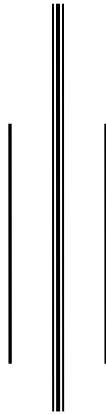
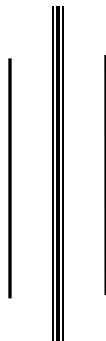


**CONSUMER BEHAVIOR AS REGARDS TUBORG BEER
IN BIRATNAGAR**



By:
SIMA MISHRA
Post Graduate Campus, Biratnagar



A Thesis Submitted To:
Office of the Dean,
Faculty of management
Tribhuvan University

In partial fulfillment of the requirements for the degree of
Masters in Business Studies (MBS)

Biratnagar, Nepal
April, 2009

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RECOMMENDATION

This is to certify that the thesis:

Submitted by

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Entitled

**“CONSUMER BEHAVIOR AS REGARDS TUBORG
BEER IN BIRATNAGAR”**

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

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VIVA –VOCE SHEET

We have conducted the viva –voce examination of the thesis presented by

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*and found the thesis to be original work of student and written according to
the prescribed format, we recommended the thesis to be accepted as partial
fulfillment of the requirement for*

Master’s Degree in Business Studies (M.B.S)

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Member (Extra Export):

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Date :...../...../.....

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Consumer Behaviour As Regards Tuborg Beer in Biratnagar**” to office of dean, faculty of Management, Tribhuwan University is my original work done in the form of partial fulfillment of the requirement of Masters of Business Studies (M.B.S.) under the guidance and supervision of Dev Raj Shrestha, Post Graduate campus, Biratnagar.

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Date:/...../.....

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CHAPTER-I

INTRODUCTION

1.1 GENERAL BACKGROUND OF BEER IN NEPAL

Nepalese market is rich in supply and demand of alcohol. It has a good number of customer as well as consumer for both hard and soft alcoholic drinks. In fact the culture also promotes consumption of drinks as a part of worship. Thus there exist different brands of beers, liquors and hard drinks. Some of these are produced domestically and some are imported from third countries. Here the study will focus on the market and the different behaviors of consumer on beer market in general, and on the brand named “Tuborg” specifically.

Beer, which has good market in the country are available in different brands viz., Tuborg, Carlsberg, Sanmiguel, Royal Danish, Tuorg strong, Mt.Everest, Gold Tiger, Iceberg, Kathmandu, star, Realgold, Kingfisher, Sungold, Orangeboom, Hayward 5000 and other beers. These are produced domestically in collaboration to different countries. Organizations producing different brands are Khetan group, Amatya group, Himalaya United and Chaudhary group. Iceberg and San miguel are the most important examples. But today Tuborg is a prominent choice of numerous customer as well as consumer. Tuborg has a good market comparatively as it is consistent in marketing. "The changing preferences of consumer is cause of the changing behavior or taste of the customer so it is needed to study about knowledge of customer likes and dislike.¹ There are different factors (social & cultural factor, environmental factor, Geographical factor, economic Word of mouth, experiences based norms, Expectation from product, in transit intensifier enduring intensifier and other) that make them stay or shift one brand to another brand.

¹ Ghimire, Sameer. Bhadra 02, 2060). *With Time Cheers to Nepali Beer Differs*. Page: 3. www.nepalnews.com, Kathmandu

1.1.1. TUBORG WORLDWIDE

Tuborg and Carlsberg have been produced abroad since 1967 (Tuborg in Turkey) and 1968 (Carlsberg in Malawi). Since then a considerable number of markets have been added to the list, and today Tuborg is brewed in Germany, Greece, Italy, Romania, Sweden, Switzerland and Turkey. Carlsberg is brewed in, Brazil, Canada, China, Cyprus, France, Indonesia, Ireland, Japan, Korea, Malawi, Malaysia, Paraguay, Poland, Philippines, Spain, Sri Lanka, Thailand, United Kingdom and Vietnam. Both Tuborg and Carlsberg are brewed in Finland, Greenland, Iceland, Israel, Nepal, Norway, Portugal and Sweden. The beer is brewed at more than 70 production sites spread over approximately 40 countries at either Carlsberg owned breweries in which the Group holds equity stakes. In addition to the local production of Carlsberg and Tuborg, the Group also exports beer from Denmark to a considerable number of countries. It is estimated that over 300 million people around the world enjoy Carlsberg products every single day.²

1.1.2 HISTORY OF TUBORG

Tuborg brand is one of the world's leading international brands with presence in about 70 countries world-wide. The top 6 countries in terms of volume sold are Denmark, Turkey, Sweden, Germany, Italy and Romania. In 1873, Tuborg was founded by a small band of pioneering Danish industrialists and financiers, a group of enterprising men led by C.F. Tietgen and Philip W. Heyman established the Tuborg Breweries on a site, which was known as the Thuesborg estate. In 1880, Tuborg mainly focused on domestic beer production and successfully launched the pilsner type.

In 1894, Tuborg merged with the United Breweries, a group of smaller Copenhagen breweries, and in 1903, United Breweries and Carlsberg signed an agreement to share profits and losses from their brewing operations. This agreement formed the basis for the final of 'Carlsberg and Tuborg, which took place in 1969.³

Tuborg's outlook was international from the very beginning and original brewery was located on the Copenhagen waterfront to ease exports. Although this may sound perfectly normal now, it was highly unusual at the time. In 1970, Tuborg merged with

² http://www.gorkhabrewery.com/carlsberg_tuborg_worldwide.html

³ http://www.gorkhabrewery.com/history_carlsberg_tuborg.html

Carlsberg and the Tuborg brand is now an integral part of the Carlsberg Brewery product portfolio. One of Tuborg's founders, Philip W. Heymann, coined the phrase "Stagnation is recession". This motto and his positive, innovative attitudes have been part of the Tuborg philosophy ever since."⁴

1.2 INTRODUCTION OF TUBORG BEER IN NEPAL

Nepal, the mystical, Himalayan kingdom has a culture and heritage unique in the world. Although in the past beer brewing has not traditionally been an integral part of Nepal's culture, it has – over the last 20-25 years – become increasingly popular. Bottled beer was first introduced to Nepal in the later part of the 20th century, when few traders imported it for special, occasional consumption. Till 1989, only local beer brands were available and the entire industry was below 75,000 HL per annum.

In 1989, Gorkha Brewery Pvt. Ltd. was established. A joint collaboration between leading Nepalese business houses and the Danish multinational company Carlsberg A/S GB (P) L was and continues to be one of the largest single foreign investments in Nepal.

Vision of company is to be one of the leading brewing companies in South- Asian Region In terms of quality, innovation and value to the stakeholders. Mission is to excel in brewing and marketing quality products to the full satisfaction of consumers in order to achieve the highest degree of competence making mutually beneficial long- term relationships with customers, and suppliers. Strategy is to create the best working environment through, through career growth and job satisfaction to employees. Contribute directly and indirectly to the improvement of the socio-economic scene of the country and preservation of environment thereby affirming their role as a responsible corporate citizen.

⁵

1.2.1 INDUSTRY LOCATION

Gorkha Brewery is spread over nearly seven hectares; a picturesque state-of-the-art was established on the banks of the Narayani River Narayanghat city. Tuborg which was launched in May 1990 – was the first-ever international brand introduced in Nepal was followed by Carlsberg in 1995.

Gorkha Brewery is situated at Mukundapur in Nawalparasi. GB (p)L is the most modern, environment friendly and picturesque brewery in Nepal. Availability of high quality water, skilled labor from Narayanghat as well as surrounding villages was among

⁴ <http://www.beercollections.com/Breweries-Europe/Ulster-Brewery.htm>

⁵ http://www.gorkhabrewery.com/vision_mission-st.html

the primary reasons for the selection of this site. Where as the main office is situated Hatthisar, capital of Nation kathmandu. Due to stringent quality specifications, the major of raw materials are currently imported from Europe and Australia. The entire brewing strictly maintained and controlled as per the Carsberg A/S Standards used worldwide with the help of a state-of-the-art laboratory and a computer controlled production process. In addition, the quality of labels, crown corks, cartons, bottles and can are strictly supervised and checked so that every single product maintains a high and uniform quality.

Skilled manpower has given Gorkha Brewery the edge time and again. The friendly yet professional ambience generates maximum productivity to meet high production demand at all times of the year, and on-going training programs ensure that every employee is going the best possible opportunity to meet the demanding tasks of tomorrow. ⁶

1.2.2 BRANDS OF BEERS PRODUCED BY GORKHA BREWERY

Gorkha Brewery is producing different quality of beer to satisfy different type consumer continuously competing with the liquor and other kind of beer in the market. Moreover the brewery is currently producing different brands of the beer.

- Carlsberg as a premium (650ml) and Carlsberg Can(330ml)
- Tuborg Gold as Ministry (650ml) and Tuborg Gold Can (330ml)
- Sanmiguel as Ministry (650ml) and Sanmiguel Can Beer (330ml)
- Royal Danish Tuborg strong (650ml) beer
- Jolly with 1% alcohol

1.2.3 MARKETING EXCELLENCE

Due to the Company's very strong and loyal team of distributors, both Tuborg and Carlsberg products are available wherever the Company wishes them to be. Tuborg c

⁶ http://www.gorkhabrewery.com/brewery_per_excellence.html

be found in the most remote parts of the country whereas Carlsberg=due to its premium positioning-is mainly available in major cities.

Gorkha Brewery Pvt. Ltd. can be very proud of its young, enthusiastic and dynamic sales and marketing team. This team is the Company's frontline soldiers in an increasingly competitive environment and unquestionably one of the most important reasons why, today, Tuborg is the largest selling beer brand and Carlsberg the most inspirational brand in Nepal. The two brands command a combined share of around 60% of the Nepalese beer market. The motto of GB (P) L's marketing team is one of focus and concerted marketing effort. The long seen them campaign of Tuborg "**Wherever you are.**" and Carlsberg's "**Green Moments**" have been recognized as yardsticks of power and effective brand advertising.

During the past year, Carlsberg has made determined efforts to change its profile from being not only an international brand but also a contemporary and appealing brand which appeals to young Nepalese consumers. Tuborg is the most popular beer brand in Nepal. Its tag line repeatedly creates new and attractive media advertising thereby consolidating its position amongst the consumers of Nepal.⁷

1.3 WHAT IS BEER?

The main ingredients of beer are water, malted, barley, barley, hops, and yeast. Other flavoring or sources of sugar, such as fruit or other grains, are called adjuncts, and are not uncommon.

Beer is neither the pure hard drink nor a pure cold drink it lies in between. "Beer" is simply a general term used to describe beverages composed of four main ingredients. The first, and perhaps most basic, is **barley**. As grapes are to wine, barley is to beer the source of fermentable material. Second ingredient is **Water**. The source of the water and its characteristics has an important effect on the character of the beer.

Third, **Yeast** will later consume them and convert them into alcohol through the fermentation process. And fourth, **Hops** are the next ingredient central to a beer's character. Hops account for a beer's dryness, bitterness, and aroma Brewers Yeast: Brewers yeast is responsible for converting fermentable sugars into alcohol and other byproducts.

1.3.1 BEER BREWING PROCESS

⁷ http://www.gorkhabrewery.com/marketing_excellence.html

Though the process of brewing beer is complex and varies widely, the four basic stages are outlined below. There is also generally a filtration step before and after each stage.

Mashing: In the first phase of brewing, the malted grains are ground and soaked in water in order to create a malt extract.

Cleaning and Sanitation: All brewing equipment must be kept scrupulously clean and sanitized to avoid contamination by microorganisms.

Malt Milling: Malted barley is crushed in the roller mill, and the resultant material is called the grist. Among malts, barley malt is the most widely used owing to its high amylase enzyme content (which facilitates the breakdown of the starch into sugars), but other malted and un-malted grains are widely used, including wheat, rice, maize, oats, and rye.

Mashing: The crushed malt and the water mixture are called mash. Mashing involves heating up to 77⁰ C at different stages. In order to convert the starches/Carbohydrates into the malt and adjuncts these are added into fermentable and unforgettable sugars.

Wort Separation or Lautering: After mashing, when the starch has been broken down, it is necessary to separate the liquid extract (the wort) from the solids (spent grain particles and adjuncts).

Boiling: Next, the extract is boiled along with any remaining ingredients (except the yeast) to create what is called wort. The hops are placed in bags and brewed like tea, or hop extract is added.

