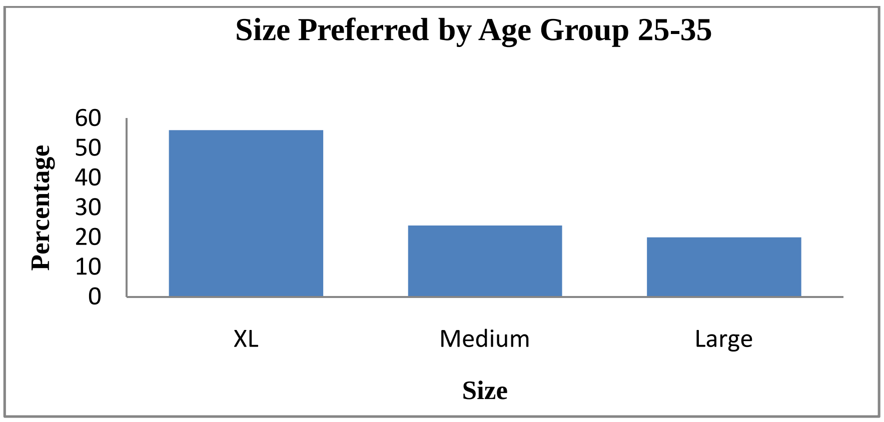
Out of total respondents of age group 25-35, 32% don't seem to be brand loyal. 20% prefer Bossini brand of sweater that been followed by Adidas and Nike both are 12%,Crocodile 8% and other Chinese brands 16% of total respondents of age group 25-35.

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

Size preferred by the age group of 25-35 is explained by following figure 4.20

**Figure 4.15**

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




*Source: Field Survey, 2014*

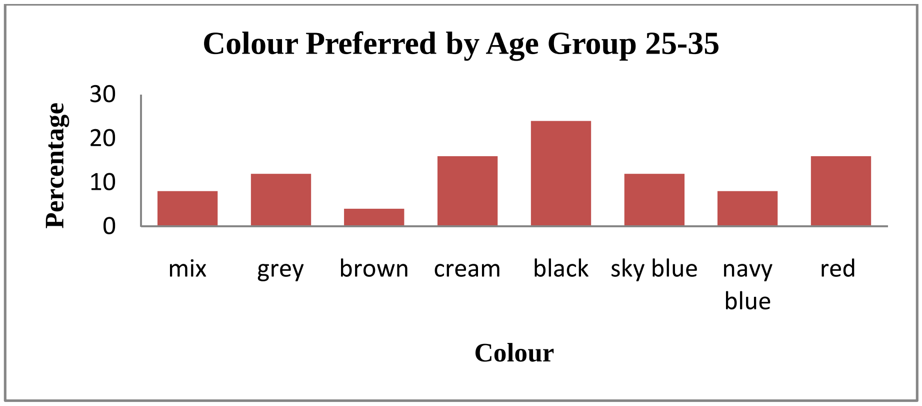
from the above figure 4.15 shows that the largest preferred sweater size by the age group of 25-35 is XL (extra large) with 56% followed by medium 24% and Large size 20%.

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

Preferred colour by age group 25-35 is explained below by the help of figure 4.16

**Figure 4.16**

**Preferred Colour by Age Group 25-35**




*Source: Field Survey, 2014*

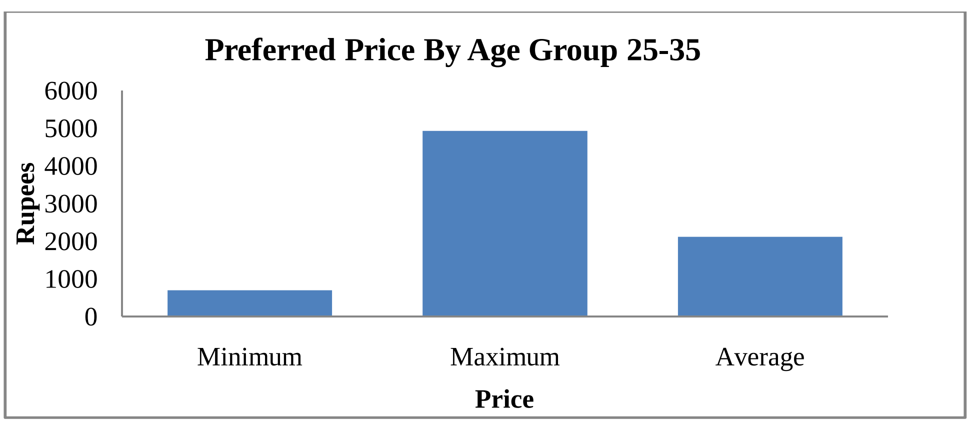
Out of total respondents of age group 25-35 , 24 % prefers Black colour sweaters that been followed by red 16%,cream 16% sky blue 12%,grey 12%Navy blue colour 8% and Mix 8 %.

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

Most reasonable price among the consumer of 25-35 are explained below by the help of figure 4.17

**Figure 4.17**

**Price Preferred by Age Group 25-35**




*Source: Field Survey, 2014*

As per respondents the maximum price preferred is Rs. 4925 and minimum is Rs. 700. The mean price of sweater of this age group is Rs. 2115.2. So most preferred price of sweater of this age group is Rs.2115.2.

#### 4.4.1.3Consumption Pattern by the Age of 35-45

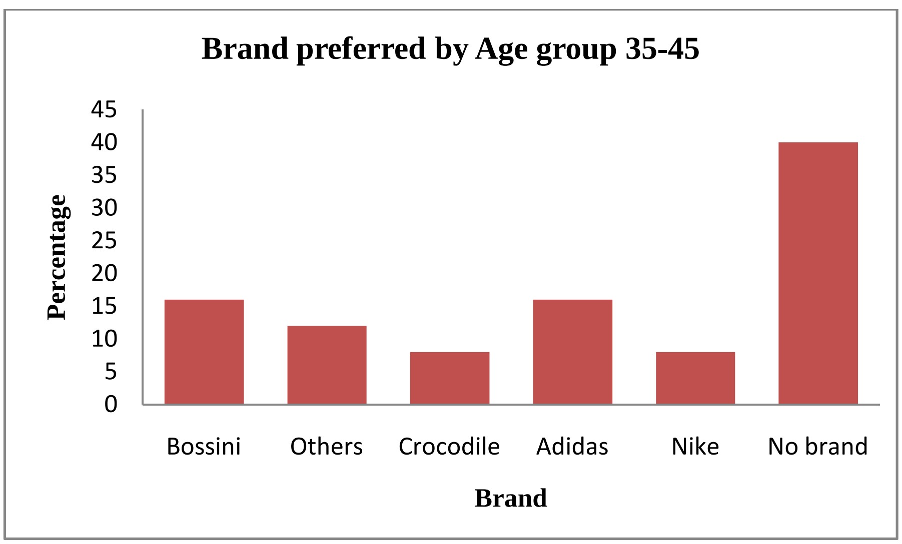
Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group 35-45 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately.

