

CHAPTER-1

INTRODUCTION

1.1 Background of the Study

In our daily lives, we come across various products being made and brought to us with the help of advertisement distribution channels by various manufacturers. Most of them appeal to the best of our expectation; some do to some extent only and so do not at all. On top of that, some products become a history in the long run; whilst some do create a niche even for a long time period in our life periods i.e. since our childhood till our aged periods. Because of the fact that the consumer may forget the taste of the product or switch to another new product, the manufacturers carry out research and development on a continuous basis and bring out them in a new form. The interesting thing to be noted is about the products that are made available to us, come up with a unique label “**New**” for instance “**New Mayos**”, “**New Horlics**”, etc. at different time periods on a day-to-day frequency. However, amidst the flow of such products, there is always an important decision to be made is which one to select as the right product and on what basis to select. Every companies claim its product to be the best one with stiff advertisement and other attractive announcement as well. However, only some of them prove to be the best one among all at the final period of the consumption. Due to various factors such as time to be involved, money to be invested, desire of having greater satisfaction and need of acquiring qualitative services the products provide to us and the costs involved in case of quick replacement of the product with the next alternate, and so on it has become imperative for us to go for the selection of the right product with prudent decision. Here comes a unique feature called “**Brand**” to play a great role in helping us to have all such as mentioned above in today’s competitive and complex scenario of marketing.

Before exploring and going deeper what and why brand, let us first have a brief discussion on what marketing is and how brand gets rolled into the aspect of marketing.

As we know, production is the prime activity of each and every industry and successful selling of the product is the ultimate goal. And, marketing is the ultimate

source or means to achieve such goals. However this is not as easy as said as today's marketing environment is surrounded by various factors and influenced by them with greater degree of magnitude as well. Some of such factors may include technological changes, stiff competition, change in the taste of customers, distribution channels, political changes, globalization, financial crises in both the home and abroad countries, etc. Amidst such scenario, very few of the companies get success with the help of proper marketing plans, strategies, and right products and its brand names in the long runs. For having better insight regarding the concept, some of the definitions have been mentioned below as taken from the statements given by various scholars/institutions.

“Marketing is a societal process by which individuals and groups obtain what they need and want through creation, offerings, and freely exchanging products and services of value with others.” **(Kotler, Philip: 2003:9)**

“So the marketing is the total activity that is concerned with satisfying consumers’ needs and wants. It includes planning, organizing, distributing and controlling functions. It is the system that is concerned with creating, offering and exchanging the products and services in an effective and systematic manner.” **(Shrestha Prakash, 2006:1)**

In a generic way, marketing is considered as a process of selling products with the help of advertising and various promotional activities. This indicates selling and advertising are the strongest components of marketing in the eyes of general public. Thus, it can be understood marketing helps an organization to find out what the needs of the customers are in actual and helps to design and produce the products based on such findings though the decisions are undertaken after going through a long research in the potential market segment.

Having been discussed on the generic background of marketing and its concepts, let us move ahead in knowing what brand is and what kind of roles it plays in the field of marketing. Most of the consumers buy products with the help of brand rather than by inspecting the products. It means, successful marketing of product means successful marketing of the brand of that product; Moreover, consumers may evaluate the

identical product differently depending on how it is branded. They learn about brands through past experiences with the product and its marketing programs, finding out which brands satisfy their needs and which do not. However, a question arises why it is important to give so much focus on branding products. The reason is simple as consumers' lives become more complicated, rushed, and time starved, the ability of a brand to simplify decision making and reduce risk is invaluable. Besides this, brand also performs valuable functions for firms. First, they simplify product handling or tracing. Brands help to organize inventory and accounting records. A brand also offers the firm legal protection for unique features or aspects of the product. The brand name can be protected through registered trademarks; manufacturing processes can be protected through patents; and packaging can be protected through copyrights and proprietary designs. These intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of a valuable asset. Brands signal a certain level of quality so that satisfied buyers can easily choose the product again. Brand loyalty provides predictability and security of demand for the firm, and it creates barriers to entry that make it difficult for other firms to enter the market. Loyalty also can translate into customer willingness to pay a higher price – often **20% to 25%** more than competing brands. Although competitors may duplicate manufacturing processes and product designs, they can not easily match lasting impressions left in the minds of individuals and organizations by years of product experience and marketing activity. In this sense, branding can be a powerful means to secure a competitive advantage. “A product is anything that can be offered to market to satisfy a want or need. After producing a product, identification of the product should be given. For this brand is used to identify the product. Branding constitutes an important part of product. So, building brand requires a great deal of time, money, promotion, packaging, etc.” (**Kotler, Philip, 2003:250-251**)

Adding to this further, **Prof. Kotler** says "A brand is a name of mark intended to identify the product of one seller or group of sellers and differentiate the product from competing producers" (**Kotler, Philip, 2003: 420**). Similarly, the American Association defines a brand as “A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. A brand is thus a product or service whose dimensions differentiate it in some way from other products

or services designed to satisfy the same need. These differences may be functional, rational, or tangible – related to product performance of the brand. They may also be more symbolic, emotional, or intangible – related to what the brand represents. **(Kotler, Philip, 2003: 250)**

A product from one manufacturer may be so similar to those of other manufacturers that consumers are entirely different as to which one they buy. For example, toothpaste is much the same whether it is produced and sold by **Colgate, Brighter,** or **Dabur** Nepal because they are homogeneous commodities rather than distinct products with different benefits from other others on offer.

At first sight, water would come into the category of a commodity product, yet any supermarket has a range of bottled waters, each with its own formulation and brand name and each with its loyal consumers. In these cases, the original commodity product (water) has been converted into a brand. Branding is a process of adding value to the product by use of its packaging, brand name, promotion and positing in consumers' minds.

De-Chernatony and McDonald (1998) offer the following definition of brand: “A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values, which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition.”

Thus, brand is not only a name given to a product but also a technique by which the quality or the product of various producers are differentiated. So every manufacturer or marketer is trying its best to make the consumers develop a positive attitude towards the brand of their product and buy that brand again and again. To put more precisely, every manufacturer wants and tries their best to make their consumers loyal to the brand of their product. But quite naturally, all the consumers do not deal or behave with the brands exactly in the way marketers want. In spite of availability of different brands, there are some consumers who keep on sticking up to a particular brand; where as, some are indifferent in selection of a brand. Similarly, there are also others who are constantly switching from one brand to other. Every brand has a

certain image in the market. Every brand is known for its own feature, according to the experience of the same or due to another psychological element; prefer one brand to others. If they think a brand is good in terms of quality, price, social status than any other; they develop a positive attitude towards that brand and repeatedly intend to repurchase, the manufacturer has gained a great assets known as brand loyalty. In a simple term, brand loyalty means a consumer's strong faith or belief on a particular brand and, as a result, an intention to repurchase the same brand and buys the same brand again and again. The consumer there is said to be brand loyal.

In the past, the Nepalese market was highly supply driven. Organization could sell almost everything they produced or imported. In a high demand situation, they did not realize the importance of marketing. Marketing for most of the organization meant distribution and selling. Nepal has experienced significant social and economic change in the last two decades. Nepalese business community feels that their major weakness lies in the area of marketing. They have realized the importance of marketing and increasingly demand personnel who are trained in this field. Obviously this has led to create the awareness regarding the importance of branding a products and making buying decisions on the basis of brand selection in today's contexts in the Nepalese markets.

But having been analyzed on such theme, it has been found very few researches have been conducted in Nepal so far to find out how much aware the consumers are in Nepalese markets and how they behave with different brands of product available in the market as well. Hence, this study is being carried out to analyze and find out whether the consumers in Nepalese markets are aware of the brands and what kind of behavioral patterns they follow while purchasing any commodities.

1.2 Focus of the Study

Needless to mention, in today's world, brand has already made an important place for easy-selling of products in the field of marketing. Even the commodity worth Re.1 or a very low price comes in a package with distinctive symbols that well represents the product. For instance “**Nescafe**” coffees that comes in a small pouch with Rs. 1.50 or 2. This induces the consumers to buy that pouch with immediate effect surprising the other coffee products in the similar sizes. Smoothness running of an industry is the

main function of successful marketing of its products. Thus, this shows how important a brand is in today's marketing context and why it should be focuses so much.

In fact, if we observe today's consumer's behavior closely, we can find that most of products are brought by brand rather than inspection. This is the reason that every marketer and manufacturers are trying their best to develop brand loyalty towards their particular brand of products. Though it is often seen that all the consumers do not deal or follow brand exactly as the way intended by the marketers and producers, research evidence suggests that a great deal of brand loyalty develops quite early in the context of people's family life.

The brand applies in all types of products be it the case of huge pricing products such as Automobiles (e.g. **“Mercedes Benz”**, etc.), Machinery Items (Photocopy Machines e.g. **“Xerox”**, etc.), or be it the case of retail products such as **Mineral Waters** (e.g. **“Aqua 100”**, etc.), **Toothpaste** (e.g. **“Colgate”**, etc.) , **Noodles** (e.g. **“Wai Wai”**), **Milk** (**“DDC”**, etc.) or be it the case of **Internet** (e.g. **“Google”**, etc.) or be it the case of mobile products (e.g. **“Nokia”**, **“Vodaphones”**, etc.) or be it the case of **Movie Banners**, in the case of Film Industry (e.g. **“R.K. Banners”** in **Bollywood**, **“20th Century Fox”** in **Hollywood**, etc.), **Directors** (e.g. **“Mani Ratnam”** in **Bollywood**, **“Steven Spielberg”** in **Hollywood**, etc.) and **Cine Artists** (e.g. **“Rajesh Hamal”** in **Kollywood** i.e. Nepali Film Industry, **“Amitabh Bachhan”** in **Bollywood**, etc.). Moreover, brand itself encompasses various aspects and roles in the case of successful marketing of products. However, the study has been mainly focused in analyzing the awareness of Nepalese consumers and their behavioral pattern reflected in purchasing of products in the market. Besides this, the market in Nepal covers in other regions too; however the study has been focused only within Kathmandu Valley. For this purpose, five different types of low involvement products have been selected for the study and which are as follows:

- Mineral water
- Cold Drinks
- Cine Artists
- Mobile Products

Each of the above involvement consumer products have been defined as follows:

- **Mineral water:** Mineral water is packaged drinking water that is sold in plastic bottles. Few years ago, common people used to perceive this as the product used or consumed by rich people and tourists only; but now, this concept has changed. Even the common people are using mineral water more frequently. That is why the demand has been increasing day by day in Nepalese markets at present. When we think of it, mineral water with special brand is preferred to other ones while making the purchasing decision for instance, “Aqua 100”.

- **Cold Drinks:** Cold drink has been one of the important beverage items these days especially during summer season. Be it urban or rural areas, this has gained popularity in both the areas in the modern days. However, the weight is obviously heavier on the part of urban areas. “Coka Cola” and “Pepsi” can be taken as good examples of the brands under this product.

- **Cine Artists:** Cine artists can also be regarded as a product and the famous actors who have achieved a hall of fame represent a brand name him/ herself. For instance, there are number of audiences who love to watch movie played by their favorite actor. No matter what the story and other things are there in the movie, they would like to visit the cinema hall merely because of the presence of their favorite actors e.g. **Rajesh Hamal** in Nepali movie industry.

- **Mobile Sets:** After the T.V. products it is mobile products that have created an immense roles and great places in the daily lives of consumers in today’s context. You can see so many people having the mobile access these days. However, being a stiff competition in this case too, selecting the particular mobile products and service providers, e.g. “Nokia”, “Sony Ericson”, etc. comes in the front scenario while analyzing. This is what we meant to say a “brand” by this example.

1.3 Statement of the Problem

Population in Nepal is increasing more and more. This has resulted in increase of demand of different products. Due to this reason, many industries are being established in Nepal. Few years back, there were very few industries and they were

able to fulfill the demand of the consumers; but now, developments in transportation, communication, political awareness, etc. have made the world narrower. Now, people can order and buy any kinds of goods without leaving comfort of their room. Television advertisement and Internet shopping have revolutionized the marketing and sales within the short span of time.

However, having been said that, the market has become more complex due to various factors as mentioned above, out of which, switching the habit from purchasing one products to another from the side of customers has played a key role in this scenario. Also most of the products have not been found to create a niche in being positioned in a front place. Besides this, the awareness regarding why brand is very important and how roles in promoting the sales plays and how it can benefit consumers while making purchasing decision has been found in a very back scenario. Hence, one of the major problems of various companies is to retain the customers with them for a long time.

Some of the major problems that have been observed in the prevailing contexts are as follows:

1. Do the consumers and product makers in Kathmandu Valley are aware of brands with regards to its meaning, source of selecting, and importance?
2. What kinds of trends are found being followed while selecting brand by the Nepalese Consumers in the Kathmandu Valley? Is there any regular Brand Preference Trend among them? And also is their any relationship between brand loyalty and demographic variables like age, sex and income as well.
3. Do they really behave in loyal way towards any particular brand once selected during their whole life or for a certain time periods say 1 Year, 2 Years, 5 years or 10 years, etc.?
4. What are the factors that affect them in the course of brand selection decision?
5. Are they ready to pay premium i.e. additional price for the brands preferred by them?

1.4 Objectives of the Study

Since our main purpose is to find out the consumers in the Nepalese market especially Kathmandu Valley aware of what brand is and how it affects their purchasing

decision and why it should be considered or not, this study will include the following specific objectives.

1. To analyze **brand consciousness** i.e. awareness of consumers in the Kathmandu Valley in terms of the meaning of brand, its usefulness and the source of knowing a particular brand, etc.
2. To find out what **kind of behaviors** the consumers show while selecting a brand and preferring a brand and the **factors** that affect their behaviors with regards to brand selection.
3. To find identify **degree and trend of being loyal towards** brands by the consumers and identify the relationship between brand loyalty and demographic variables like age, sex and income as well.
4. To find out their **brand preference & readiness to pay premium** for the brand they prefer and select during the course of making purchasing decision.

