

CHAPTER-I

INTRODUCTION

1. General Background of the study:-

Marketing plays a very significant role in accelerating the pace of industrialization, which in turn aims at making the economy development and strong. In this connection, it is significant to note that marketing is the most import multiplier of economic development.

Marketing is primarily related with creating value of customers and a return for the company. The marketer should understand which factors motivate customers to buy more products among various competitive brand among various competitive brands.

The modern marketing accepts customer as king of market because he has the purchasing power and so force on the earth would compel him to buy a particular product. Customer has absolute freedom to spend money on the products or service according to his choice and preference. Customer's preference, attitude and opinions have been considered in the production programmed and marketing activities of producer.

In formulating a marketing strategy for individual product, the marketer has to confront the branding decision. Branding is the major issue in product strategy. A brand is essential through which a seller promises to consistently deliver a specific set of futures, benefits and service to the buyers. The best brand conveys a warranty of quality. Almost all the product today has got brand name. nowadays, each and every marketer focuses their products or

services to the customers based on the preference of the customers towards the specific brands. So, it is important to trace out the preference level of customer on specific brands in the market. This research work focuses on analyzing the brand preference attitude of motorcycle buyer of Birgunj City.

Motorcycle was perceived as the means of pleasure and luxury before one decade, but today, it has become necessary for almost people in Nepal due to the fastest and accessible means of transportation. So, it has been proved that it is not only for pleasure but also for the need of easy and quick transportation.

2. Brief Profiles of Selected Five Brands:-

There are more than 50 brands of motorcycle available in the Nepalese Market. So far as contemporary brands of motorcycle in Nepalese market is concerned. Hero Honda, Escorts, Yamaha, Kawasaki Bajaj, Lifan, Dayang, LML, TVS, Jialing, Suzuki, Lonein, Geely, Kinetic, Japanese Honda, Kinlon, Yingang, Taishan, Husung, Deliu, Nanfan, Cosmic Yingang, Hungdu etc. are striving to exist in the competitive market. Among these, Hero Honda, Yamaha, Bajaj, Lifan and Dayang have secured prominent status and strong presence in the market, so that these five major brand from India and China are selected for my research work. Here, it is elective to give the brief profile of these five brands.

- i. Hero Honda:-** This is popular Indian brand for Nepalese motorcycle riders. Hero Honda is produced by Hero Honda Motors Ltd. India with the technical collaboration of Honda Motors Ltd. Of Japan. Different 14 models of Hero Honda brand had been produced and marketed so far.

They are CD100, Deluxe, CD10ss, Sleek(100), Splendor 100, Super Splendor, Splendor Plus, CBZ, Street 100, Passion, CD Dawn, Ambition, Karizma223cc, CBZ Extreme, Hero Honda Hunk.

Authorized dealer of this brand is “Sykar Co. Ltd.” (Jyoti Group) in Nepal. Since 1986, dealer has been importing this brand of motorcycle to fulfill the need of Nepalese motorcycle riders.

ii. Kawasaki Bajaj:- This is also the Indian brand of Motorcycle. Kawasaki Bajaj Auto Ltd. Has manufactured different models of motorcycle in technological collaboration with Kawasaki Motor Ltd. (Japan). It has the market coverage in more than 17 countries. Sole Authorized dealer of this brand in Nepal is “Hansraj & Hulaschand Co. Pvt. Ltd.”. Different models of this brand are available in the Nepalese market since 1998. They are KB100 RTZ, Eliminator 175cc, Pulsar 150cc, Pulsar 180cc, Pulsar 200cc, Pulsar 220 DTSI, Caliber 115cc, Boxer CT 100cc, Boxer AT 100cc, Boxer AR, BYK 100cc & Wind 125 with Discover, Platina 100, Bajaj XCD 125cc.

iii. Escorts Yamaha:- Escorts Yamaha is also popular brand name of Nepalese Motorcycle riders. The manufacture of this brand is “Yamaha Motor India Ltd.” It is established with the technical collaboration of “Yamaha Motor Ltd.” (Japan). Yamaha first manufacture RX100 brand of 100cc Motorcycle with technical collaboration with “Yamaha Motor Ltd.” (Japan). Different models have been produced and launched in the market YBX125, RX100, RXC, YD125, Crux 100, Crux R, Enticer 125, Libero 106m Fazer, Gladiator, G5125, FZ, FZ-S150cc, R15 etc.

Authorized dealer of this brand in Nepal is “Morang Auto Works”. Different models of this brand are now available in the Nepalese Market only with four stroke engines.

- iv. **Lifan:-** This is the Chinese brand of motorcycle. This brand of motorcycle is produced by “Chngaing Lifan and Honda Industry (Group) Co. Ltd.” It has been produced since 1992. in 2000, this brand was launched in Nepal. It has the market coverage only in Asian and European Countries. Minimum of 50 models have been already produced under Lifan Brand. Authorized agent for Nepal is “Annaparna Associates Pvt. Ltd.” Following models of this brand are available for the motorcycle rider in Nepal.

100cc-LF 100-S, Lf-100-9A

125cc-LF 25-7

150cc-LF,150-E,LF-150-11

250cc-LF250, LF250-2 etc.

- v. **Dayang:-** This is also the popular Chinese motorcycle. Dayang is produced by “Luoyang Northen Ekochor Motorcycle Co. Ltd.” “Luoyong Northen Ekochor Co. Ltd.” Was founded in March 1992. Attaching importance to quality management the company carries out ISO 9001 n all fields. Its market is scattered in more then 100 countries. More then 56 models have been produced and launched in the market so far under the brand name Dayang. Sole agent for Nepal is “Mandela Overseas and Super Trading Pvt. Ltd.” Since 1997 Presently, following models of this brand are available in Nepal.

DY-100-3 DY-100-26 DY-125-13
DY-125-16 DY-125 DY-125-5

3. Statement of the problem:-

Nothing is perfect. There are some problems and challenges which have to be faced by every sector. Nepalese motorcycle market is also facing some problem. Different brands of motorcycle seem to be increased in the roads of Birgunj as well as other part of Nepal. New brand of motorcycle is hitting the roads virtually every other day irrespective of the bitter reality that the vital economic indicator of Nepalese economy is shaking due to the expected growth of motorcycle market in Nepal but Nepalese motorcycle market didn't have so much competition some years back. Indian motorcycles were enjoying absolute monopoly before few years. Motorcycle buyers had no alternative choices to select the preferred brand. Situation had changed now. There is tough competition among the marketers of motorcycles. Chinese motorcycles have created their presence very strongly in the market these days. Large number of Chinese and other foreign brands of motorcycle are entering Nepalese market. Today buyers of motorcycle have abundant alternative choice to select the brand, as there are more than 50 brands of motorcycle in the Nepalese market. Dealers of motorcycle are engaged to import motorcycles, which have added value and extra feature to sustain in the market.

Motorcycle available in the Nepalese market can be categorized into three main groups. They are:-

1. Economy Type
2. Executive Type
3. Luxury/Fashionable Type

What types of buyers prefer which type motorcycle brand is the main issue of concentration for the marketer? Under the prevailing situation, the major problems identified regarding the motorcycle brands are:-

- Who are the buyers and what are their buying behaviors for specific brand?
- Which brand is mostly preferred? How does a buyer rank the brand? What attributes play significant role to prefer a specific brand?
- What is buyer's attitude and perception regarding different brand?
- To what extent does the advertising influence in the preference of a specific brand?
- What is the position of women motorcycle riders in Nepalese market? Which is their preferred brand?

4. Objective of the Study:-

- a. The main aim of the study is:-
To assess the Nepalese motorcycle buyers in terms of brand preference.
- b. The specific objectives of the study can be stated as follows:-
 - To identify the profiles of customers of specific brand.
 - To examine the product attributes sought in the motorcycle brand.
 - To examine the major evaluation criteria used by customers while purchasing motorcycle.
 - To observe the post purchase behavior of the customers.
 - To assess the customer's perception on brand preference.

5. Significance of the Study:-

This study will be important from the following aspects:-

- a. Finding of the study will help to understand brand preference practices of motorcycle market. It will give information as to the extent of customer

involvement in brand searching, analyzing its attributes preference attitude and brand choice on high involvement of motorcycle. In addition to this, it will be helpful to develop the profile of specific customer of brands.

- b. It will be useful in creating most favorable brand by knowing the buyer perception and response. The marketer can trace out the important reasons for brand preference. then, marketer can focus on different marketing activities according to chosen perception and preference of buyers.
- c. A deeper understanding of choice and preference of customers can help managers to design marketing programs that concentrate on customers. Such knowledge will also help manager to evaluate the value of customers.
- d. Similarly, it will be valuable reference to the scholar to conduct farther similar research.

6. Limitation of the Study:-

To keep the research work feasible, to keep it in trace, to go according to plan, budget and time constraint, the researcher has to barricade the research from some limitation.

- a. The product selected is only motorcycle; therefore the result of this study will be more applicable to this product only.
- b. Only five popular brands of motorcycle are selected for the study. The study is confined to Birgunj City.
- c. The sample is in small size which may not fully represent the total motorcycle customers of Nepal.

- d. This study is entirely based on the opinions, views and responses of the respondents. Opinions of the respondents have been taken as a sense of truth, which may not be correct at all time due to changing behaviors of customers.
- e. Some customers don't necessarily follow the steps of decision process. The conclusion of the study may not be applicable to them.

7. Research Methodology:-

This study is an exploratory research which includes a kind of survey research. Extensive survey of motorcycle riders through questionnaire has been carried out. The data and information collected from the survey of riders are Rearranging, tabulate, analyzed and interpreted according to the need of the study for attaining the stated objectives.

i. Source of Data:-

In connection with this topic mainly primary data, secondary data as the supplement of primary data have been utilized. Primary data have been collected from the motorcycle riders to different locations and for secondary data, the publication from different sources are utilized.

ii. Population and Sample:-

The whole motorcycle riders have been considered as the population of this study.

Motorcycle is chosen as a sample product. The sample of the respondents used in this study constitutes 120-motorcycle rider of Birgunj City. Birgunj City is chosen the geographical region to draw the sample because the motorcycle traffic here is tremendous as compared to any other district. Respondents are to be selected through random sampling according to education, income level, age and profession of the respondents.

iii. Data Collection Technique:-

This study has been conducted on the basis of the information collected from the questionnaire, textbooks, magazines periodicals, newspaper, bulletins etc. a structured questionnaire was designed to collect the required information, which has been given in Appendix A. Along with the questionnaire; interview has been conducted in the process of data collection. For the sake of designing the contents questionnaire, suggestion and ideas have been collected from experienced scholars. In the process of data collection, questionnaires were distributed to the respondents. Assistance from friends was also taken to collect the data.

iv. Method of Data Analysis:-

Presentation of data has been done on table form, simple diagram, bar diagram and pie chart and semantic differential scale.

As the nature of study is exploratory type, some statistical and descriptive tools are used. Measuring the attitude of buyers is a complicated task to the researcher although there are some technical available to measure the attitude of consumer in marketing. Since the study is based on qualitative data mainly

the descriptive analysis has been made to draw some conclusion of the study. Microsoft word and Microsoft excel computer program will be used.

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12. Organization of the Study:-

The study work contents the following chapters.

The first chapter includes general background of the study, brief profiles of selected five brands, statement of the problem, objective of the study, important of the study, limitation of the study, research methodology, source data, population and sample, data collection technique and method of data analysis.

The second chapter contents literature review, conceptual review, marketing and today's customer, history of branding, function of brand, brand preference, classification of brand preference segment, brand loyalty and brand preference, brand switching and brand preference, brand preference and purchase intention and review of unpublished literature.

The third chapter research methodology presents research design, source of data, population and sample, data collection technique, data analysis tools and response to the questionnaire.

The fourth chapter is data presentation analysis explanatory in nature and deals with presentation and analysis to identify the profile of customers of certain brands, brand preference by respondents, general analysis, reasons for motorcycle preference, purpose of motorcycle riding, ranking the factors for brand switching, presentation and analysis to examine the product attributes sought in the motorcycle brand, analysis of product attributes on brand preference ranking the different brands as perceived by respondents, Analysis of price sensitivity on brand preference, advertising effects on brand preference, presentation and analysis to assess the customer's perception in motorcycle brand etc.

The last chapter provides summary major findings of the study, conclusion and recommendations.

CHAPTER-II

REVIEW OF LITERATURE

In this chapter, an attempt has been made to review the various relevant literatures in relation to support the study to receive some ideas for development a research design.

Literature review is basically stocktaking of available literature in one's field of research. The literature survey provides the student with the knowledge of the status of their field of research library is a rich storage base for all kinds of published and unpublished materials including theses, dissertation, business reports government (periodicals) publication etc.

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

To review the literature in systematic way, this can be divided into two parts.

- **Conceptual Review:-** This include conceptual review of the area based on textbooks and other reference materials such as journals and magazines.
- **Reviews of Related Studies:-** This part cover a review or thesis, research article and project works.

2.1 Conceptual Review:-

2.1.1. Marketing and Today's Customer:-

Modern marketing is very complex, elaborated, sophisticated, dynamic and vast. Marketing has been evolving with the progress of human civilization and economic development of nation. Marketing of the previous time was unsystematic and unplanned. No tools and technique of marketing were used. Old has changed to dynamic. Today the philosophy of marketing has changed. Evolution of marketing has gone through different stages. Previously, marketing decisions largely depend upon mass selling, production and company profit. After that they began to recognize the long run importance of satisfying the customer wants and needs. More recently the societal marketing concept has been proposed as a philosophy by which a company can satisfy its customers and at the same time fulfill its social responsibilities. Philip kotler rightly defines. "Marketing is a societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging product and services of value with others".

Marketing is not static rather it often changes dramatically, sometimes slowly and frequently in ways that are difficult to predict. Those businesses, which are able to detect and predict changes, are in a superior position to prosper and grow. Firms such as Microsoft have fused marketing as a recipe for success.