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

There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group 35-45 is explained through figure 4.18

**Figure 4.18**

**Brand Preference by Age Group 35-45**




Source; Field servey 2014

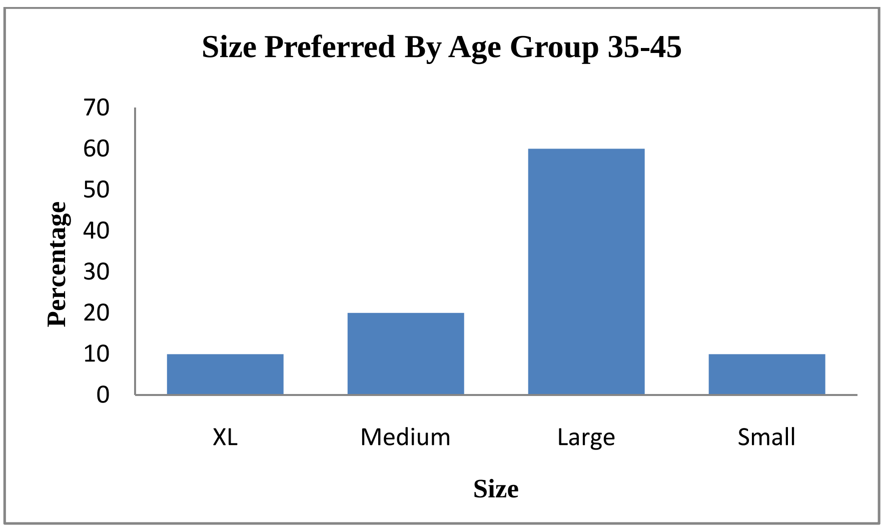
Out of total respondents of age group 35-45, 40% respondents don't prefer any kind of brand that been followed by preferred brand bossini 16%,Adidas 16%,Nike 8%, Crocodile 8%. and other chinese brand 12%.

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

There are different size are present in the market which are commonly small, large, medium, large, extra large and double extra large. The size preferred is explained below by the help of figure 4.19

**Figure 4.19**

**Preferred Size for Age Group 35-45**



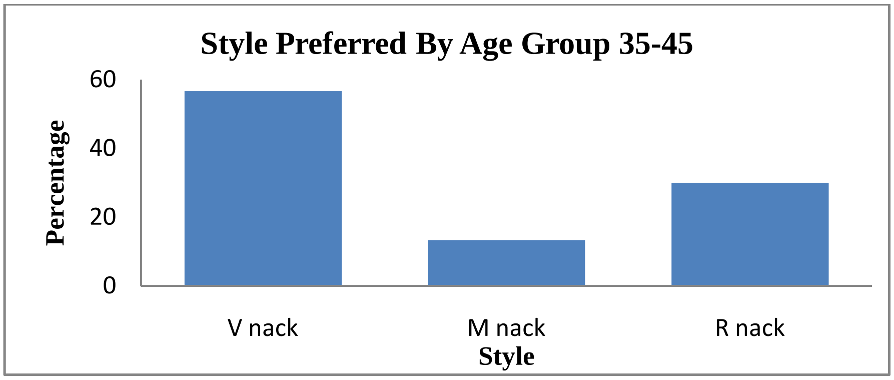

Out of total respondents of age group 35-45, 60% respondents preferred large size of sweater that been followed by preferred Medium size 20 %,XL 12% and small size 8%.

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

Preferred style of sweater by the age group of 35-45 is explained with the help of figure 4.20.

**Figure 4.20**

**Preferred Style for Age Group 35-45**




*Source: Field Survey, 2014*

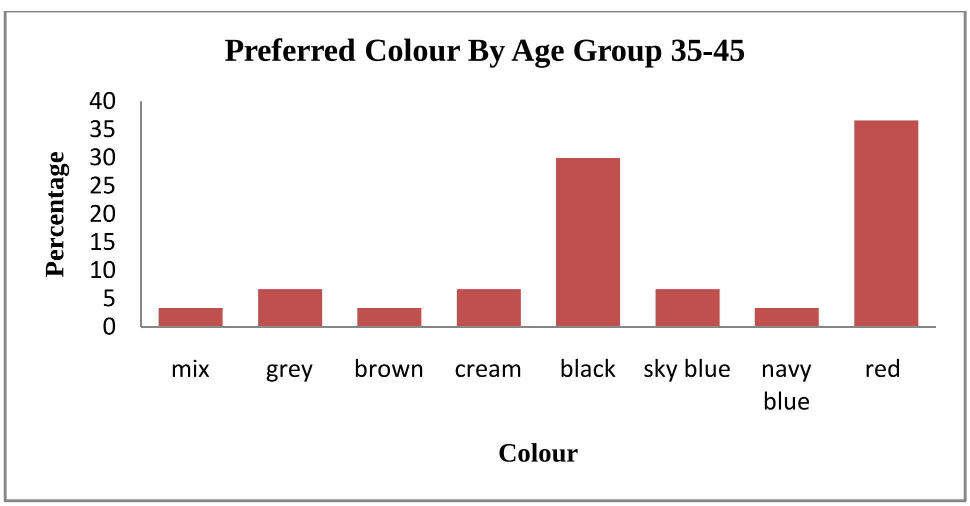
Among various styles present in the market, for age group 35-45 V-neck style dominates. Out of total respondents of age group 35-45, 56 % respondents preferred large size of sweater that been followed by R neck(Round neck) 32 % M neck (mock neck)12%.

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

As the sweater market is dominated by dark colour the preferred colour by the age group 35-45 is explained by the help of figure 4.21

**Figure 4.21**

**Preferred Colour for Age Group 35-45**




*Source: Field Survey, 2014*

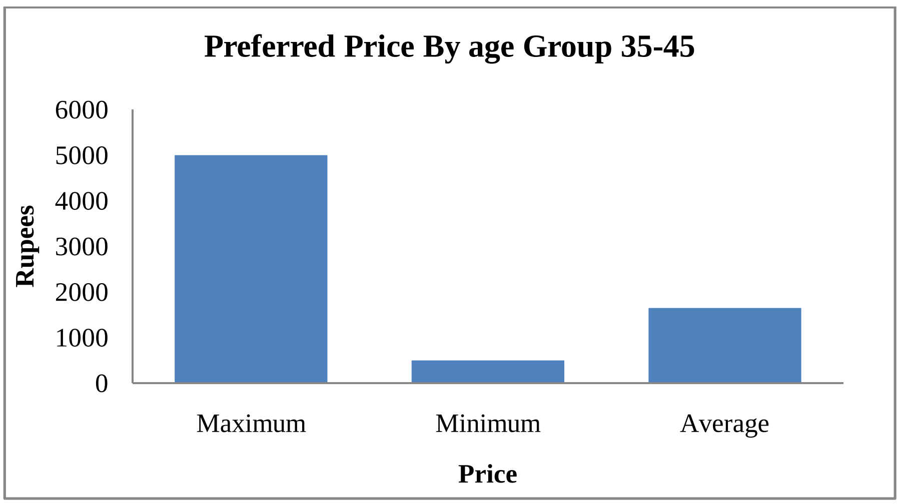
Out of total respondents of age group 35-45, 36% of the respondents prefer Red colour sweater that been followed by Black colour28%, sky blue,cream 8% , Grey 8% mix 4%,brown 4%and Navy blue 4% .

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

The following figure 4.22 explains the preferred price of sweater by the age group of 35-45. The preferred price varies accordingly with the respondents so the mean price is calculated.

**Figure 4.22**

**Preferred Price of Sweater for Age Group 35-45**




*Source: Field Survey, 2014*

As per the respondents minimum preferred price is Rs. 500 and maximum of Rs 5000. Therefore the mean price i.e. preferred price is R.s.1646.4. So most preferred price of sweater of this age group is Rs. 1646.4.