1.5 Significance of the Study

In the era of cutthroat competition, successful marketing of products depend on understanding of consumer's taste, brand preferences and loyalty towards it. The significance and importance that this study will provide can be bulleted as follows:

1. This study will help any of the concerning people, groups to know the consumer behavior on their products. Hence, groups such as manufacturers and marketers can decide the advertisement policy, consumers' response to the price and consumers' perception about their product.
2. This study can help in the segmentation of their market into loyal consumer market and non-loyal consumer market. This study can give manufactures and marketers protection from competition. This study can be helpful in planning marketing mix as well.
3. Similarly, this study will be a valuable reference to the scholars and researchers who are interested in conducting further researches about "brand" or any aspects surroundings towards it such as "brand preference", etc. in the future.
4. Also, the study will open a gate for the forth-coming thesis researchers to dig into deeper aspects of the brand to explore new findings into other areas of Nepal and other products as well. Any things missing in the entire study can be covered by those who conduct research by making this study as a reference.

1.6 Limitations of the Study

This study is simply a partial fulfillment of **MBS** degree and has to be finished within a short span of time. So, it is natural to have several limitations which can weaken the objectives of this study. Some of the limitations that this study will carry are as follows:

1. Only four low involvement consumer products have been included in this study i.e., Mineral Water, Cold Drinks, Movie Actors, Mobile Sets, etc. Hence, the findings derived so, may not be necessarily applicable to the similar case of other products.
2. Similar to this, only the area pertaining to Kathmandu Valley has been considered for the survey for collecting primary data to be used in “**Data Analysis and Presentation**” chapter.
3. Only some portion has been considered from the population during the course of survey to be conducted because of the need of huge time involvement and other situations while doing the survey.
4. The study is of purely a descriptive one that is without involving any statistical tools. Hence, the degree of findings may lack the points that the “use of statistic tools”.
5. Being the study a descriptive one, the study is totally based on the views and responses received from consumers of Kathmandu valley only. Hence, the findings of the study may stand as being influenced by the biasness and the personal attachment of the respondents to a greater extent.

1.7 Organization of the Study

The entire study has been organized in such a way that would help every reader to get a good picture of the main gist of this study. In order to make the study more organized and readable, this thesis study has been divided into five chapters as follows in which a wise care and focus has been given:

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Data Presentation and Analysis

Chapter V: Summary, Conclusions and Recommendations

Chapter I: Introduction

This chapter covers background of the study, statement of problem, objectives of the study, importance of the study and organization of the study.

Chapter II: Review of Literature

The second chapter focuses on review of literature. It contains the conceptual framework and review of past research study related with concerning topic of this study.

Chapter III: Research Methodology

The third chapter deals with the research methodology to be adopted for the study consisting research design, sources of data, data gathering procedure, population and sample, research variables and data processing procedure.

Chapter IV: Data Presentation and Analysis

The fourth chapter deals with, presentation, analysis, interpretation and major findings of primary data collected from questionnaires.

Chapter V: Summary, Conclusions and Recommendations

The last chapter covers the summary, conclusions and recommendations.

CHAPTER- 2

REVIEW OF LITERATURE

2.1 Conceptual Review

Marketing is indeed an ancient art; it has been practiced in one form or the other since the days of Adam and Eve. Its emergence as a management discipline, however, is of relatively recent origin. Moreover, within this relatively short period, it has gained a great deal of importance and stature. In fact, today most management thinkers and practitioners the world over regard marketing as the most important of all management functions in any business.

Marketing has been developing together with development in human civilization. If we turn three or four hundred years back to the history of human civilization, we find marketing of that time, by modern standard, relatively uncultured. Craftsmen carried on their business face to face with consumers. They did not need any mechanism, tools or techniques of marketing, as used today, for propagation of qualities of their products and for successful marketing of these products. However, that stage could not last long. Human needs and wants changed. Human aspiration for excellence and better status gave birth to thousands of discoveries, inventions and innovations, and established thousands of units of different types of industry to fulfill those aspirations. These changes in turn not only invented different sophisticated tools and techniques, and effective strategies for successful marketing but also made the marketing a most competitive field.

Today the philosophy of marketing guiding the marketing activity of the organizations has been changed drastically. Originally, companies based their marketing decisions largely on immediate company profit calculations. Then they began to recognize the long-run importance of satisfying consumers' wants. Now they are beginning to factor society's interest in their decision-making.

Today, the marketing philosophy of the organizations is the societal marketing concept. The societal marketing concept holds that "the organization's task is to determine the needs, wants and interest of target markets and to deliver the desired

satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and society's well-being." (Kotler, Philip, 2003: 28)

Thus, today the consumer and the society have been the centre point around which all the marketing activities revolve. The various advancements made in marketing have established the consumers as the sovereign power in the marketing world. Therefore, in order to be successful, products must be produced according to the need of the consumers and interest of the society.

In the modern business world, understanding of consumer choice, purchasing and decision making process, brand preference, factors affecting decision making process, etc, or, say, understanding of consumer behavior is the most necessary to become a successful marketer.

2.1.1 Marketing Concepts

Marketing has been developing together with development in human civilization. If we trace three-four hundred years back to the history of human civilization, we find marketing of that time rather uncultured by modern standard. At that time they did not need mechanism or tools or techniques of marketing as used today. But now all the situations are changed, the needs and wants are also changed. Human aspiration for excellent and better status have given birth to thousand of discoveries, inventions and innovations and established thousands of units of different types of industry to fulfill that aspiration. These changes, in turn not only introduced different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive fields.

There are five competing concepts under which organizations can choose to conduct their business; the production concept, the product concept, the selling concept, the marketing concept and the societal marketing concept. Out of which the marketing concept holds that key to achieving organizational goals consist of determining the needs and wants of target market and delivering the desired satisfactions more effectively and efficiently than competitors.

It starts with a well defined market focuses on customer needs, coordinates all the activities that will affect customer and produces profits by satisfying customers.

In recent years some have questioned whether the marketing concept is an appropriate philosophy in a world faced with major demographics and environmental challenges. The societal marketing concept holds that the organization's task is to determine the needs, wants and interest of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well beings. This concept calls upon marketers to balance three considerations.

1. Company profits
2. Consumers satisfaction and
3. Public Interest

2.1.2 Evolution of Marketing

The evolution of Marketing has been analyzed in similar way by various authors in their independent works. Some of the authors as **Phillip Kotler & Gary Armstrong** are of the view that there are different stages in the process of evolution of marketing as follows.

A. Production Oriented Stage

The production concept lies in the philosophy that consumers will favor products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency. *(Kotler, Philip, 2003: 17)*

These Authors believe that that is a useful philosophy in two types of situations

- 1 When the demand of a product exceeds the supply, management should look for ways to increase production.

- 2 When the cost of production is high and is required to decrease to expand market. *(Kotler P. and Armstrong, 2008: 14)*

B. The Product Oriented Stage

The idea that the consumer will favor products that offers the most quality, performance and features and that the organization should therefore, devotes its energy to making continuous product improvements.

C. The Sales Oriented Stage

This stage emerged with the philosophy that consumers would not buy enough of the organizations' products unless the organization undertakes a large-scale selling and promotion effort.

D. Marketing Oriented Stage

The basic target of this stage is that the achievements of organizations goals depend on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than do competitors.

E. Societal-Marketing Oriented Stage

This is the latest development in the field of marketing. The stage is based upon the fact that the organization should determine the needs/wants and interests of the target markets and deliver the desired satisfactions more effectively and efficiently than do competitors in a way that maintains or improves the consumer's and society's well being. (*Agrawal, Govind Ram, 2004: 17*)

2.1.3. The Marketing Concept in Nepal

(*Agrawal, Govind Ram, 2004: 2*)

1. The economy of Nepal is characterized by excessive dependence on agriculture. The industrial sector is in a developing stage. The role of services has been growing in the recent years. Due to the topography diversity of the country coupled with poor transport and communication facilities, marketing has remained fragmented.
2. The public sector remains dominant in the Nepalese economy. The private sector is developing and dominated by the family owned and managed business. The advent of global companies, especially in tourism and finance sectors, has resulted in the transfer of new marketing skill along with capital and technology.

3. Marketing has traditionally remained a neglected aspect in Nepal. Enterprises tend to concentrate on production and selling rather than marketing. The selling concept has been serving as the marketing philosophy of Nepalese managers. The public sector has generally remained indifferent to the marketing concept.
4. The marketing concept has not been embraced by most Nepalese organizations.

This is clear from the following points.

-) Management Philosophy of most organizations of Nepal do not emphasize customer orientation.
 -) Target markets have not been clearly defined by most Nepalese organizations
 -) Marketing information system has remained very weak in most organizations.
 -) Marketing activities have remained fragmented in the organization structures. They have not been organizationally coordinated. Marketing department has not become a part of the top management team.
 -) Organizations tend to be more interested in producing products and making profit through selling and production. They seem least concerned about satisfying the needs of the customers.
5. Prospects for the Marketing Concept: Nepal has experienced significant socio-economic changes over the last 25 years. The supply-drive marketing where organizations could sell everything is increasingly giving way to demand driven marketing. There is a gradual conceptual growth in understanding the importance of the customers and marketing.

Study of consumer behavior has now been prevailed as an effective measure helping to develop the successful marketing strategy. This growing need and importance of behavioral study of consumer gave birth to brand loyalty as a separate subject of study.

The selected four non-durable consumer products for the study are as below:

a) Mineral Water

Mineral Water refers to the water that is purified through various equipments and packed in plastic bottles and jars and sold through various retailers. The trend has been growing towards having this product in urban areas.

b) Cold Drinks

Cold drinks refer to the drinks found in various flavors that come in bottled forms and are found purchased by various consumers during summer season.

c) Cine Artists

Cine artists, here meant the actors who play in movies in terms of different roles and convey the message or the theme of the movie by acting as per the scripts. Amongst various such actors, some of them can be found as stars simply call film stars and stand as a brand name for the entire film industry. **Rajesh Hamal, Bhuwan K.C. Gauri Malla** in Nepali industry and **Amitabh Bachhan, Amir Khan and Shahrukh Khan**, etc. in Indian Film Industry and **Mel Gibson, Arnold Swarznegor and Tom Hanks**, etc. in the Hollywood Film Industry.

d) Mobile Sets

Mobile sets refer to mobile products that are used for telephonic conversation and the service providers mean here the companies that provide the mobile network services.

2.1.4. Brand

A brand is an identifiable entity that makes specific promises of value. If you ask ten marketing professionals or brand managers to define the word "brand", you very well may get ten different answers. Most of the answers you receive, hopefully, will at least have some commonalities. In my own experience and in my extensive study of brands and branding, there is one definition of "brand" that seems to most succinctly define exactly what a brand is.

Prof. Kotler says “a brand is a name of mark intended to identify the product of one seller or group of sellers and differentiate the product from competing producers”

(Kotler, Philip, 2003:420). Similarly, the American Association defines a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or groups of sellers and to differentiate them from those of competitors”. A brand is thus a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible; related to product performance of the brand. They may also be more symbolic, emotional, or intangible; related to what the brand represents.

In its simplest form, a brand is nothing more and nothing less than the promises of value you or your product make. These promises can be implied or explicitly stated, but none-the-less, value of some type is promised.

The word "brand", when used as a noun, can refer to a company name, a product name, or a unique identifier such as a logo or trademark.

In a time before fences were used in ranching to keep one's cattle separate from other people's cattle, ranch owners branded, or marked, their cattle so they could later identify their herd as their own. (<http://www.davedolak.com/articles/dolak4.htm>)

2.1.5 Branding

The concept of branding also developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craftsmen used their initials, a symbol, or another unique mark to identify their work and they usually put these marks in a low visibility place on the product.

Not too long afterwards, high quality cattle and art became identifiable in consumers' minds by particular symbols and marks. Consumers would actually seek out certain marks because they had associated those marks in their minds with tastier beef, higher quality pottery or furniture, sophisticated artwork, and overall better products. If the

producer differentiated their product as superior in the mind of the consumer, then that producer's mark or brand came to represent superiority.

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much, much more than just creating a way to identify a product or company.

Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.

2.1.6 Brand Awareness

Brand awareness is a marketing concept that refers to a consumer knowing of a brand's existence; at aggregate (brand) level it refers to the proportion of consumers who know of the brand. Brand awareness can be measured by showing a consumer the brand and asking whether or not they knew of it beforehand. However, in common market research practice a variety of recognition and recall measures of brand awareness are employed all of which test the brand name's association to a product category cue, this came about because most market research in the 20th Century was conducted by post or telephone, actually showing the brand to consumers usually required more expensive face-to-face interviews (until web-based interviews became possible). This has led many textbooks to conceptualize brand awareness simply as its measures, that is, knowledge that the brand is a member of a particular product category, e.g. soft-drinks. Examples of such measures include:

-) **Brand recognition** - Either the brand name or both the brand name and category name are presented to respondents.
-) **Brand recall** - the product category name is given to respondents who are asked to recall as many brands as possible that are members of the category.
-) **Top of mind brand awareness** - as above, but only the first brand recalled is recorded (also known as spontaneous brand recall).

A gauge of marketing effectiveness measured by the ability of a customer to recognize and/or recall a name, image or other mark associated with a particular brand. (http://en.wikipedia.org/wiki/Brand_awareness June 30, 2009)

Brand Awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product. Brand awareness is an important way of promoting commodity-related products. This is because for these products, there are very few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest brand awareness compared to its competitors will usually get the most sales.

For example, in the soft drink industry, very little separates a generic soda from a brand-name soda, in terms of taste. However, consumers are very aware of the brands Pepsi and Coca Cola, in terms of their images and names. This higher rate of brand awareness equates to higher sales and also serves as an economic moat that prevents competitors from gaining more market share.

(<http://www.investopedia.com/terms/b/brandawareness.asp>)

Thus, brand awareness is a marketing concept that refers to a consumer knowing of a brand's existence; at aggregate (brand) level it refers to the proportion of consumers who know of the brand. It is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

2.1.7 Brand Loyalty

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Basically, consumers initially will make a trial

purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar.

Brand loyalists have the following mindset:

-) “I am committed to this brand.”
-) “I am willing to pay a higher price for this brand over other brands.”
-) “I will recommend this brand to others.”

