

**CONSUMER PREFERENCE ON BRAND OF
DETERGENT**

(WITH REFERENCE TO ARIAL AND WHEEL)

A Thesis Submitted to:

**Office of the Dean
Faculty of Management
Tribhuvan University**

Submitted By :

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*In partial fulfillment of the requirement for the Degree of
Master of Business Studies (MBS)*

**Birgunj, Nepal
November, 2011**

Viva-Voce Sheet

we have conducted the viva-voce examination of the thesis presented

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**CONSUMER PREFERENCE ON BRAND OF DETERGENT
(WITH REFERENCE TO ARIAL AND WHEEL)**

and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the master's degree in Business studies (M.B.S.)

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Has been prepared as approved by this department in the prescribed format of faculty of management. This thesis is forwarded for examination.

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DECLARATION

I , hereby declare that the work reported in this research report entitled **“CONSUMER PREFERENCE ON BRAND OF DETERGENT(WITH REFERENCE TO ARIAL AND WHEEL)”** submitted to office of the Dean , Faculty of Management, Tribhuwan University, is my original work done in the form of partial fulfillment of the requirement of **the master's degree in Business studies(M.B.S.)** under the joint – supervision of and, lecturer of Thakurram Multiple campus, Tribhuwan University.

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ACKNOWLEDGEMENT

The thesis report on the study of “**CONSUMER PREFERENCE ON BRAND OF DETERGENT(WITH REFERENCE TO ARIAL AND WHEEL)**” for partial fulfillment of the requirement of the master’s degree in Business studies(M.B.S.) and is also intended to disseminate the result of the research work, as well as other research activities contained in the report, to all the concerned. Relevant international and domestic research papers, dissertation and articles are referred and reviewed and the views expressed herein the research outcome, are based on publicly available data and are those of mine and do not necessarily reflect the official views of the study unit.

I gratefully acknowledge the faculty of management, Thakur Ram campus,T.U. which provided the grant to make the thesis report possible. special thanks are due to all the staff of Thakur Ram multiple campus particularly.

It is my great pleasure that, i would like to intend my sincere gratitude and appreciation to my thesis supervisor Mr. Shambhu Saran Mahato ,lecturer of management Thakur Ram multiple campus for his constant encouragement, guidance, and valuable supervision during the period of research work, i would like to extend my cordial thanks to the campus chief, Mr. kripa sindhu prasad and the teacher Mr. sanjay shrestha, Mr. krishna kumar shah for their instruction and suggestion.

My appreciation is also to the respondents who helped me in providing information and the answer of questionnaire as well as those members who have provided resources for the conduct of the training event under the project. Their continuous support has enabled me to carry out my thesis.

Beside this, i would like to express my debt of gratitude to my father Ram kishor Ray who always support me and make me believe in my ability that's why i am able to complete my master degree.

Finally, i am grateful for the support and expertise of Thakur Ram multiple campus, who provided me with the conceptual framework in developing and formulating the research work and worked with me as well as involved himself in all the training events conducted before beginning the thesis. similarly, i would like to thanks to my office mates mr.Jugal kushwaha, Narsingh Narayan yadav, who were always in support to me for completion of the work from different aspects such as valuable suggestions and technological support and collecting materials relating to thesis. My sincere thanks goes to mr. Rakesh kumar for his full co-operation in taking out the final copy of the thesis.

Thanks.

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TABLE OF CONTENTS

List Of Tables

List of Figures

CHAPTER – I

INTRODUCTION

1.1) Background of the Study.....	1
1.2) Statement of the Problem.....	2
1.3) Objectives of the Study.....	3
1.4) Significance of the Study.....	3
1.5) Limitation of the Study.....	4
1.6) Organization of the Study	5

CHAPTER – I I

REVIEW OF LITERATURE

2.1) conceptual Review.....	6
2.1.1) Marketing and Customer Satisfaction.....	6
2.1.2) Meaning of the Brand.....	7
2.1.2.2) Reason for Not Branding.....	12
2.1.2.3.) Brand Loyalty and Switching.....	12
2.1.2.4.) Types of Brand.....	14
2.1.3.) Consumer Behavior and Preference on Brand or Product.....	16
2.1.4.) Customer Brand Preference and Purchase Intention.....	17
2.1.5.) Classification of Consumer Brand Preference Segment.....	19
2.1.6.) The Function of the Brand for the Consumer.....	20

2.2.) Review of Journals and Articles.....	22
2.3) Review of Thesis.....	26
2.4) Research Gap.....	30

CHAPTER - III

RESEARCH METHODOLOGY

3.1) Research Design.....	31
3.2) Nature and Sources of Data.....	31
3.3) Population and Sampling.....	31
3.4) Method of Data Collection.....	32
3.5) Techniques of Data Analysis.....	32
3.6.) Tools Use.....	32
3.6.1) Marketing Tools.....	32
3.6.2) Statistical Tools.....	33