**4.4.1.4 Consumption Pattern of Sweater by Age Group of above 45**

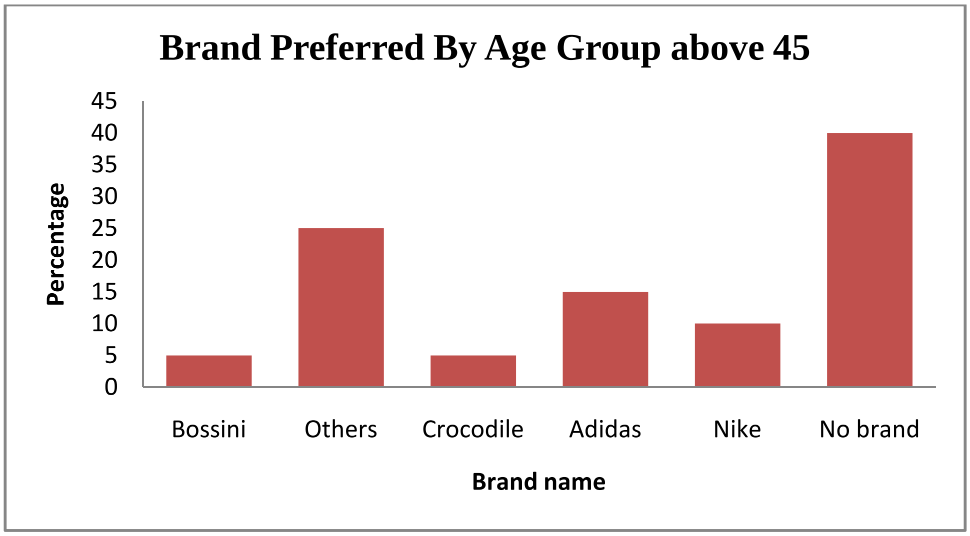
Consumption pattern of the age group consists of brand, size, style, colour and price preference by the consumer of the age group of above 45 years. Brand preference, size preference, style preference, colour preference and price preference, each of the components have been presented separately.

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

There are different brand available in the market. Most of the market is been dominated by Chinese brands. The brand preference by the age group above 45 is explained through figure 5.23

**Figure 4.23**

**Brand Preference by above 45**




*Source: Field Survey, 2014*

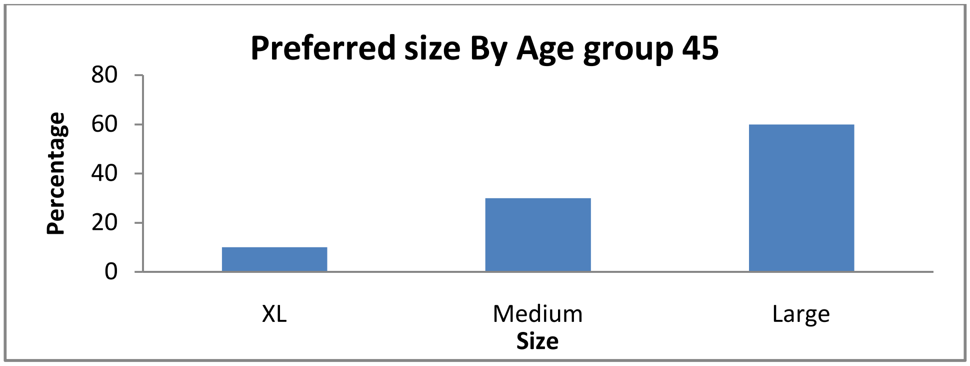
As far as brand preference is concerned, for age group of above 45, they seem to prefer which ever is present in market. Out of total respondents, 40% don't seem to have any brand loyalty. They seem to prefer those sweaters which ever is present in market. That has been followed by Adidas 15%, Nike 10% Crocodile brand and Bossini 5%. and other chinese brand 25%.

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

The size preference by the age group of above 45 is been explained with figure 4.24

**Figure 4.24**

**Size Preference by the Age Group of above 45**




*Source: Field Survey, 2014*

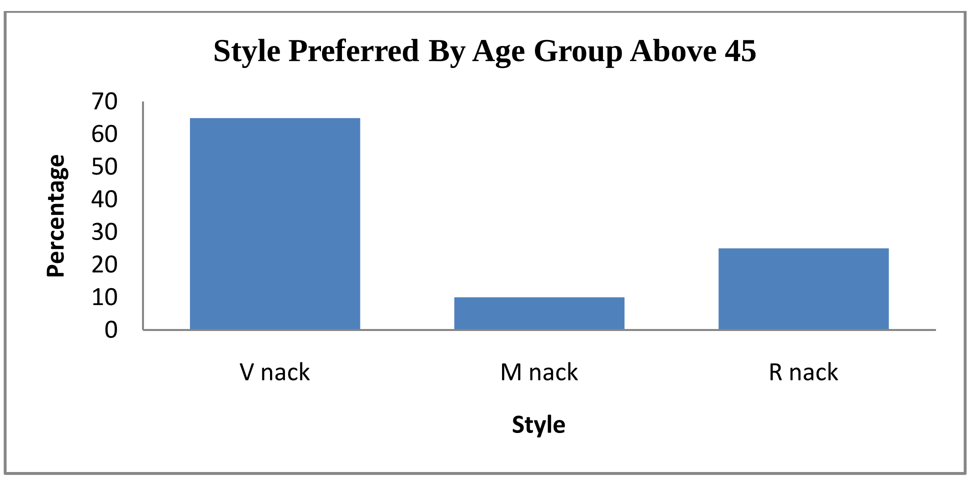
Out of total respondents of above 45, 60% prefers Large size that’s been followed by medium size30% and XL(extra Large) 10% .

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

Preferred style of sweater by the age group of Above 45 is explained with the help of following figure 4.25

**Figure 4.25**

**Style Preferred by Age Group above 45**



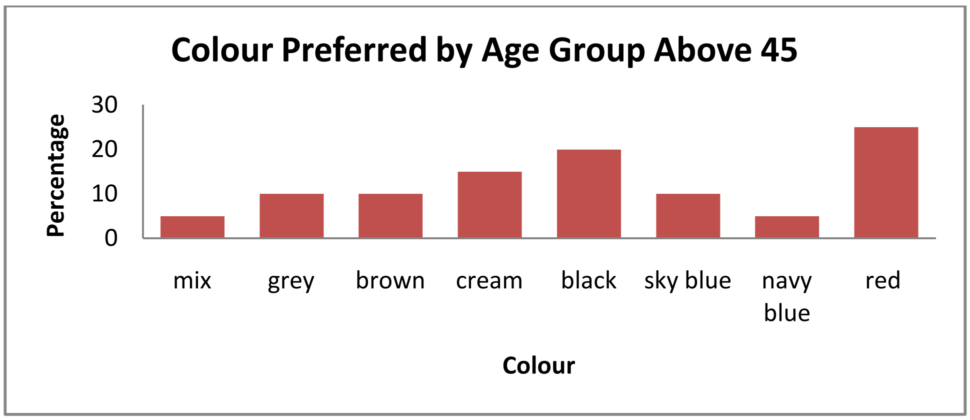
*Source: Field Survey, 2014*

V-neck style is preferred by 65% of respondents of age group above 45 that been followed by Round neck style with 25% and Mock Neck with 10%.

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

**Figure 4.26**

**Colour Preferred by Age Group above 45**



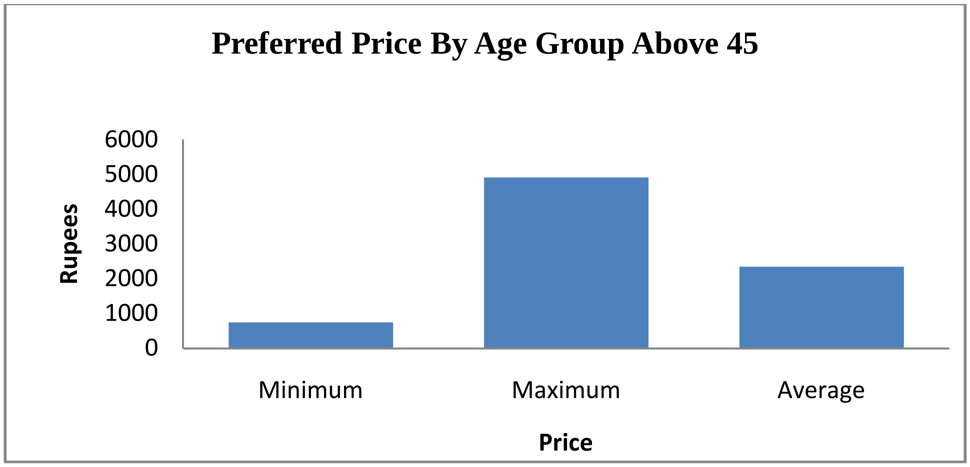

As far as colour preference is concerned, for age group of above 45, Out of total respondents, 25% respondents Preferred red colour. That has been followed by Black 20% Cream 15%

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

From the following figure 4.27 shows the preferred price of the age group Above 45.