Customer today have changing behavior. Their attitude toward a product may change over the passage of time. The product liked yesterday by

Customer may not be liked today and tomorrow. A customer preference and perception do not remain constant, change occurs because of environmental changes, competitor's action, change in their lifestyles, ideas change, technology changes etc. customer today always looks for new and improved product from which he can take maximum utilization with minimum effort. Competitors are often coming up with lower priced product and they try to differentiate their brands in terms of quality, aesthetic looks, price and environment friendly product with the competitor's brand.

The marketer can't change the values, belief and wants of customer, what they mainly can do is to supply product that always satisfies the values that people have. No force on the earth would compel the customer to buy a particular brand. He has full freedom to buy according to his choice. Customers are gaining wide range of information regarding the product and services through different advertising media in the dynamic market. So managing today's customer is a difficult task. Existing marketing mix variables, product, price, place & promotion do still play a role but perhaps a secondary in nature. "It takes more than the four 'p's to manage today's customers."

Knowing the complex behavior of the modern customer should be marketers' concentration to achieve their objective, change is the synonym of modern world. "The forthcoming challenge to marketing profession is to learn from change that is always recurring. If you think that the things will always remain the same as in the past, then you are mistaken."

2.1.2. What is Brand?:-

American marketing Association defines a brand as “a name, term, sign, symbol or design or a combination of them, intended to identify the goods or service of one seller or group of seller and to differentiate them from those of competitors. Thus brand identifies the seller or maker.

A brand is complex symbol that can convey up to six level of meanings.

1. Attributes:- A brand brings to mind certain attributes. Mercedes suggest expensive, will built, well-engineered, durable, high prestige automobile.
2. Benefits:- Attributes must be translated into functional and emotional benefits. The attributes “durable” could translate into the functional benefit.
3. Values:- The brand also says some things about the producer’s values. Mercedes stands for high performance, safety and prestige.
4. Culture:- The brand represent a certain culture, the Mercedes represents German Culture, Organized, Efficient high quality.
5. Personality:- The brand can project a certain personality Mercedes may suggest a no nonsense boss (person), reigning lion (animal) or as austere parlance. (object)
6. User:- The brand suggests the kind of customer who buy or used the product.

Brands and branding are not just a name and logo used by the marketing department. Rather the make up a strategic approach that companies take to

guide and manage their business. Today brand not only covers the producer's identification and customer but also includes employee in its definition.

The brand is not just the heritage or organization. Its' heritage of the employee as well. It's a part of their identification and background.

At least happy employer provides an opportunity to create happy customer. But happy customer doesn't service in the face of unhappy employees. Brand for employees signify organizational culture, what they stand for and what they built. It is becoming obvious that brands start inside the organization with the employees, culture and corporate beliefs and then moves out to customer. They don't start with customer and move back in.

2.1.3. A History of Branding:-

Today brands exert a strong influence on both customer attraction and customer retention. In fact, the main driver of customer loyalty is brand commitment.

In the second half of the 19th century, companies were introducing recently invented products that changed people's daily lives (e.g. the radio, phonograph, car and light bulb). Communication with consumer had to inform them about the existence of the new invention and then convince them that their lives would be better if they used the products for example:- electric light instead of oil lamps.

When goods began to be manufactured in factories, the market was flooded with uniform mass-produced products that were virtually indistinguishable from one another. Competitive branding became a necessity of the machine age. The first task of branding was to name previously generic goods such as: sugar, flour, soap and cereal, which had earlier been scooped out of barrels by local shopkeepers. In the 1880s, corporate logos first appeared on mass-produced products such as Camp Bell's Soup, H.Z. Heinz Pickles and Quaker oats cereal. These logos were created to suggest familiarity (think of Aunt Jemima and Uncle Ben) in an effort to replace the shopkeeper and counter the anonymity of packaged goods. The corporate "Personality" had arrived.

The next step was for the entire corporation itself to embody a meaning of its own. In the early 1920s, General Motors became a metaphor for the American family. And GE was not so much the name of the faceless General Electric Co. as "the initials of a friend."

By the end of 1940s, a brand wasn't just a catchy phrase or a picture printed on the label of a company's product, the company as a whole could have a brand identity. However, it took several decades for the manufacturing world to adjust to this shift. It clung to the idea that its core business was still production and that branding was an important add-on.

This all changed in the 1980s, with brand equity. The defining moment of widespread recognition of the true value of a strong brand arrived in 1988 when Philip Morris purchased Kraft for \$12.6 billion—six times what the company was worth on paper. The difference was the perceived price of the

something that had previously been abstract and unquantifiable a brand name. management theorists developed the idea that corporations must produce brands instead of products. Any of Today's best known manufactures no longer produce product and advertise them but rather buy products and brand them.

2.1.4. The Function of Brand:-

A brand provides not only source of information (thus revealing its value) but performs certain other functions, which justify its attractiveness and its monetary return (higher price) when buyers value it. What are these functions? How does a brand create value in the eyes of the customer? The eight functions of a brand are presented in table.

<u>Function</u>	<u>Consumer Benefit</u>
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought after products
Practicality	To allow saving of time and energy through identical repurchasing and loyalty.
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimization	To be sure of buying the best product in its category, the best performer for a particular purpose.
Characterization	To have confirmation of your self-image of the image that you present to others.
Continuity	Satisfaction bought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical	Satisfaction linked to the responsible behavior of the brand in its relationship with society (ecology, employment and citizenship, advertising that doesn't shock)

The first two are mechanical and the essence of the brand, that it too function as a recognized symbol in order to facilities choice and gain time. The following three functions reduce the perceived risk. The last three have a more pleasurable side to them. Ethics show that buyers are expected more and more responsible behaviors from their brands.

2.1.5. Brand Preference:-

Modern marketing has been complex, and challenging. Companies are facing toughest competition. Customer attitude and behavior are changing. The brand preferred today may not be preferred tomorrow. So understanding of customer desired through, feeding images, choices, perception, attitude, purchases intention, marketer should assess preference etc. customer behavior gives important insights to become successful marketer in this globalize and competitive marker, continuing challenges is to build a strong brand to satisfy customer needs and wants very effectively than other competition.

A brand which does not changes with the time, fossilizes and loses its relevance. Time is merely the indicator of changes in lifestyles, customer expectations, technology, and competitive position. Values, customs and behavior pattern are constantly changing with time. Leaders today thus must plot the future of their companies and they are challenged to find a path that makes sense. Analyzing the complex behavior of modern and improved customers should from the path. The development of effective marketing plan and strategies for any market rests on a proper knowledge of how customer feels about brand, how they perceive and go to actual preference drove purchase. Every successful product in the modern

marketing world is an embodiment of customer's needs, wants, prestige, preference, satisfaction, aspiration and mental horizon.

Brands vary in the amount of power and value they have in the market place. The customer in the market place doesn't know some brands. Some are having high degree of loyalty and preference level. Businessmen today are devoting to present their products in the market for the sake of increasing the sales. Every marketer focuses their products to the customer based on customer preference towards brands.

Brand preference is the choice by the customer of a particular brand over its competitors, usually resulting from a favorable experience with the item. However if the product proves to be unavailable, the customer willingly shifts to a substitute.

Knowledge of brand preference helps to know customers attitudes towards the brand (i.e. product) and this understanding it turn sheds light on different aspect such as: effectiveness of branding policy, advertising policy, consumer's response to the price and availability of the products, consumers' perception of the total image of the manufacture.

Brand preference can be defined as the priority that the buyer or consumer give to a brand. It is revealed in the purchase and use of one brand and not of competitive brands.

Brand preference is based on customer choice, their priorities toward brands, awareness level and actual brand loyalty exist there. Brand

preference leads to brand loyalty. When preference of brand is expressed, then the customer may be here core loyal.

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

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

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

Brand preference is one way of segmenting a market. On the basis of brand preference, market can be segmented as loyal or not loyal. If the consumer prefer the brand they can be identified as loyal consumer and if they don't prefer the brand they can be identified as non-loyal consumers. Brand

preferences gives seller of marketer protection from competition and greater control in planning the marketing mix.

2.1.6. Classification of Brand Preference Segment:-

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

a. Homogeneous Preference:-

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

b. Diffused Preference:-

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

c. Clustered Preference:-

The market might reveal distinct preference clusters called natural market segments. The first firm in this market has three options. It might position in the center, hoping to appeal all the groups. It might position in the largest

market segment (concentrated marketing). It might develop several brands, each positioned in a different segment. If the two first firms developed only one brand, competitors would enter and introduce brands in the other segment.

2.1.7. Brand Loyalty and Brand Preference:-

Brand loyalty implies purchasing the same brand more than once, again assuming that this is the preferred brand, although this may not necessarily be the case. Brand preference and Brand loyalty may exist in relation to manufacturer brand and distributor brand and loyalty may prevail with respect to stores.

Definition of brand loyalty has evolved and it typically concerned with a degree of consistency in the preference for each brand by a consumer over a period of time. "In place of brand choice sequence Leister Guest used preference statement over time as a measure of brand loyalty. In 1941, he collected data concerning the brand awareness and preference of student. In follow up studies of these same person 12 and 20 years later he found suggestive evidence of high degree of loyalty toward brand name (although not to specific brand)"

From study of Leister Guest brand loyalty exists even when it is defined as preference statement over time. According to preference statement approach, brand loyalty is measured on the basis of preference expressed by the consumer to a particular brand over a certain time.

“Day (1970) offers a two dimensional concept of brand loyalty bringing together attitude and behavior. He asks, “Can behavior pattern be equated with preferences to infer loyalty? And distinguishes between spurious and international loyalty. (Spurious loyalty may just be habit of consistent purchase of one brand due to non-availability of others, continuous price deals, better shelf pace etc. International loyalty occurs when consumer buys a preferred brand, as would be evidence by some attitude measurement. When customer is internationally loyal and insists on a particular brand. S/he will be prepared to shop around for this brand or defer purchased if the brand is unavailable rather than accept a substitute.”

Consumers have varying degree of loyalty of specific brands stores and other entities. Buyers can be divided into four groups according to brand loyalty status.

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

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

2.1.8. Brand Switching and Brand Preference:-

Brand switching means consumer’s habit of constantly shifting from one brand to another. In this sense, brand switching is opposite to brand loyalty.

Customer switch brand for reasons of; curiosity with respect to new difference brands; disappointment with respect to brands; reassurance with respect to a favored brand; chance inducement and availability. Additionally, consumer may be multi-brand buyers for reasons of:- indifference, perception that brands are perfect substitutes, for varieties sake, several preference within a household, and as a response to availability and promotions.

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

2.1.9. Brand Preference and Purchase Intentions:-

“How does consumer process competitive brand information and make a final value judgment? The customer arrived at attitude (Judgment, Preference) toward the various brand through an attitude evaluation procedure. In the evaluation state, the consumer forms preference among the brand in the choice set. The consumer may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of another. The extent to which another person’s attitude reduces one’s preferred alternative depends on the two things 1) the intensity of the other person’s negative attitude toward the consumer’s preferred alternative and 2) the consumer motivation to comply with the other person’s wishes.

The more intense the other person's negativism and the closer the other person are to the consumer, the more the consumer will adjust his/her purchase intention. The converse is also true. A buyer's preference for a brand will increase if some one he/she respects favour the same brand strongly. The second factor is unanticipated situational factor that may erupt to change the purchase intention."

"The stage of consumer decision-making process for the purchased shown in the hierarchy of effect model" are awareness, knowledge, liking preference, conviction and purchased.

- Awareness:-** The ability of the consumer to recall a brand name either with or without prompting.
- Knowledge:-** The ability of consumer to describe the important attributes or a product or services.
- Liking :-** The attitude of the consumer toward a product or services.
- Preference:-** The degree to which a consumer feels more positive about a product or service relative to other offering.
- Conviction:-** The likelihood that the consumer will purchase the product or service.
- Purchase:-** the acquisitions of a product or service.

Preference and purchase intention is not completely reliable predication or purchase behavior.

2.2 Review or Unpublished Literature:-

Several thesis works have been conducted by various students regarding the various aspect of brand such as; brand loyalty, advertising effect on brand preference, comparative brand preference analysis, branding policy of durable goods, patterns of consumer decision making process while purchasing high involvement goods etc. some of them are relevant for the study.

Yogesh Panta (1993) has conducted a study entitled “A study on brand loyalty”. With the objectives of :-

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

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

The research findings of the study are concluded as:

- ☞ It is found that the Nepalese consumer gives high importance to brand in both the consumer durable goods and the consumer non-durable goods.
- ☞ Majority of the Nepalese consumers is found brand loyal.

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

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

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

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

- ☞ Factor Analysis.
- ☞ Cluster Analysis.
- ☞ Discriminate Analysis.

Based on empirical survey of search and choice behavior of Nepalese motorcycle and scooter buyer, the following findings are concluded as:

- ☞ Nepalese motorcycle buyers have rather small-evoked set size for both the makes and models.
- ☞ Sources of information available to Nepalese buyers have five dimensions namely:- Brochures, Test-drive, Advertisement, Interspersion sources and Dealer visits.
- ☞ Though not very extensive, the Nepalese motorcycle buyers undertake interpersonal sources of information.
- ☞ Two groups of buyers exist, one using the purchased pals and another not using them. High prior knowledge, familiarity with decision process concerning the purchased of motorcycles, greater number of new and old motorcycle bought in the last 10 years etc. are variables that associate with the non-user characterized by prior preference for Japanese makes, no previous ownership, longer weeks of deliberation, little knowledge concerning the purchased of a motorcycle and so on.
- ☞ In terms of choice behavior or the motorcycle buyers of Nepal are classified into two groups. Those who chose Indian motorcycles constitute one groups, another group comprises the buyers who choose the motorcycles of Japanese make.
- ☞ Advertise segment has inverse relationship with the correlated like Japanese makes are better than others, prior preference for Japanese makes went alone or with someone, gas mileage and sporty as the criteria, but this

segment is positively related with age of the respondents, price and warranty as the criteria and prior preference for Indian makes.