Wort Boiling: Following extraction of the carbohydrates, proteins, and yeast nutrients from the mash, the clear wort must be conditioned by boiling the wort in the kettle. It is heated up to 100⁰ C & boiled about an hour. Some acid & Hops are added in wort just before boiling to impart bitter flavor & to maintain the pH of Beer. The main purpose of boiling is to increase the Hops utilization & Microbiological stability. After boiling, the wort is transferred to the whirlpool for 30 minute rest.

Wort Cooling and Aeration: After rest and clarification, the wort is cooled in preparation for the addition of yeast and subsequent fermentation. The process passes through a plate cooler; wort is cooled down to 12.5⁰c.

Fermentation: The yeast is added and the beer is allowed to sit for at least a week when it undergoes the process of fermentation. Like most fermented drinks, the beer may

allowed a second fermentation, called conditioning, which gives the beer a more complex taste.

Beer Fermentation: Fermentation is the process by which fermentable carbohydrates in the wort are converted by the yeast into alcohol, carbon dioxide, and numerous byproducts.

Beer Conditioning: Following primary fermentation, many undesirable flavors and aromas are present in the "green" or immature beer. Conditioning reduces the levels of these undesirable compounds to produce a more finished product.

Beer Filtration: A final filtration is needed to remove residual yeast, other turbidity-causing materials, and microorganisms in order to achieve colloidal and microbiological stability.

Packaging: At this point, the beer contains all of its alcohol, but not very much carbonation. The brewer has a number of ways of getting the beer to its final state, such as adding carbonation directly as CO₂ gas and Kegging the beer, or adding extra sugar and bottling in order to allow the yeast to naturally create carbonation.

Beer Carbonation: The next major process which takes place after filtration and prior to packaging is carbonation.

Beer Bottling: Once the final quality of the beer has been achieved, it is ready for bottling.

Beer Kegging: Kegs, another option in packaging beer, are used in bars and catering establishments where beer is served "on draught".

Beer Spoilage Organisms: Microorganisms causing spoilage during brewing and beer processing are limited to a few genera of bacteria, wild yeasts, and molds.

Styles of beer

There are different types of beer, each of which is spoken of as belonging to a particular style. A beer's style is a label that describes the overall flavor and often the origin of a beer, according to a system that has evolved by trial and error over many centuries. Most beer styles fall into one of two large families: *ale* or *lager*, according to the type of yeast that is used in the beer's fermentation process. Beers that blend the characteristics of ales and lagers are referred to

as *hybrids*. Although beers are brewed from similar materials, beers throughout the world have distinctive styles.⁸

Labeling, Packaging and presentation

After brewing, beer must be stored in some form for shipment and consumption. Typically the beer is either kegged to be served on tap or bottled usually on highly automated bottling lines. Cheaper mass-marketed brews are often stored in aluminum cans. Usually this at this point the beer is a finished product, but some beers will contain live yeasts and are stored for further conditioning, allowing harsh elements in the beer to attenuate.

How beer is poured is also important to its presentation. The rate of flow, how the glass is tilted, and whether the beer is poured in the center or down the side of the glass all influence the end result. Some bottle-conditioned beers have yeast sediment at the bottom of the bottle that may be undesirable, while beer tapped directly from a keg or cask may require special treatment. A method pioneered by Guinness is the nitrogen tap, which introduces tiny bubbles of nitrogen into the beer as it is poured.⁸

1.3.2 WASTE WATER TREATMENT PLANT AT GORKHA BREWERY FOR GREEN ENVIRONMENT

Gorkha Brewery P. Ltd. has installed a Waste Water Treatment Plant (WWTP) to treat waste water. It has to be treated mechanically, physically, biologically & chemically in order to minimize the unwholesome, noxious substances in water so that the natural environment (River, Lake, Sea etc.) can be preserved environment friendly.

The discharge of the wastewater of the following nature can cause pollution of natural water.

- Lack of the oxygen
- Retardation of the metabolism
- Poisonous, infectious

⁸ <<http://www.rajuniversity.edu>>

- Radioactive

Therefore treatment of the influent has to be carried out with special attention and utmost care in order to minimize these effects. However the influent of the Brewery does not contain any radioactive rays or any toxic chemicals.

In Gorkha Brewery, the influent before the treatment mainly contains the following waste

Acid, Caustic, lost extract spent grains, trub (hops & the protein Debris), yeast sludge, beer during transfer to next phase, excess yeast & pertinacious material, spent kieselguhr

The influent Treatment Plant of Gorkha Brewery consists of the following sections

- **Inlet pumping station, Screen & the grit chamber, Oxidation Ditch, Settling tank, Sludge pumping station, Concentration tank and Sludge drying beds.**

The flow is introduced to the center of the settling tank through the special inlet arrangement which reverses the flow & reduces its velocity. As a result, the sludge particles will precipitate and clarified, sludge free water (effluent) will pass the outlet at the periphery of the tank. By means of the scrapers at the bottom of the tank, the precipitated sludge is scrapped to the pit in the center of the tank and then led to the sludge pumping station.

The clarified, sludge free, treated water gravitates to the Narayani River from the settling tank. It protects the adjoining village and bears testimony to its commitment towards the environment & the Green "Movement".

1.4 FOCUS OF THE STUDY

This research study has various significances over different aspects of the consumers such as attitude, seasonal preferences, loyalty, age group, profession, brand awareness, marketing mix and others.

In Biratnagar, different types of beer with similar range of alternative brands are available in the market. In this context, it is essential for the manufacturer or marketer of beer to know the market situation. There are number of dealers and retailers who sell different beers. The knowledge of market analysis of beer can help to formulate the marketing strategies.

On the other hand, as this research study is conducted in Biratnagar market is helpful to predict the market situation or other cities. Thus, although the various studies had done on Beer Company, the researcher has chosen the title "Consumer behaviour on beer with reference to Tuborg beer" Gorkha brewery (Pvt.) Ltd. to get useful information.

1.5 STATEMENT OF THE PROBLEM

The demand of the beer is increasing in Nepal as in other country. The main reason in increasing the consumption of beer in Nepal is due to either increment in density of population or advertisement campaign. Besides that changing life style and influence by western culture support drinking habit to the people.

Most of the consumer of U.S.A., Denmark and Germany provided some personal opinion that how they take beer as,

- Some says "*we use it just due to quench the thirst in hot climate*"
- Other says "*We use beer instead of water in journey.*"
- Some of them say "*To keep body fresh.*"
- Most of the people couldn't provide any appropriate reason and they said-"*We use beer just due to fashion and we don't know the reason behind it*".⁹

But the opinion of Nepalese consumer has totally different from western consumers view. They says,

- "*We use beer as resources of entertainment and fun*".
- "*We use beer as alcoholic drink.*" * Appendix M- Questionnaire

The basic problem arises here that "How beer secured the place in Market?"

1. *If the consumer's are taking beer as resource of entertainment then, why not they use a cheaper drink? Cold drinks (Coca-Cola, Sprite, and Pepsi).*
2. *If the consumer's are taking beer as an alcoholic drink then why not they use Rum or hard drinks?, which consists of more alcohol i.e. (Whisky, Gin or).*
3. *If the consumer's are taking beer without any cause then, do the consumer equally demand the available brands of beer?*

The above question is the very critical in reference to consumer. Which factor influence the consumer and motivate to buy it though price of the beer high than other drinks in terms of alcohol. Gorkha brewery is on comparatively

of the oldest brewery company in Nepal and it produces the Tuborg, Carlsberg and other beer. The other problem realized with Tuborg beer is that,

How the Tuborg out perform other contemporaries in the long run?

Though there are following situations:

- 1. Tuborg has to face the competition with Whisky, rum, Gin, Brandy available in market.*
- 2. As well as beer it self, produced by the different brewery and distillery which create the situation of Inter-competition.*
- 3. It has also face the Intra-competition which is the competition between those other beer brands which produces by Gorkha brewery itself.*

1.6 OBJECTIVE OF THE STUDY

- ❖ To know the consumption of beer on the basis of sex, age group and different brand.
- ❖ To know the frequency of use in different season as well as in summer, on the basis of age group.
- ❖ To know the brand loyalty status of Tuborg and overall beer industry.
- ❖ To know the motive of consumers toward using beer on the basis of brand, age group and profession.
- ❖ To know why consumer uses beer as resource of entertainment why not they prefer cold drinks like coke on the basis of brand and different age group.
- ❖ To know the strength of Tuborg in terms of product, price and place.
- ❖ To know the effective advertising media that retained existing consumer and attract new consumer as well.
- ❖ To know the attitude of consumer what they would like to suggest others to drink for purpose of entertainment.
- ❖ To know the preferences of consumer after change in taste and packaging.

1.7 RESEARCH HYPOTHESIS

H₀₁ : There is equally attraction on beer by different age group.

H_{A1} : The attraction on beer differs by different age group.

H₀₂ : Consumer prefer every brand of beer equally

H_{A2} : Consumer do not prefer all the brand of beer equally, Tuborg has larger consumption than others

H₀₃ : There is equal demand in every season

H_{A3} : Season effects significantly or consumption of beer are highest in summer.

H₀₄ : There is no significant relationship between age group and frequency in use of beer in summer

H_{A4} : There is significant relationship between age group & frequency of use of beer in summer

H₀₅ : Motive of customers is independent with age

H_{A5} : Motive of customers is dependent with age

H₀₆ : Motive of customer independent with profession

H_{A6} : Motive of customer dependent with profession

H₀₇ : Causes are equally important of avoiding liquor

H_{A7} : There is significant difference between causes of avoiding liquor or Use of beer or alcoholic drink is better than using liquor.

H₀₈ : There is insignificant relationship with beer and the cause of using it.

H_{A8} : There is significant relationship with beer user and the cause of using it

H₀₉ : There is no relation between age group and influencing factors or 3 factors of marketing mix have equal effect.

H_{A9} : There is significant difference between the factors that influences to non-Tuborg user.

LIMITATION OF THE STUDY

The research is based on consumer behavior and there is no limitation of behavior, so it covers only few areas of the consumer behaviors.

1. Time constraints are one of the crucial factors affecting the study here. To conduct a comprehensive research project in short period is difficult so the study has covered a very limited area.
2. The study is conducted only among the consumers sampled from Biratnagar. Therefore, its major findings and recommendation may not be considered as to represent the brand and decision patterns of entire country due to various factors like environmental, living standard and many others.
3. This study is totally concentrated towards the marketing side of the industry and has no concern with other aspects except a brief overview.
4. It is difficult to get relevant data regarding competitors' industries.
5. The findings (conclusion & recommendation) of this study are based upon sampling and there will always be some error in sampling which decreases the accuracy of this study.
6. There may be customers' biasness in the study.

ORGANIZATION OF THE STUDY

The present study consists of different chapters.

The *first chapter* contains brief introduction of the Tuborg world wide, Tuborg beer in Nepal, what is beer, process of brewing beer, Gorkha brewery (pvt) Ltd. Concept of Beer.

The *second chapter* is review of related literature. It includes article, Par excellence of Tuborg, introduction of consumer research, Area of consumer research, Consumer buying process, factor affecting in buying process.

The *third chapter* includes research methodology. It includes introduction, research design, population and sample, nature and sources of data, Data collection procedure, sample characteristics, questionnaire design, pilot study, Data analysis and profile of respondents on the basis of age, sex and profession.

The *forth chapter* consists of data presentation and analysis. It also consists of SWOT analysis.

The *fifth chapter* contains major findings and recommendation to Tuborg beer industry

CHAPTER – II

REVIEW OF LITERATURE

Nepal's beer market, which has been ever growing, reveals an unusual trend. The brand leader is always on the change. And that is unusual for beer markets of many other countries. First, it was the days of the home-brand - Star beer, Then came Iceberg, a prominent choice of youngsters during the early 90's. A sudden shift in "taste" then came in as Sanmiguel, originally of Philippine Sanmiguel dominated the market for quite some. But now, it is 'where-ever you are'. Simply putting, that is Tuborg. As all these major changes came in only within a span of less than 15 years, in relatively a short period, trend analysts point out Nepal's beer market as a "model" where aggressive marketing does make a difference even when rival products may be equally satisfying. "San Miguel and Tuborg are at par when taste comes. But still, Tuborg has a good market comparatively as it is consistent in marketing. "The change in preferences of consumer is cause of the changing behavior or taste of the customer so it is needed to study about knowledge of customer likes and dislike.⁹ There are different factors (social & cultural factor, environmental factor, Geographical factor, economic, Word of mouth, experiences based norms, Expectation from product, in transitory intensifier enduring intensifier and other) which make them stay or shift one brand to another brand.