**Figure 4.27**

**Preferred Price of the Sweater by Age Group above 46**




*Source: Field Survey, 2014*

As per this age group maximum and minimum price preferred by this age group consumer is Rs 4910 and Rs 750. So the mean price of sweater for this age group is Rs. 2345.5.The most preferred price of sweater is Rs 2345.5.age group of above 45.

### 4.4.2 Consumption Pattern of Jacket

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

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

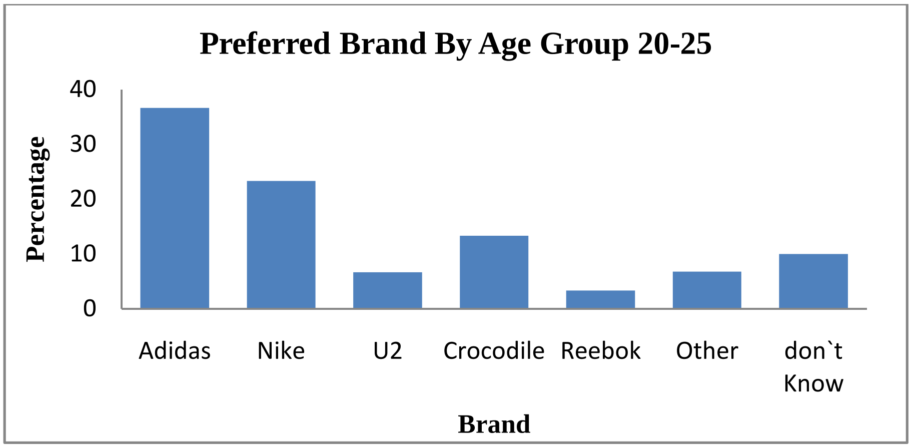
Consumption pattern of age group 20-25 is explained below. Components like Brand preference, size, colour preference and price preference have been explained below.

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

Out of total 100 respondents 30 of them fall into the category of age group 20-25. There are many brands present in market and mostly Chinese manufactured. Brand preference of jacket by age group 20-25 is explained below .

**Figure 4.28**

**Brand Preference of Jacket by Age Group 20-25**




*Source: Field Survey, 2014*

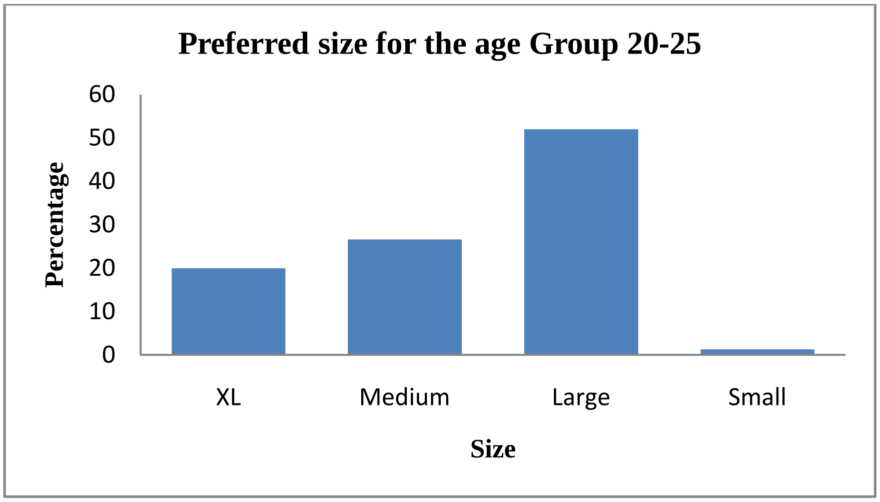
As far as brand preference of age group 20-25, 36.67% respondents prefers Adidas brand that been followed by Nike 23.33% don,t know 10%, Crocodile 13.33%, U2 6.67%, Reebok33 %.and other chinese 6.67%.

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

Preferred size of jacket is been explained with the help of Figure 4.29

**Figure 4.29**

**Preferred Size of Jacket of Age 20-25**



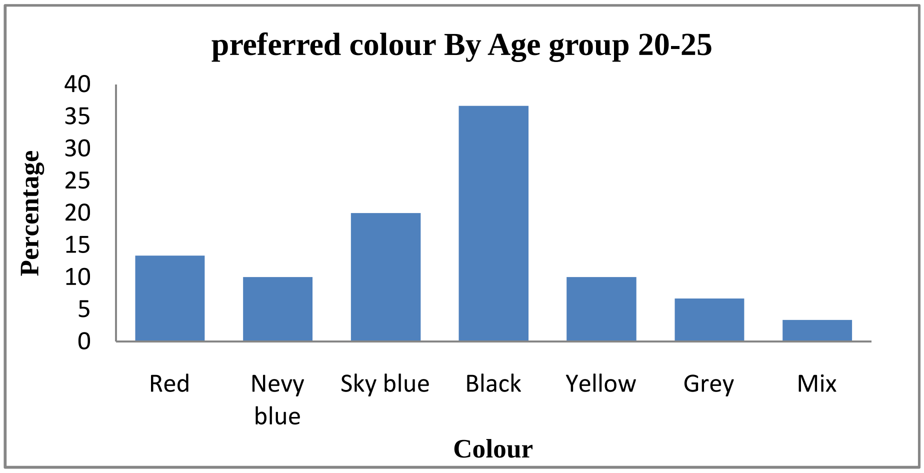

*Source: Field Survey, 2014*

As far as most preferred size for age group 20-25, 52% of total respondent of age 20-25 prefer Large Size,26.67% Medium size jacket that been followed by, XL (Extra Large), 20% and Small 1.33%, .

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

**Figure 4.30**

**Preferred Colour by Age Group 20-25**



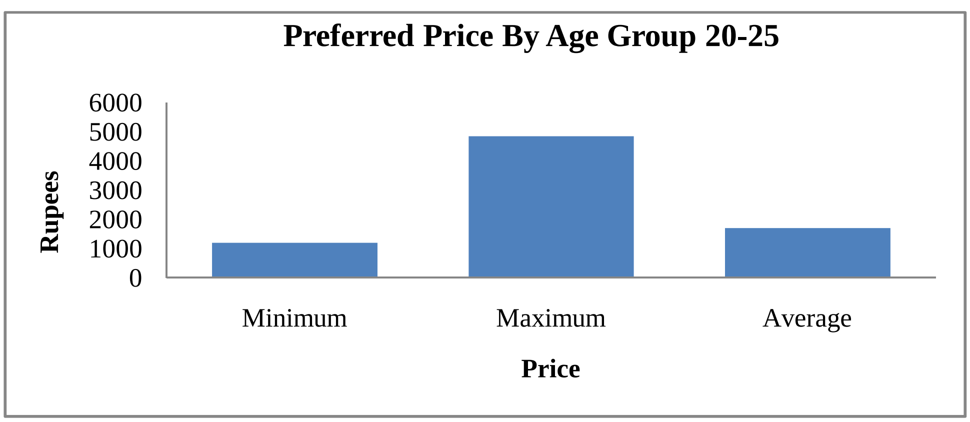

*Source: Field Survey, 2014*

Out of Thirty respondents in this group Ten prefers Black colour jacket i.e. 36.67% which is followed by Sky blue with 20%, Red 13.33%, & Grey 6.67%Navy Blue and Yellow 10%and mix 3.33%..