Laxmi Prasad Baral (1996) Conducted a research study on “A comparative study on the commutation effects of advertising and brand preference (A case study of instant noodles (Yum Yum and RaRa) with the objectives of:-

- ☞ To examine the effectiveness of advertising of the RaRa and the Yum Yum noodles.
- ☞ To bring into focus the relation between the brand preference and advertising.
- ☞ To examine the popular media of advertisement is case of instant noodles.

To know the strengths and weaknesses of advertisement of instant noodles.

50 respondents were selected from different school student and 15 were selected from different advertising agencies. A questionnaire set was distributed to obtain the data. Interview cum questionnaire administered to the research finding of the study are concluded as:-

- ☞ Consumer give more preference to the quality and less preference to the brand.
- ☞ There is high degree of association between brand preference and advertisement.
- ☞ There is no difference between the Yum Yum advertisement and RaRa advertisement in terms of attractiveness.
- ☞ Instant noodles are popular in the Kathmandu valley. Most of the costumer consumes wai Wai noodles.
- ☞ A large number of consumer are not affected by advertisement.

- ☞ Buyers go after the good quality after getting more information from the advertisement. The number of buyers who are indifferent towards advertisement is significant.
- ☞ Nepal television is the most popular media in Kathmandu valley. Radio Nepal holds second position and newspaper the third.

Santosh Adhikari (2002) has conducted a research study entitled “A brand preference study between Sanmiguel and Tugborg Beer in Kathmandu metropolitan city” with the objectives of

- ☞ 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 Tugborg.
- ☞ To find out the product attributes and pricing factor of beers.

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

The research finding of the study are:-

- ☞ 42% are occasional drinkers with 25% preferring Sanmiguel and 17% preferring Tugbuorg out of 100 beer drinkers.
- ☞ The advertisement of Tugborg has the highest recall value amongst beer drinkers.
- ☞ 55.93% of beer drinkers preferred to drink beer with friends. Sanmiguel stand for 22.58 and Tugborg by 33.35%.

- ☞ Brand preference among the two brands Tugborg and Sanmigual were found to be 56% and 44% respectively.
- ☞ The major attributes for an “Ideal Brand” were found to be:
- ☞ Taste -77.33%, Price -13.33%, Packaging -5.00%, Promotional campaign 5.0%. Taste and pricing (factors) attributes were found different to two brands but other factors found similar.
- ☞ Tugborg has found to be more popular in terms of different periphery.

Dinesh Khanal (2003) has conducted a research study on “A study of brand preference in noodles” the objectives of the research are:-

- ☞ To examine the buying habit regarding the noodles and behavior of the consumer.
- ☞ To find out the effective adverting media of noodles and their impact on the consumer.
- ☞ To suggest measure for promotional mkt. of the noodles product.
- ☞ To find out the products’ attributes and pricing factor of the noodles.

The research study was based on primary data. For the data collection questionnaire was set and administered to 120 respondents of Kathamndu metropolitan city. Sampling was made of the basis of stratified random sampling.

The major findings of his study are as:-

- ☞ The most preferred brand is Wai Wai, Mayos as second, JoJo is least preferred, Rumpum and RaRa are moderately preferred.
- ☞ Most of the noodles consumers are found in the age group of 15-30 years and most of them preferred the brand Mayos, respondent bellow 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 news papers.
- ☞ 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, Wai Wai expensive irrespective to price.
- ☞ Large number of respondents shows the brand switching tendency in attractive gift/prize program, which is offered by other brands.

CHAPTER-III

RESEARCH METHODOLOGY

The introductory part of this study has already been present in the first chapter. Besides this, the relevant and pertinent literature available to support the study has been reviewed in second chapter. Now it is necessary to choose the appropriate research methodology that helps to carryout this study. With view to attain the overall objective of examining brand preference for motorcycle (high involving goods) in Nepal, this study attempts to identify and analysis the attitude and perception performed by Nepalese motorcycle customers.

In this chapter, an effort has been made to provide a description of data type sought for meeting study objective together with procedure employed for collecting and analysis the data. This chapter comprises the research design, sources of data, population and sample, data collection techniques and data analysis tools.

3.1 Research Design:-

The basis objective of this study is access the brand preference attitude of motorcycle riders. So the design of research has been aimed at viewing the motorcycle customers in terms of brand preference for specific brand, reason for preferring certain brand and buyers evaluation process of alternative brands. This study is an exploratory study and it is a kind of surgery research. Extensive survey of motorcycle riders through questionnaire has been carried out. The data and information collected from the survey of riders are rearranged, tabulated, analysis and interpreted according to the need of the study of attaining the start objectives.

3.2 Sources of Data:-

In connection with this topic, mainly primary data and in supplement of primary data, secondary data sources have utilized. Primary data have been collected from the motorcycle riders of different locations and for the secondary data, the publication from different sources are utilized.

3.3 Population and Sample:-

The whole motorcycle riders have been considered as the population of this study. The data collected from the Brochure of department of transport management Lalitpur, reflected that a total of 3,56,410 motorcycle were registered in Bagamati zone only out of total 6,44,402 motorcycle registered in the country up to Ashad 2065

Motorcycle is chosen as the sample product. The sample of respondents used in this study constituted 120 motorcycle riders of Birgunj city. Birgunj city is chosen the geographical region to draw the sample because the motorcycle traffic here is tremendous compared to any district. Respondents are to be selected through random sampling from main location of Birgunj city. Sampling is done according to education, income level, age and processing of the respondents.

3.4 Data Collection Technique:-

This study has been conducted on the basis of the information collected from the questionnaire, textbooks, magazines, periodicals, newspaper, bulletins etc. A structure questionnaire was designed to collect the required information, which has been in Appendix-A. Along with the questionnaire, interview has been conducted in the process of data collection. For the sake

of designing the contents of questionnaire, suggestion and ideal have been collected from experienced scholars. In the process of data collection, questionnaire were distributed to the respondents. Assistance from friends were also taken to collect the data.

3.5 Data Analysis Tools:-

All distributed questionnaire were collected, to make them applicable for presentation and analysis. Breakdowns of some items as necessary have been made. Presentation of data had been done on table form, simple diagram-bar diagram and pie chart and semantic differential scale.

As the nature of study is exploratory type, some statistical and descriptive tools are used. Measuring the attitude of buyers is a complicated task to the researcher although there are some techniques available to measure the attitude of consumer in marketing. Since the study is based on qualitative data, mainly the descriptive analysis has been made to draw some conclusion of the study.

3.5.1 Percentage (%):-

It is a mathematical tool, which represent the proportion of any variable in terms of its total. In the present study, percentage has been used to obtain the actual number of customer preference.

3.5.2 Diagram and Graph:-

There are picture tools, which help to know the true picture of the different variable in the absence of complication formula and equations.

3.5.3 Weighted Average:-

It is a statistical tool, which shows the average figure considering relative importance of all the variables. It is simple the average of weight of each component multiplied by their respective value divided by total weight. It is given by

$$\overline{X}_w = \frac{W_1X_1 + W_2X_2 + W_nX_m}{W_1 + W_2 + W_2 + \dots W_n} = \frac{\sum WX}{\sum W}$$

\overline{X}_w = weighted average

$\overline{X}_1, W_2, \dots, W_n$ = Weights attached to each variables

X_1, X_2, \dots, X_n = are variables

3.5.4 Rank Order Rating Scale:-

The rank order method is widely used to measure preference for both brands and attributes. The rank order method requires the respondents to rank a set of object according to some criterion.

A comparative scaling technique in which respondents are presented will several objects simultaneously and asked to order of rank them according to some criterion.

Rank order-scaling result in ordinal data. For example, mean can't be calculated from rank order data, a median must be used instead.

3.5.5 Semantic Differential Scale:-

The semantic differential is a seven point rating scale with end points associated with bipolar labels. In a typical application, respondents rare

objects on a number of itemized, seven point rating scale bounded at each end by one or two bipolar adjectives, such as 'cold and warm'.

A special type graphic rating scale, the semantic differential had come to be used widely in marketing research. Perhaps its main use has been in connection with brand and company image studies, it permits the development of descriptive profiles that facilitates comparison of competitive items.

The unique characteristic of the semantic differential is the use of a number of bipolar scales such as good/bad, clean/dirty, to rate any product, company or concept of interest. Respondents are given a group of these scales and asked to check on each one the point that indicates their opinion of the subject in question. This method is easy and fast to administer, but is also sensitive to small difference in attitude, highly sensitive to small difference in attitude, highly versatile, reliable and generally valid.

3.6 Response to the Questionnaire:-

Total 120 questionnaire were distributed to the sample of 120 respondents representing different types of motorcycle customer, out of 120 questionnaire served, 100 questionnaire were received with full response with 83.33% of total questionnaire distributed. Questionnaire are included in Appendix-A.

CHAPTER-IV

PRESENTATION AND ANALYSIS OF DATA

In this chapter, the data and information obtained from the questionnaire have been presented and analyzed comparatively keeping the objective in mind. This chapter has been organized into four sections. In the first section, presentation and analysis have been done to identify the profile of customers of analysis. In the third section, major attributes sought in the brand have been analyzed. Likewise, in the last sections of this chapter, customers' perceptions over specific brands have been analyzed by using semantic differential data.

Although 120 questionnaires were distributed to respondents, only 100 respondents gave full information required for the study. The rest 20 respondents did not provide full information relating to brand preference. So, the data and information collected from 100 respondents have been presented and analyzed. From the viewpoint of study, this chapter is the focal part.

4.1 Presentation and Analysis to Identify the Profile of Customer's of Certain Brands.

In this section, an attempt has been made to identify the profile of customers of different brands. For this purpose, the demographic variables such as: age, education level, profession and income level have been employed. The analysis has been done on the basis of responses provided by the respondents.

4.1.1 Brand Preference by Respondents:-

For the purpose of finding the most preferred brand of motorcycle, a question titled "Which brand of motorcycle do you prefer?" was structured

and administered among the respondents and were requested to express their views. The following table shows the actual result of respondents on brand preference.

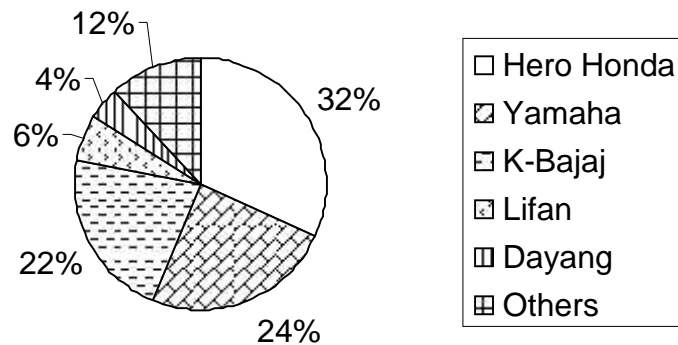
Table No. 4.1
Brand preferred by Respondents.

Brand	No. of Respondents	Percentage
Hero Honda	32	32
Yamaha	24	24
K-Bajaj	22	22
Lifan	6	6
Dayang	4	4
Others	12	12
Total	100	100

Source: Opinion survey, 2011

Table no. 4.1 presents the comparative figure of brand preference among different brands. Among them, 32% of respondents proffered Hero Honda, 24% Yamaha, 22% Bajaj, 6% Lifan, 4% Dayang and 12% other brand of total respondents. Hero Honda has been found as the most preferred brand.

Figure No. 4.1
Brand Preferred by Respondents



4.1.2 Brand Reference by Age Group:-

All respondents have been classified into three-age groups below 25yres, 25 to 39 and 40 and above. The analysis of the age group of respondents in the brands preference is show in the table no. 4.2

Table No. 4.2

Brand Preference by Age Group.

Age Brand	Below 25 Yrs.		25-39 Yrs.		40 and above Yrs.		Total
	No.	%	No.	%	No.	%	
Hero Honda	8	8	19	19	5	5	32
Yamaha	4	4	13	13	7	7	24
K-Bajaj	6	6	11	11	5	5	22
Lifan	1	1	4	4	1	1	6
Dayang	0	0	3	3	1	1	4
Others	2	2	5	5	5	5	12
Total	21	21	55	55	24	24	100

Source: Opinion Survey, 2011

The data shows that large number of respondents belong to age group of 25-39 yrs. These age groups covers the 55% of the total respondents 24% of respondent belong to age group belong of 40yrs and above and 21% belong to age group of below 25yrs.

Hero Honda is the most preferred brand among the age group 'below 25yrs and 25-39yrs, which is 8% and 19% respectively out of total respondents. The least preferred brand under these two age groups is Dayang. However, in the age group of '40yrs and above' Yamaha has more popularity than

other indication that Yamaha is popular in the mature group segment which is 7% followed by Here Honda %.

Likewise, Kawasaki-Bajaj has place 2nd position by 6% in the age group of below 25yrs. From the above table, they can also be seen that the Yamaha brand of motorcycle is most preferred in the age group 25 to 39yrs, Kawasaki-Bajaj 25 to 39yrs, other brand 25 to 39 yrs and 40 and above equally. Lifan and Dayang are also not preferred in the age group 25 to 39 yrs.

4.1.3 Brand Preferred on the Basis of Profession:-

All the respondents have been divided into four categories on the basis of their profession viz-student, job-holder, businessman and social workers. Table no. 4.3 shows the detail analysis of brand preference in relation to profession.