2.2 PAR EXCELLENCE OF TUBORG

Gorkha Brewery Pvt. Ltd. changed the Nepal beer industry forever. Over the past 14 years, the Company has grown to become the market leader, holding more than a 60% share of Nepal's beer market. This extraordinary success is the result of excellence in every arena: brewing beers of truly international standard, stringent quality control, efficient and nation-wide distribution, cutting edge marketing, sales strategies and prudent financial management. Adding that extra bit every time are the talented and dynamic people who work with the company.⁶

Gorkha Brewery Pvt. Ltd. holds more than 60% of the total beer sales of Nepal. The Company, which is a joint venture between Khetan Group and Carlsberg Breweries, has contributed substantially to the country in form of revenue, and today the Company is one of the highest taxpayers of the country.

⁹ Ghimire, Sameer. Bhadra 02, 2060). *With Time Cheers to Nepali Beer Differs*. Page: 5. www.nepalnews.com , Kathmandu

Today the brands are available in more than 120 countries worldwide either through direct investments like in Nepal or through license agreements or export. In year-on-year comparisons, the sales growth of Gorkha Brewery Pvt. Ltd. is one of the highest within the Carlsberg Group.

Tuborg is the most popular beer brand of Nepal. It successfully uses the "Wherever you are..." tag line, and repeatedly creates new and attractive media advertising thereby consolidating its position amongst the consumers of Nepal. An appealing and up-to-date image created through mass media advertising and sponsorships like football and music are some of the main reasons behind Tuborg's success.¹⁰

2.3 WHAT IS RESEARCH ON CONSUMER BEHAVIOR

"The term consumer research refers to continual search with a view to acquiring the relevant information on consumers. It is an attempt at knowing everything about consumers that will assist the organization in persuading them effectively. Consumer research is part of marketing research".

The central focus of marketing is the consumer. The study of Consumer behavior includes the study of what they buy why they buy, when they buy, from where they buy and how often they buy. An open-minded consumer-oriented approach is imperative in today's diverse global marketplace so a firm can identify and serve its target market, minimize dissatisfaction, and stay ahead of competitors. Final consumers purchase for personal, family, or household use. Organizational consumers purchase for resale to other consumers.¹¹

2.4 WHY RESEARCH ON CONSUMER BEHAVIOR

Just as consumers and marketers are diverse, the reasons why people study consumer behavior are also diverse. The field of consumer behavior holds great interest for us as consumers as marketers and as students of human behavior.

As consumers we benefit from insight into our consumption, related decisions. What we buy, why we buy, how we buy and the promotional influences that persuade us to buy. The study of consumer behavior enables us to become better that is wiser consumers.

It is important for us to recognize why and how individuals make their consumption decisions, so that we can apply better strategy marketing decisions. If marketers understand

¹⁰ www.Gorkhabrewery.com

¹¹ www.rainuniversity.edu

the way their consumer look to react various information and environment cues, and able to shape their marketing strategy accordingly without any doubt, they are to gain competitive advantage in the market place.

Being a student of marketing, we are concerned with understanding consumer behavior with gaining insight into, why learning act in consumption relaxed ways and with learning what internal and external influences impel to act as they do. Indeed, the desire understanding consumption related human behavior has lead to diversify theoretic approaches to its study. Latter on a student become manger and they need to face with consumer it provide information related to consumer behavior.

Consumer behaviors was a relatively new field study in the mid to late 1960's, with history or body of research of its own the new disciplines. Consumer behavior were based on economic theory, on the ratio that individual act rationally to maximize their benefit the purchase of good and services.

25. AREA OF CONSUMER RESEARCH

Consumer research covers a wide area and includes the following:

2.5.1 Habits of consumers: consumer habits are developed over the years. Smoking is a habit. Reading may be the habits. Similarly, drinking Beer is a habit. It is difficult to change the habits. Habits, Tastes, Likes and dislikes affect the sales of beer the tastes, like and dislikes are influenced by culture, neighborhoods, religion, and a customer's formal as well as informal education.

2.5.2 Buying Motives: To assess the buying motives of prospects is another important function of consumer research. An act of purchase is the result of the decision to buy the Beer. This is mental process. It translates human need into demand. Demand is effective if a want is translated into an act of purchasing. It is the result of a decision in the prospect's mind.

Such decision is motivated by certain purpose, called the buying motive. Consumer research is concerned with knowing these motives. They help one to understand a prospect's mind better. Knowing these motives enhance the creation of advertising.

2.5.3 Consumer Attitudes: Consumer attitude is shaped by consumer's approach to life, his leisure, work, and products. It is influenced by consumer opinion, views and

their mental bearing. What product people purchase depends upon the attitude people have towards the

various products. Habits have a good influence on consumer behavior. Consumer attitudes are linked with habit.

2.5.4 Social perception: Social obligation is the most important factor to motivating the consumer's behavior and buying decision. Nepalese people are not independent of their family as well as society. They need to follow social & cultural norms and conditions. It depends upon the sight of society how much allowance and restriction is given to the beer. Within these constraints, how the breweries are able to face the challenges and create the demand to the market. How often the people of Nepalese society take beer. How they use to see those persons, who used beer. Do the majority of the people are not taking beer by the fear of society.

The scope of consumer research, therefore, is extremely broad and includes within its range all the information that will help the organization to know the consumer better. ¹²

2.6 CONSUMER BEHAVIOR

Consumer behavior in simple terms means the behavior shown by consumer before or after purchases as well as the process of purchasing, evaluating and disposing of product and services that they expect will satisfy their needs. ¹²

Now a day's consumer behavior has been prevailed as an effective measure helping to develop the successful marketing strategy. The growing need and importance of behavioral study of consumer give birth to "**Consumer Research on Tuborg Beer Biratnagar**"

On the basis of brand loyalty as a separate subject of study, Brand loyalty is a temporal aspect of consumer behavior. ¹³

¹² Schiffman, Leon G. & Kanuk, Leslie Lazar. (1999) *Consumer Behavior*, 6/e. New Delhi: Prentice Hall India.

¹³ Engle, J.F. and Rkoger, D. Black well. (1982). *Consumer Behavior*, Holt Saunders International Edition.

Consumer behavior is the study of decision making units and the process involved in acquiring consumption and disposing the goods, services, experience and ideas.¹⁴

2.7 CONSUMER BUYING PROCESS

Consumer faces several buying decision everyday. Some buying decision are simple to others. For instance, there is marked difference in the purchase decision made by a consumer while buying toilet soap, a car, a house or beer to drink. The complexity of the buying process is affected by whether the product to be bought is of high involvement or low involvement.¹⁴

- A) **Need recognition:** Consumer buying process always starts every day with a reorganization of problem or need. A need can be activated through internal and external sources.
- B) **Search:** In an aroused need is strong and gratification object readily available to a consumer is likely to gratify the need immediately. In most cases, the aroused need is not gratified immediately. The need enters into human memory system as an object for further gratification. Consumers, in these stages are engaged in information search about product that can be best satisfying their needs.
- C) **Evaluation:** In this stage, consumer uses the information to clarify the various alternatives and their relative attractiveness. This is the latest understood part of the consumer buying process. Each individual has also own system of evaluations.
- D) **Purchase:** Evaluation leads the consumers to form a clear set of product and brand preference. Normally the brand most preferred would be the brand intended to purchase. Thus the purchase intention becomes a function of attitudes. Generally consumers tend to purchase the brand for which they made purchase intention.
- E) **Post-purchase behavior:** The post purchase depends on whether the product experience beneficial for them or not. It will be the cause of loyalty or neglect to the product. Mostly retailer knows about this behavior due to direct contact with the customer because mostly consumer explains their experiences to the retailer.

¹⁴ Mowen, Johan C. (1990). *Consumer Behavior*, Singapore: Macmillan Publishing Company.

- F) **Disposal:** Consumers, Researchers, and marketers organized importance of the study of product disposal method followed by consumers only in current decade. Consumers have three basic options for the product: i. Keep ii. Dispose permanently iii. Dispose temporarily.

2.8 TYPES OF DECISION PROCESSES

The decision process is used each time a good or service is bought, often subconsciously. There are three ways in which the decision process may be used.

Extensive decision-making: Occurs when a consumer makes full use of the decision process. It is used for expensive, complex items with which the consumer has little or no experience. Perceived risk is high and time pressure is low.

Limited decision making: takes place when each step of the process is used, but the consumer does not need to spend a great deal of time on any of them. The consumer has some experience. The thoroughness with which the process is used depends on the amount of experience, the importance of the purchase, and time pressure.

Routine decision-making: involve habitual behavior and skips steps in the decision process. Regularly purchased items are bought in this. With low-involvement purchasing, the consumer minimizes decision making for those goods and services perceived to be socially and/or psychologically unimportant. Brand loyalty is the consistent repurchase of and preference toward a brand. It enables a consumer to minimize risk, time, and thought.

2.9 FACTORS AFFECTING IN DECISION MAKING PROCESS

1. **CULTURAL FACTORS:** Cultural factors have a significant impact on customer behavior. Culture is the most basic cause of a person's wants and behavior. Growing up, children learn basic values, perception and wants from the family and other important groups. Marketers are always trying to spot "cultural shifts" which might point to new products that might be wanted by customers or to increase demand.

- 2. SOCIAL FACTORS:** A customer's buying behavior is also influenced by social status. In a group, several individuals may interact to influence the purchase decision.
- 3. PERSONAL FACTORS:** This includes various aspects related to consumer personal aspects such as:
- i) **Age and Life cycle Stage:** Like the social class the human life cycle can have significant impact on consumer behavior. The life cycle is an orderly series of stages in which consumer attitude and behavioral tendencies evolve and occur because of developing maturity, experience, income, and status. Marketers often define their target market in terms of the consumer's present lifecycle stage.
 - ii) **Occupation and Income:** Today people are very concerned about their image and status in the society which is a direct outcome of their material prosperity. The profession or the occupation a person is in again has an impact on the products they consume. The status of a person is projected through various symbols like the dress, accessories and possessions.
 - iii) **Life Style:** Our life styles are reflected in our personalities and self-concepts, same is the case with any consumer. We need to know what a life-style is made of. It is a person's mode of living as identified by his or her activities, interest and opinions.
 - iv) **Personality:** personality is the sum total of an individual's enduring internal psychological traits that make him or her unique. Self-confidence, dominance, autonomy, sociability, defensiveness, adaptability, and emotional stability are selected personality traits.
 - v) **Taste and Preferences:** Smelling and tasting have become a science, but a science dealing with human physiology, and humans do not have built-in spectrophotometers or other measuring devices. Much of the visual attractiveness of a freshly poured glass of beer is due to the creamy-white head of foam which rides atop the surface of the beer. This appeal is not lost as the foam collapses as the glass is emptied, because a good head of foam will deposit a generous, lasting "cling" on the glass, and a good "cling" has unique visual charm for the person who knows and appreciates good beer. ¹⁵

2.10 THE FUNCTIONS OF ATTITUDE

If a marketer, researchers ask to consumer how much they like something or how they feel about something, consumers express their attitude and object. Through the attitude of consumer's, marketers may know lots of information towards goods is liking or disliking

¹⁵ Engle, James F. Roger, D. Blackwell and Miniard, W.Paul. (1990) *Consumer Behavior*, 6/e. Chicago: Dryden Press.

and reposes or comment. So we will have to express the function of attitude of consumer while a number of functions of theories of attitude have been developed.

2.10.1 BRAND LOYALTY

Brand loyalty is a temporal aspect of consumer behavior. Brand loyalty is analyzed whether or not a consumer is loyal to a specific brand or a set of brand in a certain time period studies on brand loyalty. ¹⁶

"Greatness of a brand is basically an emotional issue. It is a rational issue up to a point but beyond that point it becomes an emotional issue." ¹⁷

The brand plays an active role in getting consumers to buy. In Unity marketing's latest research among the luxury market, the "brand and/or reputation of the company" was the number one influencer on the consumers last luxury purchase.