**d. Preferred Price By Age Group 20-25**

**Figure 4.31**

**Preferred Price by Age Group 20-25**




*Source: Field Survey, 2014*

From the above figure 4.31 shows maximum and minimum price preferred by age group 20-25 consumer is Rs 4850 and Rs 1200. the mean price of Jacket for this age group is Rs. 1697. So the most preferred price of jacket is Rs 1697.

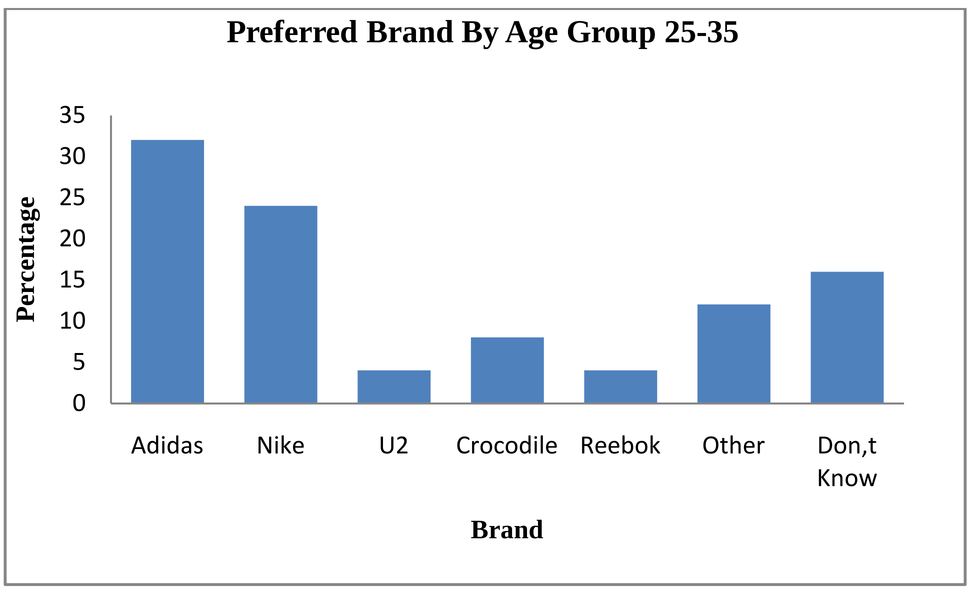
#### 4.4.2.2 Consumption Pattern of Age Group 25-35

This group consists most of the employed youth personnel. Out of 100 respondents 25 fall in this group. Consumption pattern of age group 25-35 is explained below in which components like brand preference, size, colour preference and price are explained individually.

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

**Figure 4.32**

**Brand Preference of Age Group 25-35**




*Source: Field Survey, 2014*

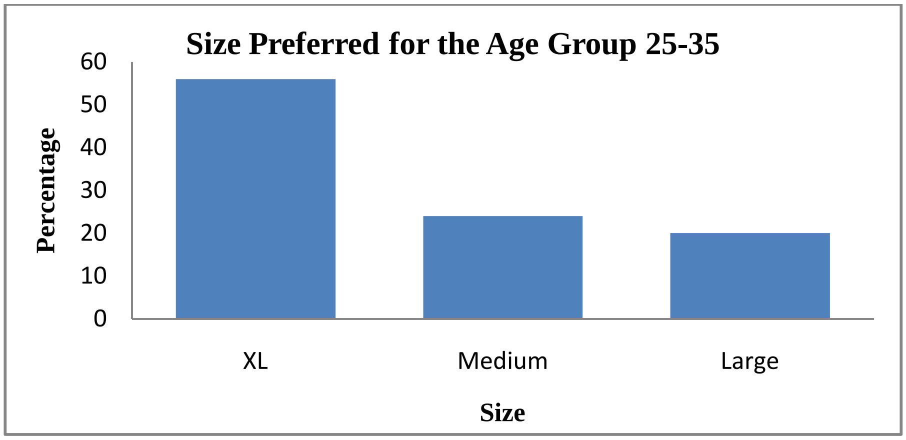
As far as brand preference of age group 25-35, 32% respondents prefers Adidas Nike 24% that been followed by Nike 24% , don't know 16%, Crocodile 8%, U2 8%, Reebok &U2 are 4%.and other chinese brand 12%.

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

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

**Figure 4.33**

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



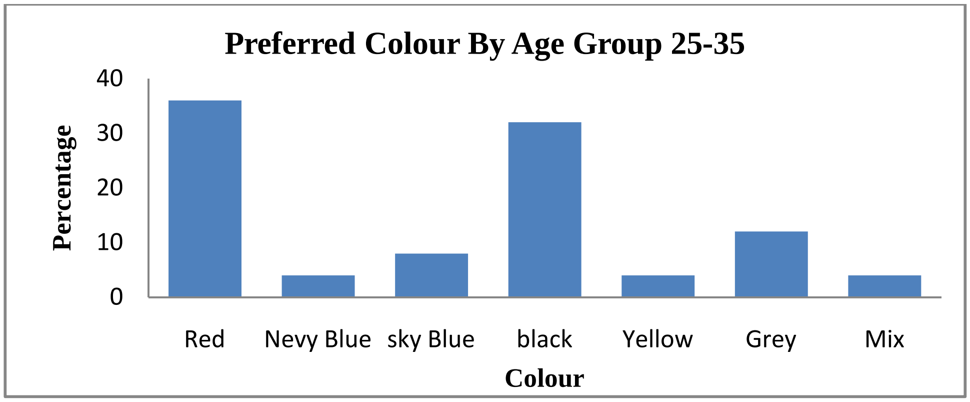

*Source: Field Survey, 2014*

The most preferred size of the jacket at this age group isXL(extra large) which is been preferred by 56 % of respondents that been followed by Medium 24% and Large size 20%.

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

**Figure 4.34**

**Preferred Colour by the Age Group 25-35**



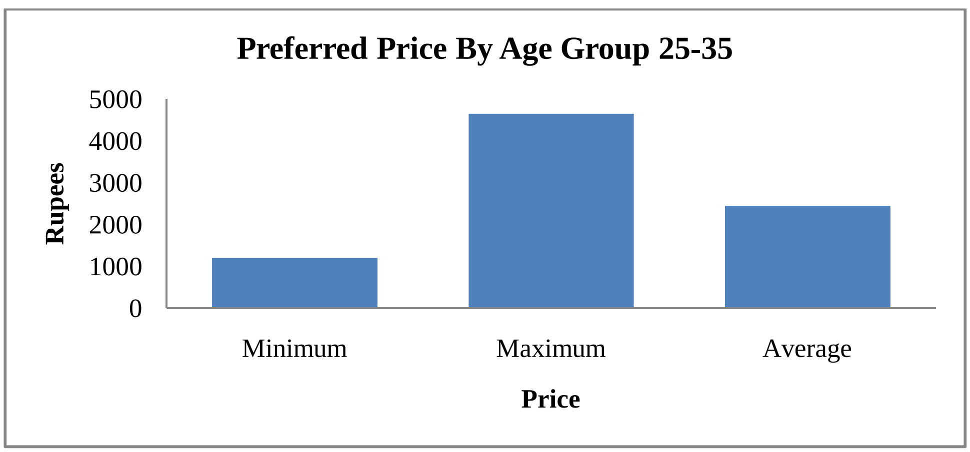

Out of twenty five respondents in these group 36% believes that Red is the most preferred colour to them followed by black 32% Grey 12%,sky blue8% Navy Blue & Yellow 4%, Mix colour also 4%,.

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

The price preferences for a jacket of age group 25-35 have been varying to each individual. The preferred price is explained with the help of table 4.35.