**Table No. 4.3
Brand Preference by Profession.**

Profession Brand	Student		Job holder		Businessman		Social Worker		Total
	No.	%	No.	%	No.	%	No.	%	
Hero Honda	7	7	14	14	9	9	2	2	32
Yamaha	6	6	11	11	6	6	1	1	24
K-Bajaj	4	4	7	7	10	10	1	1	22
Lifan	2	2	1	1	3	3	0	0	6
Dayang	1	2	1	1	3	3	0	0	4
Others	2	2	5	5	4	4	1	1	12
Total	22	22	39	39	34	34	5	5	100

Source:- Opining Survey, 2011

As show in the above table, large number of respondents have been fo0und under the category, job-holders' which is 39% out of total respondent, followed by business man which is 34%, student 22% and social worker5%

Hero Honda is the most preferred brand among the student category. Which is 7% followed by Yamaha 6%. The least preferred brand under student category is Dayang. Under the category 'job holder', Hero Honda is the most preferred by 14%, followed by Yamaha 11%. Furthermore, under the category of 'Businessman' K-bajaj is the most popular brand by 10%, followed by Hero Honda is the most preferred brand by 2%.

From the above table, the most active category of different brands are seen as Hero Honda-jobholder, Yamaha-jobholder, K-bajaj-businessman, Lifan-businessman, Dayang-businessman and other brands-jobholders.

4.1.4 Brand Preference by Education Level:-

All respondents have been classified into 4 categories on the basis of their education-up to S.L.C., intermediate, graduate and post-graduate. Table no. 4.4 shows the brand preference in relation to education level.

Table No. 4.4
Brand Preference by Education Level.

Education Brand	Up to SLC		Intermediate		Graduate		Post Graduate		Total
	No.	%	No.	%	No.	%	No.	%	
Hero Honda	3	3	6	6	15	15	8	8	32
Yamaha	2	2	8	8	4	4	10	10	24
K-Bajaj	1	1	4	4	8	8	9	9	22
Lifan	0	0	4	4	1	1	1	1	6
Dayang	1	1	2	2	1	1	0	0	4
Others	2	2	6	6	3	3	1	1	12
Total	9	9	30	30	32	32	29	29	100

Source:- Opinion Survey, 2011

The data shows that large numbers of respondents are found in 'Graduate level by 32% of total respondents.

Under 'graduate level', 15% of respondents preferred the brand Hero Honda followed by K-Bajaj 8%. Similarly 'intermediate level formed 30% of respondents. This level group preferred the Yamaha most by 8%, followed by Hero Honda 6%. The least preferred brand under intermediate level is Dayang. Under the postgraduate level (which is 29% of the total respondents), respondents preferred Yamaha the most by 10%, followed by K-Bajaj 9%. No respondent found using Dayang brand in this category. Furthermore, under up to S.L.C. level which is 9% of total respondents, the respondents preferred Hero Honda the most 3% followed by Yamaha and other brands 2%.

Among the different education level Hero Honda is most popular in graduate level. Likewise, Yamaha in post graduate, K-Bajaj in post graduate, Lifan in intermediate, Dayang in intermediate and other brands in intermediate level.

4.1.5 Brand Preference on the Basis of Income Level:-

Several factors contribute to the peoples' economic level. It is very difficult to find out the disposable income of people in our socio-economic setting. Therefore, in this study, respondents are classified only on the basis of their personal monthly income. Respondents have been classified into three classes of income level i.e. Rs.10,000 per month, Rs.10,000-20,000 per month and Rs.20,000 and above per month. Table no. 4.5 presents the detail data concerning about income level on brand preference.

Table No. 4.5
Brand Preference by Education Level.

Income Brand	Under Rs.10,000		Rs.10,000-20,000		Rs.20,000+		Total No.
	No.	%	No.	%	No.	%	
Hero Honda	4	4	12	12	6	6	32
Yamaha	5	5	14	14	5	5	24
K-Bajaj	3	3	12	12	7	7	22
Lifan	0	0	4	4	2	2	6
Dayang	1	1	2	2	1	1	4
Others	2	2	6	6	4	4	12
Total	15	15	60	60	25	25	100

Source:- Opinion Survey, 2011

It is revealed from the analysis of data presented in above table no. 4.5 that large number of respondents found as 60% on income level Rs.10,000-20,000 per month, followed by 25% on Rs.20,000 per month and above and 15% on under Rs.10,000 per month.

Under the category of rest 10,000-20,000 per month income level Yamaha is the most preferred by 14%, followed by Hero Honda 12%. Similarly under the category of under Rs.10,000 income level. Yamaha is the most preferred brand by 5% followed by Hero Honda. No. respondent was found using Lifan brand under this category.

Kawasaki-Bajaj has placed 1st position by 7% followed by Hero Honda 6% under the category of income level Rs.20,000 per month and above.

4.2 General Analysis:-

Under general analysis, following topics have been incorporated and analyses.

4.2.1 Reasons for Motorcycle preference:-

There may be many reasons for choosing motorcycle in comparison to other vehicle. The table no. 4.6 shows all the detail about the reason.

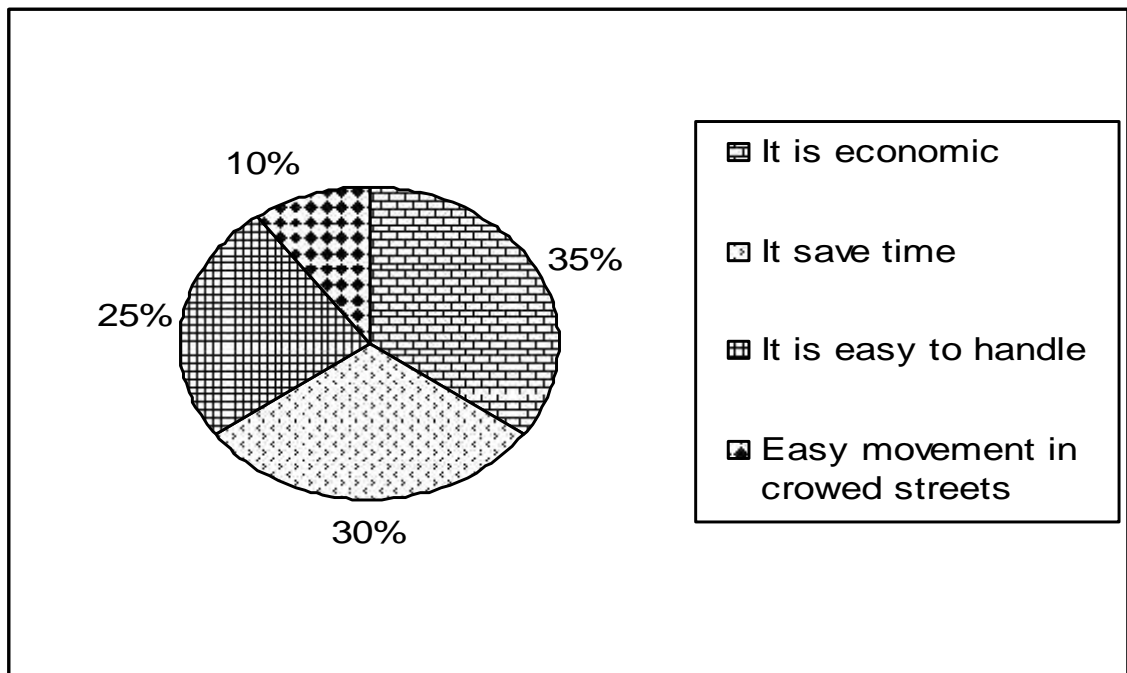
Table No. 4.6
Reasons for Preferring Motorcycle.

S.No.	Reasons	No. respondents	Percentage
1.	It is economic	35	35
2.	It save time	30	30
3.	It is easy to handle	25	25
4.	Easy movement in crowded streets	10	10
	Total	100	100

Source:- Opinion Survey, 2011

As shown in the above table, 35% respondents preferred motorcycle for economic reason, 30% for time saving, 25% for easy handling and 10% for easy movement in crowded streets out of table respondents.

Figure No. 4.2
Reasons for Motorcycle Preference.



4.2.2 Purpose of Motorcycle Riding:\

For analysis the purpose of motorcycle riding, different options have been designed and asked to respondent to answer for their purposes of riding. Table no. 4.7 reflects the purpose of motorcycle riding.

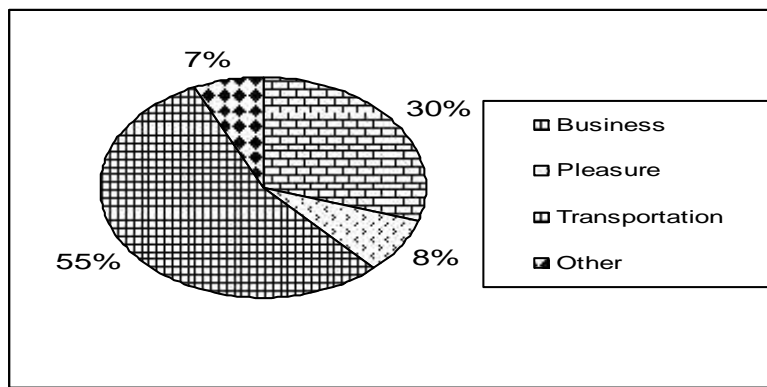
Table No. 4.7
Purpose of Motorcycle Riding.

S.No.	Purpose	No. of respondents	Percentage
1.	Business	30	30
2.	Pleasure	8	8
3.	Transportation	55	55
4.	Other	7	7
	Total	100	100

Source:- Opinion Survey, 2011

Table no. 4.7 is related with the purpose of motorcycle riding. It is clearly seen from the table that large number of motorcycle riders ride motorcycle for the purpose of transportation which is 55%, followed by business purpose 30%, pleasure purpose 8% and other purpose 7% respectively.

Figure No. 4.3
Purpose of Motorcycle Riding.



4.2.3 Customer's Decision if Favorite Brand is not Available:-

The following table is the summary of responses provided by respondents of their alternative way if their favorite brand is not available in the market.

Table No. 4.8

Customer's Decision if Favorite Brand is not Available.

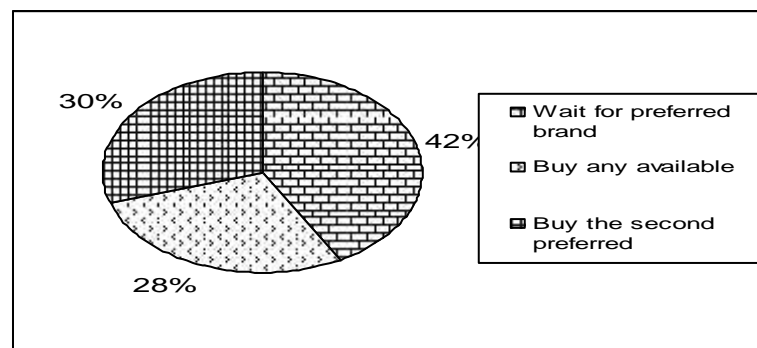
S. No.	Option	No. of respondents	Percentage
1.	Wait for preferred brand	42	42
2.	Buy any available	28	28
3.	Buy the second preferred	30	30
	Total	100	100

Source:- Opinion Survey, 2011

Table no. 4.8 present the customers alternative way if their favorite brand is not available in the market. It clearly indicated that 42% of respondents wait for their preferred brand, 32% will buy the second preferred brand and rest 28% buy any available brand. The data also shows that the large no. of respondents are found as brand loyal.

Figure No. 4.4

Customer's Decision if Favorite Brand is not Available.



4.2.4 Alternative Preference of Brand if Favorite Brand is not Available:-

Customers search for another brand if their favorite brand is not found at their right time. Some may wait for certain brand but most of the customers go for another second brand. Table no. 4.9 is related to alternative preference of customer if their favorite brand is not available in the market.

Table No. 4.9

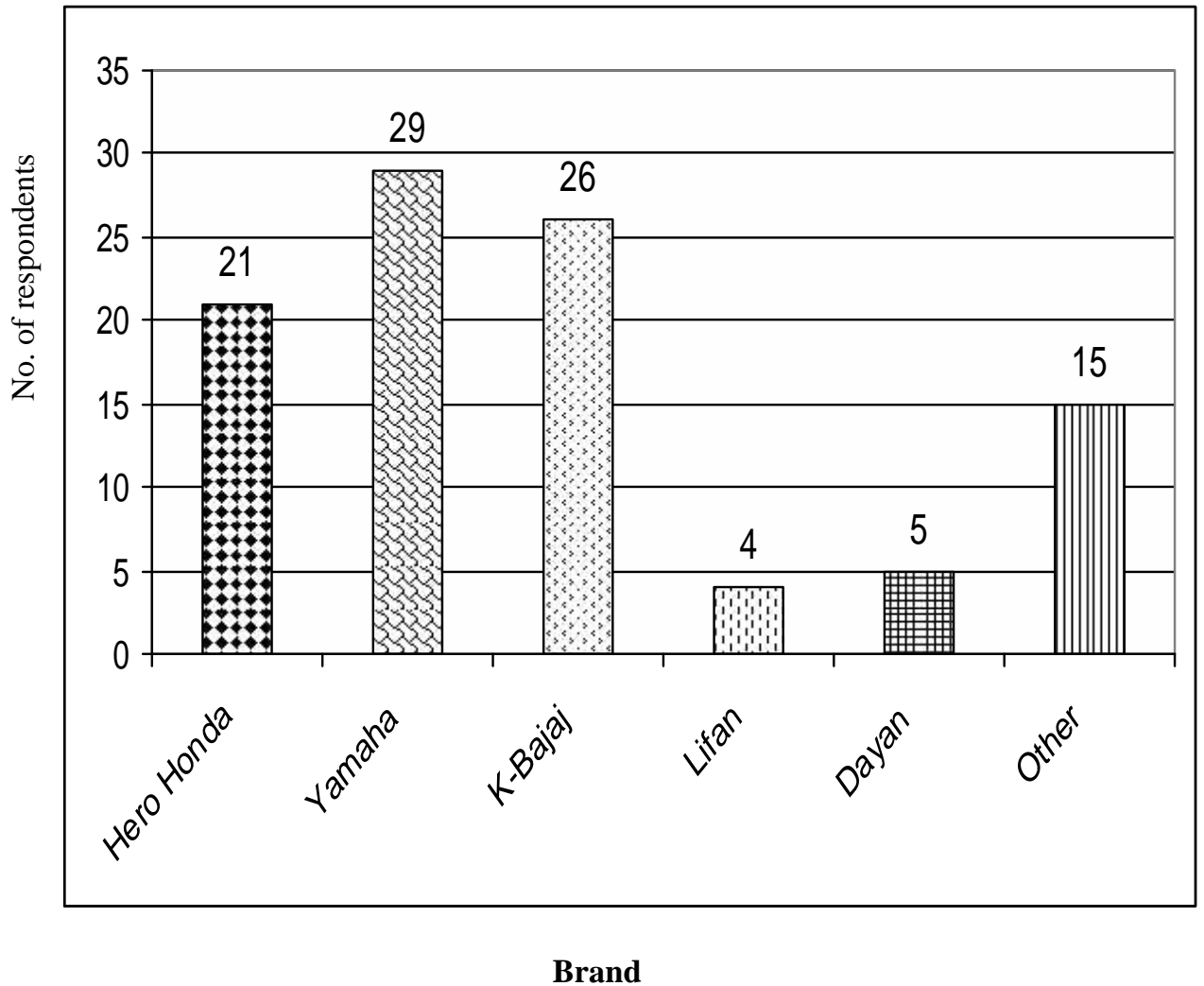
Alternative Preference of Customers if their Favorite Brand is not Available.