(<http://www.extension.iastate.edu/agdm/wholefarm/html/c5-54.html> July 2, 2009)

Brand Loyalty is a concept of major importance in Marketing. The reason is that brand loyalty is one of the factors that determine a firm's market share. Market share is an asset in itself, since new entrants in a market face an entry barrier because they lack market share.

However, “Brand loyalty is a temporal aspect of consumer behavior.” **(Engel & Blackwell, 1982: 598)** Brand loyalty analyses whether or not a consumer is loyal.

I had specific brand or set of brands in a certain period. Brand loyalty is the level of commitment that customers feel toward a given brand, as represented by their continuing purchase of that brand. Studies on brand loyalty began when researches on consumer behavior became popular around late 50s and early 60s. **(Engel & Blackwell, 1982: 598)**

The consumers worldwide are not same, and because all aspects of consumer behavior are culture-bound and not subject to more environmental factors but integrated in all of human behavior, there is an increased need to identify and understand this integration. The marketers today have realized that the understanding of consumer behavior is the must and to be in the market they must be offering the consumers what they want. This modern theory has made the sellers become conscious enough to create an image of what they are offering so that the ultimate consumers would identify their product amidst of several likewise made available and thus they have begun to brand their products. Most of the products today are sold by brands. In the developed countries like United Kingdom, United States of America and Japan even vegetable products are sold by brands. This increasing use of brand has significantly increased the necessity to understand the brand loyalty behavior of the consumers all over the world.

Because marketers are concerned with actual consumer purchasing pattern and with consumers' beliefs and opinions concerning their brand and competing brands, today no one denies indispensability of understanding the brand loyalty behavior for successful marketing of the products. Brand loyalty, though may seem simple at a glance, it is not a simple concept. "Just as there are different approaches to the definition and measurement of information processing, so to there are different views as to the definition of brand loyalty" (*Schiffman & Kanuk, 1990: 258*)

One of the earliest studies defined brand loyalty to the sequence of purchasing a specific brand. (*Engel & Blackwell 1982: P. 566*) The key insight of this definition is that the purchasing pattern of a specific brand determines loyalty to the brand. This definition classifies brand loyal in four categories:

1. Undivided Loyalty
2. Divided Loyalty
3. Unstable Loyalty
4. No Loyalty

For example- if A, B, C, D, E, F are the various brands in the particular product category. The consumer of the product could be classified as having the following types of loyalty:

1. Undivided Loyalty if the purchase sequence is AAAAAA
2. Divided Loyalty if the purchase sequence is ABABAB
3. Unstable Loyalty if the purchase sequence is AAABBB
4. No Loyalty if the purchase sequence is ABCDEF

Thus, it is obvious that according to this definition brand-choice sequence is the criteria that measures the brand loyalty

Using this definition or adopting brand-choice sequences approach to brand loyalty, George Brown analyzed the purchase records of 100 households in Chicago Tribune Panel for such frequently purchased items such as coffee, orange juice, soap and margarine, and found that the percentage of households, demonstrating some degree of loyalty varied from 54 to 95% depending on the product involved. In fact the

percentage of households that undividedly loyal varied from 12 % to 73 % across products. **(Engel & Blackwell, 1982: 566)**

George Brown's study is an important study on brand loyalty. This study has proved that brand loyalty does exist and varies across products. Thus, it justifies the rational of conducting research on brand loyalty. The contribution made by this study for development of concept of brand loyalty is considered significant. However, the study suffers from certain shortcomings. The major shortcoming is the definition of brand loyalty the study has adopted.

Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future. (http://www.essortment.com/all/brandloyalty_pqk.htm)

Thus, Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy.

2.1.8 Brand Equity

Brand equity is the positive differential effect that knowing the brand name has on customer response to the product or service. **(Kotler, Philip and Armstrong, Gary 2008:231)**

Brand equity can include: the monetary value or the amount of additional income expected from a branded product over and above what might be expected from an identical, but unbranded product; the intangible value associated with the product that can not be accounted for by price or features; and the perceived quality attributed to the product independent of its physical features.

A brand is nearly worthless unless it enjoys some equity in the marketplace. Without brand equity, you simply have a commodity product.

2.1.9 Brand Preference

People begin to develop preferences at a very early age. Some babies like apple juice, others water. Some kids play softball, others read. Some people thrive in the city and some need the quiet of the country. Some drink Coke while others prefer Pepsi. Our preferences are part of what makes us who we are. And, the brands we seek out reflect our preferences.

Within any product category, most consumers have a group of brands that comprise their preference set. These are the four or five up-market brands the consumer will consider when making a purchase. When building preference, the goal is to first get on the consumer's preference sets, and then to move up the set's hierarchy to become the brand consumers prefer the most – their Up-market brand. Gaining and maintaining consumer preference is a battle that is never really won.

The competition among brands is fierce. In every product category, consumers have more choices, more information and higher expectations than ever before. Jockeying for position in a consumer's preference set requires an aggressive strategy and constant vigilance. The process begins by knowing who you are and with whom you want to establish a relationship.

Key to communicating this brand position is establishing a frame of reference. In an article published by the Harvard Business Review entitled, "Three Questions You Need To Ask Your Brand," Kevin Lane Keller writes, "a frame of reference signals to consumers the goal they can expect to achieve by using a brand." Consumers can quickly figure out what the product is and how they should use it.

<http://www.smithandjones.com/content485>; July 2, 2009)

Brand Preference is the stage of brand loyalty at which a buyer will select a particular brand but will choose a competitor's brand if the preferred brand is unavailable. See Brand Insistence; Brand Recognition.

2.1.10 Consumer Behavior

The actions a person takes in purchasing and using products and services, including the mental and social processes that precede and follow these actions. The behavioral sciences help answer questions such as: why people choose one product or brand over another, how they make these choices, and how companies use this knowledge to provide value to consumers.

2.1.11 Brand Switching

Brand switching means consumer's habit of constantly shifting from one brand to other. In this sense, brand switching is opposite to brand loyalty. A brand loyal consumer is stuck with the specific brand or sets of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior is very important for complete understanding of the brand loyalty behavior.

There are many causes of brand switching behavior. It is not usual to switch brands simply because of variety seeking. Some consumers switch brands because they are dissatisfied or bored with the same product. Where as, others switch brand because they are concerned with price rather than brand names. **(Schiffmen et. el. 1999:26)**

Consumers having been loyal to a brand for a long time may switch to other brand because of being dissatisfied or being bored with the brand, he has been using for the long time.

Similarly, if the consumers are more prices sensitive, then even a slight discount on the products of competitive brand may make him move towards those brands that offer cheaper products. However, the research on the brand switching reveals that

brand switching is not very risky as it is tough. In other words, brand switching is not very much threatening to the manufacturers. A recent study on consumer purchase habits reported that brands with larger market shares have proportionately larger group of loyal buyers.

Thus, it follows that some interpersonal factors such as dissatisfaction, price consciousness and aspiration for testing new brands causes brand switching. Similarly, external factors such as price, deals coupons, free samples etc. cause brand switching. However, the researches show that such brand switching cannot be converted into brand loyalty. The consumers do not keep in sticking up to the brand that they are switching. **(Schiffman et. al. 1999:26)**

2.1.12 Switching Costs

Switching costs refer to the negative cost that a consumer incurs as a result of changing suppliers, brands or products. Although most prevalent switching costs are monetary in nature, there are also psychological, effort- and time-based switching costs. Sustainable companies usually try to employ strategies that incur some sort of high cost in order to dissuade customers from switching to a competitor's product, brand or services. For example, many cellular phone carriers charge very high cancellation fees for canceling a contract. Cell phone carriers do this in hopes that the costs involved with switching to another carrier will be high enough to prevent their customers from doing so.

(<http://www.investopedia.com/terms/b/brandawareness.asp> June 30, 2009)

2.1.13 Brand Recognition and Brand Franchise

A brand which is widely known in the marketplace acquires **brand recognition**. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**. One goal in brand recognition is the identification of a brand without the name of the company present. For example, Disney has been successful at branding with their

particular script font (originally created for Walt Disney's "signature" logo), which it used in the logo for go.com.

Consumers may look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive quality or characteristic (see also brand promise). From the perspective of brand owners, branded products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a generic, store-branded product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

2.1.14 Brand Identity

A product identity, or brand image are typically the attributes one associates with a brand, how the brand owner wants the consumer to perceive the brand - and by extension the branded company, organization, product or service. The brand owner will seek to bridge the gap between the brand image and the brand identity. ^[4] Effective brand names build a connection between the brand personalities as it is perceived by the target audience and the actual product/service. The brand name should be conceptually on target with the product/service (what the company stands for). Furthermore, the brand name should be on target with the brand demographic. ^[5] Typically, sustainable brand names are easy to remember, transcend trends and have positive connotations. Brand identity is fundamental to consumer recognition and symbolizes the brand's differentiation from competitors.

Brand identity is what the owner wants to communicate to its potential consumers. However, over time, a products brand identity may acquire (evolve), gaining new attributes from consumer perspective but not necessarily from the marketing communications an owner percolates to targeted consumers. Therefore, brand associations become handy to check the consumer's perception of the brand. ^[6]

2.1.15 Some Important Terminologies

Some of the main terminologies which are used frequently in the case of marketing have been described in short below:

2.1.15.1 Brand Marks

That part of a brand, which can be recognized, but is not utterable, such as symbol, design or distinctive control or lettering.

2.1.15.2 Individual Branding

Each brand has a separate name (such as Seven-Up or Nivea Sun (Beiersdorf)), which may even compete against other brands from the same company (for example, Persil, Om, Surf and Lynx are all owned by Unilever).

2.1.15.3 Multi-Brands

Alternatively, in a market that is fragmented amongst a number of brands a supplier can choose deliberately to launch totally new brands in apparent competition with its own existing strong brand (and often with identical product characteristics); simply to soak up some of the share of the market which will in any case go to minor brands. The rationale is that having 3 out of 12 brands in such a market will give a greater overall share than having 1 out of 10 (even if much of the share of these new brands is taken from the existing one). In its most extreme manifestation, a supplier pioneering a new market which it believes will be particularly attractive may choose immediately to launch a second brand in competition with its first, in order to pre-empt others entering the market.

Individual brand names naturally allow greater flexibility by permitting a variety of different products, of differing quality, to be sold without confusing the consumer's perception of what business the company is in or diluting higher quality products.

Once again, Procter & Gamble is a leading exponent of this philosophy, running as many as ten detergent brands in the US market. This also increases the total number of "facings" it receives on supermarket shelves. Sara Lee, on the other hand, uses it to keep the very different parts of the business separate — from Sara Lee cakes through Kiwi polishes to L'Eggs pantyhose. In the hotel business, Marriott uses the name Fairfield Inns for its budget chain (and Ramada uses Rodeway for its own cheaper hotels).

Cannibalization is a particular problem of a "**Multibrand**" approach, in which the new brand takes business away from an established one which the organization also owns. This may be acceptable (indeed to be expected) if there is a net gain overall. Alternatively, it may be the price the organization is willing to pay for shifting its position in the market; the new product being one stage in this process.

2.1.15.4 Derived Brands

In this case the supplier of a key component, used by a number of suppliers of the end-product, may wish to guarantee its own position by promoting that component as a brand in its own right. The most frequently quoted example is Intel, which secures its position in the PC market with the slogan "Intel Inside".

2.1.15.5 "No Brand" Branding

Recently a number of companies have successfully pursued "No-Brand" strategies; examples include the Japanese company Muji, which means "No label" in English (from "Mujirushi Ryohin" - literally, "No brand quality goods"). Although there is a distinct Muji brand, Muji products are not branded. This no-brand strategy means that little is spent on advertisement or classical marketing and Muji's success is attributed to the word-of-mouth, a simple shopping experience and the anti-brand movement. Another brand which is thought to follow a no-brand strategy is American Apparel, which like Muji, does not brand its products.

2.1.15.6 Attitude Branding

Attitude branding is the choice to represent a larger feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing labeled as attitude branding include that of Nike, Starbucks, The Body Shop, Safeway, and Apple_Computer. ^[2] In the 2000 book *Italic text* No Logo, Naomi Klein describes attitude branding as a "fetish strategy".

2.1.15.7 Iconic Brands

Iconic brands are defined as having aspects that contribute to consumer's self-expression and personal identity. Brands whose value to consumers comes primarily from having identity value comes are said to be "identity brands". Some of these brands have such a strong identity that they become more or less "cultural icons" which makes them iconic brands. Examples of iconic brands are: Apple Computer, Nike and Harley_Davidson. Many iconic brands include almost rituals-like behavior when buying and consuming the products.

2.1.15.8 Brand Extension

The existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brands into fragrances, shoes and accessories, home textile, home decor, luggage, (sun-) glasses, furniture, hotels, etc.

Mars extended its brand to ice cream, Caterpillar to shoes and watches, Michelin to a restaurant guide, Adidas and Puma to personal hygiene. Dunlop extended its brand from tires to other rubber products such as shoes, golf balls, tennis racquets and adhesives.

There is a difference between brand extension and line extension. When Coca-Cola launched "Diet Coke" and "Cherry Coke" they stayed within the originating product category: non-alcoholic carbonated beverages. Procter & Gamble (P&G) did likewise extending its strong lines (such as Fairy Soap) into neighboring products (Fairy Liquid and Fairy Automatic) within the same category, dish washing detergents.

2.1.15.9 Company Name

Often, especially in the industrial sector, it is just the company's name which is promoted (leading to one of the most powerful statements of "branding"; the saying, before the company's downgrading, "No one ever got fired for buying IBM").

In this case a very strong brand name (or company name) is made the vehicle for a range of products (for example, Mercedes-Benz or Black & Decker) or even a range

of subsidiary brands (such as Cadbury Dairy Milk, Cadbury Flake or Cadbury Fingers in the United States).

2.1.15.10 Attitude Branding and Iconic Branding

"A great brand raises the bar -- it adds a greater sense of purpose to the experience, whether it's the challenge to do your best in sports and fitness, or the affirmation that the cup of coffee you're drinking really matters." - Howard Schultz (president, ceo and chairman of Starbucks)

2.1.15.11 Trade Mark

Trade Mark refers to a brand or part of a brand that is given legal protection because it is capable of exclusive appropriation. A trademark protects the seller's exclusive rights to use to brand name and / or brand mark.