At its most basic, consumers can develop a brand "habit" meaning that out of habit they reach for a specific branded product without thinking. A brand habit makes shopping easier and quicker and the eventual outcome of the purchase predictable. When you buy laundry detergent or bath soap, you don't have to contemplate the entire various brands. You know which ones work for you, and that is the one you reach for. In other words, the consumer knows what to expect from the purchase. ¹⁸

Brand loyalty, therefore, is all about how well, effectively and completely the company's brand satisfies the consumers need, desire and dreams. A brand is loyal to the consumer when it connects with the consumers emotional desires. When that emotional connection occurs, the company may then be rewarded with some special affinity the consumer feels for the brand which may influence them to buy again. A brand's loyalty to its consumers therefore yields consumers having an affinity for the brand. Truly connecting with the consumer on emotional level is the key to brand loyalty and consumer affinity.

¹⁶ Kotler, Philip. (1996). *Marketing Management, Analysis Planning, Implementation and Control*. 8/e. Mumbai: Prentice Hall.

¹⁷ Chunawalla, S.A. (1995). *Fundamental of Advertising Theory and Practices*, 3/e. Mumbai: Himalaya Publishing House.

¹⁸ Raj, S.P. *Striking a Balance Between Brands*. Popularity and Brand Loyalty- *Journal of Marketing*.

CHAPTER – III

RESEARCH METHODOLOGY

This unit presents methodology used in the study. This is a descriptive cum analytical study. Here efforts have been made to present and explain specific research design for the sake of attaining the research objective. This chapter includes the methods and process applied in the entire subject of the study. Thus the section deals with the research design, population and sample, nature and sources of data, data collection procedure, sample characteristics, questionnaire design, pilot study, data analysis and profile respondents.

Under the study Tuborg's market at Biratnagar is taken in population and sample. In order to accomplish the objective of this study, researcher has designed research methodology on the basis of secondary data as well as primary data using statistical tools useful to the study. The major content is as below:

RESEARCH DESIGN

This study is mainly based on two types of research design i.e. descriptive and analytical. Descriptive research design describes the general pattern of the Nepalese customers as well as consumers, the business structure and problems of marketing and management of the product and so on. The analytical research design makes analysis of the gathered fact, information and makes critical evaluation of it. For the analysis purpose, the data from questionnaire and annual reports from the company is collected.

3.2 POPULATION AND SAMPLE

The population of this study comprised the entire consumer who buy and/or consume beer within the territory of Biratnagar. So, the population for this study includes (Male and female both) Retailers, Business men, jobholders, students and others.

For sampling purpose, at first different types of consumers were identified and then out of them 300 consumers were selected as sample for this study using a convenient sampling and random sampling method. To collect primary data of 300 consumers, 12 hotels, restaurant, 26 retailers of Biratnagar are visited.

3.3 NATURE AND SOURCES OF DATA

In this study both –primary and secondary data are used. To collect the primary data questionnaires were distributed and personal interview was also conducted. Only the ultimate source of primary data is the respondents and the respondents for this study are the buyers of Beer, retailers, hotel and Restaurant of the Biratnagar. All most all the respondents replied the questions asked enthusiastically.

For the secondary data different business magazines, Internet and different other sources will use to get the historical information.

3.4 DATA COLLECTION PROCEDURE

The study of consumer research is new phenomenon in Nepalese context so; the information of this study is gathered by questionnaire, personal observation, informal interview, telephone and interaction with respondents. Respondents are supported by an explanation to reduce the confusion or unable to understand any content of questionnaire by the researcher to measure the error. For secondary data, the researcher visited the factory at Narayanghat and head office Kathmandu (Hatthisar).

3.5 SAMPLE CHARACTERISTICS

The sample comprised of different types of consumer who use the beer In restaurant, hotels, purchase from the retailers, some retailer who purchase from Wholesalers and

others. The respondents will be from different age group, different sex, and different income level and from different social and cultural background.

3.6 QUESTIONNAIRE DESIGN

Questionnaire used in this research is based on the information acquired from the background of the research. Personal judgment is also used when determining which type of questions might be the most applicable to the information trying to obtain.

In designing the format of the questionnaire, the standard procedure is used to formulate a questionnaire. The survey instrument or questionnaire was then used for the entire respondent to get the information.

3.8 DATA ANALYSIS

The results of the study will tabulate using computer techniques. The package calculates such analytical computation as frequency tables, cross tabulations and others which assisted in analyzing and interpreting the result of the study using different statistical tools and techniques like, percentage, pie chart, bar diagram, chi-square test, SWOT analysis and spear men's correlation coefficient.

3.9 PROFILE OF RESPONDENTS

The consumer respondents are classified according to Occupation, Sex and age. Out of 300 respondents 253 are male and 47 are female, which indicates that this study is based on 15% female and 85% male respondents. Similarly, 28.33% are students, 31.33% job holders, 27.67% businessmen and remaining 12.67% are others. On the basis of age samples are classified in different age range like up to 20,20-30, 30-50 and 50 & above. The respondents according to age are 9.33%, 32%, 39.33%, and 19.4% respectively.

Table No. 3.1

Sex	AGE-GROUP								Total	
	Below 20		20-30		30-50		50-above			
	No	%	No	%	No	%	No	%	No	%
Male	28	9.33	62	20.67	105	35	58	19.34	253	84.34
Female	-	-	34	11.33	13	4.33	-	-	47	15.67
Total	28	9.33	96	32	118	39.33	58	19.4	300	100

Table 3.2

SEX OCCUPATION	MALE		FEMALE		TOTAL	
	NO.	%	NO.	%	NO.	%
Student	69	23.00	16	5.33	85	28.33

Job Holder	85	28.33	9	3	94	31.33
Businessmen	73	24.33	10	3.33	83	27.67
Other		8.67	12	4	38	12.67
Total	253	84.33	47	15.67	300	100

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

This chapter exposes facts and figures obtained from field survey and other multiple sources. This part of the study is organized into five different sections.

- A) Response of consumers toward Beer.
- B) Functional aspects of consumer attitude towards Beer
- C) Analysis of survey
- D) Test of Hypothesis
- E) Correlation coefficient analysis
- F) SWOT analysis.

4.1 Response of customer

Table 4.1.1 on the basis of sex and age, analysis of customer who uses different brand beer in Biratnagar

Gender	AGE-GROUP								Total	
	Below 20		20-30		30-50		50-above			
	No	%	No	%	No	%	No	%	No	%

Male	28	9.33	62	20.67	105	35	58	19.34	253	84.34
Female	-	-	34	11.33	13	4.33	-	-	47	15.67
Total	28	9.33	96	32	118	39.33	58	19.4	300	100

H_{01} : There is equally attraction on beer by different age group.

H_{A1} : The attraction on beer differs by different age group

Calculated $\chi^2 = 60.36$ (Source Appendix A)

Critical Value χ^2 at 0.05=7.81 and χ^2 at 0.01=6.251

Thus the calculated value is greater than critical value, so that null hypothesis is reject and alternative hypothesis is accepted. Therefore on the basis of observed data the should be more attraction of age group (30-50) than other toward beer.

Table 4.1.1 signifies that out of 300 respondent taken as sample 84.34% or 253 are male and rest 15.67% or 47 are female. On the basis of age the beer consumption is recorded as 9.33% consumed by age below 20, 32% consumed by age group 20-30, and a group 30-50 more prefer beer i.e. 39.33% and 19.4% of beer preferred by age above 50

Table 4.1.2 Analysis of consume the basis of Sex, Consumer who uses different beer among 10 brands

Gender	Tuborg Gold	Carlsberg	Sanmiguel	Royal Danish	Ice berg	Total
Male	96	24	58	15	6	199
Female	7	21	-	3	2	33
Total	103	45	58	18	8	232

Other

Gender	Kathmandu	Mt. Everest	Tiger	Star	Real Gold	Total

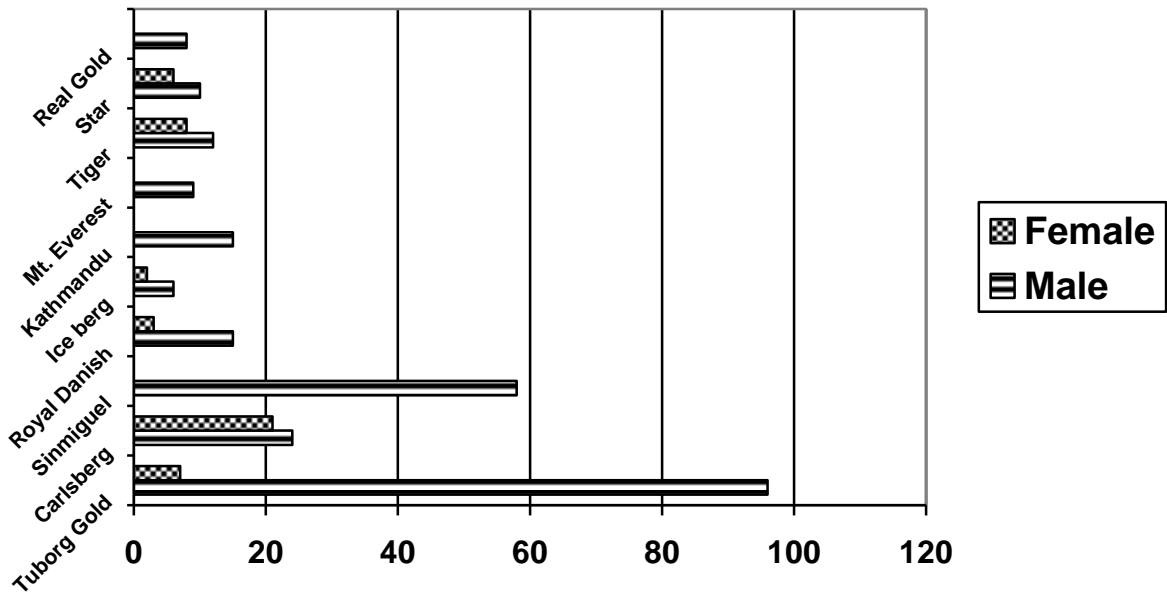
Male	15	9	12	10	8	54
Female	-	-	8	6	-	14
Total	15	9	20	16	8	68

Table 4.1.2 signifies that the highest consumption of Tuborg beer is recorded as 103 of 300 in which 96 are male and only 7 are female respondents. The Carlsberg is most preferred by female respondents in comparison to other beers and the record shows that 24 are male and 21 are female, in total 45 respondents are Carlsberg. Sanmiguell has also covered the 2nd largest market share among the beer industry the record shows all of them are male consumers i.e. 58 respondents. Royal Danish Tuborg has an average record i.e. 18 respondents in which 15 are male and 3 are female. Iceberg is poorly recorded in the market of Biratnagar i.e. 8 in which 6 are male and 2 are female users. Kathmandu beer has a good record, although it is a new brand but recorded a large market share i.e. 15. Mt. Everest has a poor record i.e. 9 consumed only by male consumers.

Tiger beer has been able to obtain an average market share i.e. 20 in which 12 are from the male and 8 from the female group. Respondents argued about the bitterness of tiger beer. Stella beer has also an average record in the market of Biratnagar i.e. 16 and Real gold has the market share observed by the researcher i.e. 8 respondents from the male group only.

Figure 4.1.2 Analysis of consumer on the basis of Sex, Consumer who uses different beer among 10 brands.

Choice of male and female



No of respondents

Table 4.1.3. Analysis of consumer on the basis of age, who uses different brands of beer in Biratnagar

Beer /Age	Below 20	20-30	30-50	50- Above	Total	Total%
Tuborg Gold	4	42	41	16	103	34.33
Carlsberg	2	23	15	5	45	15
Sanmiguel	3	8	31	16	58	19.33
Royal D.	1	6	8	3	18	6
Iceberg	3	2	2	1	8	2.67
Katmandu	2	4	6	3	15	5
Mt. Everest	-	-	5	4	9	3
Tiger	3	6	4	7	20	6.67
Star	7	3	4	2	16	5.33
Real Gold	3	2	2	1	8	2.67
Total	28	96	118	58	300	100

H_{02} : Consumer prefer every brand of beer equally

H_{A2} : Consumer do not prefer all the brand of beer equally, Tuborg has large consumption then others

Degree of Freedom, $v = (n-1) = (10-1) = 9$

Level of Significance, $(\alpha) = 5\%$, and 1%

Calculated value $\chi^2=95.405$ (Appendix B)

Critical value χ^2 at $0.05=12.592$ and $\chi^2_{0.01}=10.645$

Calculated value is greater than tabulated value at 1% and 5% of

Confidence level, it signifies that consumer do not prefer all the brand of beer equally. The table shows that Tuborg has larger consumption.