**Table 4.35**

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




*Source: Field Survey, 2014*

As per this age group maximum and minimum price preferred by this age group 25 -35 consumer is Rs 4650 and Rs 1200. So the mean price of Jacket for this age group is Rs. 2448.The most preferred price of jacket is Rs 2448.

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

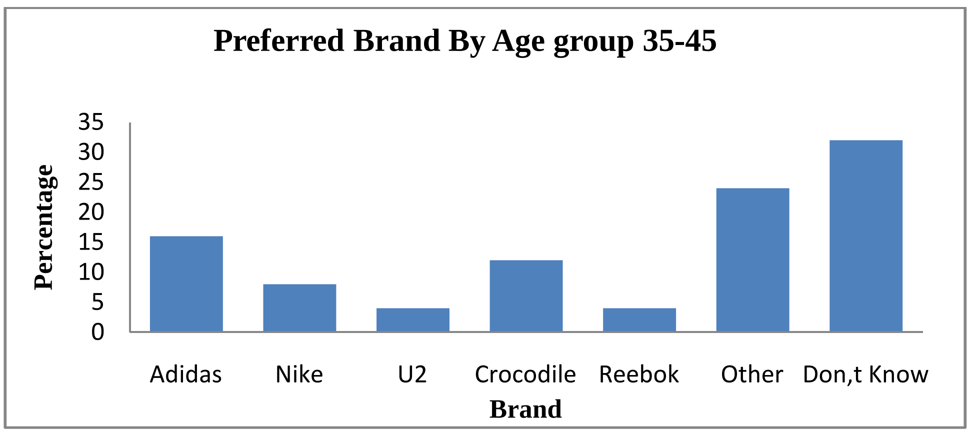
There are ultimately twenty five respondents in this group. As done above the consumption pattern is individually explained below.

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

As far as brand loyalty is concerned the youth consumer now seems to be loyal to one land. The brand preference by the age group 35-45 is illustrated in the figure 4.36

**Figure 4.36:**

**Brand Preference by Age Group 35-45**



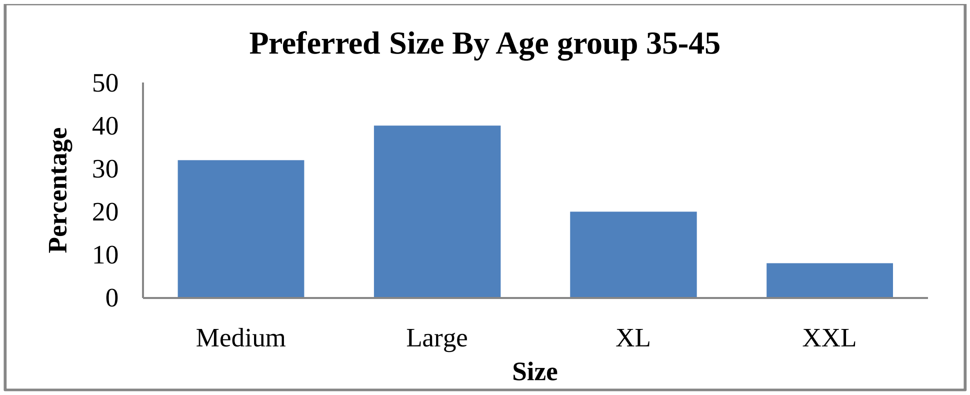

*Source: Field Survey, 2014*

It seem that most of the consumer of age 35-45 don't seem to be interested on branded product. So this can be seen as 32% of respondent in this group don't prefer any brand for purchasing jacket which is been followed by Adidas with 16%,crocodile 12%,Nike 8% ,Reebok &U2 both are 4% and other brand has 24%.

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

**Figure 4.37**

**Preferred Size of Jacket for Age 35-45**




*Source: Field Survey, 2014*

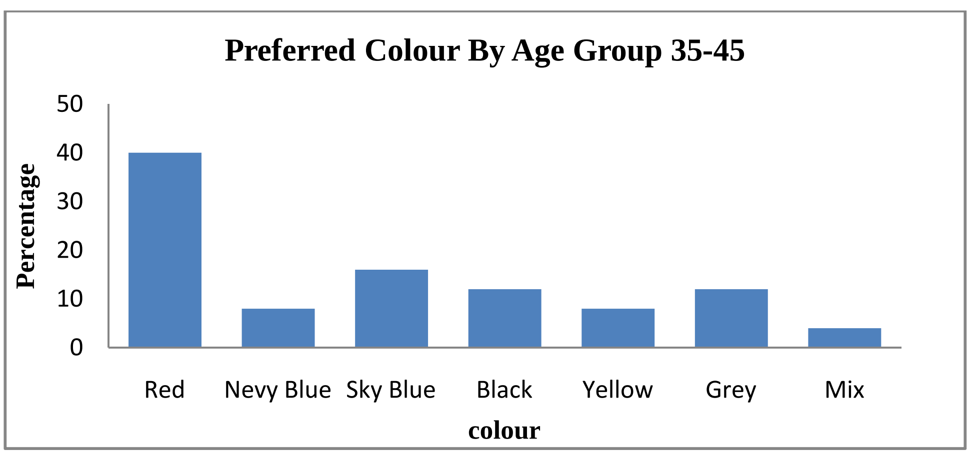
The size preferred by the age group ranging 35-45 is Large most with 60% of respondents which is been followed by Medium20%,XL(extra large)12% and XXL(double large) size with 8%.

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

As the age changes so does the colour of jacket purchasing changes, this could be further clear from figure 4.38.

**Figure 4.38**

**Preferred Colour by the Age Group 35-45**



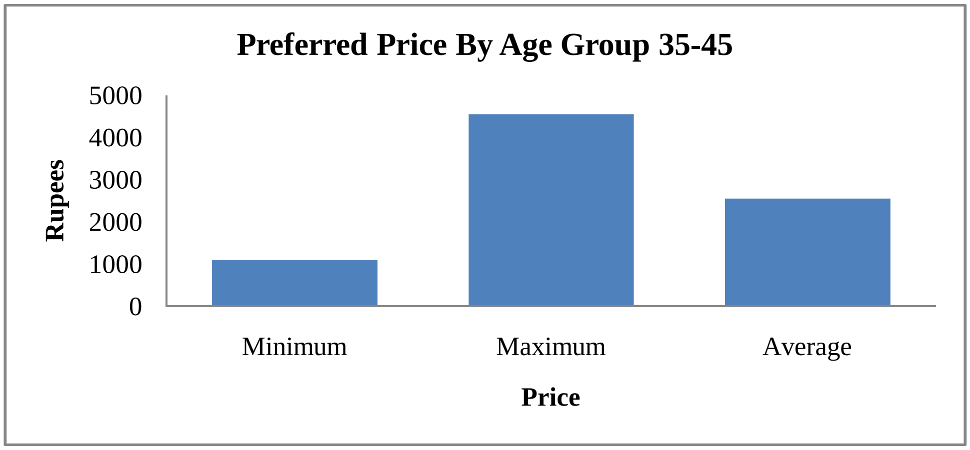

*Source: Field Survey, 2014*

As per colour preferred for age group ranging 35-45, Red colour jacket is most preferred as 40% of the respondents say so. This is followed by sky blue16%,black & Grey colour with 12%, Navy Blue & yellowwith 8% and mix with 4%.

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

**Table 4.39**

**Preferred Price of Jacket for Age Group 35-45**




*Source: Field Survey, 2014*

Consumer of age ranging 35-45 prefers jackets from R.S. 1100 to R.S. 4555. The average price of jacket for the consumer ranging 35-45 is R.S. 2556.