2.1.15.12 Copyright:

The exclusive legal rights to reproduce, publish, and sell the matter and form of a literary, musical, or artistic work.

2.1.15.13 Packaging

Packaging consists of the activities of designing and producing the container or wrapper for a product. The container or wrapper is called the package. The package might include up to three levels of material.

1. The primary package is the product's immediate container. Thus the bottle holding old spice after-shave lotion is the primary package.
2. The secondary package refers to material that protects the primary package and is discarded when the product is about to be used.
3. The shipping package refers to packaging necessary for storage, identification, or transportation.

2.1.15.14 Labeling

It refers to the process of giving label in the packaging. It consists of printed information, as Brand, grade description.

2.1.15.15 Producers

The producers of consumer products are manufactures, processors and assemblers who gather factors of production to make products desired to be used by individuals and households. The size of producers widely differs between products and markets, ranging from cottage level producers to large multinational companies who often operate several manufacturing units across the world.

Many small producers perform all the distribution functions and directly deal with the consumers, while some manufactures also maintain their own distribution networks. However, all large number of manufacturers depends on marketing intermediaries to distribute their products. Producers perform major distribution function, such as carry of inventory, demand or sale generation, physical distribution, and after-sales service and credit extension to customer. The producer usually transfers a part of the distribution function to other channel components, such as agents, wholesalers and retailers.

2.1.15.16 Agents

Agents generally work for the principal. They negotiate the sales or purchase transaction on behalf of the principal. In the consumer marketing channel system, the agents generally work for the producer. Agents normally work on a commission on sale basis. Agents do not take title to the goods they handle however, they unit the producer with the buyers. Brokers and sales agents provide an important link between the producer and wholesalers. Brokers have limited authority on negotiation to deal and mainly perform the function of identifying, locating and contacting buyers for the producer. The sales agents have fully authority to negotiate the deal on behalf of the producer.

2.1.15.17 Wholesalers

Wholesalers are merchants who normally buy from several producers and sell to a large number of retailers and other institutional customers. They are often called dealers or distributors. There are different types of wholesale establishments who differ in terms of merchandise they handle, their methods of operation and breadth

of services they provide to producers and retailers. However, they have one common feature: they take full title to the merchandise they handle. They also perform storing, promotion and credit extension functions in the channel system. In case of consumer products, wholesalers are an important link between the producer (or agent) and the retailers.

2.1.15.18 Retailers

Retailers buy merchandise from the producers and wholesalers and sell them to the consumers. Retailers vary widely in terms of their size of operation. They range from street vendors to large retail establishments like department stores and super markets. Retailers also take full title to the merchandise they handle. Retailers also perform storing, Promotion and credit extension functions to a limited level.

2.1.16 Benefits of a Strong Brand

Here are just a few benefits you will enjoy when you create a strong brand:

-) A strong brand influences the buying decision and shapes the ownership experience.
-) Branding creates trust and an emotional attachment to your product or company. This attachment then causes your market to make decisions based, at least in part, upon emotion-- not necessarily just for logical or intellectual reasons.
-) A strong brand can command a premium price and maximize the number of units that can be sold at that premium.
-) Branding helps make purchasing decisions easier. In this way, branding delivers a very important benefit. In a commodity market where features and benefits are virtually indistinguishable, a strong brand will help your customers trust you and create a set of expectations about your products without even knowing the specifics of product features.
-) Branding will help you "fence off" your customers from the competition and protect your market share while building mind share. Once you have mind share, your customers will automatically think of you first when they think of your product category.

- J A strong brand can make actual product features virtually insignificant. A solid branding strategy communicates a strong, consistent message about the value of your company. A strong brand helps you sell value and the intangibles that surround your products.
- J A strong brand signals that you want to build customer loyalty, not just sell product. A strong branding campaign will also signal that you are serious about marketing and that you intend to be around for a while. A brand impresses your firm's identity upon potential customers, not necessarily to capture an immediate sale but rather to build a lasting impression of you and your products.
- J Branding builds name recognition for your company or product.
- J A brand will help you articulate your company's values and explain why you are competing in your market.

2.2 Review of Related Studies in Nepal

In 1952, the first study on brand loyalty was published by George Brown. This study was conducted on a panel of 100 households. Survey method was used for this study. The survey was conducted on the household purchases of frequently purchased non-durable consumer products goods such as coffee, orange juice, soap and margarine. Households making five or more purchase were placed under one of the four brand loyalty categories depending on the sequence of brand purchased. Based on definition of brand choice sequence, Brown noted that the households demonstrating some degree of loyalty varied from 54 to 95 percent depending on this product involved. On the other hand, percentage of the household that were undividedly brand loyal varied from 12 to 73 percent from product to product.

Anuam Vasudeva, in the study of “**Band Loyalty Among the Urban and Rural People**”, have pointed out that there are only two factors influencing the brand loyalty market share of the brand and the response to the promotion scheme. High market share of the brands attracts more brand loyalty than low market share brands do. Attraction for promotion schemes is thus inversely related to the brand loyalty.

The type of distribution out late from which the brand is brought is not related to the brand loyalty. There is great similarity between the urban and the rural market in the brand loyalty concern.

He also added that the brand loyal cases in both markets were similar with respect to response to promotion schemes. He had also concluded that the high-income groups attached with the high price brand and the low-income groups attached with the low priced brand. However, generally the higher income group exhibited a level of brand loyalty different from that of the other classes.(**Anuam Vasudeva, www.brandloyalty .com**)

A dissertation titled "*A study on Brand Loyalty*" carried out by **Mr. Yogesh Panta** in 1993 has addressed the following major objectives:

-) To examine the brand awareness of the Nepali Consumer.
-) To find if Nepali consumer are brand loyal or not.
-) To identify the correlates of Brand loyalty.

Major findings of the study are:

-) Nepali consumers are aware of various brands of the products offered.
-) The brand loyalty in Nepalese consumers varied as per variables such as age, sex, marital status, family system, education etc.

A dissertation titled "*Marketing of Instant Noodles in Narayangarh*" carried out by **Ms. Sahanshila Shrestha** in 2002 has addressed the following major objectives:

-) To generate the consumer profile of instant noodles.
-) To generate the consumer's perception of the quality, taste and other relevant aspects of instant noodles.
-) To analyze the sales and market share of instant noodles.

Major findings of the study are:

The buyers of instant noodles constitute population with variation in terms of correlates such as age, sex, education and family income. In addition, majority of the buyers consume instant noodles, they being the instant and easy item for

consumption.

-) The consumers are aware of the various brands of instant noodles in the market and they were found to be easily going for the substitute brands upon the unavailability of their favorite brands in the market.
-) The well-known brands of the noodles were found to have relatively greater market share than the others.

A dissertation titled "*A Brand Preference Study Between Sanmiguel and Tuborg Beer in Kathmandu Metropolitan City*" carried out by **Mr. Santosh Adhikari**, in 2002 has addressed the following major objectives:

-) To examine the buying habit regarding beer and the buying behavior of the consumers.
-) To find out the effective advertising media of beer and their impact on the consumers.
-) To find out the sales volume of beer in Kathmandu metropolitan city.
-) To suggest measures for promotional marketing of Sanmiguel and Tuborg.

Major findings of the study are:

-) 42 % are occasional drinkers with 25 % preferring Sanmiguel and 17 % Preferring Tuborg out of 100 beer drinkers.
-) The advertisement of Tuborg has the highest recall value amongst beer drinkers.
-) 55.93 % of beer drinkers preferred to. Drink beer with .friend Sanmiguel stand for 22.58 and Tuborg by 33.35%.
-) Brand preference between the two brands Tuborg and Sanmiguel were found to be 56 % and 44% respectively.
-) The major attributes for an "Ideal Brand" were found to be as follows: Taste - 77.33%, Price - 13.33 %, Packaging - 5.00%, Promotional campaign- 5.0%. Taste and Pricing (factors) attributes were found different among the two brands but other factors found to be similar.
-) Tuborg was found to be more popular in terms of different periphery.

A dissertation titled "**A Study of Brand Preference in Noodles**" carried out by

Mr. Dinesh Khanal in 2003 has addressed the following major objectives:

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

Major findings of the study are:

-) The most preferred brand is Wai Wai, Mayos as second, JoJo is least preferred, Rumpum and RaRa are moderately preferred.
-) Most of the noodles consumers are found to be in the age group of 15-30 years and most of them preferred the brand Mayos. Respondents below 15 years and above 30 years preferred Wai Wai.
-) It has been found that the highly familiar media is T.V and Radio with the age group of below 30 years old of consumer and those consumers who are above 30 years are familiar with hoarding board and newspapers.
-) 40% of respondents are found in high effectiveness of advertising media upon consumption of noodles.
-) It has been found that if their favorite brand is not available in the market 55.33% consumers will buy the second preferred brand.
-) The brand Wai Wai has been found in first rank, Mayos second, Rumpum third, Rara fourth, JoJo fifth and other brands in sixth rank in preference.
-) It is clearly found that the brand Rara is cheap, Rumpum reasonable, WaiWai expensive irrespective to price.
-) Large number of respondents shows the brand-switching tendency in attractive gift/prize program, which is offered.

A dissertation titled "**Brand Preference Study on Motorcycle with Reference to Kathmandu City**" carried out by **Mr. Yuddha Sagar Bhattarai**, in 2004 has addressed the following major objectives:

Major findings of the study are:

-) Hero Honda brand has been found as the most preferred brand, Yamaha as the second, K-Bajaj as the third, Other brands as the fourth, Lifan as the fifth and Dayang as the sixth preferred brand respectively
-) On the basis of the age group, most of respondents have been found in the age group of 25-39 years. Hero Honda is the most preferred brand in the age group of people below 25 and 25-39 years. In the matured segment group 40 and above, Yamaha holds its first position.
-) On the basis of the profession, large numbers of respondents have been found in the category of 'job holder'. In most category of profession, Hero Honda has been popular except in 'business category'. In business category, K-Bajaj has been seen as the popular brand.
-) Economic aspect is the primary reason for preference of the motorcycle riders. Saving of time and easy handling of the motorcycle follow it.
-) It has been found that there is 'Brand loyalty' on this sector as the motorcycle is purchased rarely.

A dissertation titled "*A Study on Brand Preference on Instant Noodles*" carried out by **Ms. Tara Adhikari Phuyal** in 2006 has addressed the following major objectives:

-) To identify the profiles of customers of specific brand
-) To examine the product attributes sought in the motorcycle brand.
-) To assess the customers' perception on brand preference

Major findings of the study are:

-) Most of the consumers are consuming noodles frequently and from more than 3 years
-) The massive consumption of noodles purpose is snacks and the place to consume is restaurant.
-) The most preferred brand is Wai Wai, Mayos as second Maggie is less preferred, Shaka laka Boom and 2 pm are moderate preferred.
-) Most the noodles consumers are found in the age group of 15-30 years old and most of them preferred the brand "**Mayos**". Rest consumers are found to be below 15years and above 30yrs old who preferred in this segment.
-) The reason for noodles consumption has found easy to consume.

2.6 Research Gap

This study has been carried out in Kathmandu valley. In fact, I this study has been done to specially or mainly to find out brand loyalty on Non Durable consumer product. This study entitled "Brand loyalty on Non Durable consumer product" is therefore important in Nepal. My research is differ form the above mention research works because I have categorized the brand loyalty of consumer according to the their income level, and also categorized them by age wise which age of the people are brand loyal, I have also show the purchase pattern of the product, how they think of the alternative brands or they compare the brand with another brand, also categorized them by the sex that who are more brand loyal male or female, also categorized them by the education level, and also many cases I have done likewise brand loyalty and sales promotion, store loyalty, correlates.

CHAPTER – 3

RESEARCH METHODOLOGY

Industrial activities are gradually increasing in Nepal. Number of units of industries producing different types of consumer durable products and consumer non-durable products are increasing year by year. Similarly, the quantity of such products being imported from abroad is also on increasing. Almost all of these products are marketed with different brands. Most of the manufacturers or marketers/sellers are spending a good deal of money for the promotion of their brands. In other words, promotional activities are also increasing in the country. All these show that marketing in Nepal is developing fast and entering into an era of cutthroat competition. This process of growth is much accelerated by the present governments growing emphasis on privatization and free market economy.

In the context of Nepalese consumer market, this study is carried out mainly to find out loyalty on branding of the Nepalese consumers. Beside this basic objective, this study has also aimed to identify the factors associated with brand loyalty and examining the brand awareness of the Nepalese consumers. Studying brand loyalty is

very much necessary to keep pace with the increasing competition in the market. In the competitive modern business world, research on consumer behavior is considered the most essential activity to be conducted on to become a successful marketer.

It is understood that research works are to be much more effective, accurate, useful, and need scientific methods. Hence, this study also employs scientific methods of research. The research methodology employed in the present study is based on primary data as descended below.

Research methodology is the main body of the study; it is the way to solve about research problem systematically. Therefore, research methodology is the research method on techniques to use through the entire study. In other words, research methodology is the process of arriving at the solution of problem through planned and systematic dealing with collection, analysis and interpretation of the fact and figures.

3.1 Research Design

The research design adopted for this study is descriptive based on survey study. This study mainly aims to find out loyalty on branding of the Nepalese consumer. Therefore, the survey research design is adopted for the study. The data and information collected from the survey of the consumer are rearranged, tabulated, analyzed, and interpreted according to the need of the study for attaining the stated objectives.

This study is an exploratory study. This study mainly aims to find out loyalty on branding of the Nepalese consumers. Therefore, the survey research design is adopted for the study. The Nepalese ultimate consumers are extensively surveyed to procure data and information about the consumer's personality, purchasing pattern of different brands of the products selected for the study, and their attitude, responses and reaction relating to the brands. The data and information collected from the survey of the consumer are rearranged, tabulated, analyzed and interpreted according to the need to the study for attaining the stated objectives

The sampled Nepalese consumers have been extensively surveyed to procure data as per their personality relative to their purchasing pattern with respect to the products

selected for the study.