Table 4.1.3 analyses the record of consumption by different age group and market share of individual beer brand simultaneously. Tuborg has a highest frequency of use i.e. 34.33%, Carlsberg has a record of 15% of market share. Sanmiguel has record of 19.33% Royal Danish has a record of 6% similarly Iceberg 2.67% Kathmandu beer has a record of 5%, Mt. Everest beer has obtained 3%, Tiger beer obtained 6.67%, star obtained 5.33%, real gold has a record of 2.67%. The consumption of different beer by age below 20 recorded as 28, the consumption of different beer in age group 20-30 us 96. Age group 30-50 has a record of highest consumption group i.e. 118 and 58 respondents are from age 50 & above.

Table 4.2.1 Analysis of frequency of use in different Season

Freq. Season	Always		2-3times Per week		2-3times Per month		Sometimes		Total	
	No	%	No	%	No	%	No	%	No	%
Summer	74	25	47	16	103	34	76	25	300	100
Winter	5	8	7	11	15	24	36	57	61	21
Spring	16	11	24	17	31	22	73	51	144	48
Rainy	23	12	14	7	56	29	102	52	195	65
Total	118		92		205		287			

H_{03} : There is equal demand in every season

H_{A3} : Season effects significantly or consumption of beer are highest in summer

Calculated value $\chi^2=67.265$ (Appendix-C)

Critical value χ^2 at 0.05= 12.592 and χ^2 at 0.01= 10.645

Correlation coefficient (r) =0.1318 (Appendix C)

Thus the calculated value is greater than critical value, so the null hypothesis is rejected and alternative hypothesis is accepted. So the consumption in summer is significantly recorded in summer.

The table 4.2.1 highlights that out of 300 respondents almost all respondent uses beer in summer season. 61 of the i.e. 21% are prefer in winter also. Whereas 144 or 48% like

use beer in spring and 65% or 195 respondents like the rainy season for the use of beer. 118 of them uses always among different seasons, where as 92 respondents use from 2-3 times a week in different seasons, 205 of them are the users of 2-3 times per month and 287 respondents use sometimes in different seasons.

Table 4.2.2 Analysis of frequency of use by different age group in summer season only

Freq.	Always		2-3times		2-3times		Sometimes		Total	
			Per week		Per month					
Season	No	%	No	%	No	%	No	%	No	%
Summer	74	25	47	16	103	34	76	25	300	100
Winter	5	8	7	11	15	24	36	57	61	21
Spring	16	11	24	17	31	22	73	51	144	48
Rainy	23	12	14	7	56	29	102	52	195	65
Total	118		92		205		287			

H₀₄: There is no significant relationship between age group and frequency in use of beer in summer

H_{a4}: There is significant relationship between age group & frequency of use of beer in summer

Calculated value $\chi^2=77.69$ (Appendix D)

Critical value χ^2 at 0.05=12.592 and χ^2 0.01=10.645

Correlation coefficient (r)= 0.247 (Appendix D)

Here the calculated value of χ^2 is greater than Tabulated value at 1% and 5% level of confidence so the null hypothesis is rejected and alternative is selected. The degree of relationship is 0.247.

According to table 4.2.2, 28 of respondents are from age group up to 20 and they are more like to use beer sometimes or 2-3 times per month. 96 respondents are from age range 20 to 30 and prefer all different seasons. The highest frequency of use is

observed by age group 30-50 i.e. 118 respondents where as 58 respondents are from age group 50 above.

Table 4.3.1 Analysis of Brand loyalty status of respondents in the Biratnagar market

Description	Tuborg	San-	Carls-	Tiger	Royal	5	Total	
		Miguel	berg		Danish	Others	No	%
Loyalty	No	No	No	No	No	No	No	%
Hard core	71	16	21	5	5	15	133	44.33
Split loyal	12	15	9	5	7	5	53	17.67
Shifting	6	7	5	5	-	15	38	12.67
Switcher	14	20	10	5	6	21	76	25.33
Total	103	58	45	20	18	56	300	100

Table 4.3.1 explains 44.33% of respondents i.e. 133 are the hard core loyal to the respective brand, among which Tuborg has a greater loyal customer in its account. 17.67% of them are shifting nature of customer who always for two brands. 12.67% of them are shifting nature of customer who always tries for new brand for new taste but keeping Brand constant. 25.33% are switcher who uses to forgo one brand and try for new brand.

Loyalty of respondents of overall beer industry

Figure 4.3.1.1

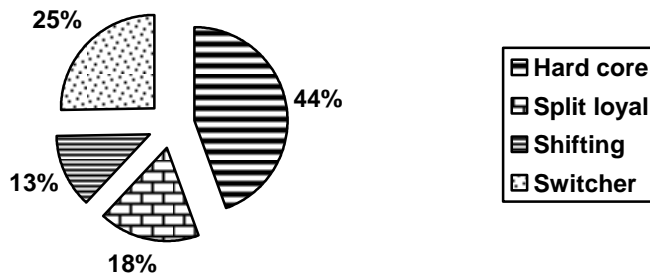


Figure 4.3.1.2

Loyal respondent of Tuborg

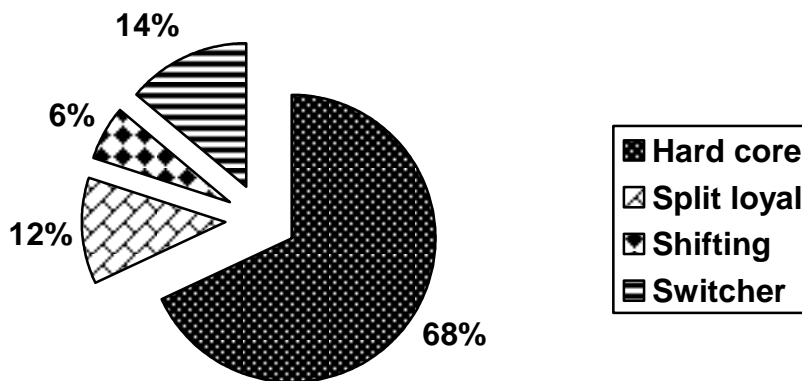


Table 4.4.1 Analysis of Motive of using beer on the basis of different age group

Beer /Age	Below 20	20-30	30-50	50- Above	Total
Alcoholic	2	17	40	35	103
Entertainment	15	40	31	14	45
Keep fresh	10	36	43	5	58
Others	1	3	4	4	18

Total	28	96	118	58	300
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H₀₅: Motive of customers is independent with age

H_{A5}: Motive of customers is dependent with age

Calculated value $\chi^2=57.238$ (Appendix-E)

Critical value χ^2 at 0.05=12.592 and χ^2 at 0.01 = 10.645

Correlation coefficient (r) = 0.30 (Appendix-E)

The calculated value is greater than critical value at 1% and 5% level of significance. The null hypothesis is accepted. It seems there is significant relationship between age and motive. On the basis of observed data it can be explained that 20-30 age group used beer for entertainment as well as to keep body fresh. The degree of relationship is 0.30.

According to table 4.4.1, Below 20 age group 28 respondents consumed beer, 20 to 30 the respondent has a record of 96 respondents out of 300 and the highest frequency recorded among the age group 30-50 i.e. 118 and 58 respondents from age group above who use beer for different reasons.

Table 4.4.2 Analysis of attitude of using beer on the basis of profession is responded

Beer /Age	Below 20	20-30	30-50	50- Above	Total
Alcoholic	6	17	52	19	94
Entertainment	43	30	17	10	100
Keep fresh	31	41	13	9	94
Others	5	6	1	0	12
Total	85	94	83	38	300

H₀₆: Motive of customer independent with profession

H_{A6}: Motive of customer dependent with profession

Calculated value $\chi^2 = 77.25$ (Appendix F)

Critical value χ^2 at 0.05=12.592 and χ^2 at 0.01 = 10.645

Correlation coefficient $r = 0.9908$ Appendix F

Calculated value is greater than critical value at 0.01 and 0.05 level of significance. So, the null hypothesis is rejected and alternative hypothesis is accepted. The relationship between motive and profession is high degree of positively correlated.

Table 4.4.2 explains 85 of the students are the user of beer 94 of the user form the job holders of private firm as well as government and the 38 respondents are the businessman or the entrepreneurs and the 38 respondents are farmer, job seeker and others.

Table 4.5.1 Analysis of consumer's who prefers using beer as alcoholic drinks and avoids other hard drinks like whisky

Age group Causes	Below 20	20-30	30-50	50- Above	Total	
	No.	No.	No.	No.	No.	%
Harmful	-	5	17	29	51	54.25
Undigested	2	6	13	6	27	28.72
Prestige	-	6	7	-	13	13.83
Others	-	-	3	-	3	3.2
Total	2	17	40	35	94	100

H_{07} : Causes are equally important for avoiding liquor

H_{A7} : There is significant difference between causes of avoiding liquor or use of beer alcoholic drink is better than using liquor

Calculated value $\chi^2=55.27$ (Appendix-G)

Critical value χ^2 at 0.05=7.81 and χ^2 at 0.01 = 6.251

Calculated value is greater than critical value so, the null hypothesis is rejected and alternative hypothesis is accepted. Use of beer as alcoholic drink is better than using liquor.

The table 4.5.1 explains that most of the respondents use beer as an alcoholic drink and do not use hard drinks like whisky because 51 respondents explain it is harmful for the health. 27 of the respondents avoided the hard drinks because hard drinks are undigested for them but beer does not create any problem to digest. 13 of the respondents are using beer as an alcoholic drink to protect or increase the prestige of their society.

Table 4.6.1 Analysis of consumer opinion in regard to using beer as a resource for entertainment in replacement of cold drinks

Description	Tuborg	San- miguel	Carlsberg	Tiger	Royal Danish	5 Others	Total	
Features	No	No	No	No	No	No	No	%
Relax	46	6	17	3	6	23	101	52
Satisfied	29	5	23	1	2	5	65	34
Prestige	12	2	1	1	1	7	24	12
Others	3	-	-	-	-	1	4	2
Total	90	13	41	5	9	36	194	100

H₀₈: There is insignificant relationship between beer user and the cause of using it.

H_{A8}: There is significant relationship with beer user and the cause of using it

Calculated value $\chi^2=115.65$ (Appendix H)

Critical value χ^2 at 0.05=7.81 and χ^2 at 0.01=6.251

Calculated value is greater than critical value so alternative hypothesis is accepted.

Table 4.6.1 analyses the respondent's cause of not taking cold drinks like coke/Pepsi for resources of entertainment. 101 of the respondents explain they need alcohol for relaxed and beer provide greater relax than that of cold drinks. Similarly beer gives more satisfaction in terms of enjoyment explained by 65 or 33.50 respondents. Few of the respondents i.e. 24 has taking beer and they assume it creates additional value in society than cold drink and 4 respondents has other explanation regard taking beer and not taking cold drinks.

Table 4.6.2 Classification of consumer on the basis of Age who replaces cold drinks to beer

Description Causes	Relax	Satisfied	Prestige	Other	Total	
	No.	No.	No.	No.	No.	%
Upto 20	20	7	1	-	28	14.43
20-30	35	35	14	1	85	43.81
30-50	35	18	9	3	65	33.51
50 & above	11	5	-	-	16	8.25
Total	101	65	24	4	194	100

The table 4.6.2 reveals 28 or 14.43% of respondents are from age group below 20, Age group 20-30 observes 85 or 43.81% respondents where as 65 or 33.51% of the respondents belongs from age group 30-50 and rest are 16 or 8.25% belong from age group above 50.