S. No.	Alternative	No. of respondents	Percentage
1.	Hero Honda	21	21
2.	Yamaha	29	29
3.	K-Bajaj	26	26
4.	Lifan	4	4
5.	Dayang	5	5
6.	Other	15	15
	Total	100	100

Source:- Opinion Survey, 2011

As shown in the above table, most of the respondents preferred Yamaha as the alternative choice of brand by 29%, followed by Kawasaki-Bajaj 26% and Lifan 4% respectively out of total respondents, figure no. 4.5 also shows the actual picture of customers alternative preference.

Figure No. 4.5
Alternative preference of Brand.



4.2.5 Ranking the Factors for Brand Switching:-

Respondents have been asked to rank the different factors according to their perception for the brand switching. Here, 1 signifies the high effect on brand switching and 5 signifies the low effect. Respondents on brand switching related table no. 4.10 with ranking of factors.

Table No. 4.10

Ranking of Factors they Play Role on Brand Switching.

Rank Factor	1 st		2 nd		3 rd		4 th		5 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Price activity	40	40	30	30	17	17	10	10	3	3	100
Advertisement	16	16	20	20	35	35	24	24	5	5	100
A desire to test new	26	26	32	32	31	31	8	8	3	3	100
Unavailability of brand	7	7	15	15	15	15	57	57	6	6	100
Other	11	11	3	3	2	2	1	1	83	83	100
Total	100	100	100	100	100	100	100	100	100	100	

Source:- Opinion Survey, 2011

The data shows the factor price activity has been found as the first rank by 40%, second rank on a desire to test new by 32%, third rank on advertisement by 35%, fourth rank on unavailability of brand by 57% and fifth rank on other factors by 83% respectively. From the table it can be seen that price has played the most important role in brand switching.

4.3 Presentations and Analysis to Examine the Product Attributes Sought in the Motorcycle Brand:-

Customers prefer the specific brand by pursuing the different attributes sought in the product based on the responses provided by respondents, the analysis of responsible attributes for brand preference has been done in this section. The analysis includes.

- a. Product attributes and their influences on brand preference.
- b. Ranking the different brands based on respondent preference.
- c. Brand preference based on single attributes at a time.

4.3.1 Analysis of Product Attributes on Brand Preference.

For this purpose, a question has been designed and administered to the respondents and request to rank the different attributes of motorcycle. Seven attributes, viz, price, aesthetic looks, resale, fuel efficiency, financial facility, after sales services and attractive advertising have been taken as more role for brand preference, is present in the table no. 411. Here 1 signifies highest 1st ranking and 7 signifies the lowest ranking of the attributes.

Table No. 4.11
Ranking the Attributes on Brand Preference.

Rank Attributes	1 st		2 nd		3 rd		4 th		5 th		6 th		7 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Price	40	40	20	20	25	25	5	5	3	3	7	7	0	0	100
Aesthetic Looks	19	19	16	16	27	27	18	18	10	10	7	7	3	3	100
Resale value	11	11	17	17	13	13	22	22	18	18	15	15	4	4	100
Fuel efficiency	26	26	30	30	10	10	16	16	3	3	5	5	10	10	100
Financial facility	1	1	10	10	14	14	15	15	27	27	22	22	11	11	100
After sales service	0	0	5	5	7	7	13	13	23	23	30	30	22	22	100
Attractive ad.	3	3	2	2	4	4	11	11	16	16	14	14	50	50	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Source:- Opinion Survey, 2011

Table 4.11 is related with ranking of attributes based on the respondents' responses. The data shows that the price attributes has been found as the first by rank by 40% of respondent. Likewise, fuel efficiency has been found as the second rank attribute by 30%, aesthetic look has been found as the third rank by 27%, resale value as the 4th rank by 22%, financial facility as the 5th rank and rest attributes free after sales service and attractive advertising have been found as 6th and 7th respectively out of total respondents. From the table, it is seen that price and fuel efficiency are the major attributes while preferring motorcycle brand.

4.3.2 Ranking the different brands of perceived by respondents.:-

Respondents have been asked to rank the different brands according to their preference. here the first rank signifies the highly preferred and sixth rank the least preferred. Table No. 4.12 discloses the ranking of different brands according to respondents' preference.

Table No. 4.12

Ranking of different brands

Rank Brand	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Hero Honda	32	32	22	22	20	20	5	5	12	12	9	9	100
Yamaha	24	24	35	35	14	15	15	15	4	4	8	8	100
K-Bajaj	22	22	18	18	37	37	16	16	3	3	4	4	100
Lifan	6	6	5	5	3	3	6	6	45	45	35	35	100
Dayang	4	4	3	3	0	0	24	24	28	28	41	41	100
Other	12	12	17	17	26	26	34	34	23	8	3	3	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Source:- Opinion Survey, 2011

As shows from the table no. 4.12, Hero Honda has placed first rank by 32%, Yamaha the second , K-bajaj the third, other brand the fourth, Lifan brand the fifth and Dayang the sixth rank, out of total respondents.

Under the first ranking category, Hero Honda has occupied the highest position by 32%, followed by Yamaha 24%, under the second ranking category Yamaha brand has occupied the highest position 35%, followed by Hero Honda-22%, likewise, under the third ranking category, K-bajaj has occupied the highest position by 37%, followed by other brands. Under the fourth ranking category, other brands have occupied the highest position by 34% followed by Dayang-24%. Under the fifth ranking category, Lifan has occupied the highest position by 45%, followed

by Dayang 28%. Similarly, Dayang has occupied the highest position under sixth ranking category by 41% followed by Lifan 35%.

4.3.3 Brand Preference Based on Price.:-

Price is the major attributes on the preference of motorcycle brand. The brand which price is lower than other can occupy its larger market share. Customer today are more conscious. There are different brands in the market having low price to high price. In this part, an analysis has been done based on the responses provided by respondents. Table no. 4.13 shows the detail about the preference of brands on the basis of price only.

Table No. 4.13

Ranking on Brand Preference Based on Price.

Rank Brand	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Hero Honda	31	31	30	30	18	18	0	0	6	6	15	15	100
Yamaha	23	23	16	16	40	40	5	5	2	2	14	14	100
K-Bajaj	25	25	38	38	16	16	8	8	3	3	10	10	100
Lifan	5	5	5	5	2	2	6	6	38	38	44	44	100
Dayang	7	7	2	2	8	8	36	36	43	43	4	4	100
Other	9	9	9	9	16	16	45	45	8	8	13	13	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Source:- Opinion Survey, 2011

As shown from the table no. 4.13, Hero Honda has occupied the first position by 31% followed by K-Bajaja the first ranking. Likewise in the second ranking, K-bajaj has occupied first position by 38%, followed by Hero Honda 30%. In the third ranking, Yamaha has occupied the first position by 40% followed by Hero Honda 18%. Similarly, in the fourth ranking. Other brands has occupied the first position by 45% followed by Dayang 36%. In the fifth ranking, Dayang brand has occupied the first position by 43% followed by Lifan 38%. Lastly in the 6th

ranking, Lifan brand has occupied the 1st position by 44% followed by Hero Honda 15% out of total respondents. From the table, it is seen that Hero Honda is preferred the most followed by K-Bajaj the second, Yamaha the third , other brand the 4th, Dayang the 5th and Lifan the 6th respectively on the basis of price only.

4.3.4 Brand Preference Based on Aesthetic Looks:-

Customers prefer their brands not only in terms of price, resale value, fuel efficiency and power but also they are more interested in how their brands look like. Younger generation today is likely to prefer those brands, which have high aesthetic looks. Table below presents the detail ranking of brand preference on the basis of aesthetic looks.

Table No. 4.14

Ranking on Brand Preference Based on Aesthetic Looks.

Rank Brand	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Hero Honda	10	10	21	21	18	18	35	35	5	5	11	11	100
Yamaha	14	14	10	10	39	39	16	16	9	9	12	12	100
K-Bajaj	21	21	13	13	10	10	35	35	11	11	10	10	100
Lifan	20	20	25	25	11	11	9	9	21	21	14	14	100
Dayang	28	28	20	20	9	9	4	4	23	23	16	16	100
Other	7	7	11	11	13	13	1	1	31	31	37	37	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Source:- Opinion Survey, 2011

Table no. 4.14 is related with the ranking of different brands on the basis of aesthetic looks. Dayang brand of motorcycle has placed the first rank by 28%, second rank by Lifan, which is 25%, the third rank by Yamaha which is 39%, fourth rank by the K-Bajaj and Hero Honda which is 35% and fifth rank by other brands which is 31% out of total respondents. It can be concluded that the Chinese motorcycle brands are more popular due to their looks.

4.3.5 Brand Preference Based on Fuel Efficiency:-

Fuel efficiency is one of the major attributes of motorcycle brand. Frequent rise in price of fuel and lubricants, many customers are concerned.

One the economic fuel consumption table no. 4.15 shows the ranking of different brands as perceived by respondent on the basis of fuel efficiency.

Table No. 4.15

Ranking on Brand Preference Based on Fuel Efficiency.

Rank Brand	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Hero Honda	40	40	35	35	15	15	8	8	0	0	2	2	100
Yamaha	10	10	15	15	25	25	43	43	6	6	1	1	100
K-Bajaj	30	30	39	39	17	17	6	6	5	5	3	3	100
Lifan	2	2	1	1	5	5	12	12	37	37	43	43	100
Dayang	0	0	2	2	8	8	14	14	47	47	29	29	100
Other	18	18	8	8	30	30	17	17	5	5	22	22	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Source:- Opinion Survey, 2011

The result shows that the motorcycle brand Hero Honda has occupied first rank 40% followed by K-Bajaj 30%. K-Bajaj has occupied the second rank 39% followed by Hero Honda 35%. Other brands in third rank 30% followed by Yamaha 29%. Likewise fourth rank has been occupied by Yamaha 43% followed by other brands 17% fifth rank by Dayang 47% followed by Lifan 37% and sixth rank by Lifan 43% followed by Dayang 29% out of total 100 respondents. From the above table it can be seen that Indian brands are more fuel economy to Chinese brands.

4.3.6 Brand Preference Based on Resale Value:-

It is no double that the customers these days are more concerned about the resale value of the motorcycle brand. Resale value is also one of the important responsible attributes for preference of motorcycle brand. The following table shows the ranking of different brands based on resale value.

Table No. 4.16
Ranking on Brand Preference Based on Resale Value.

Rank Brand	1 st		2 nd		3 rd		4 th		5 th		6 th		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Hero Honda	31	31	40	40	15	15	5	5	6	6	3	3	100
Yamaha	52	52	20	20	17	17	7	7	0	0	4	4	100
K-Bajaj	8	8	27	27	51	51	2	2	4	4	8	8	100
Lifan	0	0	3	3	9	9	48	48	13	13	27	27	100
Dayang	2	2	0	0	5	5	27	27	12	12	54	54	100
Other	7	7	10	10	3	3	11	11	65	65	4	4	100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Source:- Opinion Survey, 2011

Table no. 4.16 shows that Yamaha brand of motorcycle has the highest resale value. The respondents have ranked Yamaha brand in the first position 52% followed by Hero Honda 31%, Hero Honda in the second position preferred by 40% followed by K-B ajaj 27%, K-Bajaj 51% followed by Yamaha 17% and fourth rank by Lifan 48% followed by Dayang 27%, has occupied third rank. Dayang has been found as the least preferred brand 54% on the basis of resale value. Other brands have placed fifth rank by 65, out of total responsible.

4.3.7 Analysis of Price Sensitivity on Brand Preference:-

For this purpose, respondents were given five options viz, very high, high; moderate, low and very low. The following table reflects the degree of price sensitivity on brand preference.

Table No. 4.17

Degree of Price Sensitivity on Brand Preference.