3.2 Nature and Sources of Data

The data used are primary in nature. These primary data required for the study are collected from the consumers of Katmandu valley.

3.3 Population and Sample

All the Nepalese ultimate consumers of the products selected for the study are considered as the population of the study. Out of this huge population, a sample of 80 consumers is taken for the study. The consumers thus selected as sample for the study have been randomly picked up on convenience sampling basis taking into consideration that various age groups with proper differentiation on variables such as age, sex, literacy, family system, income level etc. are included.

3.4 Data Collection Procedure

Structured questionnaire is used to collect the primary data from the respondents. Personal interview is conducted with the respondents with the help of the questionnaire

3.5 Data Processing, Tabulation and Analysis

The data collected in this way have been appropriately organized and then tabulated. The responses of the questions have been tabulated on different tables. Percentage and other computations have been calculated and included in the respective tables and the tabulated data have been described upon the analysis. To make it more effective various pictorial tools such as graphs, bar diagrams and pie charts have been used.

CHAPTER – 4

DATA PRESENTATION AND ANALYSIS

This chapter incorporates the data and information collected from the ultimate consumers that are presented and analyzed for the attainment of the stated objectives of the study. The survey includes the responses of 80 individuals and the analysis and the interpretation of what is found from the study has been explained at the end of the chapter.

The data and information collected from the consumers are presented, interpreted and analyzed according to the research questions formulated for the study. Research questions formulated for the study have been responded by the means of the very analysis and interpretation. Therefore, each research question is reviewed first before the collation of the data for the interpretation and analysis.

4.1 Brand Awareness of Nepalese Consumers

The first research question formulated for this study is to identify the brand awareness of the Nepalese Consumers in relation to the non-durable consumer goods. For this, the respondents were asked a question to know how much conscious they were with

regards to brand. The following data were derived upon conducting the survey as presented in the Table 1.

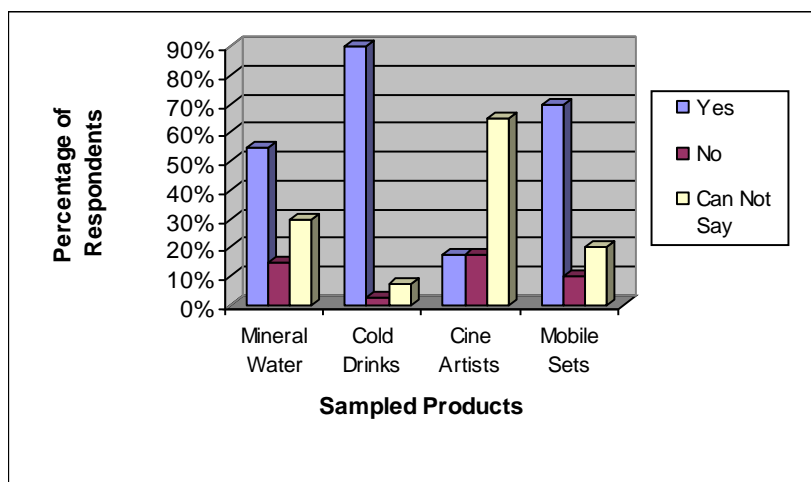
Table-4.1
Reponses Regarding Brand Consciousness

Brand Consciousness		
Types of Responses	No. of Respondents	Percentage
Can No Say	16	20%
Not At All	8	10%
Less	16	20%
Moderate	31	39%
Very Much	9	11%
Total	80	100%

Source: Field Survey

As it can be seen from the Table 4.1 above, various responses were received from various respondents out of the selected 80 people regarding the questions of how much they were aware of brand. For instance, 31 people were found to be brand conscious in a moderate level i.e. 39 in terms of percentage being the majority group whilst only 9 (11%) were found to be highly conscious. Moreover, 16 (20%) respondents were found to be less interested in brand factor while making purchasing decision. Amazingly, 8 people i.e. 10% were found to not to bother about brand factor whilst 16 (20%) were found to be uncertain whether they were really brand consciousness or not. The same has been depicted in the graph below i.e. Figure 4.1.

Figure-4.1
Depiction of the Response Regarding Brand Consciousness



As it can be clearly figured out in the graph above that majority of people were found to be conscious in a moderate degree, whilst the no. of highly brand conscious people were found to be less. Similarly average no. of people was found to be less interested towards brand. However, few of them were found to be non-interested and not certain towards brand consciousness.

4.2. Knowledge About Brand Availability of Products

The next type of research question asked was to know how much aware they were with regards to brand availability of the selected sample products. Various responses were received upon conducting the survey. The data received through the survey have been presented in Table 4.2.

Table - 4.2
Reponses Regarding Brand Availability

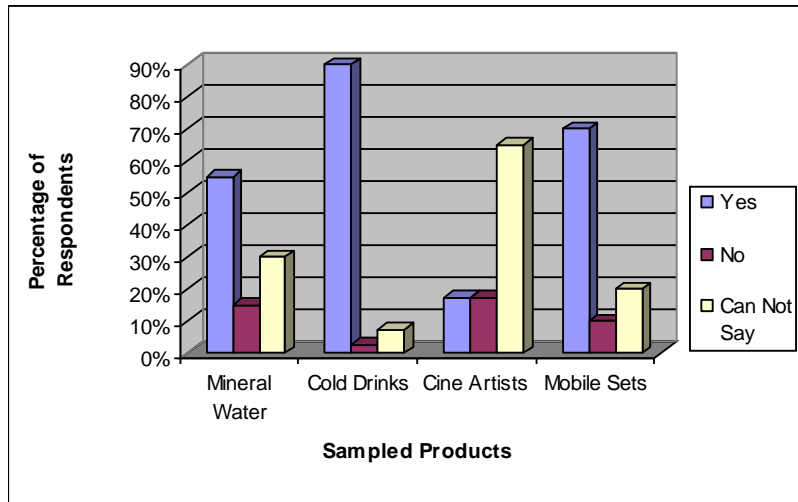
Products	In terms of Numbers			In Terms of Percentage			Total
	Yes	No	Can Not Say	Yes	No	Can Not Say	
Mineral Water	44	12	24	55%	15%	30%	80
Cold Drinks	72	2	6	90%	2.5%	7.5%	80
Cine Artists	14	14	52	17.5%	17.5%	65%	80
Mobile Sets	56	8	16	70%	10%	20%	80

Source: Field Survey

As depicted in the Table 4.2 above, out of the total respondents i.e. 80 various responses were received from different no. of respondents when surveyed to find how much they knew about the brand availability of the products as listed in the Table 4.2. In this regard, 31 majorities of people were found to be brand conscious in a moderate level i.e. 39 in terms of percentage whilst only 9(11%) were found to be highly conscious. Moreover, 16 (20%) respondents were found to be less interested in brand factor while making purchasing decision. Amazingly, 8 people i.e. 10% were found to not to bother about brand factor whilst 16 (20%) were found to be uncertain whether

they were really brand consciousness or not. The same has been depicted in the graph i.e. Figure 4.2 in the subsequent page.

Figure - 4.2
Depiction of the Response Regarding Brand Availability



As it can be clearly figured out in the graph above that majority of people who were found to hold the idea that exist brand of the said products was the highest on the part of “cold drinks”. And then came “mobile sets” in second whilst “mineral water” in the third position. However, very few people were found to think that there are brands available regarding “cine artist”. In contrary to this, majority of them were found to be in a “can not say” situation regarding “cine artist”.

4.3. Brand Naming Ability Regarding the Sample Products

The next research question asked for the study was to identify whether the sampled respondents were able to name brands under the selected sample products. The data received from the survey have been presented in the Table 4.3 as shown below:

Table - 4.3
Reponses Regarding Brand Naming Ability

Products	In terms of Numbers		In Terms of Percentage			Total	
	Yes	No	Can Not Say	Yes	No		Can Not Say
Mineral	44	12	24	55%	15%	30%	80

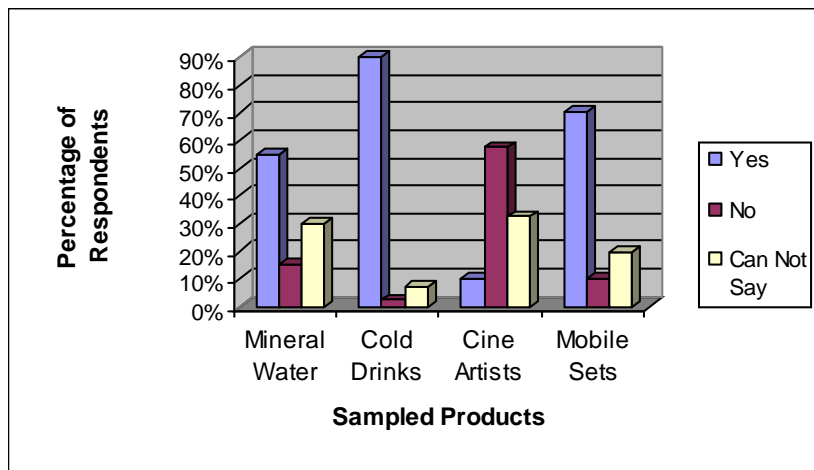
Water							
Cold Drinks	72	2	6	90%	2.5%	7.5%	80
Cine Artists	8	46	26	10%	57.5%	32.5%	80
Mobile Sets	56	8	16	70%	10%	20%	80

Source: Field Survey

As depicted in the Table 4.3 above, out of the total respondents i.e. 80 various responses were received from different no. of respondents when surveyed to find how much they knew about the brand availability of the products as listed in the table 2. In this regard, 31 majority of people were found to be brand conscious in a moderate level i.e. 39 in terms of percentage whilst only 9(11%) were found to highly conscious. Moreover, 16 (20%) respondents were found to be less interested in brand factor while making purchasing decision. Amazingly, 8 people i.e. 10% were found to not bother about brand factor whilst 16 (20%) were found to be uncertain whether they were really brand consciousness or not. The same has been depicted in the graph i.e. Figure 4.3 in the subsequent page.

Figure - 4.3

Depiction of the Response Regarding Brand Naming Ability



As it can be clearly figured out in the graph above that majority of people who were found to have shown their ability to name brand of the said products in terms of “yes”

was the highest on the part of “cold drinks”; and then came “mobile sets” in second whilst “mineral water” in the third position almost near to “mobile sets”. Very few people were found to have shown their ability to name brand regarding “cine artist” via “No” answer. In contrary to this, majority of them were found to be in a “can not say” situation regarding “cine artist”.

4.4. Buying Behavior

The next research question asked for the study was to identify about the behavior that the people follow while purchasing various products. The question asked for this under the selected sample products was “How do you make purchase decision for a product?” The data received from the survey have been presented in the Table 4.4 as shown below.

As given in the Table 4.4, the highest % of people who would like to purchase by looking at brands in under “cold drinks” i.e. 76 % and then it is 45% under “mobile sets” and thereafter comes “mineral water” 24% and the least one is “cine artists” with only 16% Similarly the highest figure in buying or consuming the product through influence is under “mineral water” with 46%. It is 48% under “cine artist” to consume the product i.e. watch the movie by influence.

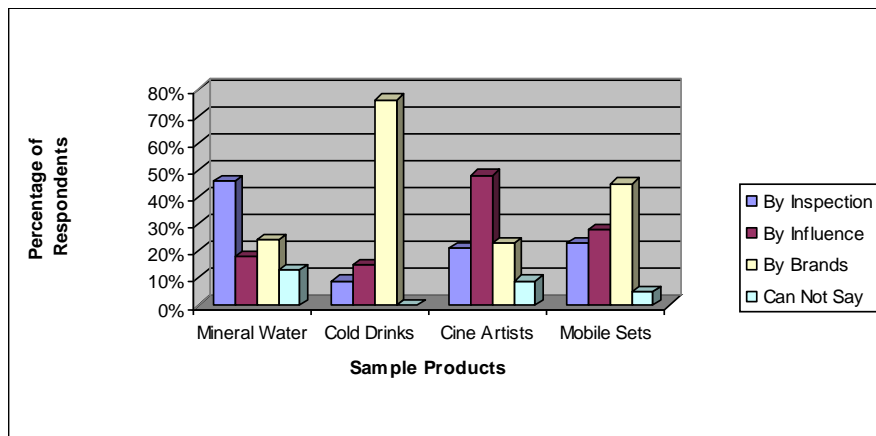
Table - 4.4
Reponses Regarding Buying Behavior

Products	In terms of Numbers				In Terms of Percentage				Total
	By Inspection	By Influence	By Brands	Can Not Say	By Inspection	By Influence	By Brands	Can Not Say	
Mineral Water	37	14	19	10	46%	18%	24%	13%	80
Cold Drinks	7	12	61	0	9%	15%	76%	0%	80
Cine Artists	17	38	18	7	21%	48%	23%	9%	80
Mobile Sets	18	22	36	4	23%	28%	45%	5%	80

Source: Field Survey

The same has been depicted in the Figure 4.4 as shown below.

Figure - 4.4
Depiction of the Response Regarding Buying Behavior



As it can be clearly figured out in the graph above that majority of people who were found to have purchased by looking at brands pertain to “cold drinks”. “Mobile sets” come second in this position whilst “mineral water” and then cine artist” come in the third and the fourth position respectively. However, the no. of people with the behavior of watching movie by influence is the highest on the part of “cine artist” and then come “mobile sets” and then mineral water and cold drink at the end. Similarly buying products by inspection, the highest position is on the part of “Mineral waters” and then on “mobile sets”, “cine artist” and the “cold drinks” respectively.

4.5 Factors Affecting Buying Behavior

The next research question asked for the study was to identify about the factors affecting their buying behavior. The data received from the survey under this question have been presented in the Table 4.5 as shown below.