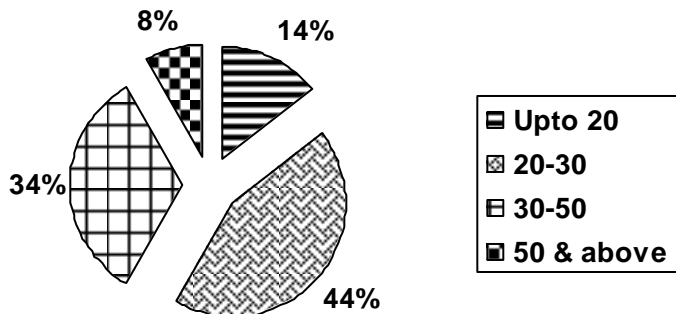


Figure 4.6.2 Classification of consumer on the basis of Age who replaces cold drinks to beer

Table 4.7.1 Analysis of marketing mix of Tuborg beer or the factor of influence that attract the user of other brand

Description	Product		Price		Place		Total	
	No.	%	No.	%	No.	%	No.	%
Upto 20	9	3	14	4.66	5	1.67	28	9.33
20-30	58	19.33	26	8.67	12	4	96	32
30-50	67	22.33	29	9.67	22	7.33	118	39.33
50 & above	33	11	15	5	10	3.34	58	19.34
Total	167	55.66	84	28	49	16.33	300	100

H₀₉: There is no relation between age group and influencing factors or 3 factors marketing mix have equal effect.

H_{A9} There is significant difference between the factors that influences to non-Tuborg user.

Calculated value $\chi^2=10.22$ (Appendix I)

Critical value χ^2 at 0.05=12.592 and χ^2 at 0.01= 10.645

Calculated value is lesser than critical value at 0.01 and 0.05 level of significance so the null hypothesis is accepted alternative hypothesis is rejected. There is equal effect of product attribute, price and distribution to influence the customer towards Tuborg beer.

Table 4.7.1 show that 55.67% of respondents are highly influenced by feature or attribute of product of Tuborg beer, 28% of the respondent are influence by price of product and 16.33% of the respondents are influenced by availability of the Tuborg beer.

Table 4.7.2 Analysis of the attribute of product (Tuborg beer) that influence consumer to shift from other brand to brand to Tuborg

Description	Brand		Taste		Quality		Total	
	No.	%	No.	%	No.	%	No.	%
Upto 20	3	1.80	4	2.40	2	1.20	9	5.39
20-30	17	10.17	13	7.78	28	16.77	58	34.73
30-50	6	3.60	42	25.15	19	11.38	67	40.12
50 & above	15	8.98	8	4.80	10	5.98	33	19.76
Total	41	24.55	67	40.12	59	35.33	167	100

Table 4.7.2 demonstrates that, 41 or 24.55% respondents are more influenced by the brand name of the Tuborg. 67 or 40.12% of the respondents are influenced by the taste of Tuborg beer and explains that it has optimum bitterness it is not found in other beer. 59 or 35.33% of the respondents are highly influenced by the quality of Tuborg beer. Quality is explained in terms of digestion.

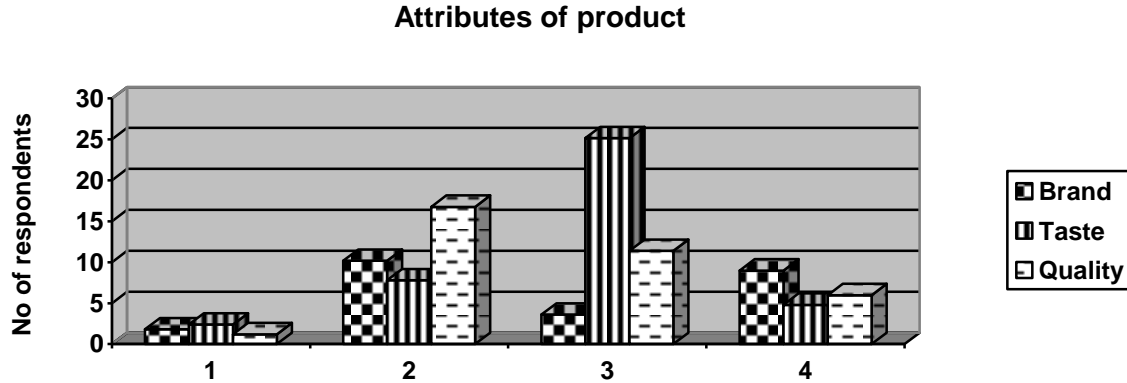


Figure 4.7.2 Analysis of the attribute of product (Tuborg beer) that influence consumer to shift from other brand to Tuborg

Table 4.8.1 Analysis of Consumer behavior on the basis of age, which Advertisement media is more appropriate to influence them

Age group	Up to 2	20-30	30-50	50+	Total
Advertising media					
Family members and friend	9	25	4	1	39
Through hoarding board	5	21	36	16	78
Advertising through wall painting	3	10	22	24	59
Through sticker or restaurant	5	16	23	5	49
Magazine and Newspaper	4	9	15	10	38
Through internet	2	15	18	2	37
Total	28	96	118	58	300

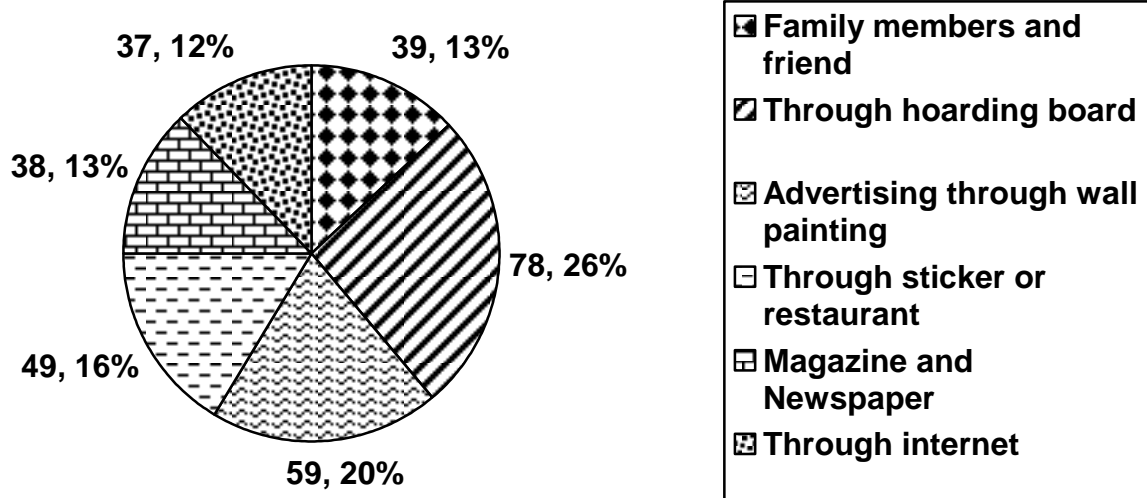


Figure 4.8.1 Analysis of Consumer behavior on the basis of age, which Advertisement media is more appropriate to influence them

Besides the product, price and place, there one more tools for influence t consumer group that is promotional tool and advertising is the one of the effective tool promotion mix. There are different Medias thought the advertiser used to convey t

message to targeted customer. Table 4.8.1 signifies that different consumer has different media choices and the preferences. 39 respondents are influenced by word or activities of family members and friend, 78 respondents highly impressed by the advertising through hoarding board, 59 of them are influenced by advertising through wall painting, 118 respondents are decode at the point of purchase i.e. through sticker of restaurants, 118 respondents go for magazine and newspaper they are usually literate and 37 respondents are influenced by the internet advertising.

Table 4.9.1 Analysis of consumer behavior and "Social responsibility toward others" for entertainment

Description	Beer	Whisky	Rum	Brandy	Coke/Peps	Total
Upto 20	16	-	-	-	12	28
20-30	34	3	5	1	53	96
30-50	58	12	9	6	33	118
50 & above	17	6	3	1	31	58
Total	125	21	17	8	129	300

Table 4.9.1 explains the consumer's behavior; the observation shows 125 of the respondents suggest for beer as a resource of enjoyment they felt that beer is admissible by the society. 21 of them suggest for the whisky they were more careless to the social norms and 129 of the respondents suggests for the cold drinks, the explanation was that if they are taking beer then suggest their friend and close relatives for it.

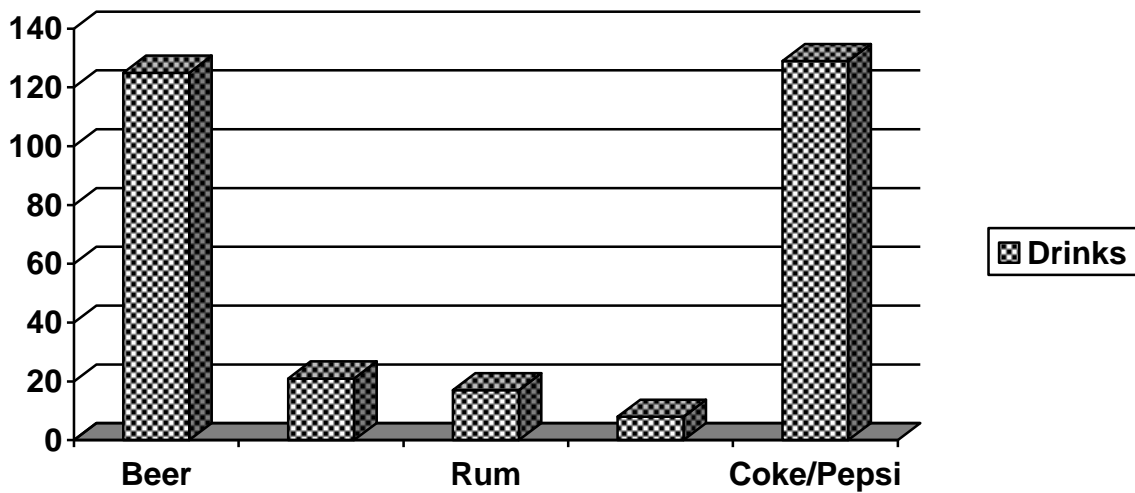


Figure 4.9.1 Analysis of consumer behavior and Social responsibility toward others for entertainment

Table 4.10.1 analysis of consumer behavior toward change the Taste/flavor Tuborg beer

Description	Sweet	Lemon	Orange	No change	Total
Upto 20	6	9	11	2	28
20-30	4	43	33	16	96
30-50	1	22	46	49	118
50 & above	8	18	15	17	58
Total	19	92	105	84	300

Whether the change in taste will increase the demand or not, the observation shows table 4.10.1 that out of 300 respondents 19 of them want to go for sweet, 92 of them like for lemon, 105 for the orange flavor and 84 of them do not want to change any kind of taste. Change in taste may create a differentiated market for Tuborg beer.

Effect of change in tastes

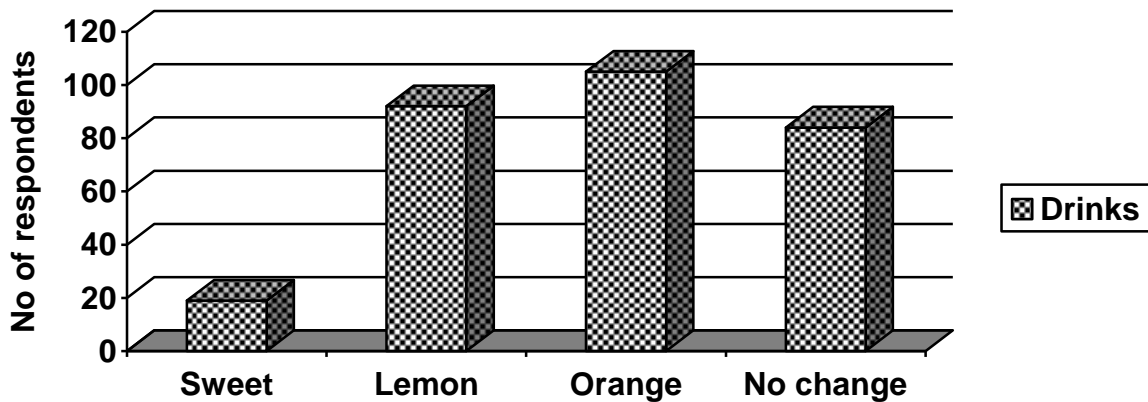


Figure 4.10.1 Analysis of consumer behavior toward change the Taste/flavor Tuborg beer

Table 4.10.2 Analysis of consumer behavior on the basis of change in packaging

Age group	Upto	20-30	30-50	50-abo	Total
Description	20				
Like frooti/ coke pack with change taste	7	38	89	33	167
Like frooti/ coke pack without change taste	3	22	14	14	53
1 or 2 liter bottle with change taste	12	19	13	5	49
1 or 2 liter bottle without changing taste	6	17	2	6	31
Total	28	96	118	58	300

Table 4.10.2 has a relevant data and 167 of the respondents has recommended change in packaging like frooti/coke with change in taste similarly 53 of them like change in packaging like frooti or coke but without changing taste. 49 of the responder has suggested for modification in packaging like 1 or 2 liter bottler with change in taste and 31 respondents like the modification in packaging like 1 or 2 liter bottle but without change in taste of the beer.