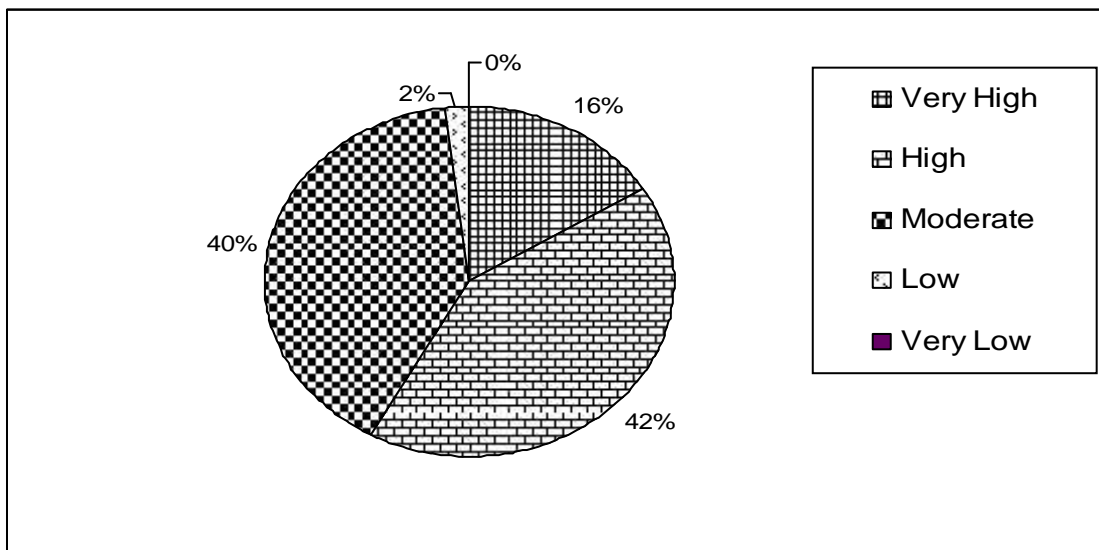
S.No.	Option	No. of Respondents	Percentage
1.	Very High	16	16
2.	High	42	42
3.	Moderate	40	40
4.	Low	2	2
5.	Very Low	0	0
Total		100	100

Source:- Opinion Survey, 2011

Table no. 4.17 is related with the price sensitivity on brand preference. Above data shows those large numbers of respondents have been found in high degree of price sensitivity by 42%, moderate sensitivity by 40% very high sensitivity by 16% and low degree of sensitivity by 2% out of total respondents. None was found in the option very low. It can concluded that there is high degree of price sensitivity on brand preference. Price plays a vital role. Figure no. 4.6 also visualizes the picture of price sensitivity.

Figure No. 4.6

Degree of Price Sensitivity on Brand Preference.



4.3.8 Advertising Effects on Brand Preference:-

Advertising plays a vital role in persuading the customer to prefer a certain brand. Nowadays each and every motorcycle brand is coming up with heavy advertisement focusing on customers. The purpose of advertising is to inform, persuade and attract the customers towards the products of brands. Here, the effect of advertising on brand preference has been analyzed. Table no. 4.18 is about the responses provided by respondents.

Table No. 4.18

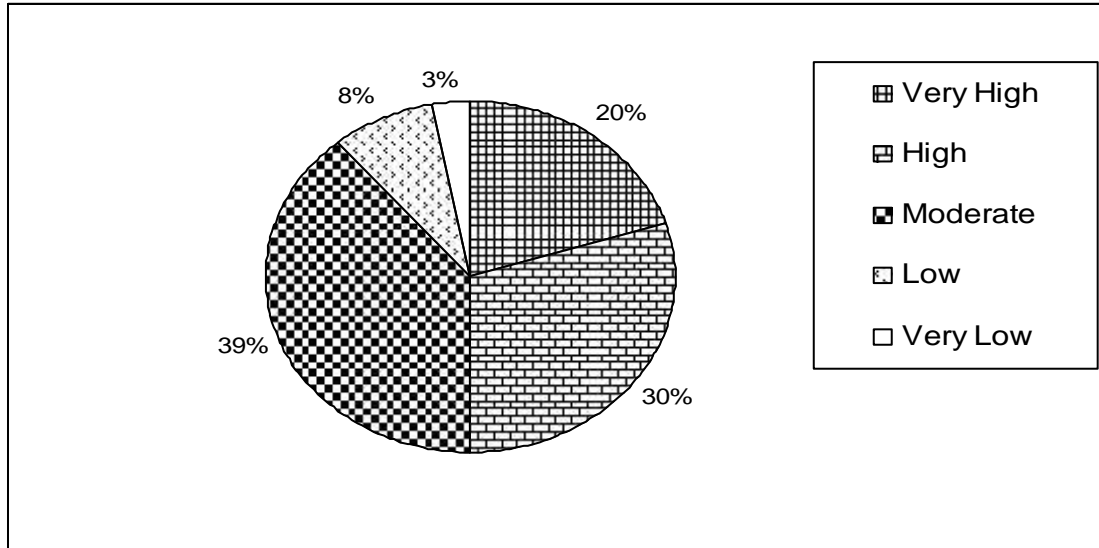
Degree of Advertising Sensitivity on Brand Preference

S.No.	Option	No. of Respondents	Percentage
1.	Very High	20	20
2.	High	30	30
3.	Moderate	39	39
4.	Low	8	8
5.	Very Low	3	3
Total		100	100

Source:- Opinion Survey, 2011

The data has shown the moderate effect of advertising by 39% followed by 30% on high 'effect' in 'very high' option 20% of respondents have been found 8% of respondents have been found in option 'Low' and in 'Very Low' option 3% of respondents have been found. From the table it can be seen that there is moderate effects of advertising on brand preference.

Figure No. 4.7
Advertising Effect on Brand Preference.



4.4 Presentations and Analysis to Assets the Customers' Perception on Motorcycle Brand:-

Customers perceive the different brands of motorcycle differently individual differ in terms of their attitude, feeling and behaviours. Normally, the purchased of motorcycle is taken as the high-involvement decision. Since a motorcycle is bought very rarely, once or twice in a lifetime. Customers seen to deliberate a lot before making choice decision. They seem to seek opinions from friends, neighbors and dealers. More than 50 motorcycle brands are found in Nepal. Among them, some brand of motorcycles have strong presence in the market. One the basis of different attributes of motorcycle brand, perception of customers can be drawn. For this purpose, semantic different scaling has been employed in this part.

There are many technique available in marketing to test the customers' perception. Multidimensional scaling and semantic differential scaling are more popular. Semantic differential is a seven rating scale with end.

Points associated with bipolar labels. In a typical application, respondents rate object on number of itemized seven-point rating scales bounded at each by one of two bipolar adjectives such as 'cold and warm'. Semantic differential data can be mainly analyzed by two general approaches aggregate analysis and profile analysis. Commonly the resulting data are analyzed through profile analysis. In profile analysis, means of median value on each rating scales are calculated and compared by plotting of statistical analysis. This helps determine the overall differences and similarities among the object. Profile analysis is used to isolate strong and weak attributes of products, brand etc.

Here, in this study, profile analysis has been used to assess the strong and weak attributes of different five motorcycle brands. Respondents were asked to rate one object at a time from 1 to 7 point rating scales. After getting the overall rating of customer, the average weight of every attribute has been computed. On the basis of average weight perception line has been drawn in the figure.

4.4.1 Perception of Customers on Hero Honda:-

Hero Honda is the popular brand for Nepalese motorcycle riders. This is one of the Indian brands. Different models of this brand have been launched to the market. To find out the perception, respondents were asked to rate different attribute one at a time from 1 to 7 point rating scale. Table no. 4.19 show the customers' rating on the different attribute of this motorcycle.

Table No. 4.19

Rating of Attributes on Hero Honda.

Rating Attributes	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	Average Weight
Price	9	13	19	29	18	8	4	3.74
Resale Value	7	18	40	20	12	0	3	3.24
Fuel Efficiency	19	47	20	10	3	1	0	2.34
Aesthetic Looks	10	12	20	41	9	3	5	3.56
Power	5	0	6	25	43	14	7	4.71
Financial facility	13	3	13	38	15	16	1	3.89
After sales service	6	15	8	32	13	18	8	4.17

Source:- Opinion Survey, 2011

The above table present the overall rating of all the respondents, where 1 indicates highest rating and 7 the lowest rating on the different attributes. One the basis of ratings of respondents, average weight has been computed. On the basis of above data, the weight average has been plotted as follow in the figure No. 4.8

**Figure No. 4.8
Customers' Perception of Hero Honda**

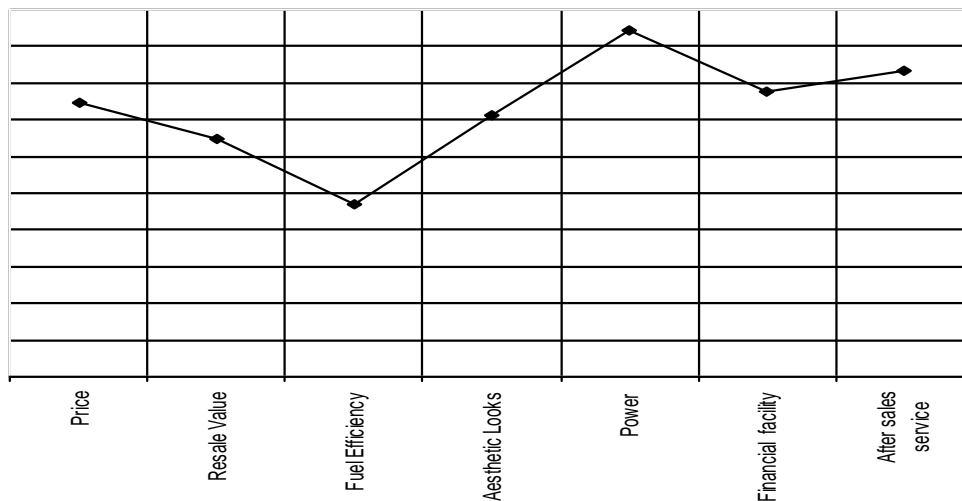


Figure no. 4.8 shows the result of averaging the respondents' picture of Hero Honda. Image of Hero Honda is represented by vertical line of means, which

summaries average perception of this brand. Hero Honda brand is perceived as high fuel efficient, high resale valued, aesthetic looks and moderate price. Hero Honda is disadvantage in terms of power. From the figure, it can be concluded that Hero Honda represents the high fuel efficient, high resale valued motorcycle brand.

4.4.2 Perception of Customer on Yamaha Brand:-

Yamaha is also one of the popular Indian motorcycled brands. Motorcycle of this brand is mainly executive and economy type. Table no. 4.20 is related with the rating of different attributes on Yamaha brand. For the propose to find out customers' perceptions on Yamaha brand, respondents were asked to rate fine attribute at time from 1 to 7 point rating scales.

Table No. 4.20

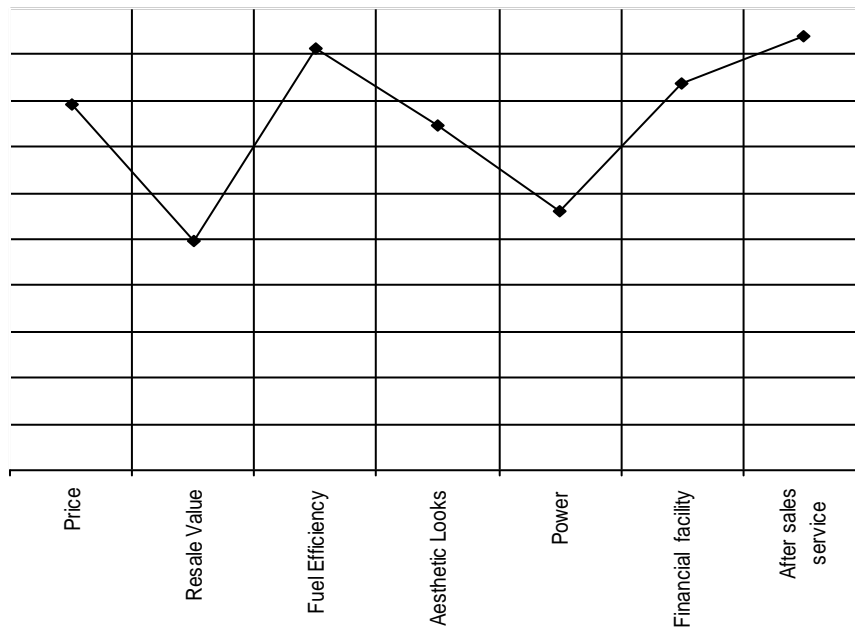
Rating of Attributes on Yamaha.

Rating Attributes	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	Average Weight
Price	4	10	21	33	18	11	3	3.96
Resale Value	30	28	14	23	2	2	1	2.49
Fuel Efficiency	2	5	8	34	28	16	7	4.57
Aesthetic Looks	5	13	31	22	18	5	6	3.74
Power	9	30	40	15	5	0	1	2.81
Financial facility	8	6	7	32	38	4	5	4.18
After sales service	3	0	13	33	19	24	8	4.69

Source:- Opinion Survey, 2011

The above table shows that Yamaha brand has the highest rating on its attribute 'resale value' which is represented by average weight 2.49. average weight computed from the rating of respondents has been used to draw the figure as follows.

Figure No. 4.9
Customers' Perception on Yamaha.



In the above figure no. 4.9 two bipolar attributes at the end point have been presented. On the left side, positive aspects of attributes have been presented and on the right side negative of unfavorable condition of attributes of Yamaha brand have been kept. The 'vertical line of means' represents the perception of Yamaha brand. From the above figure, it can be visualized that Yamaha is seen as high resale valued, more powerful, moderate looks and moderate price. Yamaha is disadvantage in term of after sales services, financing facility and fuel efficiency.

4.4.3 Perception of Customers on K-Bajaj:-

This is also another Indian brand of motorcycle. This brand of motorcycle has been popular due to its more after sales service, quick launching of new

model and reasonable price. The table no. 4.21 shows all the details about respondents' rating on different attributes of this brand.