Table - 4.5
Reponses Regarding Factors Affecting Buying Behavior

Products	In terms of Numbers					In Terms of Percentage					Total
	Price	Design	Qty	Offers	Others	Price	Design	Quality	Offers	Others	
Mineral Water	12	0	56	7	5	15%	0%	70%	9%	6%	80
Cold Drinks	28	3	27	22	0	35%	4%	34%	28%	0%	80
Cine	9	6	62	0	3	11%	8%	78%	0%	4%	80

Artists											
Mobile Sets	23	25	27	5	0	29%	31%	34%	6%	0%	80

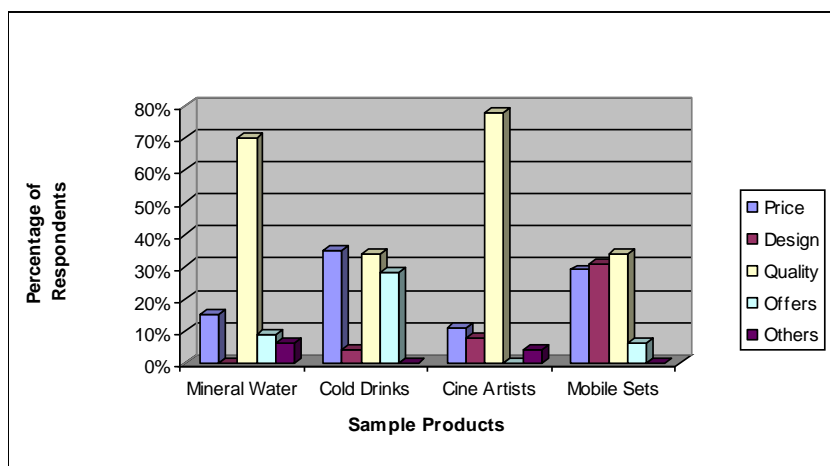
Source: Field Survey

As given in the Table 4.5, the highest % of people who would like to purchase by looking at quality is under “cine Artists” i.e. 78% and then it is 70% under “Mineral Waters” and thereafter comes “cold drinks” and “mobile sets” with the equal no. of 34%. Similarly, the “price and design” have been found being the major factors affecting the purchasing decision on the part of “mobile sets” with 29% and 31% respectively near to that of cold drinks except the factor of “design”. Other factors are at minimum figures on the part of all the other products. The same has been shown in the Figure 4.5.

As depicted in the Figure 4.5, one can see above that majority of people tend to make the decision of buying products based on the factor of “quality” at first and then comes “price”. The impact of the factor “design” have been shown with highest level with regards to “mobile sets” followed by almost nil degrees on the part of other products. Furthermore, the effect through the “other factors” is nil on the parts of “cold drinks” and “mobile sets” The factor “offers” can also Ben found affecting the decision with highest on the part of “cold drinks” at the most and the lowest on the two other products followed by nil on the part of “cine artists”.

Figure - 4.5

Depiction of the Reponses Regarding Factors Affecting Buying Behavior



4.6. Brand Preference

The next research question asked for the study was to identify about the brand preference among the various products as sampled out in the study. It was tried to found out which brand they preferred most through the question. The data received from the survey have been presented in the Table 4.6 as shown.

As given in the Table 4.6, various people were found to have different brand as their preferred one in terms of percentage. For instance, 40% respondents were found to prefer “Aqua 100” and 38% were found to prefer “Aqua Smile” whilst others were found to prefer other brands under “mineral water” product. The similar kinds of figures were derived under other product as well. For instance, it was “coke” chosen as the most preferred brand by 43% followed by “Mountain Dew” with 28% in as the 2nd most preferred one, “Pepsi” with 23% as the 3rd most preferred one and then “sprite” with 8% as the least preferred one among the respondents Adding to this further, 41% of the respondents were found to prefer “Rajesh Hamal” as cine artist followed by “Nikhil Upreti” with 13% and then “Rekha Thapa” with only 5% as the least preferred one. Likewise it is “Nokia” on the top of the list with 35% as the most preferred brand among the mobile products. Furthermore, “Sony Ericson” and “Samsung” both have been found almost in the equal position with 29% and 28% respectively followed by “Vodafone” with only 5% as the least preferred one

Table - 4.6
Reponses Regarding Brand Preference

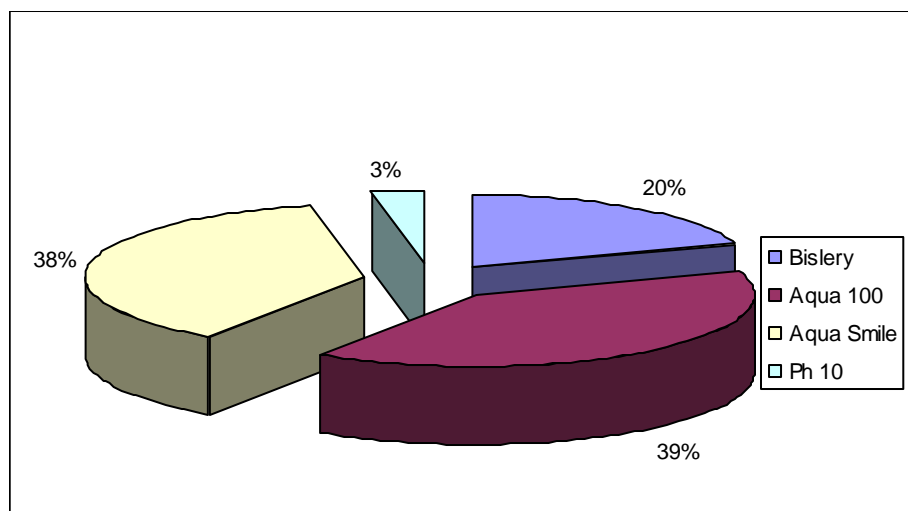
Products/ Brand	In terms of Numbers				In Terms of Percentage				Total
	Brand 1	Brand 2	Brand 3	Brand 4	Brand 1	Brand 2	Brand 3	Brand 4	
Mineral Water	Bisleri	Aqua 100	Aqua Smile	Ph 10	Bisleri	Aqua 100	Aqua Smile	Ph 10	Total
No. of Respondents	16	32	30	2	20%	40%	38%	3%	80/100 %
Cold Drinks	Coca Cola	Pepsi	Mountain Dew	Sprite	Coca Cola	Pepsi	Mountain Dew	Sprite	Total
No. of Respondents	34	18	22	6	43%	23%	28%	8%	80/100 %

Cine Artists	Rakesh Hamal	Bhuwan K.C.	Nikhil Upreti	Rekha Thapa	Rakesh Hamal	Bhuwan K.C.	Nikhil Upreti	Rekha Thapa	Total
No. of Respondents	33	29	14	4	41%	36%	18%	5%	80/100%
Mobile Sets	Sony Ericsson	Nokia	Vodafone	Samsung	Sony Ericsson	Nokia	Vodafone	Samsung	Total
No. of Respondents	23	26	7	22	29%	35%	9%	28%	80/100%

Source: Field Survey

The same has been depicted in the Figure 4.6 (i), 4.6 (ii), 4.6 (iii) & 4.6 (iv) on individual product basis. As shown the pie of “Aqua 100” is the largest one. Similarly, “Aqua Smile” stands with 2nd largest followed by “Bislery” and then “Ph 10” in the subsequent series in the Figure 4.6 (i).

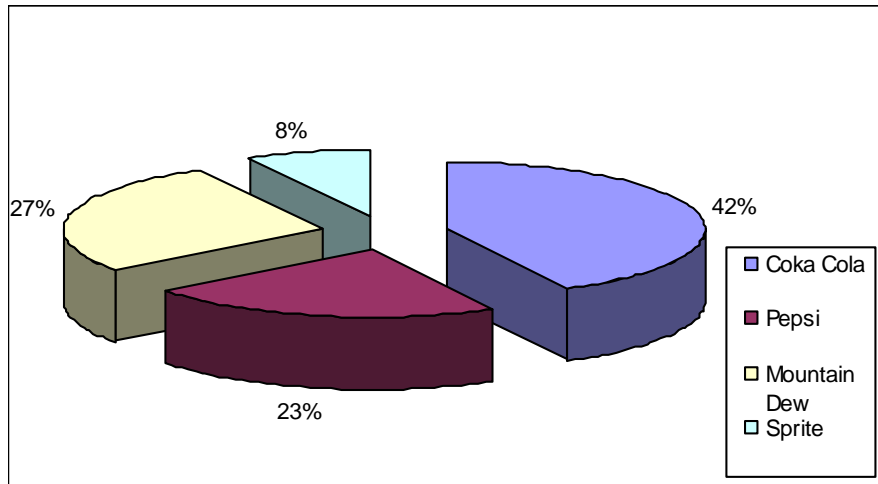
Figure - 4.6.1
Depiction of the Reponses Regarding Brand Preference With Reference to
"Mineral Water"



Similarly, as shown in the Figure 4.6 (ii), “Coke” has stood with the largest pie whilst “Mountain Dew” with the 2nd largest and “Pepsi” with the 3rd largest as equal as to that of “Mountain Dew”, “Sprite” seems to have the smallest pie among all the 4 ones.

Figure - 4.6.2

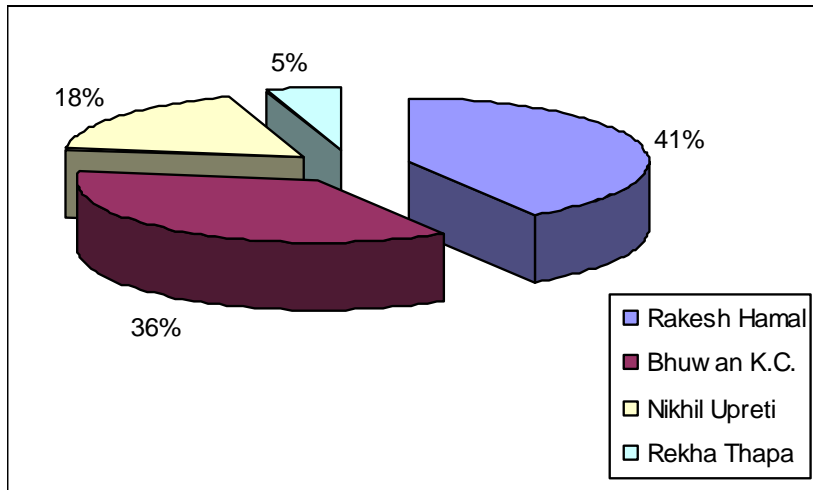
Depictions of the Reponses Regarding Brand Preference With Reference to “Cold Drinks”



Similarly, as shown in the Figure 4.6 (iii), “Rajesh Hamal has stood with the largest pie whilst “Bhuwan KC” with the 2nd largest and ‘Nikhil Upreti” with the 3rd almost followed by “Rekha Thapa” almost half of that of “Nikhil Upreti”.

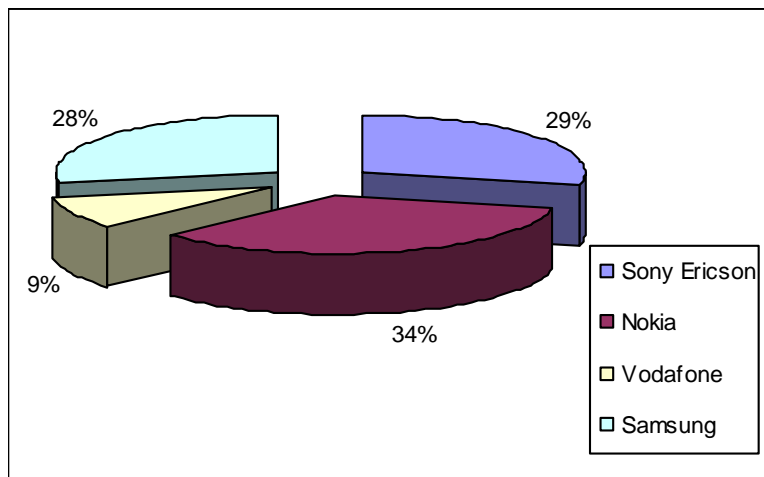
Figure - 4.6.3

Depiction of the Reponses Regarding Brand Preferences With Reference to “Cine Artists”



Similarly as shown in the Figure 4.6 (iv), “Nokia” can be seen with the largest pie whilst “Sony Ericson” and “Samsung” can be seen with almost equal pie. In contrary to this, “Vodafone” can be figured out with the smallest pie among the entire four brands with regards to “Mobile Sets”.

Figure - 4.6.4
Depiction of the Reponses Regarding Brand Preference With Reference to
“Mobile Sets”



4.7. Brand Loyalty

The next research question asked for the study was to identify about the loyalty the people possess regarding various brands. The data received from the survey have been

presented in the Table 4.7.

As given in the Table 4.7, the highest % of people tending to switch brands was found under the products of “Mineral Waters”, “Cine Artist” and then “Cold Drinks” with 65%, 40% and 35% respectively. However, “Mobile Sets” was found to be in the least position in this regard with only 15% figure. In contrary to this, most of the respondents were found to be brand loyal in terms of 60% and 69% under “Cold Drinks and “Mobile Sets”. 51% were found to “Not a Certain” situation i.e. “Can Not Say” situation with regards to “Cine Artists” which means this much could either switch or not depending upon the situation. This figure was followed by others such as 24% from “Mineral Waters”, 16% from “Mobile Sets” and then 5% from “Cold Drinks” at the end.

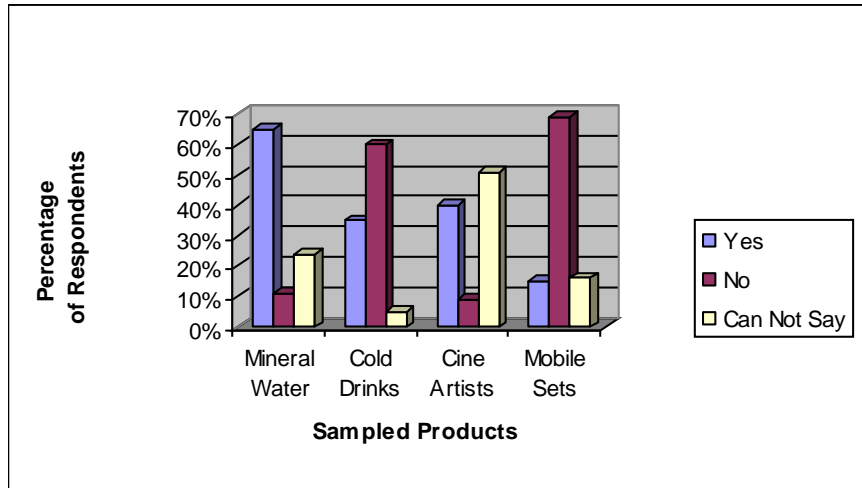
Table - 4.7
Reponses Regarding Brand Loyalty

Products	In terms of Numbers		Can Not Say	In Terms of Percentage			Total
	Yes	No		Yes	No	Can Not Say	
Mineral Water	52	9	19	65%	11%	24%	80
Cold Drinks	28	48	4	35%	60%	5%	80
Cine Artists	32	7	41	40%	9%	51%	80
Mobile Sets	12	55	13	15%	69%	16%	80

Source : Field Survey

As depicted in the Figure 4.7 one can see that “Cold Drinks” and “Mobile Sets” have got the highest no. of loyal customers in terms of brand followers whilst this is just an opposite case under the product of “Mineral Water” followed by “Cine Artists”.