Modification in taste and packaging

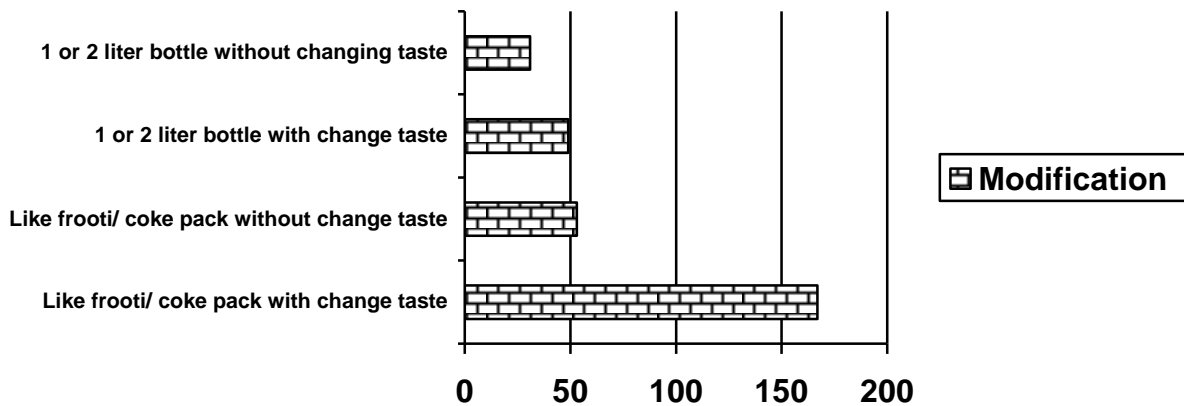


Figure 4.10.2 Analysis of consumer behavior on the basis of change in packaging

4.11 SWOT ANALYSIS:

SOWT, a situation analysis, is an acronym used to describe the particular strengths, weakness, opportunities, and threats that are strategic factor for a specific product. SOWT analysis is undertaken to understand the internal and external environment. Through this analysis, an organization expects to formulate effective strategies to match opportunities and threats operating an organization. Thus, and effective organizational strategy capitalizes on the opportunities through use of strengths, and neutralizes the threats by minimizing the impact of weakness.

The SOWT analysis of Tuborg beer is as follows.

4.11.1 STRENGTHS:

Tuborg beer has highest demands in the market due to its good quality and product m multinational product, brand recognition to all over world.

The company has enough no. of intermediaries in between the company and e customer. The company has both 'pull' and 'push' marketing strategy which helps t company to attract all type of customer.

The company has ability to meet the changes in demand of customers.

The company has skilful human resource.

The company has Waste Water treatment plant that shows the social responsibility toward society and Nature.

4.11.2 WEAKNESS:

The company's major weakness is that, company does not have precise answer of "w does customer purchase the Tuborg Beer". The company has lacking appropriate promotion mix. It also lacks the investment to consumer research.

4.11.3 OPPORTUNIY:

Brand recognition or company's name is the significant factor affecting Tuborg beer's competitive position. Tuborg beer is known well throughout the all Nepalese market. The primary concern over the past few years has been to get the brand's name to be even better known. The contemporary market of Biratnagar is providing plethora of opportunities for Tuborg beer. The increasing number of urbanization and changes in life style customer gives the opportunity to expand its market share. In other side, increased competition with some domestic and other foreign companies give Tuborg opportunity to think internationally by improving the quality to best suit the international market.

4.11.4 THREATS:

The current and potential threats come from its competitor (Inter and Intra). The major threats to the Tuborg are the competitors and non competitors. Low priced beer and other Hard drinks absorbed the same market. Even though Tuborg has major market share the rivalry with the Sanmiguel has produced a slow growth in market Share, Company must continuously to the changing attitudes and preferences of their customer or face losing market share to the competition.

CHAPTER –V

MAJOR FINDINGS AND RECOMMENDATION

5.1 MAJOR FINDINGS

Researcher attempted to know the consumer's behavior regarding consumption of Beer as well as particular brand Tuborg beer, on the basis of different sex, age group and profession. In doing so, various crucial factors are discovered that is highlighted as below

- ❖ It is found that majorities of consumers are male on the basis of sex, while on the basis of age group the maximum consumption is recorded in age group (20-30) & (30-50).
- ❖ For the seasonal consumption the record reveals that most of the consumer prefer beer in summer season where as the sluggish preference is recorded in winter season. In spring and rainy season have average preferences. The record also signifies that most of the people prefer beer 2-3 times per month.
- ❖ The record analysis that Tuborg has dominated the market of Biratnagar but the market share of Carlsberg and Sanmiguel can not be ignored.
- ❖ The majorities of consumers are hard core loyal toward particular brand of beer i.e. 44.33% but the share of switcher also can not be ignored it is recorded as 25.33% which is threat for the beer industry.
- ❖ Consumer of Biratnagar is preferring beer for different motives. Majorities of the consumers are uses for entertainment on some occasion, party, where as average of the consumers uses beer as an alcoholic drinks as well as keep body fresh, the record shows that age group (20-30) & (30-50) are the major target consumer where as on the basis of profession jobholder has greater involvement.
- ❖ Majorities of consumer of Biratnagar, 54.25% has perception that hard drinks are harmful for health. 28.72 have perceived value that it is difficult to digest which causes to vomiting and directly affect to the body. Other perception is that hard drinks is referred as drunker and dunkers are
- ❖

avoided by the society so people do not like to lose their prestige and people used to go for beer.

- ❖ Researcher wished to know that if the majorities of consumers use beer resources of entertainment rather than alcoholic drink then why they do not prefer cold drinks like coke or Pepsi or other non-alcoholic drinks. After the research it is found that majorities of consumers use beer for relaxation, and a bit of alcohol is required for it. It is found that beer provides more satisfaction than cold drinks. Few of the consumers have a perception that beer creates the prestige in society and grows from which they are belonging.
- ❖ Tuborg has the highest market share within the beer industry. Researcher wished to know the core competencies of Tuborg. Research signifies that the attributes of product, price and place (distribution) have equal effect on consumption. But the observed data analyses that attributes of product (brand, taste, quality) is more effective to increase the market share of Tuborg.
- ❖ The policy of government does not allow for the advertising of alcoholic products on TV or Radio. So that the beer industries are facing some major difficulties to select the right media. Research signifies that majorities of consumers are attracted through hoarding board, wall painting as well as sticker of restaurant where magazine & newspaper and internet are assumed as less effective media.
- ❖ To know the validity of consumer the researcher tried to express consumer feelings, whether they suggest drinking beer to their close relatives and friends or not. The research reveals that most of them suggested for the beer as soft drink rather than pure alcoholic drink.
- ❖ Researcher attempted to know that whether additional taste and additional modification of beer will attract more consumers or not. It is found that 72% of the consumers have a positive thinking toward changing tastes. In other hand the entire consumer has a positive thinking toward additional modification of the product.

5.2 RECOMMENDATION

In the light of the study following are the recommendations for the further managerial actions to the Tuborg beer.

- ❖ Majorities of consumer are male, it is recommended that company should focus on female group to expand the market and be ahead competitor.
- ❖ To increase the consumption in winter season the company should fully utilize the effort of promotional tools like sales promotion and advertising campaign with a message indicating "beer is also for winter".
- ❖ To obtain the competitive benefit, the company should focus on value chain analysis as well as logistic management. This will increase the quality and reduce the cost of production and distribution.
- ❖ The company has already larger number of loyal consumers but a single factor may change their behavior and preferences any time so that company should suggest expanding greater amount of investment in research of consumer behavior periodically and continuously.
- ❖ Consumer perceives beer positively. At the same time it is a best alternative to alcoholic drinks like whisky which contains low volume of alcohol. The perception may hamper to the beer industry in long run so the company should focus on consumer awareness that beer is relatively less harmful.
- ❖ Larger consumption of beer is used as resources of entertainment so the company should invest in the entertainment activity for the purpose of publicity. The company should also involve in sponsorship of social group rather than individual or family.
- ❖ The company should have a continuous attention towards product, price and place (distribution) on the parallel basis.
- ❖ Different age group has different choices so that only one media is not sufficient to influence entire target group in existing competitive situation. There is a requirement of media mix, concept of integrated marketing and creative media strategy with effective appeal.
- ❖ Beer is a controversial product; the organization should raise two basic questions to government. (A) if beer is allowed to produce then why they are restricted to advertise on TV and Radio. The industry has rights to spread out the message about the product. (B) If the beer is allowed to advertise on magazine or other media then why not on TV and Radio.
- ❖ Finally, the dominant firm uses the first mover strategy. The company should accept the challenges of competitive situation. It should more focus on differentiation strategy for the industry growth. In the changing environment, the tastes and preferences of consumer are also changing so it is highly recommended that

keeping Tuborg constant it should add some additional brand with changing taste (sweet, lemon, orange) as well as modification in packaging.

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APPENDIX A

Testing Hypothesis-1

Age group	O	E	O-E	(O-E) ²	(O-E) ² /E
Below 20	28	75	-47	2209	25.98
20-30	96	75	21	441	5.88
30-50	118	75	43	1849	24.65
50& above	58	75	17	289	3.85
				Total	60.36

Null Hypothesis H_{01} : There is equally attraction on beer by different age group

Alt. Hypothesis H_{A1} : The attraction on beer differs by different age group

Level of Significance, $(\alpha) = 5\%$, and 1%

Degree of Freedom, $\nu = n - 1 = 3$

Calculated $\chi^2 = 60.36$

Critical value χ^2 at $0.05 = 7.81$ and χ^2 at $0.01 = 6.251$

Thus the calculated value is greater than critical value, so the null hypothesis is rejected and alternative hypothesis is accepted. Therefore on the basis of observed data there should be more attraction of age groups (30-50) than other towards beer.

APPENDIX B

Testing Hypothesis-2

Brand	O	E	O-E	(O-E) ²	(O-E) ² /E
Tuborg Gold	103	30	73	5329	0.0056
Carlsberg	45	30	15	225	0.1333
Sanmiguel	58	30	28	784	26.1333
Royal D.	18	30	-12	144	4.8600
Lceberg	8	30	-22	484	16.1333
Katmandu	15	30	-15	225	7.5000
Mt, Everest	9	30	-21	441	14.7000
Tiger	20	30	-10	100	3.3333
Star	16	30	-14	196	6.5333
Real Gold	8	30	-22	484	16.1333
				Total	95.405

H₀₂: Consumer prefer every brand of beer equally

H_{A2}: Consumer do not prefer all the brand of beer equally, Tuborg has larger consumption than others

Degree of Freedom, $v = (n-1) = (10-1) = 9$

Level of Significance, $(\alpha) = 5\%$, and 1%

Calculated value $x^2 = 95.405$

Critical value x^2 at $0.05 = 12.592$ and x^2 at $0.01 = 10.645$

Calculation of Correlation between Season and frequency of use

Season	Frequency of use			
X1	X2	X1X2	X1 ²	X2 ²
300	118	35400	90000	13924
63	92	5796	3969	8464
144	205	29520	20736	42025
$\sum X1=702$	$\sum X2=702$	$\sum X1X2=126681$	$\sum X1^2=152730$	$\sum X2^2=146782$

$$r = \frac{n \sum x_1 x_2 - \sum x_1 \cdot \sum x_2}{\sqrt{(\sum x_1^2 - (\sum x_1)^2)} \sqrt{(\sum x_2^2 - (\sum x_2)^2)}}$$

$$\frac{(4 * 126681 - 702 * 702)}{\sqrt{(4 * 152730 - 492804)} \sqrt{(4 * 146782 - 492804)}}$$

$$r = 13920 / (344 * 307)$$

$$r = 0.1318$$

APPENDIX C

Testing Hypothesis-3

O	E	O-E	(O-E) ²	(O-E) ² /E
74	50	24	576	11.52
47	39	8	64	1.64
103	88	15	225	2.56
76	123	-47	2209	17.96
5	11	6	36	3.27
7	8	1	1	0.125
15	18	-3	9	0.50
36	25	11	121	4.84
16	24	8	64	2.67
24	19	-5	25	1.31
31	42	-11	121	2.88
73	59	14	196	3.32
23	33	10	100	3.03
14	26	-12	144	5.58
46	57	-1	1	0.01
102	80	22	484	6.05
			Total	67.265