### 4.4.2.4 Consumption Pattern for the Age Group Ranging above 45

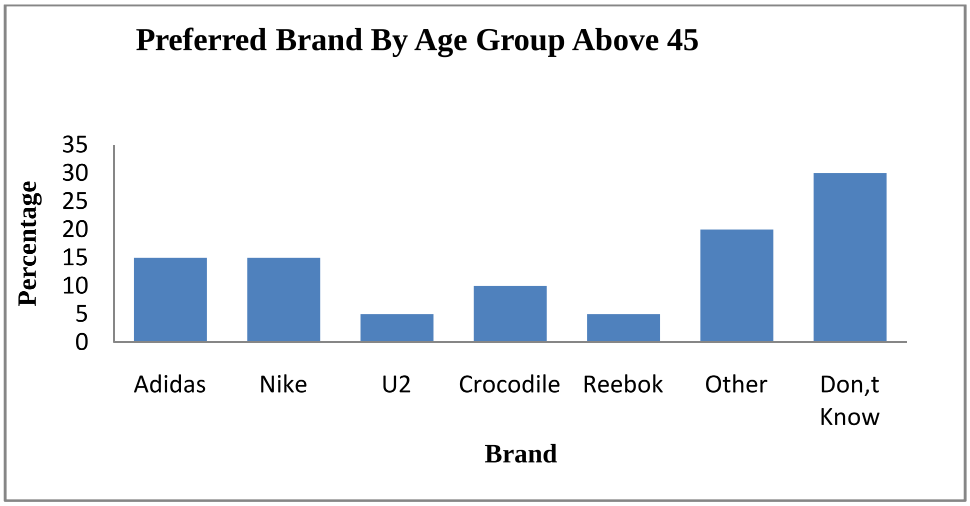
Total twenty respondents opinion were been able to collected in this group out of total 100 respondents including all age groups. As done above consumption pattern of jacket for age ranging above 45 each component is explained individually.

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

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

**Figure 4.40**

**Brand Preference by the Age Group above 45**



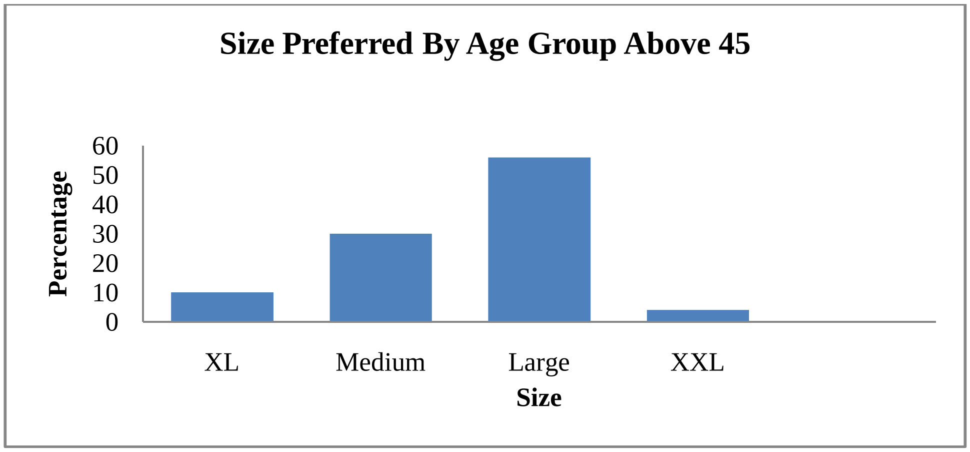

*Source: Field Survey, 2014*

As for age group above 45 consumers they don't seem interested on any brand of jackets. So majority of consumer of above 45, i.e. 30% respondent don't seem to remember any brand name of jacket. This is been followed by 20% of consumer who prefers other Chinese jacket which don't have any popular brand, Adidas15% ,Nike15%,Crocodile 10% Reebok and u2 both 5%.

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

**Figure 4.41**

**Preferred Size of Jacket by Age above 45**




*Source: Field Survey, 2014*

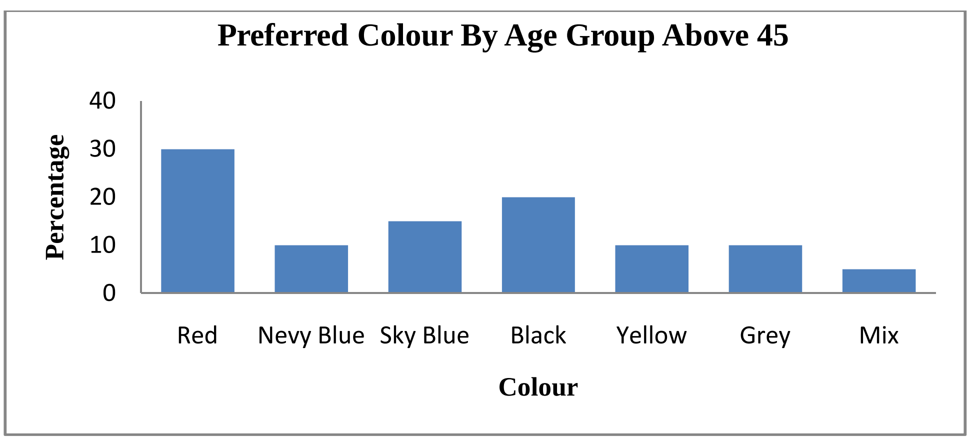
Figure 4.41 explains the preferred size of jacket by the consumer ranging forty five plus. From the analysis 56% of the respondent believed that they prefer Large size, of jacket which is been followed by Medium 30%,XL 10% and XXL size by 4%.

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

In fact taste of colour varies with the change in age. This is illustrated below in figure 4.42

**Figure 4.42**

**Preferred Colour by Age Group above 45**



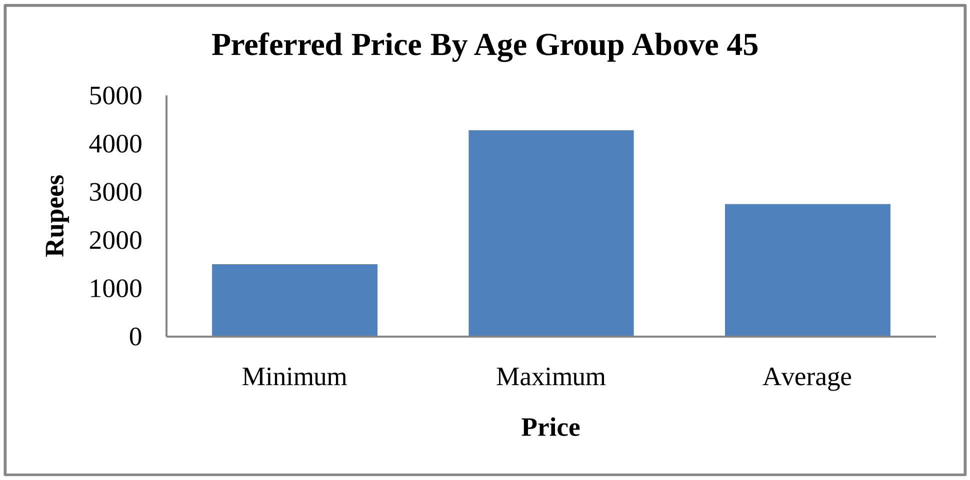

*Source: Field Survey, 2014*

Red is the most preferred colour by above 45 age group consumer as its been believed by 30% of respondents which is been followed by Black colour jacket 20%,Grey,Yellow,Nevy blue are 10%,sky blue 15% mix 5%.

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

**Table 4.43**

**Preferred Price for Age Group above 45**




*Source: Field Survey, 2014*

Many respondents have different opinion about the most desirable price of a jacket. The price ranged minimum from R.S. 1500 to R.S. 4275. So the average price of jacket for age group 45+ is RS 2448.