Figure - 4.7
Depiction of the Reponses Regarding Brand Loyalty



4.8. Brand Switching Pattern

The next research question asked for the study was to identify about how frequently the people tend to switch the brand from one to another. This was mainly aimed to know about the switching trend of the respondents. The data collected through the questionnaire has been presented in the Table 4.8.

As given in the Table 4.8, the highest numbers of frequently switching the brand were 46, 42 and 34 under “Mineral Waters”, “Cold Drinks” & “Cine Artists” respectively. Similarly the numbers of the respondents who were found to switch seldom were 19, 18 & 28 under same products respectively.

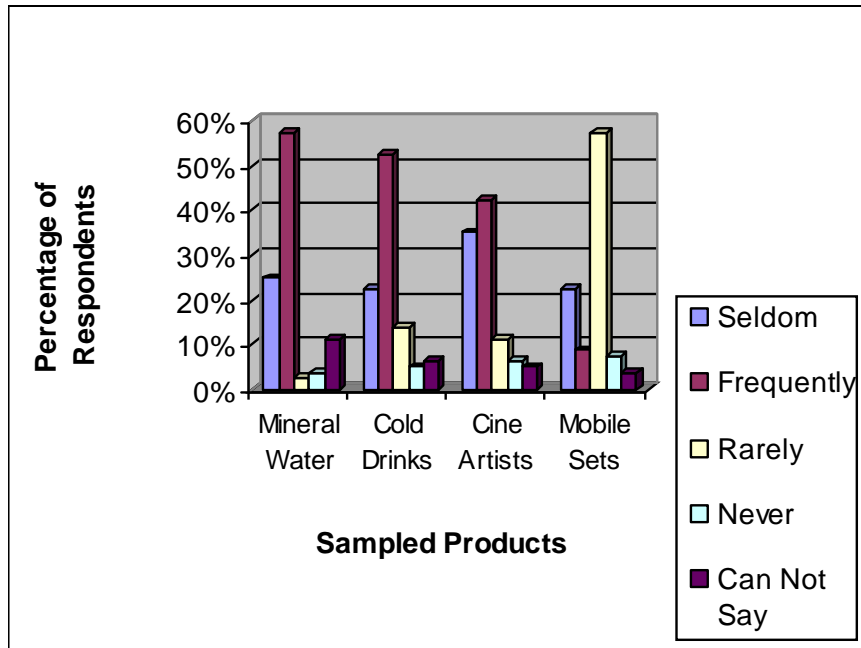
Table-4.8
Reponses Regarding Brand Switching Pattern

Products	In terms of Numbers					In terms of Numbers					Total
	Seldom	Frequently	Rarely	Never	Can Not Say	Seldom	Frequently	Rarely	Never	Can Not Say	
Mineral Water	20	46	2	3	9	25%	58%	3%	4%	11%	80
Cold Drinks	18	42	11	4	5	23%	53%	14%	5%	6%	80
Cine Artists	28	34	9	5	4	35%	43%	11%	6%	5%	80
Mobile Sets	18	7	46	6	3	23%	9%	58%	8%	4%	80

As depicted in the Figure 4.8, “Mineral Water”, “Cold Drinks” and “Cine Artists” are the products under which the people tend to switch brand with high frequency which

is contrary to the product of “Mobile Sets” under which highest no. of people were found to switch the brand on rare basis.

Figure-4.8
Depiction of the Reponses Regarding Brand Switching Pattern



4.9. Reasons of Switching Brands

The next research question asked for the study was to identify about why the people tend to switch the brand from one to another. This was mainly aimed to know about the basic reasons of switching the brands. The data collected through the questionnaire has been presented in the Table 4.9.

As given in the Table 4.9, the highest no. of people switching the brand was under the reasons of “Performance Not Satisfactory” with the figures of 67, 38, 57 & 42 under all the four products starting with “Mineral Water” and then “Cold Drinks” and so on. “Want of New Taste” was also found to be the 2nd influencing reason especially under the products of “Mobile Products” at the highest and then “Cine Artists” and “Cold Drinks” in the 2nd position.

Table-4.9

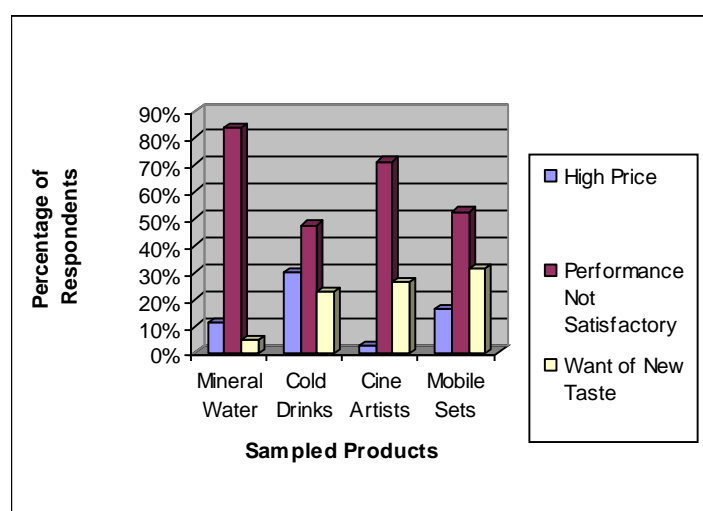
Reponses Regarding Reasons of Switching Brand

Products	In terms of Numbers			In terms of Percentage			Total
	High Price	Performance Not Satisfactory	Want of New Taste	High Price	Performance Not Satisfactory	Want of New Taste	
Mineral Water	9	67	4	11%	84%	5%	80
Cold Drinks	24	38	18	30%	48%	23%	80
Cine Artists	2	57	21	3%	71%	26%	80
Mobile Sets	13	42	25	16%	53%	21%	80

As depicted in the Figure 4.9, it can be clearly seen that main the reason of switching brand is due to “Performance Not Being Satisfactory” with regards to the products: “Mineral Water”, “Cine Artists”, “Mobile Sets” and then “Cold Drinks” respectively. Similarly, the next reason i.e. “Want of New Taste” can also be one of the main reasons of switching the brands especially with regards to the products of “Mobile Sets” followed by two pillars which are seen almost equal pertaining to the products of “Cine Artists” and “Cold Drinks”. However, this is at small size if we look at the product of “Mineral Waters” represented by the smallest yellow pillar. As far as the reason of “High Price” is concerned, “Cold Drinks” can be seen on the top level rank represented by the largest blue figure being “Mobile Products” on the 2nd and then “Mineral Waters” on the 3rd position represented by the respective figures. In contrary to this, the figure is the smallest one on the part of “Cine Artists”.

Figure-4.9

Depiction of the Reponses Regarding Reasons of Switching Brand



4.10 Readiness to Pay for Premium

The next research question asked from the study was to identify whether the respondents were ready to pay for premium if they have to buy their preferred brands. As given in the Table 4.10, ranging from highest to lowest, 73%, 70%, 60% & 53% respondents were found to be ready to pay for premium if their preferred brand is offered to them in case of scarcity with regards to the products of “Cine Artists”, “Cold Drinks”, “Mineral Water” and then “Mobile Sets” respectively. In contrary to this, 40% were not found ready to pay such even in such situation with regards to the products of “Mobile Sets”. Majority of the percentages were found uncertain in this matter especially with regards to the product of “Cine Artists” and “Mineral Water” followed by “Cold Drinks” and then “Mobile Sets”. In terms of percentage figures, they were 24% from “Mineral Waters” as the largest one, 23% being the 2nd largest one from “Cine Artists”, 19% from “Cold Drinks” being the 3rd largest one and only 8% from “Mobile Sets” at the end of this row. The figures as mentioned over here clearly indicate that they would be in a position of “Either to Pay” to “Not to Pay” even such situation arises during their purchasing periods.

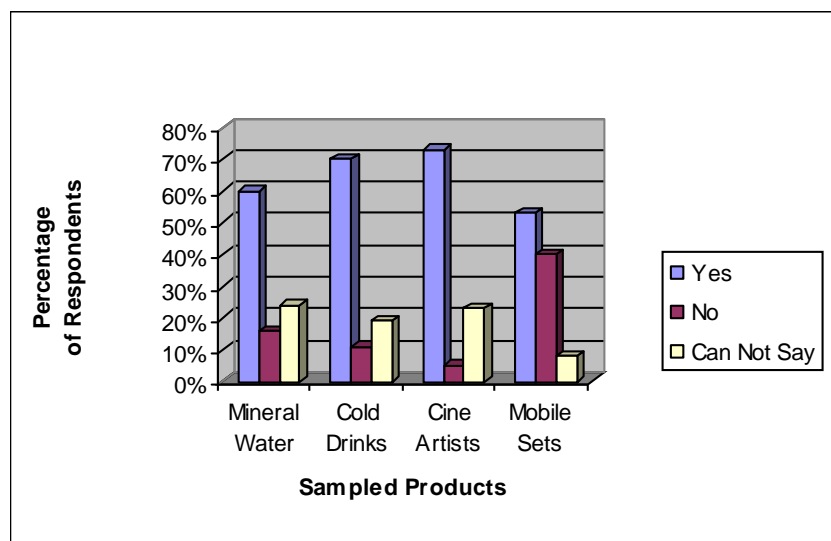
Table - 4.10
Reponses Regarding Readiness to Pay for Premium

Products	In terms of Numbers			In Terms of Percentage			Total
	Yes	No	Can Not Say	Yes	No	Can Not Say	
Mineral Water	548	13	19	60%	16%	24%	80
Cold Drinks	56	9	15	70%	11%	19%	80
Cine Artists	58	4	18	73%	5%	23%	80
Mobile Sets	42	32	6	53%	40%	8%	80

The same can be clearly seen in the **Figure 4.10** below where highest size of graphs representing the products “Cine Artists”, “Cold Drinks” and then “Mineral Water” show about the people being ready to pay for the premium if preferred brand is offered to them in case of scarcity. Upon the comparison, it can be seen that the largest no. is on the part “Cine Artist” followed by “Cold Drinks” figure almost equal

to that of “Cine Artists” and then followed by “Minral Water” being on the 3rd position and lastly “Mobile Sets”. However, this too, stands as a remarkable figure. The figures representing about the people not showing willingness to pay for premium are small in sizes almost equal to each of “Cine Artists”, “Cold Drinks” and then “Mineral Water” as well. Regarding “Mobile Sets”, this is the smallest one.

Figure - 4.10
Depiction of the Reponses Regarding Readiness to Pay for Premium



4.11 Major Findings

The followings are the major findings derived upon the analysis of the data as presented into the various tables and the graphs as well:

1. To begin with the starting point of the survey, it was found that average no. of people were found to be consciousness regarding the brand. That is, the degree of consciousness towards the brand while in the purchasing lives of the people was found to be at moderate level whilst very few people bother about it. Amazingly remarkable no. of the total respondents were found to be being very less concerned with the aspects of “brand” and “Not Having an Explicit Idea” about the degree of the brand consciousness. Some of them were found not being explicitly concerned with this aspect.

Though the products taken as samples for the sake of survey were from various types, the results appeared in terms of brand consciousness was mix of

“Moderate consciousness” at high level, “less consciousness” at average level and then “Highly Consciousness” at very low level, etc.

2. Similarly, with regards to the knowledge of brand availability, the number of people with such knowledge was found to be satisfactory on the parts of some products i.e. “Cold Drinks” and “Mobile Sets” whilst this was not so much satisfactory on the part of other products say “Mineral Waters” and “Cine Artists” and comparison to other products. This gave an insight that the people are more aware of the brand regarding cold drinks e.g. coke, etc. and also mobile products. However, this is not so in the case of mineral waters and even cine artists.
3. Furthermore, it was also found that most of the people were able to name brands on the given products when asked to do so. Obviously, the highest no. of such people was found on the part of cold drinks and mobile products. This also shows that most of the people in Kathmandu Valley are aware of the various kinds of brands available in the market.
4. However, moving ahead through the next survey response and analysis, it was found that majority of people were of habitual of buying products by inspection and by influence rather than by following the brands except on the parts of “Cold Drinks” through some of the m were found on the parts of “Mobile Sets” as well. This shows that no matters how much able the people are to name the brands, they do not give the importance to the brand while making purchase decision or they simply tend to forget or ignore this while making the decision.
5. Looking into the other subsequent cases, most of the people were found to give priority to “quality” aspects while making the purchase decision followed by the next aspect i.e. “price” while doing such decision. Amazingly the remarkable no. of the people who were found to give priority to “design” and “offers” while making the purchase decision was only on the part of “mobile products” and “cold drinks” respectively. The finding exhibit that mobile is such a product which needs to be well designed to attract more customers besides “brand names”. However, offer may also work out but at normal level only as shown by the findings related with “Cold Drinks”.