Degree of Freedom, $v=(r-1)(c-1) = (4-1)(4-1) = 9$

Level of Significance, $(\alpha) = 5\%$, and 1%

Expected value = $\frac{\text{row total} * \text{column total}}{\text{Grand total}}$

Calculated value $\chi^2=67.265$

Critical value χ^2 at $0.05=12.592$ and χ^2 $0.01=10.645$

APPENDIX D

Testing Hypothesis-4

O	E	After pull		O-E	(O-E) ²	(O-E) ² /E
		O	E			
0	7	15	31	-16	256	8.26
15	24					
37	29	37	29	8	64	2.21
22	14	22	18	4	16	0.89
0	4					
11	15	11	15	-4	16	1.07
23	19	23	19	4	16	0.84
13	9	13	9	4	16	1.78
5	10	5	10	-5	25	2.5
36	33	36	33	3	9	0.27
48	40	48	40	8	64	1.6
14	20	14	20	6	36	1.8
23	7	23	7	16	256	36.57
34	24	34	24	10	100	4.17
10	30	10	30	20	400	13.33
9	15	9	15	6	36	2.4
					Total	77.69

Degree of Freedom, $v=(r-1)(c-1) = (4-1)(4-1) = 9$

Expected value = $\frac{\text{row total} * \text{column total}}{\text{Grand total}}$

Calculated value $x^2=77.69$

Critical value x^2 at 0.05=12.592 and x^2 0.01=10.645

Calculation of Correlation between Age group and frequency of

Age group	Frequency of use			
X1	X2	X1X2	X1 ²	X2 ²
28	74	2072	784	5476
96	47	4512	9216	2209
118	103	12154	13924	10609
58	76	4408	3364	5776
$\sum X1=300$	$\sum X2=300$	$\sum X1X2=23146$	$\sum X1^2=27288$	$\sum X2^2=24070$

$$r = \frac{n \sum x_1 x_2 - \sum x_1 * \sum x_2}{\sqrt{(\sum x_1^2 - (\sum x_1)^2)} \sqrt{(\sum x_2^2 - (\sum x_2)^2)}}$$

$$\frac{(4 * 23146 - 300 * 300)}{\sqrt{(4 * 27288 - 90000)} \sqrt{(4 * 24070 - 90000)}}$$

r= 2584/(138*79)

r = 0.247

APPENDIX-E

Testing Hypothesis-5

O	E	After pull		O-E	(O-E) ²	(O-E) ² /E
		O	E			
2	9	19	39	20	400	21.052
17	30					
40	37	40	37	3	9	0.24
35	18	35	18	17	289	16.05
15	9	19	9	6	36	4.00
40	32	40	31	8	64	2.00
31	39	31	39	-8	64	1.64
14	19	14	19	-5	25	1.315
10	9	10	9	1	1	0.111
36	30	36	30	6	36	1.200
43	31	43	37	6	36	0.97
5	18	9	23	-14	196	8.52
1	1.12					
3	3.84					
4	4.70	8	7	1	1	0.14
4	2.3					
					Total	57.238

Degree of Freedom, $v=(r-1)(c-1) = (4-1)(4-1) = 9$

Expected value = $\frac{\text{row total} * \text{column total}}{\text{Grand total}}$

Calculated value $x^2=57.238$

Critical value x^2 at 0.05=12.592 and x^2 0.01=10.645

Calculation of Correlation between Age group and frequency of

Age group	Motive			
X1	X2	X1X2	X1 ²	X2 ²
28	74	2072	784	5476
96	47	4512	9216	2209
118	103	12154	13924	10609
58	76	4408	3364	5776
$\sum X1=300$	$\sum X2=300$	$\sum X1X2=24020$	$\sum X1^2=27288$	$\sum X2^2=27816$

$$r = \frac{n \sum x_1 x_2 - \sum x_1 * \sum x_2}{\sqrt{(\sum x_1^2 - (\sum x_1)^2)} \sqrt{(\sum x_2^2 - (\sum x_2)^2)}}$$

$$\frac{(4 * 24020 - 300 * 300)}{\sqrt{(4 * 27288 - 90000)} \sqrt{(4 * 27816 - 90000)}}$$

r= 6080/(138*146)

Correlation coefficient = 0.30

APPENDIX-F

Testing Hypothesis-6

O	E	After pull		O-E	(O-E) ²	(O-E) ² /E
		O	E			
6	27	6	27	21	441	16.33
17	29	17	29	-12	144	4.96
52	26	52	26	26	676	26.00
19	12	19	12	7	49	4.08
43	28	43	28	15	225	8.03
30	31	30	31	-1	1	0.03
17	28	17	28	-11	121	4.32
10	13	10	13	-3	9	0.69
31	27	31	27	4	16	0.59
41	29	41	29	12	144	4.96
13	26	13	26	13	169	6.50
9	12	9	12	3	9	0.75
5	3.4	12	12	0	0	0
6	3.6					
1	3.3					
0	1.5					
					Total	77.25

Degree of Freedom, $v=(r-1)(c-1) = (4-1)(4-1) = 9$

Expected value = $\frac{\text{row total} * \text{column total}}{\text{Grand total}}$

Calculated value $x^2=77.238$

Critical value x^2 at 0.05=12.592 and x^2 0.01=10.645

Calculation of Correlation between Age group and frequency of use

Age group	Motive			
X1	X2	X1X2	X1 ²	X2 ²
94	85	7990	8836	7225
100	94	9400	10000	8836
94	83	7802	8836	6889
12	38	456	144	1444
$\sum X1=300$	$\sum X2=300$	$\sum X1X2=25648$	$\sum X1^2=27816$	$\sum X2^2=24394$

$$r = \frac{n \sum x_1 x_2 - \sum x_1 * \sum x_2}{\sqrt{(\sum x_1^2 - (\sum x_1)^2)} \sqrt{(\sum x_2^2 - (\sum x_2)^2)}}$$

$$\frac{(4 * 25648 - 300 * 300)}{\sqrt{(111264 - 90000)} \sqrt{(97516 - 90000)}}$$

r= 12592/(146*87)

Correlation coefficient r = 0.9908

APPENDIX - G

Testing Hypothesis -7

Causes	O	E	(O-E)	(O-E) ²	(O-E) ² /E
Harmful	51	23.5	27.58	756	32.18
Undigested	27	23.5	3.5	12	0.52
Prestige	13	23.5	-10.5	110	4.69
Other	3	23.5	-20.5	420	17.88
				Total	55.27

H₀₇ : Consumer has same causes for avoiding liquor

H_{A7} : use of beer as alcoholic drink is better than using liquor or the causes harmful is more reliable

Degree of Freedom, $v=(n-1) = (4-1) = 3$

Level of Significance, $(\alpha) = 5\%$, and 1%

Calculated value = $\chi^2 = 55.27$

Critical value χ^2 at $0.05=7.81$ and χ^2 at $0.01 = 6.251$

APPENDIX - H

Testing Hypothesis -8

Causes	O	E	(O-E)	(O-E)²	(O-E)²/E
Relax	101	48.5	52.5	2756	56.83
Satisfied	65	48.5	16.5	272	5.61
Prestige	24	48.5	-24.5	600	12.38
Other	4	48.5	-44.5	1980	40.83
				Total	115.65

H₀₈ : There is insignificant relationship between beer user and the cause of using it.

H_{A8} : There is significant relationship with beer user and the cause of using it.

Degree of Freedom, $v=(n-1) = (4-1) = 3$

Level of Significance, $(\alpha) = 5\%$, and 1%

Calculated value = $\chi^2 = 115.65$

Critical value χ^2 at $0.05=7.81$ and χ^2 at $0.01 = 6.251$

APPENDIX - I

Testing Hypothesis -9

O	E	(O-E)	(O-E) ²	(O-E) ² /E
9	16	7	49	3.06
14	8	6	36	4.50
5	5	0	0	0
58	53	5	25	0.47
26	27	-1	1	0.03
12	16	-4	16	1.00
67	66	1	1	0.01
29	33	-4	16	0.48
22	19	3	9	0.47
33	32	1	1	0.03
15	16	-1	1	0.06
10	9	1	1	0.11
			Total	10.22

H₀₉: There is no relation between age group and influencing factors or 3 factors of marketing mix have equal effect.

H_{A8}: There is significant effect of attributes of product to influence other customer toward Tuborg.

Degree of Freedom, $v=(n-1) = (c-1) = (4-1) (3-1) = 6$

Expected value = $\frac{\text{row total} * \text{column total}}{\text{Grand total}}$

Calculated value = $x^2 = 10.22$

Critical value x^2 at 0.05=12.592 and x^2 at 0.01 = 10.645

APPENDIX –M: QUESTIONNAIRE

I am a MBS student of Tribhuvan University, conducting a research study on beer on the basis of brand perceived by Nepalese consumers at Biratnagar. So, I request you to co-operate me by providing the accurate information as demanded by the questionnaire so that my study will be more accurate and meaningful. I promise that your response will be kept fully confidential.

Your Sex

Male	
Female	

Your Age range (Please tick the box in which you lie)

Upto 20 yr	20-30 yr	30-50 yr	50 and above

Profession:

- 1) Which is your most favorite Beer available in the market? I request you to choose one.

Tuborg		San Miguel	
Carlsberg		Iceberg	
Royal danish		Kathmandu	
Mt. Everest		Star	
Tiger		Real gold	

- 2) In which season you prefer drink Beer. Mostly

Description	Summer	Winter	Spring	Rainy
Everyday				
2 to 3 times a week				

2 to 3 times a month				
Occasionally				

Brand loyalty

3) Which type of customer you are? Please tick one or more

Hard core loyal (Always use one brand)

Split loyal (Loyal towards two brand)

Shifting (shift from on brand to another)

Switcher (Always try new brand)

Consumers Attitude

4) How do you perceive beer as drink?

As an alcoholic drink

As a resource of entertainment and fun

To keep body fresh

If other then please mention it

5) If your answer is alcoholic drinks then why not you use always liquor?

Liquor is harmful drink.

I can not digest liquor

Due to fear of loosing prestige in society

If other then please mention it

6) If your answer is just entertainment then why don't use cold drinks like (Coke or Pepsi or Frooti)?

<input type="checkbox"/>	I need a little bit alcohol to get relaxed.
<input type="checkbox"/>	Beer satisfies more than soft drinks
<input type="checkbox"/>	Beer increases prestige in society and belonging group
<input type="checkbox"/>	It other then please mention it

Marketing mix effect

7)	Assume that you are loyal of one brand, which major factor make you shift to Tuborg beer? Please tick one of them.				
<input type="checkbox"/>	Product	<input type="checkbox"/>	Price of Tuborg	<input type="checkbox"/>	Place/distribution
A)	If your answer is product then which one of them? If not then go for no 8				
<input type="checkbox"/>	Brand	<input type="checkbox"/>	Taste	<input type="checkbox"/>	Quality

Advertising Effect

8)	Which of the Advertisement effect supports you to shift your brand?
----	---

From family members and friend

Ad through magazines and newspapers

Advertising through hoarding board

Advertisement through sticker of Restaurants

Advertisement through wall painting

Advertising through internet

9) What do you like to tell your friends, close relative and neighbors to take
And why

Beer
drinks

Whisky

Rum

Brandy

Coke/soft

Reason

.....

Modification Effect

10) Do you recommend changing the flavor/taste of beer? If yes

Sweet

Lemon

orange

No modification

11) Would you like to take beer if it's packaging changes? If yes then

Like frooti pack with changed taste as

Like frooti pack without change taste.

2 liter bottle with changed taste as

2 liter bottle without change in taste

Thank you very much for your help. It has been most interesting interacting with you.