Table No. 4.21
Rating of Attributes on K-Bajaj

Rating Attributes	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	Average Weight
Price	7	10	20	24	28	8	3	3.92
Resale Value	2	4	37	35	5	15	2	3.90
Fuel Efficiency	3	45	19	18	7	6	2	3.07
Aesthetic Looks	5	7	30	38	15	5	0	3.66
Power	4	5	13	21	34	15	8	4.53
Financial facility	10	5	30	34	8	5	2	3.59
After sales service	15	43	16	14	8	3	1	2.70

Source:- Opinion Survey, 2011

The above table visualizes that the average weight of different attributes of K-Bajaj weight. K-Bajaj is seen moderate in most of the attributes. The average weight less than 4 signifies the positive and more than 4 signifies the attributes as perceived negative. On the basis of average weight computed as in the table no. 4.21 the following figure can be constructed.

Figure No. 4.10
Customers' Perception on K-Bajaj

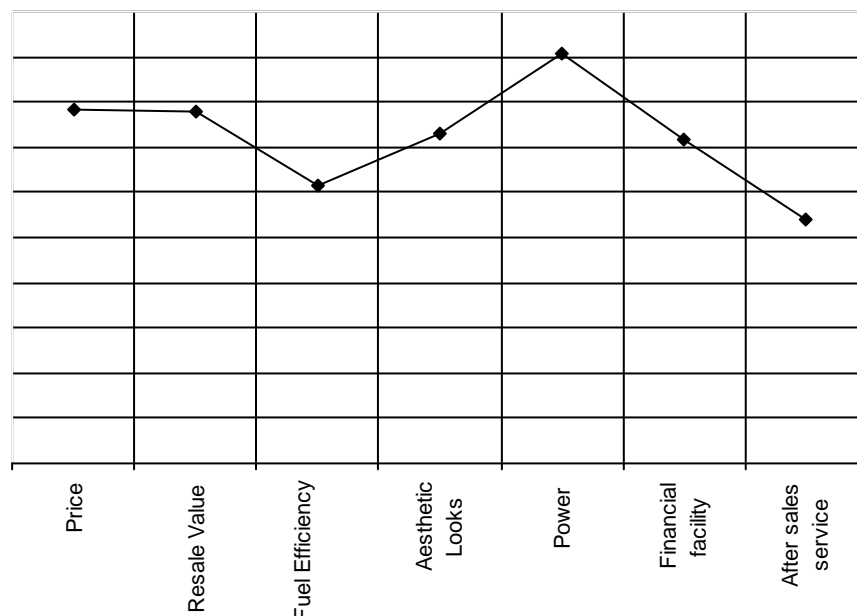


Figure no. 4.10 reflects the result of averaging the respondents picture of K-Bajaj. Image of K-Bajaj is represented by ‘vertical line of mean’ that summarize average perception of this brand. By analyzing above table and figure; it can be seen that K-Bajaj is moderately perceived in most of the attributes. It is more positive on fuel efficiency and after sales services. Price, aesthetic looks, resale value and financing facility of K-Bajaj have been found moderate. It is less powerful.

4.4.4 Perception of Customers on Lifan:-

Lifan is Chinese motorcycle brand. It’s popular among Nepalese young riders. It’s also popular for long ride. It has the strong presence among Chinese brand in Nepal. Table no. 4.22 shows the rating of respondents on different attributes.

Table No. 4.22
Rating of Attributes on Lifan

Rating Attributes	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	Average Weight
Price	2	4	10	30	33	14	7	4.58
Resale Value	0	3	0	8	38	32	19	5.53
Fuel Efficiency	0	2	4	17	29	35	13	5.3
Aesthetic Looks	15	35	23	17	3	4	3	2.28
Power	25	31	24	11	6	2	1	2.52
Financial facility	13	7	28	38	8	6	0	3.39
After sales service	3	7	24	35	26	3	2	3.91

Source:- Opinion Survey, 2011

As per result presented in table no. 4.22, attributes such as power and aesthetic looks seem positively perceived by the respondents. The average weights of these attributes are lower than the point 4. The average weight computed in above table has been employed to construct the figure s follows.

Figure No. 4.11
Customers' Perception on Lifan

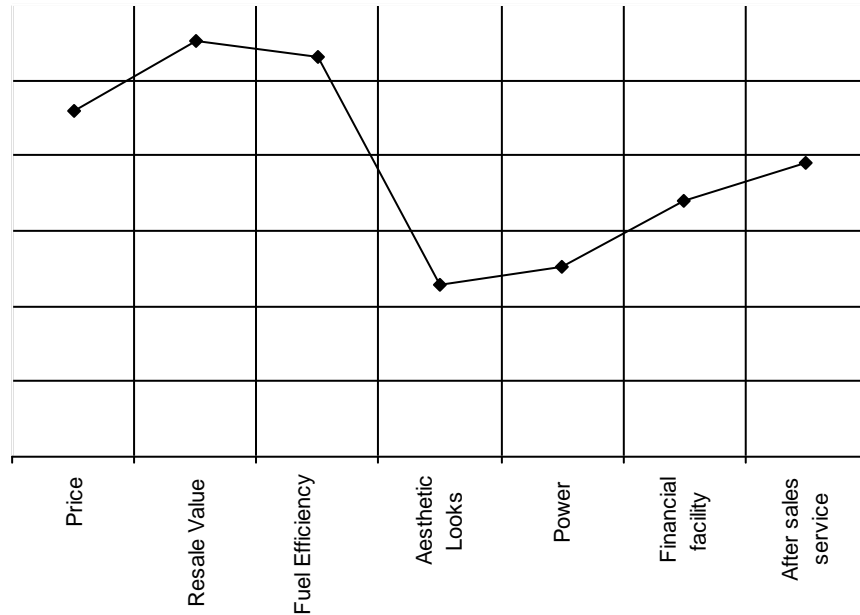


Figure no. 4.11 depicts the actual picture of perception of customers toward Lifan brand considering different attributes. According to above table and figure, it is seen that, Lifan brand of motorcycle is perceived positively in terms of high power and high aesthetic looks. The brand bears disadvantages in terms of price, resale value and fuel efficiency. But financing facility and after sales services have been moderately perceived by the respondents.

4.4.5 Perception of Customer on Dayang:-

This is also one of the popular Chinese motorcycle brands. Young generations are more interested in this brand due to its high aesthetic looks. Table no. 4.23 is about the rating of customers on different attributes.

Table No. 4.23

Rating of Attributes on Dayang

Rating Attributes	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	Average Weight
Price	5	9	25	16	19	14	12	4.25
Resale Value	0	1	8	14	29	37	11	5.26
Fuel Efficiency	0	5	6	21	27	34	7	5.00
Aesthetic Looks	13	40	23	16	3	5	0	2.71
Power	3	10	21	38	20	6	2	3.88
Financial facility	9	15	41	19	8	5	3	3.29
After sales service	3	6	22	43	19	6	1	3.91

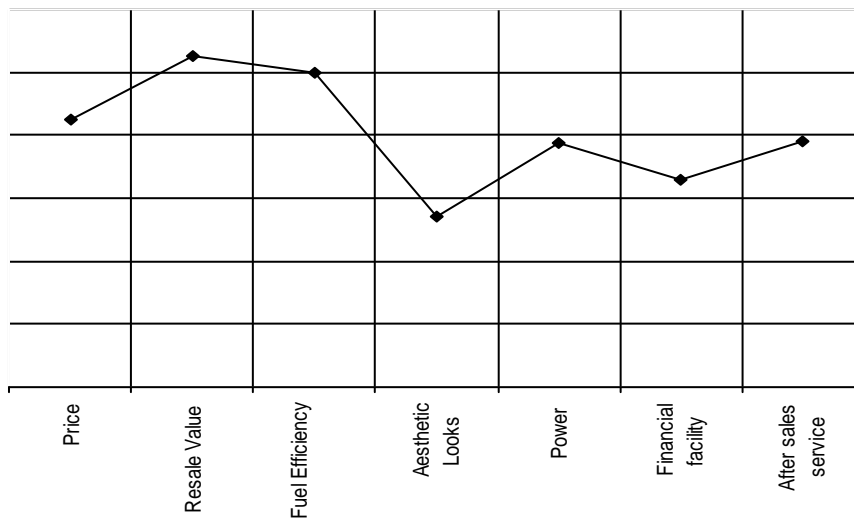
Source:- Opinion Survey, 2011

From the above calculation, it is obvious that customers' responses on the attributes of Dayang brand are less positive on price, resale value and fuel efficiency. But in the attribute like aesthetic and financial facility, customer's attitude is positive. Here, weighted average more than 4 indicates.

The customers' negative perception of attributes on this brand. From the data presented in above table no. 4.23. the figure has been drawn as follows.

Figure No. 4.12

Customers' Perception on Davang



The above figure and table show the customers' responses on different attributes. According to the table and figure, Dayang is perceived as high aesthetic looks, moderate poer and moderate price. It has provided easy finance facility and moderate free after sales services to the customers'. This brand of motorcycle is disadvantage with regard to resale value and fuel efficiency. Here, it can be concluded that this is preferred mainly due to its high aesthetic looks and financing facility.

4.4.6 Overall Perception of Different Five Brands:-

In this section of Chapter 4, an attempt has been made to assess the weak and strong attributes of different brands by using semantic data obtained from the respondents. For this purpose, average weight of different attributes of different five brands have been presented in the single table no. 4.24

Table No. 4.24

Weighted Average of Different Attributes on Different Brands

Brand Attributes	Hero Honda	Yamaha	K-Bajaj	Lifan	Dayang
	Average Weight	Average Weight	Average Weight	Average Weight	Average Weight
Price	3.74	3.96	3.92	4.58	4.25
Resale Value	3.24	2.49	3.90	5.53	5.26
Fuel Efficiency	2.34	4.57	3.07	5.30	5.00
Aesthetic Looks	3.56	3.74	3.66	2.82	2.71
Power	4.71	2.81	4.53	2.52	3.88
Financial facility	3.89	4.18	3.59	3.39	3.29
After sales service	4.17	4.69	2.70	3.91	3.91

Source:- Opinion Survey, 2011

By using different semantic different data, the profile analysis has been done. The following figure is out come of the table no. 4.24 where attempt has been made to find out major and weak attributes of different brands.

Figure No. 4.13

Perception of Respondents on Different Brands.

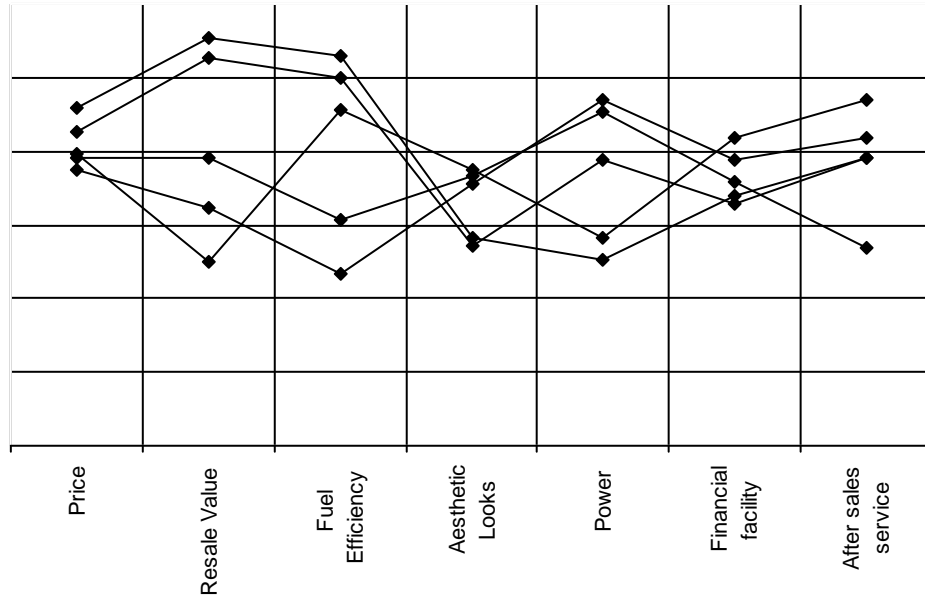


Figure no.4.13 provides the result of averaging the respondents picture of brands Hero Honda, Yamaha, K-Bajaj, Lifan and Dayang. Each brand's image is represented by 'vertical line of means' that summaries average perception of that brand. Here, from the table, it is seen that India brands receive similar aggregate score however the profiles are quite different. Chinese motorcycle brands also seem to be similar each other. It can be said that respondents perceive India brands different from Chinese brands. The perception of respondents observed in the figure no. 4.13 is shown as follows in perceptual map.

Brand	Perception
Hero Honda	High fuel efficiency, moderate price, moderate looks.
Yamaha	High resale value, moderate price, high powerful.
K-Bajaj	Fuel-efficient, moderate looks, more after sales service.
Lifan	High power, high aesthetic looks good for long ride.
Dayang	High aesthetic looks, moderate finance facility and free after sales services, low resale value.

CHAPTER-V

SUMMARY, MAJOR FINDING, CONCLUSION AND RECOMMENDATION

5.1 Summary:-

Motorcycle is one of the important means of transportation among other vehicle. Normally, it is taken as high involvement goods. Motorcycle was perceived as the means of pleasure and luxury some years back. But today it has become the need for almost all people in Nepal. Motorcycle market has been growing rapidly in Nepal as there are more than 50 brands available in the market. There is tough competition among the dealer of motorcycle brands. These days motorcycle of every model, from luxury to economy type can be found easily in Nepal. Today customers have many choice in preferring the specific brand. Most of the motorcycle have been imported from India and China. Import of motorcycle brands from overseas are few in numbers. The Nepalese company has also launched its brands “Cosmic Yingyang” which is the first manufactured in Nepal. Brand preferring is major yardstick to measure the customers’ attitude, feeling and perception.

