

A Study on Brand Loyalty of Low Involvement Consumer Products in Kathmandu Valley

A THESIS

Submitted By:

Rajiv Kumar Dahal
Patan Multiple Campus
Class Roll No: 109/059
Exam Roll No: 884/061

Submitted To:

Office of The Dean
Faculty of Management
Tribhuvan University

In the Partial Fulfillment of the Requirements for the
Master's Degree of Business Studies (M.B.S.)

Patan, Lalitpur
December, 2009

VIVA -VOCE SHEET

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

Rajiv Kumar Dahal

Entitled

A Study on Brand Loyalty of Low Involvement Consumer Products in Kathmandu valley

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

Viva-Voce Committee

Chairperson of Research Committee

Member (Thesis Supervisor)

Member (External Expert)

Date:

RECOMMENDATION

This is to certify that the thesis:

Submitted by

Rajiv Kumar Dahal

Entitled

A Study on Brand Loyalty of Low Involvement Consumer Products in Kathmandu valley

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

.....
(Prof. Dr.)
Thesis Supervisor

.....
(Mrs. Krishna Badan Nakarmi)
Campus Chief

Date:

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Brand Loyalty of Low Involvement Consumer Products in Kathmandu Valley**” submitted to Patan Multiple Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Master of Business Studies under the supervision of Professor **Dr.** , Patan Multiple Campus.

.....

Rajiv Kumar Dahal
Patan Multiple Campus
Class Roll No: 109/059
Exam Roll No: 884/061

Table of Contents

	Page No.
Contents	
Viva-Voce Sheet	
Recommendation	
Declaration	
Acknowledgement	
Table of Contents	
List of Tables	
List of Figures	
List of Abbreviations	

CHAPTER-ONE

INTRODUCTION	1-14
1.1 General Background	1
1.2 Focus of the study	8
1.3 Statements of the problem	11
1.4 Objective of the study	12
1.5 Significance of the study	12
1.6 Limitations of the study	13
1.7 Organization of the Study	14

CHAPTER TWO

REVIEW OF LITERATURE	15-39
2.1 Review of Literature	15
2.2 Literature Related to "History of Branding"	17
2.3 Guiding principle of Branding	18
2.4 Brand loyalty; concept and definition	18
2.5 Factor for Building and Maintaining Brand Loyalty	23
2.6 Brand Switching.	26
2.7 Brand Loyalty Correlation	27
2.8 Brand Loyalty Models	30

2.9	Review of Related Studies	35
2.10	Basic Feature of the Study	38

CHAPTER THREE

RESEARCH METHODOLOGY	40-42	
3.1	Introduction	40
3.2	Research Design	40
3.3	Nature and sources of Data	41
3.4	Population and Sampling	41
3.5	Method of Data Collection	42
3.6	Data Analysis	

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS	43-86	
4.1.	Sex and Brand Loyalty	43
4.2.	Age and Brand Loyalty	54
4.3.	Income and Brand Loyalty	66
4.4	Factors Causing Brand Switching	78
4.5	Effects of Incentives in Brand Choice.	82
4.6	Major Findings of the Study	83

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS	87-91	
5.1	Summary	87
5.2	Conclusion	89
5.3	Recommendations	90

BIBLIOGRAPHY

ANNEX

LIST OF TABLES

Table No. 1 Sex and brand Loyalty on Shop	44
Table No 2 Sex and Brand Loyalty on Shop Chi squire test	45
Table No 3 Sex and Brand Loyalty on Shampoo	46
Table No 4 Sex and Brand Loyalty on Shampoo Chi squire test	47
Table No 5 Sex and Brand Loyalty on Mineral water	48
Table No 6 Sex and Brand Loyalty on Mineral water Chi squire test	50
Table No 7 Sex and Brand Loyalty on Toothpaste	50
Table No 8 Sex and Brand Loyalty on Toothpaste Chi squire test	52
Table No 9 Sex and Brand Loyalty on Hair oil	53
Table No 10 Sex and Brand Loyalty on Hair oil Chi squire test	54
Table No. 11 Age and brand Loyalty on Shop	55
Table No 12 Age and Brand Loyalty on Shop Chi squire test	57
Table No 13 Age and Brand Loyalty on Shampoo	58
Table No 14 Age and Brand Loyalty on Shampoo Chi squire test	59
Table No 15 Age and Brand Loyalty on Mineral water	60
Table No 16 Age and Brand Loyalty on Mineral water Chi squire test	61
Table No 17 Age and Brand Loyalty on Toothpaste	62
Table No 18 Age and Brand Loyalty on Toothpaste Chi squire test	63
Table No 19 Age and Brand Loyalty on Hair oil	64
Table No 20 Age and Brand Loyalty on Hair oil Chi squire test	66
Table No 21 Income and Brand Loyalty on Shop	67
Table No 22 Income and Brand Loyalty on Shop Chi squire test	68
Table No 23 Income and Brand Loyalty on Shampoo	69
Table No 24 Income and Brand Loyalty on Shampoo Chi squire test	70
Table No 25 Income and Brand Loyalty on Mineral water	71
Table No 26 Income and Brand Loyalty on Mineral water Chi squire test	72

Table No 27 Income and Brand Loyalty on Toothpaste	73
Table No 28 Income and Brand Loyalty on Toothpaste Chi squire test	75
Table No 29 Income and Brand Loyalty on Hair oil	76
Table No 30 Income and Brand Loyalty on Hair oil Chi squire test	78
Table No 31 Factors Causing Brand Switching	79
Table No 32 Effect of incentive in Brand choice.	82

List of Figures

Figure no. 1 Sex and brand Loyalty on Shop	44
Figure no. 2 Sex and Brand Loyalty on Shampoo	46
Figure no. 3 Sex and Brand Loyalty on Mineral water	49
Figure no. 4 Sex and Brand Loyalty on Toothpaste	51
Figure no. 5 Sex and Brand Loyalty on Hair oil	53
Figure no. 6 Age and brand Loyalty on Shop	56
Figure no 7 Age and Brand Loyalty on Shampoo	59
Figure no. 8 Age and Brand Loyalty on Mineral water	60
Figure no. 9 Age and Brand Loyalty on Toothpaste	62
Figure no. 10 Age and Brand Loyalty on Hair oil	65
Figure no. 11 Income and brand Loyalty on Shop	67
Figure no. 12 Income and Brand Loyalty on Shampoo	70
Figure no. 13 Income and Brand Loyalty on Mineral water	72
Figure no. 14 Income and Brand Loyalty on Toothpaste	74
Figure no. 15 Income and Brand Loyalty on Hair oil	77
Figure no. 16 Effect of Incentives in Brand Choice	82