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

4.1) Primary Data Analysis.....	34
4.1.1) Consumers’ Brand Preference and Brand Switching.....	34
4.1.1.1) Consumers’ Brand Preference and Age.....	34
4.1.1.2) Consumers’ Brand Preference and Gender.....	36
4.1.1.3) Consumers’ Brand Preference and Income.....	37
4.1.1.4) Consumers’ Brand Preference and Education.....	39
4.1.1.5) Reason behind Switching Brand Preference.....	41
4.1.2.) Motives for Consumer’s Brand Preference and Mechanism for Brand Identity.....	43

4.1.2.1) Driving Force for Consumers' Brand Preference.....	43
4.1.2.2.) Degree of Consumers' Brand Preference.....	44
4.1.2.3)Significance of Brand Preference.....	46
4.1.2.4) Recallable Brand Name and Brand Preference.....	47
4.1.2.5) Relationship between Brand Preference and Brand Performance.....	49
4.1.2.6.) Dimension for Rich Brand Name.....	50
4.1.2.7) Crux Element for Brand Name.....	52
4.1.2.8) Tool for Brand Identity.....	53
4.1.3) Guidelines to Brand Builder for Building Brand Preference.....	55
4.1.3.1) Best Mode for Brand Preference.....	55
4.1.3.2) Main Barrier of Cognitive Mode.....	58
4.1.3.3) Prime Cause for Success in Brand Preference.....	60
4.1.3.4) Root Cause for Success in Brand Preference.....	62
4.1.3.5.)Principle for Building Brand Preference.....	65
4.1.3.6.) Major Factor for Brand Preference.....	68
4.2.) Major Findings of the Study.....	70

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1) Summary.....73

5.2) Conclusion.....74

5.3) Recommendations.....75

BIBLIOGRAPHY

APPENDIX - I

QUESTIONNAIRE

SET A

APPENDIX – II

QUESTIONNAIR

SET B

APPENDIX - III

QUESTIONNAIR

SET C

List of Tables

<u>Table</u>	<u>Page No</u>
Consumers' Brand Preference and Age (Table 4.1).....	34
Consumers' Brand Preference and Gender (Table 4.2).....	36
Consumers' Brand Preference and Income (Table 4.3).....	38
Brand Preference and Consumers' Education (Table 4.4).....	39
Reason behind Switching Brand Preference (Table 4.5).....	41
Driving Force for Consumers' Brand Preference (Table 4.6).....	43
Degree of Consumers' Brand Preference (Table 4.7).....	45
Significance of Brand Preference (Table 4.8).....	46
Recallable Brand Name and Brand Preference (Table 4.9).....	48
Relationship between Brand Preference and Brand Performance (Table 4.10).....	49
Dimension for Rich Brand Name(Table 4.11).....	51
Crux Element for Brand Name (Table 4.12).....	52
Tool for Brand Identity (Table 4.13).....	54
Best Mode for Brand Preference (Table 4.14).....	56
Main Barrier of Cognitive Mode (Table 4.15).....	58
Prime Cause for Success in Brand Preference (Table 4.16).....	61
Root Cause for Success in Brand Preference (Table 4.17).....	63
Principle for Building Brand Preference (Table 4.18).....	65
Major Factor for Brand Preference(Table 4.19).....	68

Recommendation

Viva-Voce Sheet

Declaration

Acknowledgement

List of figures

<u>Figure</u>	<u>Page No</u>
Consumers' Brand Preference and Age (Figure 4.1).....	36
Consumers' Brand Preference and Gender (Figure 4.2).....	37
Consumers' Brand Preference and Income(Figure 4.3).....	39
Consumers' Brand Preference and Education (Figure 4.4.).....	40
Reason behind Switching Brand Preference (Figure4.5)	42
Driving Force for Consumers' Brand Preference Consumers (Figure 4.6.).....	44
Degree of Consumers' Brand Preference (Figure4.7).....	46
Significance of Brand Preference (Figure 4.8).....	47
Recallable Brand Name and Brand Preference (Figure 4.9.).....	49
Relationship between Brand Preference and Brand Performance (Figure4.10).....	50
Dimension for Rich Brand Name (Figure 4.11).....	52
Crux Element for Brand Name (Figure 4.12).....	53
Tool for Brand Identity (Figure 4.13).....	55
Best Mode for Brand Preference (Figure 4.14).....	58
Main Barrier of Cognitive Mode (Figure 4.15).....	60
Prime Cause for Success in Brand Preference (Figure 4.16).....	62
Root Cause for Success in Brand Preference (Figure 4.17).....	64
Principle for Building Brand Preference(Figure 4.18).....	67
Major Factor for Brand Preference (Figure 4.19).....	70