This study titled “A study of brand preference on motorcycle with reference to Birgunj City” is aimed at assessing the perceptions and attitudes of motorcycle customers. This is perhaps the first study of its kind in Nepal. The study covers the Birgunj city as sample area where motorcycle traffic is tremendous. Five major brands have been mainly taken for the study. They are Hero Honda, Yamaha, K-Bajaj, Lifan and Dayang, three of Indian brands and two of Chinese brands. The study is based on primary data. In order to analyze the situation, 120 well structured questionnaires had been distributed

to the respondents. Out of 120 administered questionnaires, only 100 responses have been received. This is a kind of exploratory research. Descriptive as well as analytical tools have been used to draw the conclusion.

From the interpretation and analysis of data and information collected from the respondents, Hero Honda has been found as the most preferred brand among different segments of the customers. Large numbers of customers have been found in the age group of 25-39 years, in the jobholder category by profession, generally graduate by education level and their income in the range of Rs.10,000-, Rs.20,000- per month. The priority of the different attributes of motorcycle for brand preference has been found as:

- First - Price
- Second - Fuel efficiency
- Third - Aesthetic looks
- Fourth - Resale value
- Fifth - Financing facilities
- Sixth - Free after sales services
- Seventh - Attractive advertising

The ranking on brand preference also shows the brand Hero Honda has been found at the 1st rank, Yamaha 2nd rank, K-Bajaj 3rd rank, other brands 4th, Lifan 5th and Dayang 6th respectively. It is also concluded that most of respondents of motorcycle rider for transportation purpose and prefer due to its economic reason. Perception of respondents to different brands has been found different. Respondents' perceptions over different five brands have been found as:

Brand	Perception
Hero Honda	High fuel efficiency, high resale value, moderate price, moderate looks.
Yamaha	High resale value, moderate price, good for long ride .
K-Bajaj	Fuel-efficient, moderate looks, more after sales service.
Lifan	High power, high aesthetic looks, fuel efficiency, lower resale value, good for long ride.
Dayang	High aesthetic looks, moderate finance facility and free after sales services, low resale value.

5.2 Major Findings of the Study:-

Based on the analysis of respondent responses on brand preference, some of the findings have been drawn as follows.

S.No.	Finding	Reference
1.	Hero Honda brand has been found as the most preferred brand Yamaha as the second, K-Bajaj as the third, other brand as the fourth, Lifan as the fifth and Dayang as the sixth preferred brand respectively.	Table no. 4.1
2.	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.	Table no. 4.2
3.	On the basis of the profession, large number of respondents has 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 seen as the popular	Table no. 4.3

	brands.	
4.	On the basis of education level, large number of respondents have been found in the ‘Graduate Level’. Only few respondents have been found in the ‘up to S.L.C. level’. Up to S.L.C. level and graduate level of education, Hero Honda has been the most preferred brand. Yamaha has been more popular in the ‘intermediate and post graduate level of education.	Table no. 4.4
5.	On the basis of income level, most of respondents have been found in Rs.10,000 – 20,000 per month. Yamaha has been popular in ‘under Rs.10,000 income level and K-Bajaj in Rs.20,000 and above Rs.20,000 per month income level.	Table no. 4.5
6.	Economic aspect is the primary reason for preference of the motorcycle riders. Saving of time and easy handling of the motorcycle follow it.	Table no. 4.6
7.	The main purpose of motorcycle riding has been found as transportation but some riders prefer it for other purpose such as business, pleasure etc.	Table no. 4.7
8.	It has been found that ‘Brand Loyalty’ towards a specific brand is low during the time of unavailability of preferred brand.	Table no. 4.8 & 4.9
9.	The price factor has been found as the main factor for brand switching.	Table no. 4.10
10.	The major attributes for an ideal brand have been found in the following order ranks of the preference of brand. Price 1 st rank Fuel efficiency 2 nd rank Aesthetic looks 3 rd rank Resale value 4 th rank Financing facilities 5 th rank Free after sales services 6 th rank	Table no. 4.11

	Attractive advertising 7 th rank	
11.	According to the preference of total respondents, Hero Honda has been found in the 1 st rank, Yamaha the 2 nd rank, K-Bajaj the 3 rd , other brands the 4 th , Dayang the 5 th and Lifan 6 th respectively.	Table no. 4.12
12.	Hero Honda has been found as in the 1 st rank, K-Bajaj 2 nd , Yamaha 3 rd , Other brands 4 th , Dayang 5 th and Lifan 6 th respectively on the basis of price.	Table no. 4.13
13.	Hero Honda has been found in 1 st rank, K-Bajaj 2 nd , other brands 3 rd , Yamaha 4 th respectively on the basis of fuel efficiency.	Table no. 4.14
14.	Dayang has been found in 1 st rank, Lifan 2 nd , Yamaha 3 rd respectively on the basis of aesthetic looks of the motorcycle brand.	Table no. 4.15
15.	The 1 st rank has been occupied by Yamaha, 2 nd Hero Honda, 3 rd K-Bajaj on the basis of resale value.	Table no. 4.16
16.	High degree of priced sensitivity has been realized in brand preference of high involvement goods-motorcycle.	Table no. 4.17
17.	Advertising has moderate effect in the brand preference.	Table no. 4.18
18.	Hero Honda has been positively perceived in terms of fuel efficiency, resale value and aesthetic looks.	Table no. 4.19
19.	Yamaha has been found having the high resale value, high power and moderate looks.	Table no. 4.20
20.	K-Bajaj has been represented by its fuel efficiency, more after sales services and moderate looks.	Table no. 4.21
21.	High power and high aesthetic looks have been found as the strong attributes of Lifan brands. It has been found that Lifan is disadvantages with regard to fuel efficiency and resale value.	Table no. 4.22
22.	Dayang brand of motorcycle has been found more positive on its aesthetic looks and finance facility	Table no. 4.23

5.3 Conclusion:-

This study had been undertaken from different aspects. Responses of various respondents have been collected, presented and analyzed. Based on these information following conclusion be made.

- ☞ Motorcycle has become the best means of transportation among other vehicle due to its economics, time saving and easy handling aspects.
- ☞ Preference of motorcycle brand is reflected by its attributes.
- ☞ Nepalese Customers are more prices conscious. Customers are more aware about the added features such as improved design, fuel economy, reasonable price, reduced waiting time, easy finance, aesthetic looks etc.
- ☞ People who are in the middle income group emphasize more on price and fuel economy. Youth segment give more importance to aesthetic looks and power.
- ☞ Jobholder and business man are the main customer of motorcycle. The active segment of motorcycle rider is 25-39 years of people.
- ☞ The theme of fuel economy will prove a major selling point in the context of recent rise in petrol prices. The study shows that Hero Honda having low fuel consumption is most preferred in almost categories.
- ☞ Indian brands of motorcycle appear to give more emphasis on the attributes such as: fuel economy, resale value and somehow power and aesthetic looks where as Chinese brand of motorcycle are focusing mainly on esthetic looks, power and financing facility.
- ☞ Brand loyalty towards a particular brand is rarely achieved is the brand preference of one costumer is entirely different from another in term of price, fuel economy, power, comfort, aesthetic looks etc.

5.4 Recommendations:-

The study shows that a single brand does not have all the favorable attributes. Some focus on fuel economy and price, where as some concentrate on aesthetic looks, power and after sales service. The preference of one customer differs from because of difference in feeling, perception and attitude. Some recommendations are made for the seller of motorcycle brands.

- ☞ Most of the Nepalese motorcycle riders were found in middle income group and in the age group of 25-39 years. So, it is suggested to the sellers of motorcycle to fix the affordable price for their products according to income of motorcycle rider of Nepal.
- ☞ Due to different topography of the country, sellers need to differentiate their brand according to topography for easy road and short ride, it is recommended to launch the fuel efficient and middle priced brand, where as for the long ride and hilly area, high powered motorcycled brand should be launched.
- ☞ The feature like-light weight, disk brake, self-start etc should be added to their present attributes of motorcycle brands to capture the large market share.
- ☞ It is also seen the youngsters are more attracted by high aesthetic looks and power. If youth is the target market for motorcycle manufacture the company should emphasize on the major attributes desired by youngsters.
- ☞ Prompt after sales service should be provided by dealers through workshop networks because technical and mechanical product like motorcycle needs frequent servicing.

- ☞ Location of the service station should be in convenient place of customers. Number of sales service stations should be added as per customers need.
- ☞ Most of the seller have not targeted their brand for female riders so, it is recommended to launch the 'definitely female' model as female riders have been increasing. Characteristics like lightweight etc. Should be included for female riders.

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APPENDIX-A

A Survey of Motorcycle Riders on Brand Preference

Namaste,

MyName is and I am a student of MBS at Thakur Ram Multiple Campus, Birgunj. I am conducting a survey for a brand preference on motorcycle. This research study is done to complete my thesis for Master's degree. I would like to receive your views. Your answer will be kept confidential and will be used for my dissertation purpose only. I would appreciate your co-operation for giving your valuable time to answer the questionnaire.

Please write your name and address in the space provided below.

(Optional)

Name:-

Address:-, Phone No.:

Using Brand:.....

Motorcycle No:.....

1. Why do you prefer motorcycle in comparison to other vehicles. (Tick one)
 - a. It is economical
 - b. It saves time
 - c. It is easy to handle
 - d. Easy movement in crowd streets.
2. What is the purpose of motorcycle riding? (Tick One)
 - a. Business
 - b. Pleasure
 - c. Transportation
 - d. Other (Specify)
3. Which brand of motorcycle do you prefer? (Tick One)
 - a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - Any other

4. What would you do if your preferred brand is not available in the market?. (Tick One)
 - a. Wait for preferred brand
 - b. Buy any available
 - c. Buy the second preference brand.
5. Which is the most preferred brand in second category when your favorite brand is not available in the market? (Tick One)
 - a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - f. Any other
6. Rank the following factors in order of their importance they play role for brand switching?
 - a. Price Sensitivity.
 - b. Advertisement
 - c. If any other
 - d. Unavailability of brand
7. Rank the following attributes in order of the importance they play in performance of the motorcycle brand?
 - a. Price
 - b. Aesthetic Looks
 - c. Resale Value
 - d. Fuel Efficiency
 - e. Financing Facility
 - f. After Sales Service
 - g. Attractive Advertising
 - h. If any other
8. Rank the following brand 1-6. According to your preference assuming that one for highly preference and six for least preference?
 - a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - f. Any other
9. Rank the following brand from 1-6. According to your preference assuming that one for highly preference and six for least preferred on considering price only?
 - a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - f. Any other

10. Rank the following brand from 1-6. According to your preference assuming that one for highly preference and six for least preferred on considering aesthetic look only?
- a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - f. Any other
11. Rank the following brand from 1-6. According to your preference assuming that one for highly preference and six for least preferred on the basis of fuel efficiency?
- a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - f. Any other
12. Rank the following brand from 1-6. According to your preference assuming that one for highly preference and six for least preferred on basis of resale value?
- a. Hero Honda
 - b. Yamaha
 - c. Bajaj
 - d. Dayang
 - e. Lifan
 - f. Any other
13. What degree of price sensitivity do you have in brand preference?
- a. Very high
 - b. High
 - c. Moderate
 - d. Low
 - e. Very Low
 - f. Poor
14. In what extent, advertising does effect on brand preference?
- a. Very high
 - b. High
 - c. Moderate
 - d. Low
 - e. Very Low
 - f. Poor
15. Please mark with “X” on the rating of different of motorcycle based on the product attributes. 1 indicates the highest rating and 7 signifies the lowest rating.

a. Hero Honda Brand of Motorcycles:

	1	2	3	4	5	6	7	
Low price								High Priced
High Resale Value								Low Resale Value
High Fuel Efficient								Low Fuel Efficient
High Aesthetic Looks								Low Aesthetic Looks
High Power								Low Power
Easy Finance								Complex Finance
After Sales Services								Few after Sales Services

b. Escort-Yamaha Brand of Motorcycles:

	1	2	3	4	5	6	7	
Low price								High Priced
High Resale Value								Low Resale Value
High Fuel Efficient								Low Fuel Efficient
High Aesthetic Looks								Low Aesthetic Looks
High Power								Low Power
Easy Finance								Complex Finance
After Sales Services								Few after Sales Services

c. Kawasaki-Bajaj Brand of Motorcycles:

	1	2	3	4	5	6	7	
Low price								High Priced
High Resale Value								Low Resale Value
High Fuel Efficient								Low Fuel Efficient
High Aesthetic Looks								Low Aesthetic Looks
High Power								Low Power
Easy Finance								Complex Finance
After Sales Services								Few after Sales Services

d. Dayang Brand of Motorcycles:

	1	2	3	4	5	6	7	
Low price								High Priced
High Resale Value								Low Resale Value
High Fuel Efficient								Low Fuel Efficient
High Aesthetic Looks								Low Aesthetic Looks
High Power								Low Power
Easy Finance								Complex Finance
After Sales Services								Few after Sales Services

e. Lifan Brand of Motorcycles:

	1	2	3	4	5	6	7	
Low price								High Priced
High Resale Value								Low Resale Value
High Fuel Efficient								Low Fuel Efficient
High Aesthetic Looks								Low Aesthetic Looks
High Power								Low Power
Easy Finance								Complex Finance
After Sales Services								Few after Sales Services

16. Demographic Profile:

- ☞ Age group
 - a. 16-25
 - b. 25-39
 - c. 40-25
 - d. 55 & over
- ☞ Marital Status
 - a. Single
 - b. Marrid
- ☞ Occupation
 - a. Student
 - b. Business
 - c. Jobholder
 - d. Social Worker
- ☞ Education
 - a. Up to SLC
 - b. Intermediate
 - c. Graduate
 - d. Post Graduate
- ☞ Monthly Income
 - a. Under 10,000
 - b. 10,000-15,000
 - c. 15,000-20,000
 - d. 20,000-25,000
 - e. 25,000 & Over