6. While analyzing about the mostly preferred brand by the people, “Aqua” was found to be the most preferred one by them with regards to mineral waters” while “Coke” was found to be the most preferred one followed by “Mountain Dew” and ‘Pepsi” regarding “Cold Drinks”. Similarly, “Rajesh Hamal” was found to be the most preferred brand followed by “Bhuwan K.C.” on the par of “Cine Artists” and then “Nokia” was found to be the top most preferred brand followed by “Sony Ericson” and “Samsung” on the part of “Mobile Products”.
7. Through the next levels of survey, some more findings came into hand. Out of them, another important finding was with regards to brand loyalty. Going through the concerning findings, majority of people were found to switch brands on some of the products i.e. ‘Mineral Waters” at the top most followed by remarkable no. of people who tend to switch brands with regards to “Cold Drinks” and “Cine Artists”. However, the latter was as equal as the no. of the people who do not like to switch the brand. Looking at the findings regarding “Mobile Products” the result was much satisfactory as majority of the people were found to cling to the preferred brand under this product. Some of the respondents were also found in a not clear situation i.e. they could not reply with surety whether they really tend to switch or not as this could vary depending upon.
8. Moving ahead in the same finding series, most of the people were found to switch the brand on frequent basis especially with regards to “Mineral Water” at the most level followed by “Cine Artists” in the next position. Similarly, remarkable no. of people was found to switch the brand on seldom basis with regards to “Cold Drinks” & “Cine Artists” and “Mobile Sets” as well. Amazingly, the highest no. of people not switching the brand on rare basis was on the part of “Mobile Products”.
9. Furthermore, the most important reason of switching the brand was found to be “Performance Not Satisfactory” at the top most level with regards to all the four sample products followed by the next reason called “Want of New Taste” with regards to all the products except “Mineral Water” Price came on the last position being the least important reason of switching the brand.

10. Moving ahead and analyzing upon the final response, majority of the people were found to be ready to pay for premium if their preferred brands were offered to them especially during the time of scarcity with regards to all the four products being “Cine Artists” and “Cold Drinks” at the topmost rank followed by “Mineral Water” and “Mobile Sets” on the 2nd top most position. However, a remarkable no. of people was also found not wanting to pay for premium only on the part of “Mobile Products”. It is clear people love to pay for extra for their preferred brands especially during the time of “scarcity”.

CHAPTER-5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

Industrial activities have greatly increased in Nepal over the past years. Though the agriculture sectors have not grown out completely, the country has overwhelmingly dependent on this particular sector. However, it there are good signs of growing industrial involvement and development which has consequently opened a door to an alternative support to sustain the economic life. Every year new fields of industrial importance are being uncovered and consequently the numbers of different industrial units are increasing. All these have offered betterment to the nation and have introduced a very tough competition in the Nepalese market. Today, a product to be sold successfully in the market requires proper presentation and promotion. In order to win the heart of the consumers, one should not only have good quality but it should be accompanied by brand names, labels, attractive packaging and lots more.

Considering the very realities of the market, this study was chosen to make an endeavor of finding out brand awareness of Nepalese consumers in terms of how much they were conscious, how important they regarded the role of brand and so on. Besides the main objectives of finding out the brand awareness of Nepalese consumers, the study also aimed to have the attempt of examining the brand loyalty of the Nepalese consumers being “Mineral Water”, “Cold Drinks”, “Cine Artists” and then “Mobile Sets”; the sampled products.

All the Nepalese consumers of urban areas were considered as the population of the study. A sample of 80 consumers were randomly taken out of the population based on convenience sampling basis taking into account that there is an involvement of a number of respondents with variation in age, sex, occupation and education level, etc. A well-structured questionnaire was the main instrument for collection of required data. All the participants were provided with the questionnaire to give their sincere opinion and they were collected at they filled out the forms.

The data thus collected by the means of questionnaire were presented and analyzed via the tables and graphs to reach the findings of the study.

From the interpretation and analysis of the data, Nepalese consumers were found to have carried significant level of awareness in the case of “brand”.

5.2. Conclusion

As discussed in the previous sections, brand is a distinct identity of any particular products. It is a symbolic ambassador of the product that induces various groups to purchase even that product was not purchased so far. Having been said so, one can easily realize how important it is to have brand awareness both on the part of the customers and the sellers and manufactures as well. From the perspective of the manufacturers/ sellers, sales volume can be increased with ease for a long time as a large no. of such groups can be found being ready to purchase if brand awareness and loyalty can be increased. Similarly, looking from the perspective of the customers, brand awareness and loyalty towards a brand will impart a various advantages. As we know, it is really cumbersome to look after one product to another to satisfy the need and wants. However, while doing so, it would demand to invest not only money but a great chunk of time as well. And we know how valuable time is in such a modern and competitive world these days. Let us assume a person is in a situation to purchase a product which he had never bought in the entire life. Had one known about a particular brand under the target product and the benefits associated with the brand, he/she would have easily had that product under that brand and satisfied the need/wants by saving lots of time which further could have been invested in other aspects. This is what can a great benefit and lots be of such as well if one knows about a brand and also remain loyal towards it.

Upon conducting the survey, various findings appeared during the studies. They have already been mentioned in the previous section. As mentioned in the concerning topic of major findings, majority of people were found to be aware towards particular brand whilst it was not so in the case of some other products. Similarly, quality and the prices were found to have been the most influencing factors in making the purchase decision. However, a remarkable numbers of the people were also found being not loyal towards some products whilst they were found loyal towards some other products.

5.3. Recommendation

Consumers are the sovereign power of the modern marketing world. The products manufactured today are not the ones that the manufacturers want to sell but the ones that the consumers want to buy. Every successful product in the modern marketing world is and embodiment of the consumers' needs, wants, prestige, preference, satisfaction, aspiration and mental horizon. Hence, understanding the consumers' needs, wants, satisfaction, preference, aspiration, and mental horizon or understanding the consumer in total is the secret of success today. Having the knowledge about how much aware the consumers are with regards to consciousness of brands, importance of brand, brand selection, and brand availability, etc. will help the manufacturers, business firms, etc. to pay attention on such aspects and thereby placing more efforts in pulling more no. of customers towards the target brand and making the current no. of customers remain loyal towards the target brand.

The Nepalese consumer market is rapidly growing. Competition is being tough and tougher together with this growth. Understanding brand loyalty is a very effective measure to increase the competitive strength of manufacturers or sellers. Some of major recommendations based on this study and its findings, have been explained as follows:

1. Particular attention should be given in branding the product. Brand is necessary in almost all types of non-durable consumer goods.
2. Brand should be distinctive or unique in every types of product. Distinct brand plays significant role in helping the consumer differentiate the desired product from other products.
3. Studies on brand loyalty should be made on continuous basis. Most of the consumers showing brand loyalty indicate towards hidden assets of the manufacturers or sellers. They should have knowledge of this valuable asset. It will give them effective guideline for developing successful marketing strategy.
4. This is an addition to some very limited studies that have been carried out on this subject as a part of academic curriculum. Brand loyalty is an important and very interesting subject of study for university scholars, manufacturers, and marketers.

5. Hence this researcher anticipates that this will encourage further researches on this subject. In spite of the earnest endeavor of the researcher, this study does have some weakness and shortcomings. These weaknesses and shortcomings are being explained here with a consideration that they will be dealt beforehand by anyone attempting for further research on the subject and can be overcome in studies conducted in later days. Furthermore, the following suggestions are suggested to all those willing to carry out any sort of study on the related subject.
6. Various programs, schemes, etc. should be launched from the institutional level to create more and more awareness among the people to make them feel about the brand of target products.
7. Special attention should be given on the customer from very age groups be it young, teenager, child or adult. Even the master brand should be re-modified and expanded into various sub-brands to reach all types of groups.
8. Repeated promotional activities via advertisements, exhibition, sponsorships, hoarding boards, etc. should be carried out so as to make the target customer groups to recall the brand and make them feel the brand as their own part of their life.
9. Various survey programs should also be conducted in order to study how much the customers are aware towards the target brands and also know of how much they are loyal towards the target brands. Such programs can be conducted via various ways depending upon the cost, time, suitability, easiness, and other similar factors.
10. If it is found that there is really a considerable degree of lack of awareness towards the target brand over the periods among the targeted groups, this should be taken as a serious issue. Immediate steps should be taken to further re-design new programs towards increasing the awareness among them.
11. Moreover, focus should be given on them for making them loyal towards the brand if not found so. As the findings clearly showed that the factors such as quality, and price, etc. play vital roles in turning back the diverted customers

towards the brand, priority must be given on such factors while launching the programs.

12. Various offers can also be provided to draw the attention of the hidden groups via various programs. One example can be to officially sponsor any particular programs e.g. game, stage show, etc.

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ANNEX

FIELD SURVEY QUESTIONNAIRE

“A Study on Brand Awareness of Nepalese Consumers with Regards to Low Purchase Involvement Retail Products”

Below is given a set of questions regarding brand awareness that have been designed to conduct a research study under the above title in order to have the data required as a part of the concerning thesis study. It would be greatly appreciated if you could kindly help me in filling up this questionnaire. The more accurately and explicitly you fill up the answers in the questionnaire, the more precise and conclusive the results would come and thenceforth would make the study meaningful. Hence, please fill up the questionnaire in accordance by selecting the right option/ providing the right answer in an objective form as required by the questions.

Once again, your valuable time in this co-operation would be highly appreciated and the information will remain confidential to this academic research part only.

Please fill your personal details before answering the questionnaire.

Name : _____

Sex : Male () Female () a. Marital Status: a. Married () b. Unmarried ()

Age : a. Below 19 Years () b. 20-30 Years () c. 30-40Years ()d. 40 Years +

Education: a. Literate () b. S.L.C. () c. Intermediate () d. Graduate ()
e. Post Graduate ()

Occupation: a. Service () b. Business () c. Professionals () d. Household ()
e. Others ()

Instruction: Please tick the given boxes following the questions. You can tick more than one option if necessary.

BRAND CONSCIOUSNESS

1. How much are you conscious towards brand while making purchase decision regarding any particular product?

Options

- a. Very Much () b. Average () c. Little Bit () d. Not At All

2. Do you think your market offers you different brands of the given products?

Options

- | | | |
|-------------------|------------|-----------|
| i. Mineral Water | a. Yes () | b. No () |
| ii. Cold Drinks | a. Yes () | b. No () |
| iii. Cine Artists | a. Yes () | b. No () |
| iv. Mobile Sets | a. Yes () | b. No () |

3. If yes, could you please list any four brand names under each of the following product category that you think are available in the market at present?

Options

- | | | | | |
|-------------------|---------|---------|---------|---------|
| i. Mineral Water | a. | b. | c. | d. |
| ii. Cold Drinks | a. | b. | c. | d. |
| iii. Cine Artists | a. | b. | c. | d. |
| iv. Mobile Sets | a. | b. | c. | d. |

BEHAVIOR & FACTOR AFFECTING THE BRAND SELECTION DECISION

4. How do you use the following products?

Options

- | | | |
|-------------------|------------|-----------|
| i. Mineral Water | a. Yes () | b. No () |
| ii. Cold Drinks | a. Yes () | b. No () |
| iii. Cine Artists | a. Yes () | b. No () |
| iv. Mobile Sets | a. Yes () | b. No () |

5. What are the major factors that affect your brand selection decision?

Options

- | | | | | | |
|-------------------|--------------|---------------|----------------|---------------|---------------|
| i. Mineral Water | a. Price () | b. Design () | c. Quality () | d. Offers () | e. Others () |
| ii. Cold Drinks | a. Price () | b. Design () | c. Quality () | d. Offers () | e. Others () |
| iii. Cine Artists | a. Price () | b. Design () | c. Quality () | d. Offers () | e. Others () |
| iv. Mobile Sets | a. Price () | b. Design () | c. Quality () | d. Offers () | e. Others () |

BRAND PREFERENCE

6. Please select the following brands that are mostly preferred by you under each of the following category. Please start with 1 as “Mostly Preferred One”, 2 as “Preferred One”, 3 as “Less Preferred One”, 4 as “Very Less Preferred One” & 5 as “Not At All”

BRANDLOYALTY

8. Do you normally switch brand in your life?

Options

- | | | |
|-------------------|------------|-----------|
| i. Mineral Water | a. Yes () | b. No () |
| ii. Cold Drinks | a. Yes () | b. No () |
| iii. Cine Artists | a. Yes () | b. No () |
| iv. Mobile Sets | a. Yes () | b. No () |

9. If yes, how often do you switch?

OPTIONS

- | | | | | | |
|-------------------|---------------|-------------------|---------------|----------|--------------------|
| i. Mineral Water | a. Seldom () | b. Frequently () | c. Rarely () | d. Never | e. Can Not Say () |
| ii. Cold Drinks | a. Seldom () | b. Frequently () | c. Rarely () | d. Never | e. Can Not Say () |
| iii. Cine Artists | a. Seldom () | b. Frequently () | c. Rarely () | d. Never | e. Can Not Say () |
| iv. Mobile Sets | a. Seldom () | b. Frequently () | c. Rarely () | d. Never | e. Can Not Say () |

10. If yes, which of the following reasons induce you to switch the brand?

OPTIONS

- | | | | | |
|------------------|-------------------|--------------------|---------------------------------|--------------------------|
| i. Mineral Water | a. High Price () | b. Bad Quality () | c. Service Not Satisfactory () | d. Want of New Taste () |
|------------------|-------------------|--------------------|---------------------------------|--------------------------|

ii. Cold Drinks a. High Price () b. Bad Quality () c. Service Not Satisfactory () d. Want of New Taste ()

iii. Cine Artists a. High Price () b. Bad Quality () c. Service Not Satisfactory () d. Want of New Taste ()

iv. Mobile Sets a. High Price () b. Bad Quality () c. Service Not Satisfactory () d. Want of New Taste ()

11. Would you purchase / have an alternative brand of the following products if your favorite brand not available at present?

OPTIONS

i. Mineral Water a. Yes () b. No ()

ii. Cold Drinks a. Yes () b. No ()

iii. Cine Artists a. Yes () b. No ()

iv. Mobile Sets a. Yes () b. No ()

12. Would you be ready to pay premium (i.e. extra price) for your preferred brand in case of scarcity or any other such?

Options

i. Mineral Water a. Yes () b. No ()

ii. Cold Drinks a. Yes () b. No ()

iii. Cine Artists a. Yes () b. No ()

iv. Mobile Sets a. Yes () b. No ()

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Thank you for your valuable support in providing me your important views by filling up this questionnaire which would be used for my research analysis as mentioned.