

**A CASE STUDY
ON BUYERS' BEHAVIOUR ON COLD DRINKS
IN NEPAL
BASED ON BARATHAWA AREA**



A THESIS

Submitted By:

Gyan Bahadur Bhulon
Makwanpur Multiple Campus
Hetauda, Makwanpur
TU Reg. No. 7-3-242-484-2005

Submitted To:

Office of the Dean
Faculty of Management
Tribhuvan University

In partial fulfillment of the requirements for the degree of
Masters of Business Studies (M.B.S)

Hetauda, Makwanpur

April 2010 (2066)

RECOMMENDATION

This is certify that the thesis

Submitted by
Gyan Bahadur Bhulon

Entitled:
“A CASE STUDY ON BUYERS’ BEHAVIOUR ON COLD DRINKS
IN EPAL BASED ON BARAHTHAWA AREA”

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

.....
Yam Siwal
Thesis Supervisor
(Makwanpur Multiple Campus)

.....
Bachhu Ram Adhikari
Thesis Supervisor
(Makwanpur Multiple Campus)

.....
Vijay Kumar Sharma
Head of research department
(Makwanpur Multiple Campus)

.....
Uddhab Prasad Sapkota
Co-coordinator, MBS Program
(Makwanpur Multiple Campus)

VIVA-VOCE SHEET

We have conducted the viva-voce sheet examination of the thesis

Submitted by
Gyan Bahadur Bhulon

Entitled:

“A CASE STUDY ON BUYERS’ BEHAVIOUR ON COLD DRINKS
IN EPAL BASED ON BARAHTHAWA AREA”

And found the thesis to be the original work of the student and written in according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the Degree of Master’s in Business Studies (MBS)

Viva – Voce Committee:

Head Of Research Department:

Member (Thesis Supervisor):

Member (Thesis Supervisor):

Member (External Expert):

Date:

DECLARATION

I hereby declare that the work reported in thesis entitled “**A CASE STUDY ON BUYERS’ BEHAVIOUR ON COLD DRINKS IN EPAL BASED ON BARATHWA AREA**” submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Degree of Master Of Business Studies (MBS) under the supervision and guidance of Mr. Bin Bahadur Raut and Mr. Jayram Devkota, Makwanpur Multiple Campus, Hetauda, Nepal.

.....
Gyan Bahadur Bhulon

Researcher

T.U. Regd. No. 7-3-242-484-2005
Makwanpur Multiple Campus

Date: _____

ACKNOWLEDGEMENT

Interdependence is a higher value than independence.

In this report, it brings together the combined studying and writing about Marketing, Attitude, Usage pattern and Image of cold drinks in Barahathwa area. I am grateful to numerous of people who have contributed their time, thoughts, skills and encouragement to complete this thesis report. I want to extend my sincere thanks to those who have added the richness to this report by completing open ended questionnaire or participated in direct interviews concerning subject matter in which they has particular experience and expertise. I am indebted to all of these accomplished people who provided such thoughtful comments and assistance to complete this thesis.

My special thanks goes to our Professor Mr. Yam B. Silwal, Makwanpur Multiple Campus for special help and aspiring me to write this report and guiding me in entire process of its completion which would help to seek information about cold drinks marketing sectors in Nepal.

This work is a synergistic product of many minds, and itself feel a deep sense of gratitude:

- To central library staff, who have helped me in library work.
- To my assistant, for the assistance provided to me in grouping the data editing them and especially at the time of evaluation.
- To Mr. Rupesh Jung Thapa, Shyam Prasad Upadhyay, Krishnaraj Karki, Kapil Adhakari, Sushma Lama and all other friends who performed the logistical and management work.
- To all the concerns personnel who are indebted to all of these thoughtful comments.

.....
Gyan Bahadur Bhulon

Researcher
T.U. Regd. No. 7-3-242-484-2005
Makwanpur Multiple Campus

LIST OF TABLES

Table No.	Title	Page
3.1	The size of Sample and Respondent	56
3.2	Respondent's Profile: Consumers	57
3.3	Users of cold drink: sex wise	57
3.4	Users of cold drink: Education wise	58
3.5	Users of cold drink: Occupation wise	59
4.1	Users of cold drink	61
4.2	Users of cold drink, Use Pattern and their Brand	62
4.3	Attitude towards drink and their images	63
4.4	The most effective advertising media	64
4.5	Attitude towards drink and their images	65
4.6	Factors that influence consumer to have cold drink	66
4.7	Frequency of purchase of cold drinks	67
4.8	Brand Advertising most recalled	68
4.9	Suitable place for having cold drink	69
4.10	Recall of any advertisement of cold drink	69
4.11	Suitable size for having cold drink (Image)	70
4.12	Reasons for changing brand	70
4.13	Media exposure of cold drink advertisement	71
4.14	Buying action after Exposure to Advertisement	72
4.15	Influence by the advertisement	72
4.17	Participation in the process of buying soft drink	73

4.18	Frequency of purchase of cold drink	74
4.19	Advertisement liked most by respondents	74
4.20	Year in business	75
4.21	Retail sales of cold drink per day	76
4.22	Brand availability in the retail outlets	77
4.23	Brand that has more percentage	78
4.24	Size of bottle sold most	78
4.25	Reasons for preference to sell the Brand	79
4.26	Type of packaging preferred for selling: bottle vs. can	80
4.27	Frequency of company salesman's visit to shop	81
4.28	Quantity of purchase of cold drink at a time	81
4.29	Satisfaction for the distribution	82
4.30	Retailer reaction in the distribution channel	83
4.31	Brand preference to sell	84
4.32	Influence of advertising on sales	85
4.33	Factors for increase in sales of cold drinks	86
4.34	Sales promotion scheme to induce sales	87
4.35	Sales promotion scheme for the retailers	88
4.36	Types of promotion scheme provided by the company	88
4.37	Attitude in changing the brand for receiving schemes From competing brand	89