## 4.3 Major Findings

a. The largest selling Chinese branded sweater is Bossini. The largest consumed colour is black. V-shape neck style and Large size of the sweater is mostly preferred.
b. The majority of the market consists of Chinese sweaters that also with the sweater without any specific renowned brand name.
c. Adidas is the most preferred brand name of jacket in market. Large size of sweaters is mostly consumed by the consumer. Red colour jacket is mostly preferred in the market.
d. On an average 45 consumer walks in the shop and the conversion ratio of the consumer into actual buyer is 51.83%.
e. From the consumer point of view price is the most important factor that they consider while purchasing jacket or sweater and that attribute is followed by quality, durability, brand and other attributes. Similarly form the seller's aspects price is the most important element followed by quality, style, durability, brand and other.
f. As for age group of 20-25 most of the consumers don't go for any kind of brand or sweater and among the branded sweater they go for Adidas brand. Large is the most preferred style of sweater.s by this age group and V neck & Round neck is the most preferred style of sweater. Among this age group black colour sweater is mostly preferred that also been dominated by brown colour and the mean price of sweater they go for is Rs 2135.83.
g. For age group of 25-35 they also don't seems to be brand conscious. Among this group those who prefer brand likes to go for Bossini brand sweaters. Extra large and large size sweater is mostly preferred by this age group consumer. Their colour choice is also been dominated by the black coloured sweaters and the mean price they think for the sweater is Rs 2115.
h. The age group of 35-45 aged consumers, they don't seem to be interested on any branded sweater and among those who prefer the branded one seem to be interested on Bossini and Adidas brands. large is the most preferred size of sweater and the V-neck style sweater is mostly preferred. Due to change on age they seem to have different taste on preferred colour from previous two-aged group they preferred red colour most and the mean price they think to go for sweater is Rs 1647.
i. As for the age group 45+ consumer they don't seem to have any particular preference for brand so they go for any kind of brand they like and for the brand preferred consumer of this age they seem interested on Crocodile, Bossini, Adidas and Nike. Large is most preferred size followed byMedium. V-neck and Round neck sweater is the most preferred

size and red and black is preferred colour. This age groups ideal price for sweater is Rs 2345.5.

j. As for the jacket attributes preference among the age group 20-25 Adidas is the most preferred brand of jacket. Large and medium is the most preferred style of jacket. black colour jacket seems the favourite among this group so sky blue, red seems to be most preferred. For this age group Rs 1697 is the adequate price for a jacket.

k. For age group 25-35 the brand like Adidas, Nike, and Crocodile seems to be most favorable. Among this group Adidas is the most preferred brand. Extra large is the most preferred size and Red is the most preferred colour for the jacket. For this age group Rs 2448 is the ideal price for a jacket.

l. Though it seems that in age group 35-45, most of the consumer of this brand don’t seem to be interested on any particular brand. Among the branded jacket they seem to be interested on Adidas, Nike, and Crocodile .large is the most preferred size of jacket and the colour preference is red Black and Sky blue seem to be most preferred colour. The ideal price for the jacket for this age group seems to be Rs 2524.

m. As for the age group 45+ they don’t seem to be interested on any particular brand. Among the branded jacket they seem to be interested on Adidas, Nike, Reebok, Crocodile. Large and Medium are the most preferred size of jacket for them. Lighter colour like Cred and dark colour like Black, and sky colour seems interesting to them. The ideal price of jacket for this age group is Rs2448

# CHAPTER - V

# SUMMARY, CONCLUSION AND RECOMMENDATOINS

## 5.1 Summary

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

In such a circumstance, an attempt has been made in this work to study the buying behaviour of female to winter wears in Kathmandu Valley special reference to the consumer and seller of kalanki, Kalimati, Ashan and Newroad area in Kathmandu Valley. The underlying objectives of the study are: to find out the most preferred brand, size, style of sweaters and jackets in the market and their market share; to find the potential buyers that actually purchases the product and the attributes used to choose the product; to find the consumption pattern of jackets and sweaters by the different aged consumer. To serve this objective 150 questionnaires were filled on which 100 were filled by the consumer and the 50 by the sellers or the person representative in the shop who are responsible for selling the products. The collected data were completely analyzed and interpreted on objective wise and the major findings are given.

## 5.2 Conclusion

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

a. Majority of the sweater market is dominated by Chinese brand and among them Bossini is the leading one. Due to pollution and dust consumer seem to prefer dark colour especially black colour with round neck and Large in size.
b. Similarly the Chinese jacket dominates the Nepalese jacket market and the most preferred brand is addidas with size extra large and red colour.
c. From both consumer and seller point of view the price of the product is the most important factor considered while purchasing the clothing by the rational consumers.
d. Age group 20-25 consumer's mostly prefers black colour sweaters without any particular brand name on it. Among the branded ones Adidas is the most preferred brand. They go for V- Neck and Round Neck style in for sweaters. Jacket size preferred is large size and Medium and Black colour is preferred. There is some respondents in this age group who seems to like the true branded product like Adidas, Crocodile, Nike.
e. As like earlier group age group 25-35 also doesn't seem to be brand loyal. They seem to be interested on Chinese jacket and most preferred brand by this group is Bossini. The colour choice of this age group is dominated with dark colour like black and the size preferred is Large and Extra Large and V-nack style is mostly preferred.. Where as for jackets they seem to prefer the brand Nike, Crocodile and the most favorite Addidas.Extra Large is the most preferred size nad red is the most preferred colour.
f. For age group 35-45, they don't seem to be interested on any particular brand in sweater. Due to change in age they seem to prefer red colour sweater and jacket. Large is the most preferred size of sweater and jacket. V-neck style of sweater is mostly preferred by this age consumers. Among the most preferred brand: Bossini as sweater and Adidas among the jacket.
**g.** V-neck style of sweater is mostly preferred by this age group 45+ consumers and the most famous brand name among this age group is Crocodile, Bossini, Addidas and Nike. Large and medium is the most preferred size of sweater and jacket.

## 5.3 Recommendations

On the basis of conclusion following recommendations have been made:

j. The potential consumers should be communicated about new upcoming products:
k. The shoppers should keep in mind the following things: consumers are the brand ambassadors of the product but they are not much brand conscious. Though the consumers have the concrete plan for shopping, yet most of the shopping is done on impulse. Rare consumers are branding conscious and therefore most of them buy on the basis of the colour, design, and fabric or the material of the dress.
l. The shoppers of Kalanki and Kalimati are suggested to lunch certain scheme and increase more exposure, which will be beneficial to both consumer and shoppers.
m. Store loyalty plays important role in the long-run success of the shop so measures like coupon, special discount for regular consumer, prize scheme etc…should be build store loyalty and would be beneficial to consumer also.
n. The shops are suggested to follow up the competitive price to attract consumer as consumers were found price sensitive, which shows that the consumer is rational.
o. It is suggested to shops that target the market segment and deliver according to it. The shop targeting the young and energetic consumer up to 35 year can provide variety sweater and jacket that is in dark in colour and shop targeting above age consumer with lighter ones.
p. Most of the consumer are aware and prefers the brand name Adidas, Nike, Reebok, Bossini and Crocodile so the shops are suggested to provide variety brand product including the brands mentioned above.
q. Since most of the consumer use foreign brand it is essential to increase the market share of Nepalese brand of clothing. For this purpose our local and national entrepreneurs are suggested to produce the high quality and well designed clothing in a wide range of verities and market them with effective promotion and sales promotion schemes. This consequently can help to save foreign currency and generating employment opportunity.
r. Focus on the size of the apparel: The biggest failure for branded apparel in Nepal is because it is not made for the Nepalese consumers. Those Entrepreneur's who are thinking on producing national appeals as well as those shop owners who orders to

whole seller outside nation boundary has to focus more towards the Nepalese size so as to satisfy its consumers to the best possible extent. The exact size and the color with the design are one of the biggest factors for brand acceptance.

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